國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：朱宇倩, 周子銓, 黃世禎, 盧希鵬, 魏小蘭

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課程名稱：智能營運與數位管理專題研究(二)

Course Title：Special Topics in Intelligent Operation and Digital Management (II)

2026/11/3

課程代號： MI5925701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： R5(IB-508) R6(IB-508) R7(IB-508) Time/Location	
專業核心能力： Core Professional Competencies	解決問題之能力(Problem Solving) 管理專業知識(Comprehensive management knowledge) 良好溝通表達之能力： 口說溝通能力(Oral communication skills); 書寫溝通能力(Written Communication Skills)
課程網址： Course Website	
課程宗旨： Course Objectives	隨著數位技術與智能營運系統的快速發展，如何有效應用這些技術來提升企業營運效率與決策能力，成為現代管理者的重要課題。因此，本課程旨在讓學生熟悉智能營運與數位管理領域的關鍵技術與理論，並透過專題研究深入探討相關的創新應用。學生將進行文獻調查與研究，針對特定議題進行分析，最後提出專題研究報告，展示其對該領域的理解與應用。 With the rapid advancements in digital technologies and intelligent operations systems, effectively applying these tools to improve operational efficiency and decision-making has become a crucial task for modern managers. This course aims to familiarize students with key technologies and theories in intelligent operations and digital management. Through extensive literature review and focused research, students will analyze specific topics and present a research report demonstrating their understanding and application of the subject.
課程大綱： Outline of Lectures	

企業系統管理：
電子化企業（EB）系統：研究電子化企業系統的建構與應用，包括數位平台的整合與優化。
顧客關係管理（CRM）：探討CRM系統在增強顧客互動與服務中的應用，並分析其對業務成長的影響。
企業資源規劃（ERP）：深入研究ERP系統的導入與運作，強調其對企業資源配置的優化效果。
供應鏈管理（SCM）：討論SCM系統如何促進供應鏈的協作與效率提升，並提升整體競爭力。
系統應用管理：
專案管理：學習如何有效管理資訊系統專案，控制專案成本、時間與風險，並確保專案達到預期目標。
電子商務管理：研究電子商務的創新模式與技術應用，分析其對傳統商業模式的影響，並探討其在全球市場中的發展趨勢。
資訊科技管理：研究資訊科技在企業管理中的應用，探討其對組織結構與運營流程的影響，並探索如何有效管理技術創新。
AI的採用與管理：探討人工智慧（AI）技術在企業中的應用與管理，包括AI的採用過程、技術實施挑戰以及對營運和決策的影響。 Enterprise System Management:
Electronic Business (EB) Systems: Study the construction and application of electronic business systems, including the integration and optimization of digital platforms.
Customer Relationship Management (CRM): Explore the application of CRM systems in enhancing customer interaction and service, and analyze their impact on business growth.
Enterprise Resource Planning (ERP): Conduct in-depth research on the implementation and operation of ERP systems, emphasizing their role in optimizing resource allocation.
Supply Chain Management (SCM): Discuss how SCM systems promote collaboration and efficiency in the supply chain, improving overall competitiveness.

System Application Management:

Project Management: Learn how to effectively manage information system projects, control project costs, time, and risks, and ensure that project objectives are met.
E-commerce Management: Study innovative models and technology applications in e-commerce, analyze their impact on traditional business models, and explore their development trends in the global market.
Information Technology Management: Investigate the application of information technology in business management, examining its impact on organizational structures and operational processes, and explore how to effectively manage technological innovation.
Adoption and Management of AI: Explore the application and management of Artificial Intelligence (AI) technologies in enterprises, including th

授課方式：
Method of Instruction

講授 Lecture：0%

分組討論 Group discussion：0%

案例研討 Case study：0%

操做練習 Practical exercises：0%

講授 Lecture：%

教科書：
Textbooks

參考書目：
References

修課須知：
Notice

評量方式：
Grading

備註說明：
Notes