

# 企業電子化策略

## 一、教學目標

本課程旨在探討企業電子化時代，企業如何透過數位媒介與其傳統企業資產，將其供應鏈與需求鏈重新組合，形成競合的虛擬組織。企業欲執行其策略必須透過一個企業電子化資訊科技平台，包含經營模式、流程、與相關領域知識。資訊科技之應用須以特定形式呈現，本課程以 SAP 系統作為資訊科技應用平台，探討資訊科技在企業電子化中所扮演之腳色，從而了解企業電子化之策略本質與相關流程作業。

## 二、課程大綱

企業電子化策略涵蓋運用網際網路之企業解決方案，其中相關的有策略規劃、流程、與系統運作。網路對企業之影響是無遠弗界，為因應此挑戰本課程以策略典範來探討企業電子化議題，透過資訊科技促成之服務來展現企業相關作業。學習者可據此知道如何去規劃策略，執行企業內與跨組織之管理流程，與導入技術平台，並了解企業電子化之發展趨勢。本課程所探討議題包含網際網路之策略議題，以 SAP 系統為應用標竿之企業資訊系統運作，相關資訊科技基礎建設，與企業電子化實際應用案例。

## 三、授課方式

以投影片講授

## 四、評分標準

期中考試與期末考試各一次，另有一次論文報告，考試占成績 80%，報告 20%。

## 五、教材

企業電子化講義

## 六、課程要求、內容與進度、與閱讀文獻

### 課程要求

考試二次，報告一次。考試是就課程所探討之議題，發抒個人觀點，報告則是就課程指定論文選擇其一。

### 課程內容與進度

#### I. Theoretical Foundation of B2B E-Commerce

1. IT Platform and Organization's Competitive Advantage (Lecture) 2/20

2. Introduction to Business Model (Lecture) 2/27

Business Model, Wikipedia

3. Report 1: Discussion about IT platform and competitive advantage 3/6

- Bhatt, G.D., & Grover V. (2005). Types of information technology capabilities and their role in competitive advantage. *Journal of Management Information Systems*, 22(2), 253-277.
- Doherty, N., & Terry, M. (2009). The role of IS capabilities in delivering sustainable improvements to competitive positioning. *Journal of Strategic Information Systems*, 18, 100-116.

## II. Backgrounds for Internet Based Supply Chains

4. ERP: Development, Application and Trends (Lecture) 3/13
5. SCM Network and Processes (Lecture) 3/20
6. Report 2: Discussion about ERP and supply chain management 3/27
  - Ward, J., Hemingway, C., and Daniel E. (2005) A framework for addressing the organizational issues of enterprise systems implementation. *Journal of Strategic Information Systems*, (14), 97-119
  - Soh, C. and Sia, S. K. (2004) An institutional perspective on sources of ERP package-organization misalignments. *Journal of Strategic Information Systems*, (13)4, 375-397.

## II. Supply Chain Management Based on SAP Systems

7. 臺綜大校際活動停課 4/3
8. Introduction to SAP solutions I (Lecture) 4/10
9. Midterm Exam 4/17
10. Introduction to SAP solutions II (Lecture) 4/24
11. Report 3: IT and supply chain management 5/1
  - Frohlich, M. T. (2002). e-Integration in the supply chain: barriers and performance. *Decision Sciences*, 33(4), 537-556.
  - Gunasekaran, A., & Ngai, E. W. T. (2004). Information systems in supply chain integration and management. *European Journal of Operational Research*, 159(2), 269-295.
12. Report 4: IT infrastructure and supply chain management 5/8
  - Hult, G. T. M., Ketchen Jr., D. J., & Slater, S. F. (2004). Information processing, knowledge development, and strategic supply chain performance. *The Academy of Management Journal*, 47(2), 241-253.
  - Markus, M.L., Steinfield, C. W., Wigand, R. T., & Minton. G. (2006). Industry-wide IS standardization as collective action: the case of the US residential home mortgage industry. *MIS Quarterly*, 30, 439-465.
13. SCM processes in SAP 5/15

## III. Technology Platforms in Supply Chain Management Systems

14. Information system architecture in SAP 5/22
15. Introduction to XML, Web Services, and Resettanet (Lecture) 5/29
  - XML與電子商務標準—資策會
  - Resettanet標準與B2B電子商務—資策會

## IV. Supply Chain Management Case Studies

16. Colgate-Palmolive: Implementation of SAP system (Lecture) 6/5
17. Implement SAP system for small and midsize companies 6/12
18. Final Exam 6/19

## References

1. Bhatt, G.D., & Grover V. (2005). Types of information technology capabilities and their role in competitive advantage. *Journal of Management Information Systems*, 22(2), 253-277.
2. Chandra, C., & Kumar, S. (2001). Enterprise architectural framework for supply-chain integration. *Industrial Management & Data Systems*, 101(6), 290-304.
3. Dickersbach, J. T. (2008). *Supply chain management with SAP APO: structures, modelling approaches and implementation of SAP SCM* (3rd ed.). Berlin, Heidelberg: Springer-Verlag Berlin Heidelberg, 2009.
4. Doherty, N., & Terry, M. (2009). The role of IS capabilities in delivering sustainable improvements to competitive positioning. *Journal of Strategic Information Systems*, 18, 100-116.
5. Frohlich, M. T. (2002). e-Integration in the supply chain: barriers and performance. *Decision Sciences*, 33(4), 537-556.
6. Gunasekaran, A., & Ngai, E. W. T. (2004). Information systems in supply chain integration and management. *European Journal of Operational Research*, 159(2), 269-295.
7. Hult, G. T. M., Ketchen Jr., D. J., & Slater, S. F. (2004). Information processing, knowledge development, and strategic supply chain performance. *The Academy of Management Journal*, 47(2), 241-253.
8. Knolmayer, G., Mertens, P., Zeier, A., & Dickersbach, T, J. (2009). *Supply chain management based on SAP systems*. Berlin, Heidelberg: Springer Berlin Heidelberg.
9. Markus, M.L., Steinfield, C. W., Wigand, R. T., & Minton. G. (2006). Industry-wide IS standardization as collective action: the case of the US residential home mortgage industry. *MIS Quarterly*, 30, 439-465.
10. Soh, C. and Sia, S. K. (2004) An institutional perspective on sources of ERP package-organization misalignments. *Journal of Strategic Information Systems*, (13)4, 375-397.
11. Ward, J., Hemingway, C., and Daniel E. (2005) A framework for addressing the organizational issues of enterprise systems implementation. *Journal of Strategic Information Systems*, (14), 97-119

## 七、課業討論時間

時段1:

時間：星期三12:00~14:00

地點：管4057

時段2:

時間：星期四10:00~12:00

地點：管 4057