

AIS Collection of IS Institutions and Educational Resources

Institution Name	College/School	Department
National Chengchi University	College of Commerce	Department of Management Information Systems
Country	AIS Region	Full Postal Address
Taiwan	Region 3: Asia, Pacific	No. 64, Sec. 2, Zhinan Rd., Wenshan Dist. Taipei City, Taiwan, 116011 Taiwan
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Institution Summary

National Chengchi University (NCCU) was founded in 1927, and for more than 9 decades of reformation and development, we have been upholding our motto, "Harmony, Independence, Balance and Preeminence", We continue to refine our teaching methods and research in order to nurture talents for our country and the world.

We currently have 12 colleges excelling in the Liberal Arts, Law, Commerce, Science, Foreign Languages, Social Sciences, Communication, International Affairs, Education, Innovation, Informatics, Global Banking and Finance. We have 34 departments, one undeclared major in the College of Communication, 43 master's programs and 34 doctoral programs. Additionally, NCCU offers 12 on-the-job Master's Programs, and also 7 distinguished International Master's Programs and International Doctoral Program.

NCCU also has 10 university-level research centers: the Institute of International Relations, Election Study Center, Center for the Third Sector, Center for Creativity and Innovation Studies, Taiwan Studies Center, Center for China Studies, Humanities Research Center, Center for Aboriginal Studies, Center for Mind, Brain and Learning and Center for the Study of Chinese Religions. In addition, NCCU forms an educational system from pre-school level to the Doctoral program with its affiliated institutions, including a high school, an experimental elementary school and a kindergarten.

Programs and Courses Summary

Founded in 1958, National Chengchi University College of Commerce (NCCUC) has always been the pioneer in developing various forward-looking management programs for cultivating both academic researchers and corporate leaders. We expect our faculty members to not only

concentrate on research and teaching, but also satisfy the needs of academic peers, students, government and enterprises with greater and immediacy. Exceeding expectations from external stakeholders and increasing social and academic impacts to create a better NCCUC is our foremost mission for the next decade.

Facing the competitive and rapidly changing global market, NCCUC must move forward with the aim of maintaining its existing advantages and long-established glory. In order to achieve interdisciplinary and integrated academic development, in addition to the continuous refinement of academic expertise in various sub-fields of business management, we prioritize the fields of “financial technology and innovation”, “innovative entrepreneurship and organizational innovation”, “corporate social responsibility, business ethics and sustainability” and “Internet of Things, supply chain and e-commerce integration” as our main development goals for the future

Information Systems Programs

Program Name	Bachelor of Science Program - Department of Management Information Systems	Master of Science Program - Department of Management Information Systems	PhD/DBA Program - Department of Management Information Systems
Program Description	<p>As the first of its kind, the Department of MIS at NCCU was established in 1984, leading and led other national universities in Taiwan. The undergraduate program of the Department was expanded has enrolled students into two classes of 80 students since 1991. With the graduate master's program in 1992 and the doctoral program was in set in 1992 and 1996, it has been one of the most complete and excellent educational institutes for nurturing MIS professionals. Recently in 2012, it formally divided its graduate program in to and the both business and technological technology series clusters was provided in 2012. Today, it is planning for international graduate degree programs., the Department of MIS NCCU has been one of the most excellent institutes to nurturing and educating. There are about 343 undergraduates, 89 graduate master students, and 63 doctoral students in this Department at present.</p> <p>A student must complete a minimum of 132 credit units of coursework, of which 94-98 credits are to be gained from obligatory courses and 34-38 credits from elective courses. Those obligatory courses include the Departmental Compulsory Curriculum (66 credits), the Common Compulsory Curriculum (12 credits), the Graduation Requirements for Foreign Languages Proficiency, 4 PE courses (0 credit), and 2 service courses (0 credit). The elective courses include Chinese (4-6 credits), Foreign languages (4-6 credits), Humanities (3-8 credits), Social sciences (3-8 credits), Natural sciences (4-8 credits), and General education (1-4 credits). Students are required to take at least 1 course from each one of Humanities, Social sciences, Natural sciences programs. The elective courses are not limited to be offered by the Department of MIS.</p>	<p>As the first of its kind, the Department of MIS at NCCU was established in 1984, leading and led other national universities in Taiwan. The undergraduate program of the Department was expanded has enrolled students into two classes of 80 students since 1991. With the graduate master's program in 1992 and the doctoral program was in set in 1992 and 1996, it has been one of the most complete and excellent educational institutes for nurturing MIS professionals. Recently in 2012, it formally divided its graduate program in to and the both business and technological technology series clusters was provided in 2012. Today, it is planning for international graduate degree programs., the Department of MIS NCCU has been one of the most excellent institutes to nurturing and educating. There are about 343 undergraduates, 89 graduate master students, and 63 doctoral students in this Department at present.</p> <p>A student must complete a minimum of 35 credit units of coursework, of which 12 credits should be gained from obligatory courses, 12 credits from the Elective courses offered by the Department of MIS, 3 credits offered by other departments, 1 Seminar, 7 credits from other elective courses. Graduate students after academic year 93 should receive an English proficiency certificate before graduation.</p>	<p>As the first of its kind, the Department of MIS at NCCU was established in 1984, leading and led other national universities in Taiwan. The undergraduate program of the Department was expanded has enrolled students into two classes of 80 students since 1991. With the graduate master's program in 1992 and the doctoral program was in set in 1992 and 1996, it has been one of the most complete and excellent educational institutes for nurturing MIS professionals. Recently in 2012, it formally divided its graduate program in to and the both business and technological technology series clusters was provided in 2012. Today, it is planning for international graduate degree programs., the Department of MIS NCCU has been one of the most excellent institutes to nurturing and educating. There are about 343 undergraduates, 89 graduate master students, and 63 doctoral students in this Department at present.</p> <p>A student must complete a minimum of 34 credit units of coursework, of which 12 credits should be gained from obligatory courses, 9 credits from the Core courses, 9 credits from the Elective courses, 4 Seminars. Ph.D. students from academic year 93 should receive an English proficiency certificate before graduation.</p>

Level	BA	MA	PhD
Teaching Mode	On campus	On campus	On campus
Semester duration of program	8	4	10
Learning objectives	<p>The objectives of education/research of the Department are focused on integrating the usage of information systems/information technology (IS/IT) and the knowledge of business administration. The Department has devoted to coordinate the academic methodology and the empirical activities, including the development and application of IS/IT, the automatization of business model, and to explore the strategy of IT industry.</p>	<p>The objectives of education/research of the Department are focused on integrating the usage of information systems/information technology (IS/IT) and the knowledge of business administration. The Department has devoted to coordinate the academic methodology and the empirical activities, including the development and application of IS/IT, the automatization of business model, and to explore the strategy of IT industry.</p>	<p>The objectives of education/research of the Department are focused on integrating the usage of information systems/information technology (IS/IT) and the knowledge of business administration. The Department has devoted to coordinate the academic methodology and the empirical activities, including the development and application of IS/IT, the automatization of business model, and to explore the strategy of IT industry.</p>
Highlights of the program	<ol style="list-style-type: none"> 1. Integrating the IS/IT and the knowledge of business administration 2. The development and application of IS/IT 3. The business model innovation of e-business 4. The policy/strategies of information industry between Taiwan and China 	<ol style="list-style-type: none"> 1. Integrating the IS/IT and the knowledge of business administration 2. The development and application of IS/IT 3. The business model innovation of e-business 4. The policy/strategies of information industry between Taiwan and China 	<ol style="list-style-type: none"> 1. Integrating the IS/IT and the knowledge of business administration 2. The development and application of IS/IT 3. The business model innovation of e-business 4. The policy/strategies of information industry between Taiwan and China

Information Systems Courses

Course Name	Database Management Systems	IT Strategies and Management	Topics in Information Management
<p>Course Description</p>	<p>The course of Database Management Systems provides an introduction to the management of database management systems (DBMS). Students will learn multiple principles, tools, and practices of database management and database design. Specifically, the following materials will be covered during the semester: (1) The fundamentals of relational database systems including data models, database architectures, and database manipulations, (2) The database conceptual design, (3) The management issues on database systems, (4) The applications of database management systems, and (5) The new developments and trends of database management. Both technical and practical knowledge will be emphasized.</p>	<p>This course focuses on top management, strategic perspective for aligning competitive strategy, core competencies, and information technology (IT). The course provides concepts and frameworks for understanding the potential impact of IT on business strategy and performance. We will define the systems that support the operational, administrative, and strategic needs of the organization, its business units, and individual employees. We will learn approaches to managing the IT function in organizations, including an examination of the dual challenges of effectively controlling the use of well-established information technologies, while experimenting with selected emerging technologies. We will also determine key skills, traits, and levels of experience enabling the CIO to be successful.</p>	<p>As the scope of technology continues to broaden in organizations, the management of information technology (IT) and information systems (IS) becomes both more challenging and more critical. This course will provide students with a deep understanding of the theories and issues surrounding the information systems management. This is one of the main research streams in the IS field and it has received significant research attention in the last 20 years.</p> <p>This course covers the strategic information management and investigates the potential use of IT/IS to improve organizational competitive advantage. Students are exposed to topics such as business value of IT/IS, IT/IS adoption and diffusion, e-commerce, management of global supply chains, and so on. The articles are mainly drawn from the top IS journals such as MIS Quarterly, Information Systems Research, Journal of Management Information Systems, and International Journal of Electronic Commerce. The focus is on providing an in-depth coverage of key issues related to the strategic management of IS/IT.</p>

<p>Learning objectives</p>	<p>The major objectives of this course revolve around helping the student:</p> <ol style="list-style-type: none"> 1. Understanding and interpreting the main terminology of database management & design. 2. Analyze the business needs and provide easier, technology-based solutions where appropriate. 3. Be familiar with basic conceptual database design and system development processes. 4. Understand how database management systems can be put to effective use in the real context. 5. Be able to retrieve data using SQL 6. Study the various types of logical data models in use today and likely to emerge in the coming years. 	<p>The course includes four modules, covering platform economics, social media strategy, IoT and big data, and fintech.</p> <ol style="list-style-type: none"> 1. Social Media Strategy. Understand what social media marketing is and how it has developed. Understand the impact of social media on engagement for brands. We focus on the development of social media strategy and the identification of influencers. 2. Platform Economics. Students will learn the foundational theories in platform economics. We will introduce firm-level competitive strategies of online marketplaces and investigate industry platforms and how they develop complementary technologies within the business ecosystem. 3. Fintech. This module discusses issues surrounding Fintech and its potential for facilitating innovation in the financial services sector, among others; we will also discuss regulatory and governance issues and potential uses. 4. IoT and Big Data. Understand the potential impact of IoT on business strategy and performance. The module will focus on the implications of IoT for defining business strategies and operating models, and explore how firms use IoT to achieve operational excellence and business agility. 	<p>This course will provide students with a deep understanding of the theories and issues surrounding the information systems management. This is one of the main research streams in the IS field and it has received significant research attention in the last 20 years. The course is taught as a seminar for which each student is asked to read one recent articles each week. Thus, having studied the assigned material, each student will be prepared to actively participate in the classroom discussion. Participation is evaluated through the quality of contribution to discussion.</p>
<p>Level</p>	<p>BA</p>	<p>MA</p>	<p>PhD</p>
<p>Teaching Mode</p>	<p>On campus</p>	<p>On campus</p>	<p>On campus</p>

Course Name	Business Data Communication	Decision Science	Enterprise Process Models
Course Description	<p>Business Data Communication is a mandatory course exclusively intended for senior students majoring in Management Information Systems. Only students majoring in MIS, including those with a double major, are eligible to participate in this course. Students from other departments, IMBA students, and exchange students are kindly requested to unregister from this class.</p> <p>This course offers an introductory overview of essential principles related to the design and implementation of computer communication networks, protocols, and applications. The topics covered include layered network architecture, the physical layer, data link protocols, network layer design, transport protocols, routing protocols, and network applications. Illustrative examples will be drawn from the Internet TCP/IP protocol suite. Moreover, the course incorporates various programming assignments (previous coding experience is a prerequisite), allowing students to gain practical skills in basic network programming and the development of simple network applications.</p>	<p>This is a required course for graduate students in the department of Management Information Systems. We focus on decision-making under uncertain parameters and outcomes. Students will be exposed to discrete/continuous probability distributions and simulation models that are crucial for evaluating decisions in a stochastic (non-deterministic) environment. We will analyze numerous operational decision problems that can be solved by simulation analysis. Methods for financial planning and algorithmic marketing will be discussed as well.</p>	<p>Business decision making involves considerable complexity and uncertainty. This course introduces the basic concepts in quantitative analysis to help students gain a clear understanding of the key elements in a business process. We will discuss methods that are used extensively in business organizations. These methods provide you with the tools and the skills to approach, analyze, and solve problems of varying scales. Furthermore, this course aims at improving a decision-maker's overall problem solving ability by stressing approaches to understand and question assumptions, to consider a richer set of solution alternatives, and to consider diverse measures of performance.</p>

<p>Learning objectives</p>	<p>The primary objective encompasses a range of goals, including but not limited to the following:</p> <ol style="list-style-type: none"> 1. Gain a comprehensive understanding of networking design principles. 2. Develop a solid grasp of layered network architecture and the underlying techniques involved. 3. Acquire the knowledge and skills required to implement basic network-based programs. 4. Demonstrate the ability to design and evaluate network structures for both home and enterprise environments. <p>The desired outcomes for students encompass various goals, including but not limited to the following:</p> <ol style="list-style-type: none"> 1. Familiarity with the design of existing computer networks. 2. The ability to determine suitable hardware and software components for complex computer networks. 3. Proficiency in analyzing protocol performance, both theoretically and experimentally, and understanding the trade-offs associated with different protocol designs. 4. Competence in writing socket programs using network libraries. 5. Experience in working with network devices, utilizing their own personal computers or laptops. 6. The capability to manage complex enterprise networks effectively. 7. Proficiency in monitoring network packets and performing thorough analysis. 8. The ability to identify and address network security issues. 	<p>The primary goal of this course is to sharpen students' quantitative modeling capabilities for better business decisions. After taking this course, students are expected to have a good understanding of predictive and prescriptive data analytics. Also, Python programming will be part of this learning process. Note that this is NOT a programming language course so I will not teach you Python from scratch. Instead, sample codes for lecture problems will be clearly explained and provided. To make our life easier, we will use Colaboratory developed by Google. The only way to maximize learning efficacy is to get your hands dirty and write the program.</p> <p>Finally, I highly encourage students to ask me questions in- and off-class whenever you don't understand my lectures. I urge students NOT to ask for solutions to homework problems. Be open-minded to LISTEN to each other, be proactive to share, and think out-of-the-box.</p>	<p>In sum, the course objectives include:</p> <ol style="list-style-type: none"> 1. To raise awareness of the various management issues associated with the management of various business processes 2. To provide an understanding of key principles of business process management 3. To provide a set of systematic approaches to process planning and management 4. To provide a toolbox that can be used to solve a variety of practical problems
<p>Level</p>	<p>BA</p>	<p>MA</p>	<p>MA</p>
<p>Teaching Mode</p>	<p>On campus</p>	<p>On campus</p>	<p>On campus</p>