

Global Learning Initiatives Program Course Syllabus

Course Information

Course Name	Information and Communication Technology: Selection, Adoption, and Use
Lecturer(s)	Hsin-yi Sandy Tsai
Course Description	Information and Communication Technology (ICT) industries contribute vitally important services for all other sectors of the economy. Without the internet and communications, finance, transportation, health care, energy supply, retailing, and many other services would be severely impeded. Moreover, ICT industries are among the most dynamic high-tech sectors of the economy in many countries, including Taiwan. Given their importance, many aspects of ICT industries are subject to public policies intended to help realize their benefits to the economy and society. Technology, business strategy, and public policy are therefore closely intertwined; one cannot fully understand one without the other.
Course Objectives	<p>In this course, we will focus on the selection and use of ICTs, including voice and data services, Internet access, entertainment, search, and apps. At the end of the semester, students should:</p> <ul style="list-style-type: none"> • Have a comprehensive knowledge of the organization of ICT industries in Taiwan • Understand the basic theories and knowledge on technology selection, use and adoption • Have a clear picture of the interaction of technology, economics/business strategy, and public policy • Be familiar with the basic and important ICT usage and policies in Taiwan • Be familiar with cases of firms that succeeded and others that failed in meeting the unique challenges of ICT industries

Suggested Proficiencies (if any)	None																		
Reading List (if any)	Reading materials will be either distributed online or in class.																		
Grading Criteria	Based on your performance in these three areas, your grade will be determined based on the following weights:																		
	<table border="1"> <thead> <tr> <th>Component</th> <th>Points</th> <th>Percent of grade</th> </tr> </thead> <tbody> <tr> <td>Participation</td> <td>30</td> <td>30%</td> </tr> <tr> <td>ICT introduction (weekly presentation)</td> <td>5</td> <td>5%</td> </tr> <tr> <td>Reflection paper *6 and other exercises</td> <td>30</td> <td>30%</td> </tr> <tr> <td>Internet Use Diary or Public Space Observation</td> <td>10</td> <td>10%</td> </tr> <tr> <td>Final Paper (Case Study) & Presentations</td> <td>25</td> <td>25%</td> </tr> </tbody> </table>	Component	Points	Percent of grade	Participation	30	30%	ICT introduction (weekly presentation)	5	5%	Reflection paper *6 and other exercises	30	30%	Internet Use Diary or Public Space Observation	10	10%	Final Paper (Case Study) & Presentations	25	25%
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Course Schedule

Class	Date (YYYY/MM/DD)	Course Topic	Lecturer
1	2020/3/4	Introduction	Sandy Tsai
2	2020/3/11	Overview ICT Industries: The interplay of technology, markets, and policy	Sandy Tsai
3	2020/3/18	ICT: The Features of these technologies Technology Selection	Sandy Tsai

4	2020/3/25	Technology Selection I	Sandy Tsai
5	2020/4/1	Technology Selection II	Sandy Tsai
6	2020/4/8	Theories on Technology Adoption I	Sandy Tsai
7	2020/4/15	Theories on Technology Adoption II	Sandy Tsai
8		Mid-term (Presentations)	
9	2020/4/22	ICT supplies, Market Structure I	Sandy Tsai
10	2020/4/29	ICT supplies, Market Structure II	Sandy Tsai
11	2020/5/6	The Use of ICTs: I	Sandy Tsai
12	2020/5/13	The Use of ICTs: II	Sandy Tsai
13	2020/5/27	ICT Policies and the citizen The Convergence: Law and Global Regulation I	Sandy Tsai
14	2020/6/3	ICT Policies and the citizen The Convergence: Law and Global Regulation II	Sandy Tsai
15	2020/6/10	Final: Presentations I	Sandy Tsai
16	2020/6/17	Final: Presentations II	Sandy Tsai