朝陽科技大學 091學年度第1學期教學大綱
Introduction to Electronic Commerce 電子商務概論

當期課號	4081	**Course Number**	4081
授課教師	薛夙珍	**Instructor**	HSUEH,SUE CHEN
中文課名	電子商務概論	**Course Name**	Introduction to Electronic Commerce
開課單位	資訊管理系(二日)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	本課程的主要目標是教導學生瞭解電子商務（Electronic Commerce）的內涵，以及電子商務在實務的運作上所包括的四個構面：科技、商業、管理及法律政策等相關議題與知識，並藉由書中實例操作，進而瞭解資訊科技是如何應用在電子商務實務運作上的。	**Objectives**	The purpose of this course is to teach students that the Electronic Commerce (EC)is a multidisciplinary science that includes four aspects. These are computer science, business management, marketing and legal issues. Through course teach, students know how EC runs in real world.
教材	本課程以主題講授、EC個案研討、系統實作（IBM的net.commerce）方式進行教學。	**Teaching Materials**	Give lectures, case studies and introduce systems of electronic commerce such as IBM's Net.Commerce and Oracle 11i.
成績評量方式	1. 期中考&期末考 40 % 2. 作業 25 % 3. 期末Project報告（包括demo與書面報告）25%（同學分組以3-5人爲原則） 4. 出席與課堂參與 15%	**Grading**	Midterm & Final exam. 40% Homework 25% Final Project report (system demonstration & written report) 25% Class participation 15%
教師網頁			
教學內容	主要從管理應用、技術與政經法律等層面對電子商務作完整的介紹。技術層面包括了網路交易安全與電子支付技術、網際網路服務等相關議題：管理層面則涵蓋了網路行銷、網路廣告、電子商店經營策略及各種相關應用。此外，課程中也將說明各種與EC相關的政策與法律。其中，也將討論電子商業範疇的相關主題，例如CRM、SCM、KM等。	**Syllabus**	Electronic commerce (EC) describes the manner in which transactions take place over networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. EC could have an impact on a significant portion of the world, on business, professions, and people. The purpose of this course is to describe what EC is; how it is being conducted and managed; and its major opportunities, limitations, issues, and risks.

尊重智慧財產權，請勿非法影印。