

朝陽科技大學 092學年度第1學期教學大綱
Applications of Electronic Commerce 電子商務應用

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| 當期課號 | 4143 | Course Number | 4143 |
| 授課教師 | 徐茂練 | Instructor | SHYU,MAW LIANN |
| 中文課名 | 電子商務應用 | Course Name | Applications of Electronic Commerce |
| 開課單位 | 企業管理系(二日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 網際網路及相關電子媒體具有運算、傳輸的能力，使得電子商務成爲重要的趨勢，電子商務技術需要有效的規劃才能輔助商務之進行，本課程之目的乃是了解電子商務技術的能力、商務運作流程以及電子商務規劃方法，以便將技術充分運用於目前的業務或開創新的應用領域。(本課程屬於就業學程之科目，課程目標包含提昇同學就業能力)。 | Objectives | The powerful computing and transmutation capability of internet make significant impact on commerce. The effective adoption of electronic commerce(EC) technology requires compresivesive plan. The purpose of this course is to understand the capability of EC technology, the business processes, and the planning methodology. Based on this understanding, the students can effectively adopt EC technology for current business application or for creating new application area. |
| 教材 | (1)教師講授 (2)課堂討論 (3)網站評估 (4)期中考、期末考。 | Teaching Materials | (1)Instruction, (2)Discussion, (3)Website Evaluation, (4)Mid and Fin Examination. |
| 成績評量方式 | (1)課堂主題報告(40%) (2)期中考(30%) (3)期末考(30%) | Grading | (1)Discussion and Reports(40%) (2)Mid-Exam(30%) (3)Fin-Exam(30%) |
| 教師網頁 | - | | |
| 教學內容 | 網際網路及相關電子媒體具有運算、傳輸的能力，使得電子商務成爲重要的趨勢，電子商務技術需要有效的規劃才能輔助商務之進行，本課程之目的乃是了解電子商務技術的能力、商務運作流程以及電子商務規劃方法，以便將技術充分運用於目前的業務或開創新的應用領域。(本課程屬於就業學程之科目，課程目標包含提昇同學就業能力)。 | Syllabus | The powerful computing and transmittion capability of internet make significant impact on commerce. The effective adoption of electronic commerce(EC) technology requires compresivesive plan. The purpose of this course is to understand the capability of EC technology,the business processes, and the planning methodology. Based on this understanding, the students can effectively adopt EC technology for current business application or for creating new application area. |

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