朝陽科技大學 092學年度第1學期教學大綱
E-Commerce Communication 電子商務溝通

當期課號	7204	**Course Number**	7204
授課教師	徐茂練	**Instructor**	SHYU,MAW LIANN
中文課名	電子商務溝通	**Course Name**	E-Commerce Communication
開課單位	應用外語系碩士班一A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	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。	**Objectives**	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)文獻討論 (4)網站評估 (5) 期末考	**Teaching Materials**	(1)Instruction, (2)Discussion, (3)Literature Review, (4)Website Evaluation, (5)Final Examination.
成績評量方式	(1)平時成績(20%) (2)課堂主題討論(30%) (3)文獻報告(20%) (4)期末考(30%)	**Grading**	(1)Classroom Evaluation (20%) (2)Discussion Topics(30%) (3)Literature Review(20%) (4)Fin-Exam(30%)
教師網頁			
教學內容	網際網路在運算、傳輸、內容方面的能力進步神速，電子商務成爲重要的趨勢，網際網路技術對於商務溝通，包含交易、服務、群組討論、以及協同規劃均有重大影響，本課程之目的乃是了解網際網路媒體的特性及溝通能力以及電子商務運作過程，以便善用網際網路媒體進行溝通，提昇商務之效能與效率。	**Syllabus**	The powerful computing, transmittion, and/or content capability of internet make significant impact on commerce. The communication perspective of electronic commerce view internet as effective communication media for transactions, service, group discussion, and joint planning. The purpose of this course is to understand the communication capability of internet and the business processes. Based on this understanding, the students can adopt internet technology as communication media to improve the effectiveness and efficiency of commerce.