# 朝陽科技大學 094學年度第1學期教學大綱
# Introduction of Business Automation 商業自動化概論

| | | | |
|---|---|---|---|
| 當期課號 | 3001 | Course Number | 3001 |
| 授課教師 | 陳映君 | Instructor | CHEN,YING JUNE |
| 中文課名 | 商業自動化概論 | Course Name | Introduction of Business Automation |
| 開課單位 | 財務金融系(二進)三A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 介紹 1 .商流 2. 物流 3. 金流 4. 資訊流 5. EOS、EDI、VAN、SIS | Objectives | Introduction to Commerce Automation. This course provides both the state-of-the-art of commerce activitics and its future development based on computerization. Students are taught by lecturing, group conferencing, business visiting and system analysis/design. Course contents are listed as follows: (1)status quo of commerce environment;(2)structure of commerce automation including point of sale system, product distribution system,financial system, information system and human resource system,(3)related subjects of commerce automation, such as regulations and law, consumer behavior,data base applications,human factor engineering and software engineering, etc;(4)future development of commerce automaion. |
| 教材 | 書名：流通系統 作者：簡正儒、蔡惠華 出版社：龍騰<br><br>書名：商業自動化 作者：徐茂陽 出版社：華泰<br>書名：商業自動化 作者：郭角添、簡進嘉 出版社：國雅 | Teaching Materials | |
| 成績評量方式 | 期中：30%<br>期末：30%<br>平時及報告：40% | Grading | final test 40%<br>normal 30%<br>report 30% |
| 教師網頁 | | | |
| 教學內容 | 1. 商流<br>2. 物流<br>3. 金流<br>4. 資訊流<br>5. EOS、EDI、VAN、SIS<br>6. 報告 | Syllabus | Supplier Management<br>Inventory Management<br>Distribution Management<br>Channel Management<br>Payment Management<br>B to C, Business to Customer<br>BTO (Build to Order)<br>C to B, Customer to Business<br>C to C, Customer to Customer |

尊重智慧財產權，請勿非法影印。