朝陽科技大學 094學年度第2學期教學大綱
Commercial Information:Sources and Uses 商務資訊蒐集與應用

當期課號	0204	**Course Number**	0204
授課教師	李琇兒	**Instructor**	LEE,HSIU ER
中文課名	商務資訊蒐集與應用	**Course Name**	Commercial Information:Sources and Uses
開課單位	生活智能課群(日)	**Department**	
修習別	選擇必修	**Required/Elective**	Topics in Life, Society ,and Science
學分數	2	**Credits**	2
課程目標	如何培養學生具有終身學習與獨立求知的能力，是大學教育的目標之一。學生完成大學教育後，即投身於競爭劇烈的職場，或是追求更高深的學識。欲在工商企業界、學術界佔有一席之地，如何掌握正確的市場資訊，求知的基礎即在於資訊的蒐集。	**Objectives**	Learn lifelong-self-directed Learning, Independent Instruction and Information problem-solving is the goal of this curriculum. The coming era of information society the capabilities of selecting, acquiring, evaluation and analyzing the information needed is becoming more important. How to use the printed and electronic documents to acquire information and how to evaluate and analyze the accuracy of the information are the basic curriculum contents.
教材	企業資訊與商情服務/林珊如編著,文華出版 市場調查手冊/中華徵信所編 第6章次級資料蒐集 information literacy and you http://www.libraries.psu.edu/industruction/infolit/andyou/infoyou.htm	**Teaching Materials**	
成績評量方式	上課參與度(如出席、討論、練習…)20% 報告 40% 期中考 20% 期末考20%	**Grading**	Attendance 20% Report 40% midterm examination 20% Final examination 20%
教師網頁			
	1、資訊養素養 2、網路資源的評估		This course will introduce the

教學內容	3、網際網路上商務資訊的蒐集運用 4、行銷資訊的蒐集與運用 5、企業資訊的蒐集與運用 6、產業資訊的蒐集與運用	**Syllabus**	information literacy and the resources of management and business. Students will learn how to analysis of an information need, knowledge of resource types, evaluation of access tools, and interpretation of results is critical to successful information retrieval.

尊重智慧財產權，請勿非法影印。