# 朝陽科技大學 095學年度第1學期教學大綱
# Introduction to Electronic Commerce 電子商務概論

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| 當期課號 | 2316 | Course Number | 2316 |
| 授課教師 | 郭木興 | Instructor | KUO,MU HSING |
| 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(四日)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 | 另外公佈 | Teaching Materials | will announce |
| 成績評量方式 | 期中考、期末考、作業、期末Project分組報告、出席與課堂參與。 | Grading | Midtermexam, Final exam, Homeworks, Project report and Class participation |
| 教師網頁 | _ | | |
| 教學內容 | 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。 | Syllabus | 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 word. |

尊重智慧財產權，請勿非法影印。