

朝陽科技大學 095學年度第1學期教學大綱
E-Commerce Communication 電子商務溝通

當期課號	7311	Course Number	7311
授課教師	嚴國慶	Instructor	YAN,KUO QIN
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	電子商務總論，余千智主編，智勝文化事業出版。Handbook OF Electronic Commerce:Technology, Management, and Applications.	Teaching Materials	電子商務總論，余千智主編，智勝文化事業出版。Handbook OF Electronic Commerce:Technology, Management, and Applications.
成績評量方式	課堂互動與出席率：20% 分組報告：40% 期末及期中考：40% 點名不到，每次扣學期成績3分	Grading	Interactive:20% Group Report:40% Mid-tem & Term Examination:40%
教師網頁	http://163.17.28.140		
教學內容	<ul style="list-style-type: none"> 1 –課程說明、先導概念 2 –電子商務概論 3 –電子市集 4 –電子商務之零售應用 5 6 –消費者行爲、線上行銷研究 7 8 –數位學習及其他EC應用 9 –期中考試 1 0 –訂單履行及EC支援服務 1 1 –EC策略 1 2 –電子商務創業計畫 1 3 –電子商務創業計畫 1 4 ~ 1 7 –個案報告 1 8 –期末考試 	Syllabus	<ul style="list-style-type: none"> 1. Introduce to Electronic Commerce 2. Internet Framework and Resource Access Service 3. Network Safety 4. EC Intermediary and Electronic Payment System 5. Network Publish and Digital Library 6. System Develop Method of EC Application 7. EC and Marketing 8. EC and Bank Service 9. EC and Supply Chain Management 10. EC and Accounting Service 11. EC and Investment 12. EC and Human Recource Management 13. EC and International Trade 14. The EC Policy and Law 15. Information and Network Economic

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