朝陽科技大學 095學年度第2學期教學大綱
Introduction to Electronic Commerce 電子商務概論

當期課號	1388	**Course Number**	1388
授課教師	陳星琳	**Instructor**	CHEN,HSING LING
中文課名	電子商務概論	**Course Name**	Introduction to Electronic Commerce
開課單位	休閒事業管理系(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	自編講義	**Teaching Materials**	
成績評量方式	課堂參與/作業 (30%) 期中考 (30%) 期末專案 (40%)	**Grading**	Class participation & Homework(30%) Midterm Exam(30%) Final Project (40%)
教師網頁	http://163.17.30.73/hsingling		
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, EC）的內涵，以及電子商務在實務的運作上所包括的三個構面：科技、商業管理及網站管理等相關議題。其包涵簡單的網路架設與設定網路作業系統之作業環境及資料庫管概念。透過本課程可讓學生了解EC的實務建構與應用面。	**Syllabus**	The purpose of this course is to teach students that the Electronic Commerce (EC)is a multidisciplinary science that includes three aspects.These are computer science, business management and website control issues.It includes to construct a simple network, setup the network operating system, and the concept of maintain database.Through course teach, students know how EC runs and application in real world.

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