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

當期課號	3384	Course Number	3384
授課教師	陳敬儒	Instructor	CHEN,CHING JU
中文課名	電子商務	Course Name	Electronic Commerce
開課單位	工業工程與管理系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程旨在教授學生應用電子商務於企業。	Objectives	This course aims to provide students with fundamental knowledge of applying e-commerce in business.
教材	電子商務 ISBN 986-412-424-2 林水順，莊英慎 高立圖書有限公司	Teaching Materials	
成績評量方式	期中考30%，期末報告與口試30%，平時成績(含作業、出席狀況)40%	Grading	Midterm 30% ,Final report & orals 30% , Common & Others(including Homewok and attendance) 40%
教師網頁			
教學內容	本課程教授學生應用電子商務於企業相關活動，特別在於行銷、物流、商流及資訊流之相關概念以及網頁之設計。本課程透過一系列的作業來增進學生對電子商務及其應用的認識，以培養學生未來在電子商務領域之應用能力。	Syllabus	This curriculum professor the student applies the electronic commerce to enterprise correlation,Specially lies in the marketing, the thing flows,and the information flows the correlation concept as well as the homepage design.Penetrates a series of works to promote the student to the electronic commerce and its the application understanding,Will train the student future application of ability in the electronic commerce domain.

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