

**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**

<b>當期課號</b>	3817	<b>Course Number</b>	3817
<b>授課教師</b>	劉啓東	<b>Instructor</b>	LIU,CHII TUNG
<b>中文課名</b>	電子商務概論	<b>Course Name</b>	Introduction to Electronic Commerce
<b>開課單位</b>	資訊工程系(四進)四A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	本課程主要講述有關電子商務的理論及現況探討。內容包含電子商務概論、網路架構、顧客電子商務、企業電子商務、市場行銷規劃、網路安控機制與付費系統、電子商務管理與資源法規、行動商務與協同商務。	<b>Objectives</b>	The goal of this course is to provide the students with a basic knowledge of electronic commerce. The students will realize the following important topics after finishing this course: 1. e-commerce overview 2. network architecture 3. B2C/C2B/G2C/C2C model 4. B2B/G2B model 5. sales & marketing 6. network security and payment system 7. e-commerce management and regulations 8. mobile commerce and collaborative commerce "
<b>教材</b>		<b>Teaching Materials</b>	
<b>成績評量方式</b>	Project 及 作業	<b>Grading</b>	Project and exercise.
<b>教師網頁</b>	-		
<b>教學內容</b>	主要從技術層面對電子商務作完整的介紹。包括了XML技術在電子商務的應用，ebXML標準的介紹、網際網路服務等相關議題。也將討論電子商業範疇的相關主題，例如CRM、SCM、KM等。	<b>Syllabus</b>	To introduce those technics used in e-commerce, including XML, ebXML and web services. Also discuss related topics CRM, SCM, KM, etc.

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