朝陽科技大學 096學年度第1學期教學大綱
Special Topic on Electronic Business(3) 企業電子化專題(三)

當期課號	7685	Course Number	7685
授課教師	詹智強	Instructor	CHAN,CHU CHAI
中文課名	企業電子化專題(三)	Course Name	Special Topic on Electronic Business(3)
開課單位	工業工程與管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本研究學群主要研究企業於電子化過程中如何應用電子商務、顧客關係管理、供應鏈管理與知識管理等方法論提昇企業之競爭力，降低成本，並增加顧客滿意度。	Objectives	The purpose of e-Business research group is to conduct researches in the areas of e-commerce, customer relationship management, supply chain management and knowledge management to reduce costs, increase enterprise competitive advantages and raise customer satisfaction.
教材	1. Journal of Decsion Support System, Elsevier Science Ltd. 2. European Journal of expert system and application, Elsevier Science Ltd. 3. International Journal of e-commerce and application, Elsevier Science Ltd. Ltd.	Teaching Materials	Journal of Decsion Support System, Elsevier Science Ltd. 2. European Journal of expert system and application, Elsevier Science Ltd. 3. International Journal of e-commerce and application, Elsevier Science Ltd. Ltd.
成績評量方式	文獻探討簡報演練績效與貢獻評估(50%--50%)	Grading	Evaluation on Performance and Contribution of Presentation (50%--50%)
教師網頁	http://www.cyut.edu.tw/~secret/index.htm		
教學內容	本課程旨係訓練學生了解有關企業電子化學術論文之範圍、學習並探討其研究方法及撰寫方式等，爲自己找出未來的研究方向及研究主題，內容包含如下： 1. 企業電子化之指定論文導讀 2.企業電子化之自選論文導讀	Syllabus	This course is designed to train students to understand the scope of global e-business, the research methodology, and writing patterns, to enable the students to find an interested title for their theses. It consists of the followings: 1. Assigned Papers on e-business 2. Self-selected Papers on e-business.

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