朝陽科技大學 097學年度第1學期教學大綱
E-commerce and Internet marketing 電子商務與網路行銷

當期課號	1252	**Course Number**	1252
授課教師	胡天鐘	**Instructor**	HWU,TIAN JONG
中文課名	電子商務與網路行銷	**Course Name**	E-commerce and Internet marketing
開課單位	企業管理系(四日)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	電子商務課程目標將介紹給學生在理論與實務可應用於商業上與網際網路，它將介紹電子商務的基礎知識與架構，修課學生對於下列議題有所了解： 1.了解電子商務的基本概念與全面輪廓； 2.了解電子商務的技術面，包括電子商務的軟體、交易安全機制與金流支付系統； 3.了解電子商務的策略面，包括品牌策略、客戶關切管理、購物服務、電子資料交換、供應鍊管理、虛擬商務(無店鋪管理)和入口網站等。	**Objectives**	The course's object of Electronic Commerce (EC) introduces students to both the theory and practice of doing business over the Internet and World Wide Web. It will provide an introduction to Electronic Commerce and the elements of its infrastructure in class. The students will be offered as follows: 1.Understanding the basic concepts and overview of electronic commerce. 2.Understanding the technologies of electronic commerce, including electronic commerce software, electronic commerce security issues, and electronic payment systems. 3.Understanding business strategies for electronic commerce, including branding, customer relationship management, purchasing, electronic data interchange, supply-chain management, auction sites, virtual communities, and Web portals.
教材	電子商務Powerpoint講義與課本	**Teaching Materials**	Electronic Commerce handout and book
成績評量方式	期中考(20%) 期末考(30%) 平常成績(含小考、作業及學習情況)(30%) 電子商店網頁設計 (佔20%), 由2至4人組成一小組製作專題, 請以勿超過4人爲原則	**Grading**	Midterm exam.(20%) Final exam.(30%) Term project (20%) The rest of grades(30%) will be based on homeworks and quizs. Grades are based on performance. No curves planned Performance standard: Excellent ≧ 90 Better ≧80 Good ≧ 70 Ordinary ≧ 60 fail < 60
教師網頁	_		
教學內容	1.電子商務導論與實例說明 2.電子商務之整體環境 3.電子金融(含電子銀行、網路銀行和電子支付系統)與網路安全 4.電子商店規劃與設計(含網頁設計) 5.電子商務評估與網路行銷 6.電子商務與供應鏈管理(SCM)(含銷售鏈管理) 7.電子商務與企業資源管理(ERP) 8.電子商務與客戶關係管理(CRM)	**Syllabus**	1.Introduction to Electronic Commerce 2.Enviroment of EC 3.Electronic Finance 4.plan and design Electronic stores 5.EC Evaluation and marketing 6.EC and supply chain management 7.EC and ERP 8.EC and CRM

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