

朝陽科技大學 097學年度第1學期教學大綱  
Electronic Commerce 電子商務

當期課號	7765	Course Number	7765
授課教師	柯秀佳	Instructor	KO,HSIU CHIA
中文課名	電子商務	Course Name	Electronic Commerce
開課單位	資訊管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	電子商務已隱隱然為二十世紀末、二十一世紀的主要商業交易的型態。本課程介紹電子商務的過去發展與未來趨勢，並對各項管理與資訊技術作深入的探討。主要內容包含：1.電子商務(EC)簡介 2.電子商務的網路架構 3.資訊安全與電子商務的關係 4.Business-to-Consumer EC 5.Business-to-Business EC 6.Consumer Search and Resource Discovery 7.Mobile and Wireless Computing 簡介	Objectives	Electronic commerce (EC) is emerging as a new type of business transactions. To guide students into this great area of research, this course is designed to introduce students to acquainted with the past and the future development of electronic commerce, and various IT research issues that are related to the development of electronic commerce. The tentative topic to be covered in this courses are, but not limited to, the followings: 1. The basics of EC, 2. The network infrastructure for EC, 3. Security and EC, 4. Business-to-Consumer EC 5. Business-to-Business EC and XML/EDI 6. Consumer Search and Resource Discovery 7. Introduction to Mobile Commerce.
教材	1.Efraim Turban etc., Electronic Commerce 2008: A Managerial Perspective, Prentice Hall, 2008 (華泰) 2.conference and journal papers	Teaching Materials	1.Efraim Turban etc., Electronic Commerce 2008: A Managerial Perspective, Prentice Hall, 2008 (華泰) 2.conference and journal papers
成績評量方式	課堂參與、課堂報告、及作業: 30% 期中報告和上台報告: 30% 期末報告和上台報告 40%	Grading	Homework, presentation, and class Participation: 30% Midterm report: 30% Final report: 40%
教師網頁	-		
教學內容	電子商務已隱隱然為二十世紀末、二十一世紀的主要商業交易的型態。本課程介紹電子商務的過去發展與未來趨勢，並對各項管理與資訊技術作深入的探討。此外，並藉由參與與觀察網站經營的方式，運用所習得的理論，分析電子商務的經營成效。主要內容包含：1.電子商務(EC)簡介 2.電子商務的網路架構 3、相關理論的介紹 4.新興Web2.0相關經營模式與經營 5.Business-to-Consumer EC 6.Business-to-Business EC 7.Mobile and Wireless Computing 簡介	Syllabus	Electronic commerce (EC) is emerging as a new type of business transactions. To guide students into this great area of research, this course is designed to introduce students to acquainted with the past and the future development of electronic commerce, and various IT research issues that are related to the development of electronic commerce. Moreover, applying various theories to analyze the observed EC applications and their performance will also be discussed. The tentative topic to be covered in this courses are, but not limited to, the followings: 1. The basics of EC, 2. The network infrastructure for EC, 3. The related theories of EC, 4. Emerging EC applications, such as Web 2.0 and EC. 5.Business-to-Consumer EC 6. Business-to-Business EC 7. Introduction to Mobile Commerce.