朝陽科技大學 097學年度第2學期教學大綱
E-Commerce Communication 電子商務溝通

當期課號	7357	Course Number	7357
授課教師	林正生	Instructor	Lin,Zheng Sheng
中文課名	電子商務溝通	Course Name	E-Commerce Communication
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程之目的乃是了解電子商務技術的能力、商務運作流程以及電子商務規劃方法，以便將技術充分運用於目前的業務或開創新的應用領域。	Objectives	The purpose of this course is to understand the capability of EC technology, the business processes, and the planning methodology. Based on this understanding, the students can effectively adopt EC technology for current business application or for creating new application area.
教材	電子商務概論 博碩文化出版 陳湘揚著	Teaching Materials	Introduction to e-commerce
成績評量方式	作業及上課表現:30% 期中考:30% 期末考:40%	Grading	Homework:30% M-test:30% L-test:40%
教師網頁			
教學內容	本課程之目的乃是了解電子商務技術的能力、商務運作流程以及電子商務規劃方法，以便將技術充分運用於目前的業務或開創新的應用領域。	Syllabus	The purpose of this course is to understand the capability of EC technology, the business processes, and the planning methodology. Based on this understanding, the students can effectively adopt EC technology for current business application or for creating new application area.

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