朝陽科技大學 098學年度第2學期教學大綱
Introduction to Electronic Commerce 電子商務概論

當期課號	3869	Course Number	3869
授課教師	黃智慧	Instructor	HUANG,CHIH HUI
中文課名	電子商務概論	Course Name	Introduction to Electronic Commerce
開課單位	資訊工程系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	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。	Objectives	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 & marking 6. network security and payment system 7. e-commerce management and regulations 8. mobil commerce and collaborative commerce "
教材	Textbook:Kenneth C. Laudon and Carol. G. Traver, “E-commerce”, 3 Ed., Addison Wesley. 東華書局代理. Reference books: 1.作者:劉文良, 書名:電子商務與網路行銷(二版),碁峰 EE0092 2. Gary. P. Schneider, “Electronic Commerce”, 4th ed., Thomson.	Teaching Materials	Textbook:Kenneth C. Laudon and Carol. G. Traver, “E-commerce”, 2nd ed., Addison Wesley. 東華書局代理. Reference books: 1.作者:劉文良, 書名:電子商務與網路行銷(二版),碁峰 EE0092 2. Gary. P. Schneider, “Electronic Commerce”, 4th ed., Thomson.
成績評量方式	1. 小考(Quizzes): 40% 2. 期中考(Midterm Exam): 25% 3. 期末專題(Final Project)25% 4. 課程參與(Participation): 10%	Grading	1. Quizzes: 40% 2. Midterm Exam: 25% 3. Final Project: 25% 4. Participation: 10%
教師網頁			
教學內容	1.電子商務基本概念. 2.電子商務的技術、網際網路. 3.電子商務的應用. 4.電子商務流. 5.網路行銷. 6.個案討論.	Syllabus	1.E-Commerce concept -EC Technology -EC Application -EC Flow -EC Security -EC Server -EC Implementation 2.EC Technology, Internet -L3, IP packet switching -L4, TCP -L7, http, ftp, e-mail(SMTP &POP) -L7, Database, ASP, PHP 3.EC Application -B2B -B2C -C2B -C2C 4.EC Flow -Data Security -Firewall -Intrusion Detection System (IDS) 5.E-Marketing. 6.Case study.

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