

**朝陽科技大學 099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**

<b>當期課號</b>	3094	<b>Course Number</b>	3094
<b>授課教師</b>	賴志松	<b>Instructor</b>	LAI,CHIH SUNG
<b>中文課名</b>	電子商務與網路行銷	<b>Course Name</b>	E-commerce and Internet marketing
<b>開課單位</b>	企業管理系(四進)四A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	<p>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：</p> <ol style="list-style-type: none"> <li>1.了解電子商務的基本概念與全面輪廓；</li> <li>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；</li> <li>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、供應鏈管理、虛擬商務(無店鋪管理)和入口網站等。</li> </ol>	<b>Objectives</b>	<p>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:</p> <ol style="list-style-type: none"> <li>1.Understanding the basic concepts and overview of electronic commerce.</li> <li>2.Understanding the technologies of electronic commerce, including electronic commerce software, electronic commerce security issues, and electronic payment systems.</li> <li>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.</li> </ol>
<b>教材</b>	電子商務總論，余千智主編，智勝文化事業出版。Handbook OF Electronic Commerce:Technology, Management, and Applications.	<b>Teaching Materials</b>	電子商務總論，余千智主編，智勝文化事業出版。Handbook OF Electronic Commerce:Technology, Management, and Applications.
<b>成績評量方式</b>	課堂互動與出席率：20% 分組報告：40% 期末及期中考：40% 點名不到，每次扣學期成績3分	<b>Grading</b>	Interactive:20% Group Report:40% Mid-tem & Term Examination:40%
<b>教師網頁</b>	-		
<b>教學內容</b>	<ol style="list-style-type: none"> <li>1. 電子商務緒論</li> <li>2. 網際網路架構及資源存取服務</li> <li>3. 網路安全防護方法</li> <li>4. 電子商務中介服務與電子支付系統</li> <li>5. 網路出版與數位圖書館</li> <li>6. 電子商務應用之系統發展方法</li> <li>7. 電子商務與行銷及廣告實務</li> <li>8. 電子商務與銀行服務</li> <li>9. 電子商務與供應鏈管理</li> <li>10.電子商務與會計及審計服務</li> <li>11.電子商務與理財投資</li> <li>12.電子商務及人力資源管理</li> <li>13.電子商務與國際貿易規範</li> <li>14.電子商務之政策及法律</li> <li>15.資訊、網路經濟</li> </ol>	<b>Syllabus</b>	<ol style="list-style-type: none"> <li>1. Introduce to Electronic Commerce</li> <li>2. Internet Framework and Resource Access Service</li> <li>3. Network Safety</li> <li>4. EC Intermediary and Electronic Payment System</li> <li>5. Network Publish and Digital Library</li> <li>6. System Develop Method of EC Application</li> <li>7. EC and Marketing</li> <li>8. EC and Bank Service</li> <li>9. EC and Supply Chain Management</li> <li>10.EC and Accounting Service</li> <li>11.EC and Investment</li> <li>12.EC and Human Recourse Management</li> <li>13.EC and International Trade</li> <li>14.The EC Policy and Law</li> <li>15.Information and Network Economic</li> </ol>

尊重智慧財產權，請勿非法影印。