南台科技大學 102 學年度第 2 學期課程資訊

課程名稱	企業電子化專題研討
課程編碼	1GM00G01
系所代碼	19
開課班級	博研經管一甲 碩商管國際二甲
開課教師	胡中州
學分	3.0
時數	3
上課節次地點	四 2 3 4 教室 E0610
必選修	選修
課程概述	E-business continues to make significant impacts on virtually every aspect of business and management today. This course emphasizes on learning a comprehensive coverage of the e-Business dynamics. It covers emerging online technologies/trends and their influence on the electronic commerce in marketplace. Specific topics include technology infrastructure; selling and marketing on the Web; B2B activities; Social networking, mobile commerce, and online auctions; the legal ethical environment of e-Commerce; security for e-Commerce; payment systems for e-Commerce, etc. 電子商務繼續扮演着關鍵性的角色，對現今業務和管理上產生重大的影響。本課程強調電子商務的全面理解且涵蓋新興線上技術/趨勢和對電子商務在市場中的影響。具體議題包括技術基礎設施；網路銷售和行銷；B2B 的活動；社交網路、移動商務和線上拍賣；電子商務在法律與道德環境的考量；電子商務的安全性、支付系統等。
課程目標	
課程大綱	1. 電子商務概論。 2. 技術基礎設施：互聯網和萬維網。 3. 在 Web 上銷售。 4. 網路行銷。 5. 企業對企業活動：提高效率和降低成本。 6. 社交網路、移動商務和線上拍賣。 7. 電子商務的環境：法律、倫理、和稅務問題。 8. Web 服務器硬體和軟體。 9. 電子商務軟體。 10. 電子商務的安全性。 11. 支付的電子商務系統。 12. 電子商務規劃。
英文大綱	1. Introduction to Electronic Commerce.

2. Technology Infrastructure: The Internet and the World Wide Web.

3. Selling on the Web.

4. Marketing on the Web.

5. Business-to-Business Activities: Improving Efficiency and Reducing Costs.

6. Social Networking, Mobile Commerce, and Online Auctions.

7. The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues.

8. Web Server Hardware and Software.

9. Electronic Commerce Software.

10. Security for Electronic Commerce.

11. Payment Systems for Electronic Commerce.

12. Planning for Electronic Commerce.

教學方式	
評量方法	
指定用書	Electronic Commerce
參考書籍	Timely/trendy supplemental materials (e.g., current trends/issues) may be distributed in class or posted in the course website (My e-Learning).
先修科目	
教學資源	
注意事項	ALL ASSIGNMENTS MUST BE TYPED. Assignments that are not typed will not be accepted and a zero point will be given after the deadline. Additionally, assignments should be submitted in a professional format, free of misspellings and structured in a way that makes your assignment clear. Proper APA (American Psychological Association) editorial style citations must be used for all documentation of sources.
全程外語授課	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	