

南台科技大學 103 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 戴偉峻
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	<p>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.</p> <p>電子商務繼續扮演著關鍵性的角色，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。</p>
課程目標	
課程大綱	<ol style="list-style-type: none"> 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.

	<p>2. Technology Infrastructure: The Internet and the World Wide Web.</p> <p>3. Selling on the Web.</p> <p>4. Marketing on the Web.</p> <p>5. Business-to-Business Activities: Improving Efficiency and Reducing Costs.</p> <p>6. Social Networking, Mobile Commerce, and Online Auctions.</p> <p>7. The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues.</p> <p>8. Web Server Hardware and Software.</p> <p>9. Electronic Commerce Software.</p> <p>10. Security for Electronic Commerce.</p> <p>11. Payment Systems for Electronic Commerce.</p> <p>12. Planning for Electronic Commerce.</p>
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	