管院碩士班(含碩專班)課程大綱
MS/MA Program Syllabus

2022.05.25 修訂

系所 Department	資管所 IM	必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	電子商務與應用 Electronic commerce and applications	學分數 Credit(s)	3
學年/學期 academic year/Semester	114-2 學期	上課地點 Classroom	管院 221
講授教師 Instructor	林勝為 Lin, Sheng-Wei Ph.D.	上課時間 Time	Thursday 3,4,5

教師辦公室&諮詢時間 Instructor office number & office hour	Room 613 Thursday 2-4 PM	教師聯絡資訊 Instructor Contact	Phone: 34613 Email: swlin@mis.ccu.edu.tw
助教 Teaching assistant	陳儀妮 張閎傑	助教 聯絡資訊 TA contact	nina920813@gmail.com zangph460@gmail.com

先修課程 Pre-requisite courses	
課程目標 Course Objective	The main purpose of this course is to focus on the strategic themes and issues associated with success in the new economy. The course also highlights how these strategic themes and issues differ from the fundamentals of old economy success. After this course ends, students should be able to understand the environment and strategies in the new economy and the effects of this global phenomenon.

AACSB 學習品質保證職能素養 Assurance of Learning (AOL) Competency

***請先選填為主要或次要職能素養，再選擇對應之職能素養**

主要職能素養 **職能素養 1：知識整合** **CP1:Knowledge Integration**	**次要職能素養** **職能素養 3：研究能力** **CP3:Research Skills**	**選擇一個項目。** **選擇一個項目。**

教材 Teaching materials	
網址 Course website	
教科書/參考書 Textbooks/Reference	1. Laudon, K. C., Traver, C. G., "E-Commerce 2023-2024: Business, Technology, Society" 16th Edition, Pearson Education. 2. Related paper readings (assigned in class)

評量方式(請填百分比) Assessment	課堂參與 Participation	10%	個案討論 Case study	%
	作業 Homework	10%	專題 Project	40%
	小考 Quiz	%		
	期中考 Midterm	%		

	期末考 Final	%		
	報告 Presentation	40%	其他 4 other (　　)	%
其他說明 Other description	1. Introduction to E-commerce 2. E-commerce marketing and advertising 3. Social, mobile, and local marketing 4. E-commerce retail and services 5. Paper discussions (assigned in class)			