

管院學士班課程大綱

BA/BBA Program Syllabus

2022.05.25 修訂

系所 Department	資訊管理學系 Information Management		必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	電子商務 Electronic Commerce		學分數 Credit(s)	3
學年/學期 academic year/Semester	115 學年度第 1 學期		上課地點 Classroom	管理學院 221
講授教師 Instructor	林勝為 Lin, Sheng-Wei Ph.D.		上課時間 Time	四 7, 8, 9
教師辦公室&諮詢時間 Instructor office number & office hour	R613	教師聯絡資訊 Instructor Contact	Phone: 34613 Email: swlin@mis.ccu.edu.tw	
助教 Teaching assistant	陳立珣	助教 聯絡資訊 TA contact	Email: u12510037@alum.ccu.edu.tw	
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 4：全球視野 CP4:Global Perspectives		次要職能素養 職能素養 2：創新思考 CP2:Creative Thinking		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	Kenneth C. Laudon, Carol Guercio Traver, “E-commerce 2023-2024”, 18th Edition. 劉滄碩，LINE 官方帳號 2.0：邁向百萬星級店家，基峰			
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	%	專題 Project	50%
	小考 Quiz	%	其他 1 other ()	%
	期中考	20%	其他 2 other ()	%

	Midterm			
	期末考 Final	%	其他 3 other ()	%
	報告 Presentation	20%	其他 4 other ()	%
其他說明 Other description	Overall Description: 1. Introduction to E-commerce 2. E-commerce business strategies 3. E-commerce security and payment systems 4. E-commerce marketing and advertising 5. Social, mobile, and local marketing 6. Online media and communities 7. E-commerce retail and services 8. B2B E-commerce			