

本次大綱

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- 電子商務概論 [星期三8 ~10]
- 授課教師: 王佳文 研究室: H237
- E-mail: jwwang@mail.nhu.edu.tw
- 本學期授課大綱講解
- 推選課程班代1名
- EC簡介
- 尊重智慧財產權與不得非法影印

期中考前課程綱要

視上課進度調整內容

1-2

- 09/11 Introduction to EC
- 09/18 Overview of electronic commerce
- 09/25 E-marketplaces: structures and mechanisms
- 10/02 Internet consumer retailing
- 10/09 Online consumer behavior, market research, and advertisement
- 10/16 Case study: AMAZON CO.
- 10/23 Business-to-Business E-Commerce.
- 10/30 E-supply chains, collaborative, commerce, and corporate portals
- 11/06 期中考週

期中考後課程綱要

視上課進度調整內容

1-3

- 11/13 Innovative EC systems: from E-government and E-Learning to C2C commerce
- 11/20 Social networks and industry disruptors in the web 2.0 environment
- 11/27 Mobile computing and commerce
- 12/04 E-commerce security
- 12/11 Electronic commerce payment systems, order fulfillment, and other support services (小考)
- 12/18 E-commerce strategy, justification, and global implementation
- 12/25 Project presentation
- 01/01 開國紀念日(放假一天)
- 01/08 Project presentation 期末考週

主要參考書籍

1-4

- 張瑞芬總編輯，Turban等著，電子商務概論，華泰文化，第三版

成績考核

1-5

- 小考+個案閱讀：20 %
- 期中考：30 %
- 期末報告：30 %
- 課堂表現：20 %（包含個案討論與出席狀況）

本週課題~

1-6

- brick-and-mortar organizations
- virtual (pure-play) organizations
- click-and-mortar (click-and-brick) organizations

本週課題(續)

1-7

- MAJOR EC CONCEPTS
 - Pure Versus Partial EC
 - EC Organizations
 - brick-and-mortar (old economy) organizations
 - virtual (pure-play) organizations
 - click-and-mortar (click-and-brick) organizations