

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	1104 / IMM4047
Dept.	資訊管理學系	School System / Class	大學日間部4年1班
Lecturer	吳為聖	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(五)345 / B302	Language	Chinese

Introduction

This course introduces the essential topics of e-commerce, including: the information economy rules, Internet marketing, electronic trading system, business model, electronic business, e-commerce systems planning and implementation, regulatory and ethical issues, mobile commerce, global trends. Learning objectives include understanding of e-commerce solutions and ideas of innovative business models. Learning activities involve case studies, e-commerce planning, and system implementation. Excellent group projects will be put them up for competitions.

Outline

1. Global phenomenon on e-commerce
2. Nature of e-commerce: Taiwan ' s perspective
3. The economic law of e-commerce
4. Business models for e-commerce
5. Classification and examples of e-commerce sites
6. Analysis and strategic planning for e-commerce environment
7. Establishment of value-added e-business
8. E-business transformation
9. Electronic payment mechanisms and data security
10. Internet Marketing
11. E-commerce legal and ethical issues
12. E-commerce planning
13. Building the e-commerce website
14. Customer interface and management
15. Future trends of e-commerce

Prerequisite

Introduction to network, Introduction to management, and Business data communication are prerequisites.