

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	2924 / GMN5211
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)ABC / B003-2	Language	Chinese

Introduction
This course discuss the current issues in e-commerce from techniques and managerial perspectives, including e-retailing and consumers, B2B trading, EC models and applications, EC supporting services, strategies, and implementation.

Outline
1.Overview of E-Commerce 2.E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce 3.Retailing in E-Commerce: Products and Services 4.Consumer Behavior, Market Research, and Advertising 5.B2B E-Commerce and Ethical Issues 6.E-Supply Chains, Collaborative Commerce, and Corporate Portals 7.Innovative E-Commerce Systems: E-Government and E-Learning to C2C Commerce 8.Mobile Computing and Commerce and Pervasive Computing 9.The Web 2.0 Environment and Social Networks 10.E-Commerce Fraud and Security 11.E-Commerce Payment Systems 12.Fulfilling E-Commerce Orders and Other E-Commerce Support Services 13.Building E-Commerce Applications and Infrastructure

Prerequisite
None