

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	1132 / IBM4024
Dept.	國際企業管理學系	School System / Class	大學日間部1年1班
Lecturer	田孟龍	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)123 / B204	Language	Chinese

Introduction
Let students know the concepts and theories about EC!

Outline
1.Introduction 2.concepts and frameworks 3.The products and services about EC 4.Consumer behavior about EC 5.EC about B2B 6.Supply chain about EC 7.Innovation about EC 8.Mobile EC 9.Safty about EC 10.Payment system about EC 11.Strategy about EC

Prerequisite
none