

# 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	2351 / IBM4024
Dept.	國際企業管理學系	School System / Class	大學日間部1年2班
Lecturer	黃一平	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)567 / B307	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