

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	高等電子商務系統	Serial No. / ID	1412 / ATR5011
Dept.	會計資訊學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	莊宏富	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(一)567 / B405	Language	Chinese

Introduction
<p>This course is to introduce what EC is, how it is being conducted and managed; and its major opportunities, limitations, issues, and risks. Upon completion of this course students will:</p> <ul style="list-style-type: none"> - be able to identify a firm's business model, scope and revenue streams and be able to evaluate its strategy based upon its position in a competitive space and the macro environment factors that influence it. With this understanding of the concepts behind ebusiness strategy, as well as their real-world application, you will be able to recognize upcoming competitive threats and environmental issues and develop alternatives with which to counter them. - be familiar with some of the new developments that may drive future electronic commerce initiatives.

Outline
N / A

Prerequisite
N / A