

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	1690 / IEI2078
Dept.	工業工程與科技管理學系	School System / Class	大學日間部2年1班
Lecturer	陳偉星	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(一)5 / H727 (二)56 / H731	Language	Chinese

### Introduction

In this course, students will examine critical information technologies that provide a basis for electronic commerce, and their application in a variety of sectors and industries. It will begin with coverage of the tools, skills and business concepts that surround the emergence of electronic commerce and the consequences of applying these information technologies to different commercial processes from both an operational and strategic perspective. We will also explore several of the problems surrounding electronic commerce such as security, privacy, content selection and rating, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities.

### Outline

EC concept  
EC business model  
Case study  
PhotoShop  
Blog  
CRM  
network marketing

### Prerequisite

Computer Concept