

# 99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	2730 / 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	吳為聖	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B003-1	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
<ol style="list-style-type: none"><li>1.Overview of E-Commerce</li><li>2.E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce</li><li>3.Retailing in E-Commerce: Products and Services</li><li>4.Consumer Behavior, Market Research, and Advertising</li><li>5.B2B E-Commerce and Ethical Issues</li><li>6.E-Supply Chains, Collaborative Commerce, and Corporate Portals</li><li>7.Innovative E-Commerce Systems: E-Government and E-Learning to C2C Commerce</li><li>8.Mobile Computing and Commerce and Pervasive Computing</li><li>9.The Web 2.0 Environment and Social Networks</li><li>10.E-Commerce Fraud and Security</li><li>11.E-Commerce Payment Systems</li><li>12.Fulfilling E-Commerce Orders and Other E-Commerce Support Services</li><li>13.Building E-Commerce Applications and Infrastructure</li></ol>

Prerequisite
None