



Kainan University
Department of Information and Electronic Commerce
Spring Semester 2007/08
Course Syllabus
Kainan University

Course Code No.	Course Title	Instructor	Subject	Level of Course
250020030 252047800	Chinese: 電子商務管理	陳偉慶	Elective	Year: 2 (Evening)
	English: Electronic Commerce Management	e-mail/phone ext: tanwk@mail.knu.edu.tw 6184	Credits:	3
Teaching Goals and Content	This course discusses the key elements of doing business on the Internet. It will discuss in some details e-commerce business model and design, issues related to online marketing, payment systems as well as distribution and logistics. Students are assumed to have some basic knowledge of e-commerce.			
Teaching Methods	lectures ; discussion ; question-and-answer			
Grading and Evaluation Criteria	midterm 35% final 35% quiz 30%			
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered)			
	Turban, Electronic Commerce: A Managerial Perspective 2008, Pearson Prentice Hall, 2008			

Course Description (including outline and course schedule):

- Part 1: e-Commerce Basic**
- Part 2: e-Commerce Business Model and Design**
- Part 3: Online Marketing and Research**
- Part 4: Issues related to Payment Systems for e-Commerce Transactions**
- Part 5: Issues related to Distribution and Logistics for e-Commerce Transactions**

Instructions:

Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.

資電系劉瑞榮(乙)
主任劉瑞榮

signature of the convener of the curriculum committee

陳偉慶

signature of the teacher

課務組
97.5.16
收文

課務組 郭惠珊