

開南大學 96 年度第 1 學期 資訊及電子商務 學系科目教學計劃表

課程編號	2220M2030	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	授課教師：曾繁鎮 老師
班次	1		開課系所：資訊及電子商務學系 年級班別：碩士 2 年 A 班
課程名稱(中文)		學分數	課程名稱(英文)
電子商務個案研究		3	Electronic Commerce Case Studies
教學目標 與內容	藉由電子商務之個案，深入探討各項議題，包括各種策略擬定與執行、經營模式之運用與管理、新興科技之衝擊與應用等。		
實施方法	<input checked="" type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input checked="" type="checkbox"/> 討論法 <input type="checkbox"/> 演習法 <input type="checkbox"/> 問答法 <input type="checkbox"/> 其他 _____		
評量方式	期中測驗 40% 期末測驗 40% 平時成績 20% 其他 _____ 成績 <input type="checkbox"/> <input type="checkbox"/> %		
授課使用及 參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。		
	Online and offline news and analytical reports		

科目簡介(含課程大綱及教學進度)：

電子商務經營模式與策略概述

廣告模式個案研究

零售模式個案研究

社群模式個案研究

仲介模式個案研究

服務模式個案研究

說明：

- 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
- 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：

楊俊清

授課教師：

曾繁鎮

課務組
辦事員 郭惠姍

課務組
96.9.14
收文章

Kainan University Department of Information and Electronic Commerce

Syllabus for _____ fall _____ 2007 _____
semester (/spring) year

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
	Chinese: 電子商務個案研究	Fan-Chen Tseng	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective	Year: Master 2 Class: A	3	3
	English: Electronic Commerce Case Studies	Course Prerequisites				
Teaching Goals and Content	By studying EC cases, this course familiarize the students with various topics of EC, including strategy formulation, business models, and the application of emerging technologies.					
Teaching Methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
Grading and Evaluation Criteria	midterm <u>40</u> % final <u>40</u> % class participation <u>20</u> % other _____ % (details _____)					
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered)					
	Online and offline news and analytical reports					

Course Description (including outline and course schedule):

EC strategy formulation

e-tailing models

advertising models

community models


intermediary models

service models

application of emerging technologies

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.
- This form was approved by the curriculum committee on April 23, 2002.



signature of the convener of the curriculum committee



signature of the teacher