

Kainan University Catalogue  
Subject Template

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Department	Course	Subject	Credits
Department of Business Administration			/BA/ Electronic Commerce/ 3

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The central goal of this course is to develop an integrative knowledge of the digital economy, the knowledge that will help business practitioners, engineers, and executives to understand E-Commerce (EC) concepts and skills and to apply them in practice. It focuses on the modern information and communication technologies as the enabler that has dramatically transformed the ways in which companies orchestrate their value creation. This course, with a strategic perspective in mind, looks into the knowledge-enabled enterprises and the influence of EC in shaping the rules of modern business environments. From a managerial point of view, the course emphasizes the analytical skills required to address critical issues in EC. Finally, this course also offers a technology perspective that touches upon the underlying IT mechanisms for EC.

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Semester Offered :	2	Prerequisites: N/A
Name of Instructor:	Dr. Kuan-Chang Kuo (郭冠樟)	

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Required readings:

Efraim Turban, Jae Lee, David King, and H. Michael Chung, "*Electronic Commerce 2006: A Managerial Perspective*", International Edition, Prentice Hall. (華泰書局代理).

Rosenbloom "The 10 Deadly Myths of E-Commerce," *Business Horizon*, 2002  
企業概論 / 中山大學企管系 / 前程書局 / 2006

