

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	2220M2010	<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)
電子商務經濟學		3	Economics of Electronic Commerce
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□□%		
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)。 VanHoose, e-commerce economics, South-Western, 2003 華泰 Tel: 02-2377-3877 Fax: 02-2377-4393		

科目簡介(含課程大綱及教學進度)：

Foundations of Electronic Commerce
Applying Basic Economic Principles to Electronic Commerce
Imperfect Competition, Virtual Products, and Network Industries

Business Strategies and Conduct in the Electronic Marketplace
Searching for Information in the Electronic Marketplace
Internet Advertising
Innovation, Intellectual Property Rights, and the Internet
Online Financial Markets
Online Banking
Regulatory Issues of Electronic Commerce
The Public Sector and the Electronic Marketplace
Electronic Commerce and the World Trading System

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：

楊仁清

授課教師：

曾繁鎮

課務組
辦事員 郭惠姍

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: 電子商務經濟學	Fan-Chen Tseng	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective	Year: Master 2 Class: A	3	3
	English: Economics of Electronic Commerce	Course Prerequisites				
Teaching Goals and Content	Exploring various EC phenomena with the principles of economics.					
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) VanHoose, e-commerce economics, South-Western, 2003					

Course Description (including outline and course schedule):

Functions of Electronic Commerce

Applying Basic Economic Principles to Electronic Commerce

Imperfect Competition, Virtual Products, and Network Industries

Business Strategies and Conduct in the Electronic Marketplace

Searching for Information in the Electronic Marketplace

Internet Advertising

Innovation, Intellectual Property Rights, and the Internet

Online Financial Markets

Online Banking

Regulatory Issues of Electronic Commerce

The Public Sector and the Electronic Marketplace

Electronic Commerce and the World Trading System

楊信清

signature of the convener of the curriculum committee

曾繁鎮

signature of the teacher

