

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

Course Code No.	Course Title	Instructor	Subject	Level of Course
2200M0010	Chinese: 電子商務經濟學	陳偉慶	Required	Master (1)
2220M2010	English: Electronic Commerce Economics	e-mail/phone ext: tanwk@mail.knu.edu.tw 6184	Credits:	3

**Teaching Goals and Content**  
 The objective of this course is to provide students the analytical tools to evaluate economic issues associated with e-commerce industry and e-commerce market players. Areas included in this course are e-commerce market structure as well as strategies, conduct and performance of e-commerce players. The macroeconomic issues of e-commerce are also included in this course.

**Teaching Methods**  
 lectures , discussion , question-and-answer

**Grading and Evaluation Criteria**  
 midterm 30%                      final 30%                      project 40%

**Textbooks**  
 (author, title, edition, publisher, place of publication, year of publication, pages covered)  
 Edward J. Deak, The Economics of e-Commerce & The Internet, South-Western (2003)

**Course Description (including outline and course schedule):**

- Part 1: Introduction to Microeconomics
- Part 2: e-Commerce Market Structure
- Part 3: Strategies and Conduct of e-Commerce Market Players (e.g. pricing, strategic behavior)
- Part 4: Performance of e-Commerce Market Players
- Part 5: Macroeconomic Issues in e-Commerce

**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

signature of the convener of the curriculum committee

陳偉慶

signature of the teacher

課務組  
97.5.18  
收文

課務組 郭惠珊