



課 綱 Course Outline  
財務金融學系學士班國際組

|  |   |                  |                    |  |     |
|--|---|------------------|--------------------|--|-----|
| 中文課程名稱<br>Course Name in Chinese   | 電子商務  |                  |                    |  |     |
| 英文課程名稱<br>Course Name in English   | Electronic Commerce   |                  |                    |  |     |
| 科目代碼<br>Course Code  | FIN_B0090   | 班 別<br>Degree    | 學士班<br>Bachelor' s |  |     |
| 修別<br>Type   | 學程<br>Program   | 學分數<br>Credit(s) | 3.0                | 時 數<br>Hour(s)   | 3.0 |
| 先修課程<br>Prerequisite   |   |                  |                    |  |     |
| 課程目標<br>Course Objectives  |   |                  |                    |  |     |
| The objective of this course is to provide students with an overview and understanding of e-commerce.<br>Specifically, students will:<br>1.gain an understanding of the theories and concepts underlying e-commerce.<br>2.apply e-commerce theory and concepts to what e-marketers are doing in the real world.<br>3.improve familiarity with current challenges and issues in e-commerce. |   |                  |                    |  |     |
| 系教育目標<br>Dept.' s Education Objectives   |   |                  |                    |  |     |
| 1  | 培育財務金融業之管理人<br>Cultivate talents with a skill of financial management.  |                  |                    |  |     |
| 2  | 培育具備投資理財能力之人才<br>Cultivate talents with a skill of investment and manage finances.  |                  |                    |  |     |
| 3  | 培育政府及企業所需之財務人才<br>Trains the talents needed for our nation' s economic and business environment.                              |                  |                    |  |     |
| 系專業能力<br>Basic Learning Outcomes   |   |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |     |
| A  | 具備經濟學、會計學、統計學及數學的基礎能力<br>Basic knowledge of the financial theory Economics, accounting, statistical and mathematical ability. |                  |                    |  |     |
| B  | 具備財務金融基本學理<br>Understanding of the development of the financial disciplinal.  |                  |                    |  |     |

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|---|--|---|
| C | 具備運用財務金融學理進行分析能力<br>Basic knowledge of financial theory analysis.                | ○ |
| D | 具備資料整理、書面呈現或口頭報告之能力<br>Basic knowledge of documentation and presentation skills. | ○ |
| E | 具備財經時事基本分析能力<br>Capabilities for financial analysis of current affairs           | ○ |
| F | 具備電腦程式運算及應用基本能力<br>Ability of computer programs, algorithms and applications     | ● |
| G | 具備英語閱讀溝通協調等基本能力<br>English reading ability of communication and coordination     | ○ |

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

#### 課程大綱

#### Course Outline

This course in Electronic Commerce (e-commerce) challenges students to explore the realities and implications of e-commerce from a marketer's perspective. Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets are examined. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment.

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

Professor in Information Management specializing in E-commerce

#### 課程要求和教學方式之建議

#### Course Requirements and Suggested Teaching Methods

Classes may involve lectures, videos, guest speakers, small group exercises and discussions. Students are expected to attend class, participate and contribute to discussions, and keep up with e-business news.

Students are also expected to keep themselves current with e-commerce developments by reading newspapers, business magazines, and online e-commerce news sources.

#### 其他

#### Miscellaneous

Using information from other sources and not citing the source is plagiarism, and will be punished appropriately.