國立東華大學

課　綱　Course Outline
資訊管理學系一般組

中文課程名稱 Course Name in Chinese	電子商務專題				
英文課程名稱 Course Name in English	Special Issues on Electronic Commerce				
科目代碼 Course Code	IM__50110	班 別 Degree		碩士班 Master's	
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	無				

課程目標
Course Objectives

電子商務是近年來發展最為迅速的領域之一，本課程的主要目的在於讓同學們對於電子商務相關的領域知識有深入的瞭解，並且能從事一個電子商務相關的專題研究。

系教育目標
Dept.'s Education Objectives

1	培育具備資訊技術解決問題思維能力之高級人才 Cultivate senior personnel with the capability of information technology to solve problems with thinking skills
2	以資訊技術為核心，培育具有高度專業能力之技術人才 Cultivate professional personnel with the capability of information technology
3	以管理為對象，培育具有創新、研發、企劃整合能力之高級人才 Cultivate senior personnel with the capability of innovation, research and development and integrated planning
4	提供數位內容、電子商務與知識管理所需之人才 Cultivate personnel with the capability of digital content, electronic commerce and knowledge management
5	培育符合國家與區域發展所需之資訊管理人才 Cultivate information management personnel to meet the needs of national and regional development

系專業能力 Basic Learning Outcomes	課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A 培育具備創造與思考能力、服務精神、團隊合作以及國際觀 Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	●

B	培養具備資訊專業知識與技能 Nurture professional ability and skill regarding information	○
C	培養具備資訊科技與管理領域之知識整合應用能力 Nurture integrated ability regarding information technology and management	●
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力 Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	●
E	培養具備獨立研究、領導智能與資訊創新的能力 Nurture ability regarding independent research, leadership and information innovation	●

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

課程大綱
Course Outline

Module 1: IT Value, Internet Technology, B2B Markets and Internet Business Models
Module 2: ERP Systems and Implementations
Module 3: Supply Chain Integration
Module 4: Business to Consumer, Consumer to Consumer
Module 5: Business Process Innovation
Module 6: Mobile Commerce and Strategic Agility
Module 7: New Instruments and Approaches to Risk Management in eBusiness
Module 8: IT Investment Management

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.)

對於電子商務相關領域有相當程度的涉入以及研究。

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

課堂討論與報告

其他
Miscellaneous

參考書目:
Selected Readings of International Journal of Electronic Commerce.