



課 綱 Course Outline  
企業管理學系博士班資訊管理組

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	BM_80100	班 別 Degree	博士班 Ph. D.		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
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 and regional to meet the needs of national 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	培育具備資訊管理相關理論與應用的知識 Cultivate the knowledge of information management application	●
B	培育具備邏輯推演、問題解決與獨立研究的能力 Cultivate the capability of logical deduction, problem solving and independent research	●
C	培養具備資訊專業知識與技能 Cultivate the professional ability and skill regarding information	○
D	培養具備資訊科技與管理領域之知識整合應用能力 Cultivate the integrated ability regarding information technology and management	●
E	培養具備創新思維、領導智能與國際觀的能力 Cultivate the ability regarding innovative thinking, leadership and international view	●

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

1. 課堂討論與報

其他  
Miscellaneous

Selected Readings of International Journal of Electronic Commerce.