

# 電子商務 Electronic Commerce

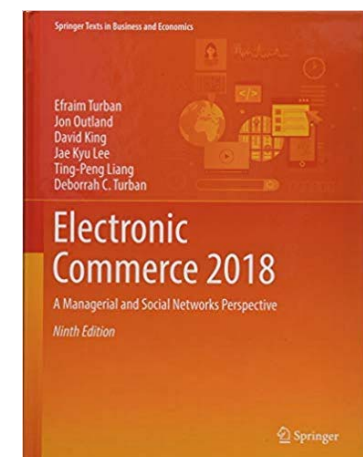
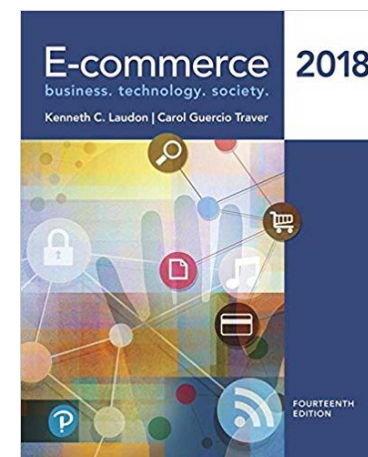
## Course Introduction

長庚大學 資訊管理學系  
林維昭 Wei-Chao (Vic) Lin  
[viclin@gap.cgu.edu.tw](mailto:viclin@gap.cgu.edu.tw)



# Books

- Kenneth C. Laudon, K. C. and Traver, C. G. (2018) E-commerce 2018, 14th Ed., Pearson.
  - 978-0134839516
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T., Turban, D. C. (2017) Electronic Commerce 2018: A Managerial and Social Networks Perspective, 9th Ed., Springer.
  - 978-3319587141



# Books



- 樂斌、陳苡任(2017)電子商務-應用與科技發展(第二版)，  
滄海

□ 978-9865647841

- 范錚強、陳純德、王嘉珍(2017) 電子商務 E-Commerce(第二版)，普林斯頓

□ 978-9865917999

- 財團法人中華民國電腦技能基金會陳漢昇(2017)電子商務概論實力養成暨評量(第四版)，碁峰

□ 9789864766079

- 李慶章(2013)電子商務及企業電子化特訓教材，碁峰

□ 978-9862766996



# Certifications

## ■ TQC

### □ 電子商務概論

- <https://www.tqc.org.tw/TQCNet/CertificateDetail.aspx?CODE=gXfqHP1jkFU=>

## ■ 中華民國電腦技能基金會

### □ EEC 企業電子化人才能力鑑定 EEC

- <https://www.csf.org.tw/ec/>

### □ 企業電子化助理規劃師 **EEAP**

- <https://www.csf.org.tw/ec/abouteec/eec1.asp>

# Course Description

- Course Introduction week1 09/13
- Foundational Concept week2 09/20
- Development Strategy and Business Models week3 09/27
- E-Cimmerce Applications week4 10/04
- E-commerce Security and Payment Systems week5 10/11
- Cloud Computing and Its Applications week6 10/18
- Network Technological and Its Development week7 10/25
- Information Ethics and Social issues week8 11/01

week8 11/01 期中複習；week9 11/08 期中考

# Course Description

- Internet of Things and ERP week10 11/15
- Supply Chain Management week11 11/22
- Customer Relationship Management week12 11/29
- Knowledge Management and E-Learning week13 12/06
- Mobile Commerce week14 12/13
- Internet Marketing week15 12/20
- Social Marketing and Online Advertisement week16 12/27
- Collaborative Consumption and Personal Commerce week17 01/03

week17 01/03 期末複習； week18 01/010 期末考



# Handouts

- LINE group
  - 1071 電子商務
- E-Learning



# Grading

- Classroom performance: 25%
- Home works: 20%
- Group presentation: 15%
- Midterm exam: 20%
- Final exam: 20%





# Grading

- Classroom performance: 25%
- Home works: 25%
- Group presentation: 15%
- Midterm exam: 25%
- Final exam: 25%



# Grading

## ■ Classroom performance : 25%

### □ 點名 15%

■ 13:30 at 2 points / 15:10 at 1 point

### □ 課堂互動 10%

■ 課堂提問 or 回答問題

✓ 5 times/student

節次	時間	四
5	13:10 14:00	電子商務
6	14:10 15:00	
7	15:10 16:00	



# Grading

- Classroom performance: 25%
- Home works: 25%
- Group presentation: 15%
- Midterm exam: 25%
- Final exam: 25%



# Grading

## ■ Home works : 25%

□ 每單元2題簡答

\*不用抄題目, 寫答案即可

□ 繳交期限：該單元完成後的下一週上課

□ 繳交方式：A4 紙本 手抄

□ 補交期限

■ 期末考試前皆可

\* Week6 & Week10 專題講座無作業





# Grading

## ■ Home works : 25%

### □ 計點制

#### ■ 每題 2點

✓ 全對：2 / 有錯誤：1 / 沒寫：0

#### ■ 手抄 1點

#### ■ 乾淨A4紙 1點

#### ■ 補交 扣2點



# Grading

- Classroom performance: 25%
- Home works: 25%
- **Group presentation: 15%**
- Midterm exam: 25%
- Final exam: 25%





# Grading

- Group presentation: 15%
  - 電子商務個案
    - 2週前提供題目
  - 3-5 minutes PowerPoint presentation

## Home work 1

- Grouping
  - 4 students/group
  - Deadline: 9/15 12:00pm list on LINE group



# Groups

組別	日期	組員
1	09/27	
2	10/04	
3	10/11	
4	10/25	
5	11/01	
6	11/22	
7	11/29	
9	12/06	
10	12/13	
11	12/13	
12	12/20	
13	12/20	
14	12/27	
15	12/27	



# Grading

- Classroom performance: 25%
- Home works: 25%
- Group presentation: 15%
- Midterm exam: 25%
- Final exam: 25%



# Grading

## ■ Midterm / Final exam

### □ 筆試

- 選擇

- 簡答

  - ✓ 作業

- 考前複習

  - ✓ week8 11/01 期中複習

  - ✓ week17 01/03 期末複習

