

重新查詢

友善列印

### 0971學期 課程基本資料

系所 / 年級	外文系 4年級	課號 / 班別	46U00035 / A
學分數	2學分	選 / 必修	選修
科目中文名稱	電子商務	科目英文名稱	Electronic commerce
主要授課老師	Joel Wayne McCay	開課期間	一學期
人數上限	68 人	已選人數	70人

### 起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M211 / 星期3第05節  
第1週 / 第18週 / M211 / 星期3第06節

請各位同學遵守智慧財產權觀念；請勿非法影印。

### 教學綱要

- 一、教學目標(Objective)  
Upon the completion of this course, students should know and demonstrate the ability to: • manipulate and produce graphics with software; • develop and construct a business card, flier, and brochure; • gain familiarity with research m
- 二、先修科目(Pre Course)
- 三、教材內容(Outline)  
Course focuses on your learning exploring and learning about e-commerce technologies and concepts. In particular, we are interested in the business choices that are made with those used in e-commerce. You will look at how you can apply e-commerce as an o
- 四、教學方式(Teaching Method)  
Classroom/lab-based. Class time will be spent in the following ways: teacher lectures and presentations, demonstration, hands-on projects and assignments, class discussions, individual work, and/or small group/collaborative work.
- 五、參考書目(Reference)

2008/9/18	Introductions, Syllabus, Discuss course. You will have homework beginning Week 1 of classes (today)! Overview of e-Commerce - 麥喬伊 Order your books—do your homework! -
2008/9/25	Time to Decide on an online business: Are you offering a product Web site, service Web site, or an Informational Web site? 麥喬伊 Project 1: Graphics: Working with photos
2008/10/2	Project 1: Graphics (finish today) 10 Reasons You Should Be On the Web Shopping Bots Quiz 麥喬伊
2008/10/9	Project 2: Make Business Cards Time to Start a Business Plan —Page 1 of 8 Quiz 麥喬伊

六、教學進度(Syllabi)

2008/10/16	Project 2: Make Business Cards Business Plan...Page 2 of 8 Quiz	麥喬伊
2008/10/23	Project 3: Make a Business Flier Business Plan...Page 3 of 8	麥喬伊
2008/10/30	Project 3: Make a Business Flier Business Plan...Page 3 of 8	麥喬伊
2008/11/6	Prepare for Partial Business Plan Presentation Turn in: Business Card, Business Flier, Pages 1, 2, 3, of your Business Plan Review for Mid-term written exam	麥喬伊
2008/11/13	Includes material from Book and Presentation of Projects 1 & 2 and Partial Business Plan	麥喬伊
2008/11/20	Project 4: Make a Business Brochure Business Plan...Page 4 of 8	麥喬伊
2008/11/27	Project 4: Make a Business Brochure Business Plan...Page 4 of 8 Analyzing Your Site Quiz	麥喬伊
2008/12/4	Project 5: Storyboarding your Web site Business Plan...Page 5 of 8 Analyzing Your Site	麥喬伊
2008/12/11	Project 5: Storyboarding your Web site Business Plan...Page 5 of 8 Analyzing Your Site	麥喬伊
2008/12/18	Project 6: Web site design Business Plan...Page 6 of 8 Analyzing Your Site	麥喬伊
2008/12/25	Project 6: Web site design Marketing Your Business Business Plan...Page 6of 8 Analyzing Your Site	麥喬伊
2009/1/1	Project 6: Web site design Business Plan...Page 7 of 8 Analyzing Your Site	麥喬伊
2009/1/8	Project 6: Web site design Business Plan...Page 7 of 8 Finalize Business Cards, Flyer, Brochure, Web Site, and Business Plan	麥喬伊
2009/1/15	Final Exam Presentation of your completed e-commerce business project and book material	麥喬伊

七、評量方式(Evaluation)

Students' evaluation will be based on graded assignments, activities, mid-term and final class projects. Course scores are determined as follows: Daily Work and Activities, Class Participation, Discussion, Class Attendance – 30%; Midterm Class Project

八、講義位址(http://)

九、教育目標

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