

[重新查詢](#)[友善列印](#)**0981學期 課程基本資料**

系所 / 年級	外文系 3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	黃偉齡	開課期間	一學年之上學期
人數上限	75 人	已選人數	66人

**起始週 / 結束週 / 上課地點 / 上課時間**

第1週 / 第18週 / M216 / 星期4第03節  
第1週 / 第18週 / M216 / 星期4第04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)	This is a survey course to E-Commerce, its influence and impact to business, technology and society. I believe that in order for foreign language students to understand this topic well, we need to comprehend the relationships among e-commerce business concerns, Internet technology, and the social and legal context of e-commerce. This course will give an overview of what e-commerce is about, and teach students the basic relative terms needed to succeed in this field. This course will be more focused on marketing/advertising strategies, business-to-business trade and retail commerce. I hope by taking this course, students will be more confident when taking TOEIC exams.	
二、先修科目(Pre Course)	Oral Training in English I, II, III and IV. Students who have not completed the courses mentioned above but are keen in taking this course can come see the instructor for oral interview.	
三、教材內容(Outline)	This course is intended for use in ESP-Business for high-intermediate to advance students. The case study approach allows for the teaching of both language and business communication skills by actively engaging students in the solution of realistic business cases, thus requiring the constant use and development of these skills.	
四、教學方式(Teaching Method)	Group discussion, public presentation, power-point presentation and in-class individual mock quiz.	
五、參考書目(Reference)	Textbook: Intelligent Business Skill Book Upper-Intermediate Level (Pearson/Longman) Times magazine, Wall Street Journal	
六、教學進度(Syllabi)	2009/9/17 Introduction and case study 1 2009/9/24 Case Study 1 continue	黃偉齡 黃偉齡
七、評量方式(Evaluation)	English Corner 15% (30 times, including 10 times from Teachers) Attendance 10% (after 3 times you will not be given the 10%) In-class Quiz 20% Business Lecture Reports (2-4 typed out pages): 15% (Lecturers organized by our school from business department or other related business magazine on e-Commerce) Midterm 2% Final 20%	

八、講義位  
址(<http://>)

九、教育目標

重新查詢

課程查系統 Viewable With Any Browser & 1024 x 768 Resolution

亞洲大學 41354 台中市霧峰區柳豐路500號 TEL: 886 + (0)4 + 2332-3456 FAX: 886 + (0)4 + 2331-6699 © Asia University, Taiwan