

重新查詢

友善列印

0982學期 課程基本資料

系所 / 年級	外文系進修學士班 3年級	課號 / 班別	48B00127 / 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	麥喬伊	開課期間	一學年之下學期
人數上限	60 人	已選人數	25人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M310 / 星期3第10節
第1週 / 第18週 / M310 / 星期3第11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)
- 六、教學進度(Syllabi)
- 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://)

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

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