2

B

Course Information					
Course Code	AM415	* Credit Hours	32	* Credits	2
* Course Name	(B)				
	Electronic Commerce B				
(Course Type)					
Audience					
(Language of Instruction)					
* School					
Prerequisite					
Instructor		(Course Webpage)			
* Description	+ + [1] “ + ” [2] [3] [4]				
* Description	With balanced coverage of both the technological and the strategic aspects of successful e-commerce, students are able to tackle the real-world business cases included in each chapter. In addition, this course also benefits those students intending to open their own business. On successful completion of this course, students should be able to: [1]To gain an understanding of the theories and concepts underlying e-commerce and “ INTERNET+ [2]To apply e-commerce theory and concepts to what managers are doing in "the real world" [3]To improve familiarity with current challenges and issues ine-commerce				

	[4]To understand the future trend of e-commerce
Course Syllabus	
* (Learning Outcomes)	1. 2. INTERNET INTERNET INTERNET 3. 4. 5. 6. 7. + FinTech
* (Class Schedule & Requirements)	

“					

					PPT	
* (Grading)	10% 20% (70%)					
* (Textbooks & Other Materials)	2011 ISBN 978-7-111-34821-4 [1] Kenneth C. Laudon, Carol Traver, E-Commerce 2015, 11/E, Prentice Hall, 2014, ISBN-10: 0133507165, ISBN-13: 9780133507164. [2] Efraim Turban David King Electronic Commerce 2012: Managerial and Social Networks Perspectives, 7/E Prentice Hall ISBN-10: 0132145383 ISBN-13: 9780132145381					
More	FTP					
Notes	FTP					

1 *

2 300-500