

電子商務學程之課程規劃

The Curriculum Planning of Electronic Commerce

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摘要

教育部於 1994 年修訂的新大學法，強調學術自由與大學自治，由各大學院校依實際需要自訂科目，發展特色。本研究旨在建構大學院校電子商務學程之課程標準，研究方法係先蒐集整理國內及國外大學電子商務學程之必修與選修課程，針對文獻與國內外大學入口(portal)網站內容(website content)進行分析，以彙總國內 9 所大學院校、美國前 8 名大學、澳洲前 2 名大學與新加坡國立大學之電子商務學程的課程架構及現況，期望研究結果對電子商務學程基礎專業課程的規劃與實施標準有相當大的幫助。根據內容分析，歸納出電子商務課程可分成六大類：電子商務類、作業管理類、一般管理類、網路類、技術類與其他類學科。根據資料分析進行國內外大學的電子商務學程比較(美國 VS.台灣、澳洲 VS.台灣、新加坡 VS.台灣)，得到以下結論：

- (1) 歸納出電子商務學程 12 個重要課程及其排名。
- (2) 國內外電子商務學程之整體間有差異，但仍可以歸納出三大性質相似的課程包括：
 - (A) 電子商務概論與實務。
 - (B) 供應鏈與價值鍊。
 - (C) 運籌及物流管理。
- (3) 依本研究的結果提出了一個具體的電子商務學程之課程標準，以

供未來規劃電子商務學程之參考準則。

Abstract

The New University Law which Ministry of Education revised in 1994, emphasize academic freedom and university autonomy. Each universities can have its individual style and characteristics in its electronic commerce program. The main purpose of this study is to design a structure of curriculum of electronic commerce in an university. In order to get the complete data, we collect the subject information of electronic commerce course in foreign and local university from literature review and portal onWeb , then we use context analysis to analyze it. Meta analysis of portal on Web of each universities(9 universities in Taiwan ,Top 8 America universities, Top 2 Austrian universities and Singapore University). We hope the result of study can be very useful to plan and practice e-commerce programs standards. According to content analysis, we induct six major courses: Electronic commerce, Operating management, General management, Internet, Technology and others. Besides, we also compare the courses between the fallowing countries: America vs. Taiwan, Australia vs. Taiwan, Singapore vs. Taiwan. Then ,we get the conclusions:(1)The ranking of important 12 EC courses.(2)The holistic EC program is different between in Taiwan and others, but we can find out three important courses: (A)The basic of EC, (B)supply chain management and value chain , (C) management of global logistics.(3)The difference between EC courses in Taiwan and the others. At last..

關鍵字：電子商務；課程設計；課程統整；學程；科目；內容分析

Key words: Electronic commerce;Curriculum design;
Curriculum integration;Program;Subject;Content analysis