國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：RENAN S. MAGLASANG

Instructor:RENAN S. MAGLAS

課程名稱：電子商務

Course Title：Electronic Commerce

2026/11/3

課程代號： IM4621701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： T6(IB-308) T7(IB-308) T8(IB-308) Time/Location	
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	The E-Commerce and the SDG's examines e-commerce as the design and management of digitally enabled transaction systems within contemporary markets. The course is structured in three progressive phases. In the "Why" phase, students identify real-world market opportunities within relevant sustainability contexts and develop coherent digital venture models grounded in clear value propositions and revenue logic. In the "How" phase, students design the architecture of digital transactions, including platform strategy, payment systems, order processing, data governance, and trust mechanisms. In the "Can It Survive?" phase, students evaluate operational fulfillment models, cost structures, pricing decisions, and financial feasibility to determine whether a digital venture can sustain itself over time. Through staged project checkpoints, the course emphasizes integrated system thinking and strategic trade-off analysis in building viable digital businesses.
課程大綱： Outline of Lectures	Each module comprises four integrated lecture and engagement sessions and one dedicated session for project progress presentations. The course is structured into three sequential modules (or stages), each designed to progressively advance students toward the intended course outcomes. Module 1 Designing a Digital Venture for Real-World Problems: What problem are we solving, for whom, and why does it matter? Module 2 Architecting Responsible Digital Transactions: How does the digital system operate efficiently and responsibly? Module 3 Operating & Scaling Sustainable Digital Ventures: Can this venture survive financially while honoring its sustainability claims?
授課方式： Method of Instruction	講授 Lecture：0% 分組討論 Group discussion：0% 案例研討 Case study：0%

	操做練習 Practical exercises：0% 講授 Lecture：%
教科書： Textbooks	If you’re thinking about enrolling, join us on the first day for orientation. We’ll clarify the syllabus, course expectations, project structure, student resources, and leave space for your questions and concerns.
參考書目： References	
修課須知： Notice	If you’re thinking about enrolling, join us on the first day for orientation. We’ll clarify the syllabus, course expectations, project structure, student resources, and leave space for your questions and concerns.
評量方式： Grading	
備註說明： Notes	