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. I hope by taking this course, students will be more confident when taking TOEIC exams.

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.

Group discussion, public presentation, power-point presentation and in-class individual mock quiz.

Textbook: Intelligent Business Skill Book Upper-Intermediate Level (Pearson/Longman)
Times magazine, Wall Street Journal

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