STUDYING THE CURRICULUM DESIGN OF E-COMMERCE PROGRAM IN TAIWAN

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Abstract

The rises of e-commerce has changed traditional business' operation module. Such tendency has greatly increased the demand for e-commerce talents. In order to accommodate to the market demand, numerous universities of Taiwan have started to offer e-commerce programs (EC program). This study intends to make in-depth explorations on the current e-commerce programs offered in various universities of Taiwan.

This study collects and compares the e-commerce course information offered by several universities of Taiwan. After the comparison, analyses generate the following conclusions: although there may be differences in each school's total grade, the difference is only minimal. Private schools often demand higher total grade. The difference between private and public schools arose from the demands on elective courses. The management courses are apparently more extensively offered than technology related ones among all courses offered. The variety of the courses available is quite manifold. Several recommendations to the future curriculum design and references of further studies will be addressed at the conclusion of this study.

Keyword：