



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	電子商務		學年/學期 Academic Year/Semester	112/1	
課程名稱(英文) Course Name in English	Electronic Commerce				
科目代碼 Course Code	FIN_B0090	系級 Department & Year	學四	開課單位 Course-Offering Department	財務金融學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/邱素文				
先修課程 Prerequisite					
課程描述 Course Description					
<p>This class encompasses general Electronic Commerce (EC) in the following way:</p> <ol style="list-style-type: none"> <li>1. E-commerce and E-business</li> <li>2. Internet Consumer Retailing</li> <li>3. On-line consumer behavior studies</li> <li>4. E-marketing basics</li> <li>5. EC and supply chain</li> </ol>					
課程目標 Course Objectives					
<p>The objective of this course is to provide students with an overview and understanding of e-commerce. Specifically, students will:</p> <ol style="list-style-type: none"> <li>1. gain an understanding of the theories and concepts underlying e-commerce.</li> <li>2. apply e-commerce theory and concepts to what e-marketers are doing in the real world.</li> <li>3. improve familiarity with current challenges and issues in e-commerce.</li> </ol>					
系專業能力 Basic Learning Outcomes					課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備經濟學、會計學、統計學及數學的基礎能力Basic knowledge of the financial theory Economics, accounting, statistical and mathematical ability.				
B	具備財務金融基本學理Understanding of the development of the financial disciplinal.				
C	具備運用財務金融學理進行分析能力Basic knowledge of financial theory analysis.				○
D	具備資料整理、書面呈現或口頭報告之能力Basic knowledge of documentation and presentation skills.				○
E	具備財經時事基本分析能力Capabilities for financial analysis of current affairs				○
F	具備電腦程式運算及應用基本能力Ability of computer programs, algorithms and applications				●
G	具備英語閱讀溝通協調等基本能力English reading ability of communication and coordination				○
圖示說明Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated					
授課進度表 Teaching Schedule & Content					
週次Week	內容 Subject/Topics				備註Remarks

1	Overview for EC	
2	Chap 1	attendance rate: 10%
3	cont'd chap 1	
4	Announcement for term project	
5	National holiday: no class	
6	Chapter 2	
7	chap 2 (cont'd)	
8	Chapter 3	
9	no class: midterm week (prepare your exam)	Midterm week
10	11/13 Midterm Exam day (chaps: 1-2)	REQUIRED; score rate: 30%; open book
11	Chapter 10	
12	Chapter 10 (cont'd)	
13	12/04: Oral report: track I	REQUIRED
14	12/11: Oral report: track II	REQUIRED
15	12/18: Oral report: track III	REQUIRED
16	12/25: Final EXAM (ALL chapters) + VHWS	REQUIRED; score rate: 30%; open book
17	National holiday: no class	
18	1/08: Oral report: track IV	Required

### 教學策略 Teaching Strategies

- 課堂講授 Lecture
  分組討論 Group Discussion
  參觀實習 Field Trip
- 其他 Miscellaneous:

### 教學創新自評 Teaching Self-Evaluation

#### 創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)
  團體合作學習 (TBL)
  解決導向學習 (SBL)
- 翻轉教室 Flipped Classroom
  磨課師 Moocs

#### 社會責任 (Social Responsibility)

- 在地實踐 Community Practice
  產學合作 Industry-Academia Cooperation

#### 跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
  跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	10%		✓	✓	✓				
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments	30%			✓	✓				
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

Midterm exam: November 13 (11/13); Final exam: December 25 (12/25); Oral report by individual: December 04, 11, 18 (12/04, 11, 18) and January 8 2024 (1/08/2024); Voluntary Home Works (VHWs)

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

1. Electronic Commerce 2018: A Managerial and Social Networks Perspective, Turban, E. et al., 9th ed., Springer (e-Text Book)
2. E-Commerce 2018, Global Edition by Carol Guercio Traver & Kenneth C. Laudon (For reference)
3. Introduction to Electronic Commerce, 3rd Ed. Turban, King & Lang, Person, 2011.(For reference)

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

see <http://www.elearn.ndhu.edu.tw/moodle>

其他補充說明 (Supplemental instructions)

Text book is strongly recommended to have one hard copy or free chapter downloads from publisher for use throughout this course.