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② 图 至東華大學

教學計劃表 Svllabus

72.4 1 24 12 09 22 20000								
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 學四 & Year		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								

This class encompasses general Electronic Commerce (EC) in the following way:

- 1. E-commerce and E-business
- 2. Internet Consumer Retailing
- 3. On-line consumer behavior studies
- 4. E-marketing basics
- 5. EC and supply chain

週次Week

Course Objectives 課程目標

The objective of this course is to provide students with an overview and understanding of e-commerce. Specifically, students will:

- 1. gain an understanding of the theories and concepts underlying e-commerce.
- 2. apply e-commerce theory and concepts to what e-marketers are doing in the real world.
- 3. improve familiarity with current challenges and issues in e-commerce.

	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.				
В	具備財務金融基本學理Understanding of the development of the financial disciplinal.				
С	具備運用財務金融學理進行分析能力Basic knowledge of financial theory analysis.	0			
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.	0			
Е	具備財經時事基本分析能力Capabilities for financial analysis of current affairs	0			
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	0			
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

備註Remarks

內容 Subject/Topics

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				
18	1/08: Oral report: track IV	Required		
	教 學 策 略 Teaching Strategies			
✓ 課堂講	授 Lecture	Field Trip		
其他Mis	scellaneous:			
	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) ✓ 解決導向導	P 習(SBL)		
翻轉教	室 Flipped Classroom			
社會責任(Social Responsibility)			
✓ 在地實	踐Community Practice 產學合作 Industy-Academia Cooperati	ion		
跨域合作(Transdisciplinary Projects)			
一 跨界教	學Transdisciplinary Teaching 跨院系教學Inter-collegiate Teaching	g		
業師合:	授 Courses Co-taught with Industry Practitioners			
其它 othe	r:			

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例	多元評量方式 Assessments							
Items	Percentage	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.