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②国玄東華大學							
教學計劃表 Syllabus							
課程名稱(中文) Course Name in Chinese	電子商務 PA Academic Yo				1 119/1		
課程名稱(英文) Course Name in English	Electronic Commerce						
科目代碼 Course Code	IM40000	系級 Department & Year	學二	開課單位 Course-Offering 資訊 Department		訊管理學系	
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 gen	eral Electronio	c Commerce (EC	C) 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							
課程目標 Course Objectives							
掌握網際網路環境下的企業經營內涵、方式與發展策略							
					埋4	27日 世 的 幺 東 坐 삼	

	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	具備資訊管理基礎與跨學域的應用能力。Cultivate the personnel with the capability of basic and interdiscipline information management	•
В	具備以資訊科技為核心,擁有高度專業技術與國際視野之能力。Cultivate professional personnel with international perspective and the capability of using information technology	•
С	具備資訊管理創新、研發、企劃之資訊管理人才之整合能力。Cultivate senior personnel with the capability of innovation, research and development and integrated planning	0
D	具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises	•
Е	具備業界多媒體應用、網站經營以及資訊行銷所需之能力。Cultivate the personnel with the capability of multimedia applications, website operations, and information marketing	0
F	具備認知新興資訊產業發展所需之能力。Cultivate the personnel with the capability for the emerging information industry	•

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					
		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) ✓ 解決導向學習(SBL)						
翻轉教室 Flipped Classroom						
— — — — — — 社會責任(Social Responsibility)						
✓ 在地實踐Community Practice						
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 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.