


國立東華大學
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	MSF_10340	系級 Department & Year	學四	開課單位 Course-Offering Department	管理科學與財金國際學士學位學程
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					
課程目標 Course Objectives					
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	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.				●
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.				○
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.				●
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.				●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies				●
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.				●
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:

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.									