



## 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
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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.