Please consult Intellectual Property Rights before making a photocopy. Please use the textbook of copyrighted edition.

②國立東華大學 教學計劃表 Syllabus 課程名稱(中文) 學年/學期 電子商務與行動商務AA 113/1Academic Year/Semester Course Name in Chinese 課程名稱(英文) E-Commerce and Mobile Commerce Course Name in English 系級 開課單位 科目代碼 IB__4050AA Department 學四 Course-Offering 國際企業學系 Course Code & Year Department 修別 學分數/時間 學程 Program 3.0/3.0 Credit(s)/Hour(s) Type 授課教師 /鄭辰明 Instructor 先修課程 Prerequisite 課程描述 Course Description E-Commerce has been an ever-evolving topic of interest in the marketing field for years now. Ignoring E-Commerce is like representing your business without any audience. It is inevitable for firms to adapt to the latest E-Commerce practices and strategize optimally to reach desired business goals and keep their firms afloat. E-Commerce have transformed how businesses communicate with their customers and an average customer today has higher control of what he/she wants to buy, through integration of new tools and platforms. This course deals with the fundamentals of E-Commerce, in an attempt to develop an understanding of the background, current state, and the future potential of e-marketing. The course is aimed at familiarizing students with e-marketing environments, its role in a company's overall integrated marketing strategy, and the details of-marketing management. Students will be able to theoretically make sense of e-commerce consumer experiences, effective marketing communication revolving around these experiences through suitable marketing channels. 課程目標 Course Objectives 本課程提供電子商務及行動商務之系統建置與應用知識,將有助於學生未來升學與就業 。學生並可從課堂講解、分組報告與討論、個案研究及論文研討及軟體操作獲得學習 課程目標與系專業能 力相關性 Correlation between 系專業能力 Course Objectives Basic Learning Outcomes and Dept.' s Education **Objectives** 具備國際企業管理之知識與能力。Students will have basic knowledge of international А business. 具備邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems with logical В thinking. 具備溝通協調與團隊合作之能力。 \bigcirc С Students will be able to demonstrate effective communication, coordination and teamwork skills. 具備國際觀及外語溝通之能力。Students will be able to communicate in foreign D \bigcirc languages and have an awareness on global and cultural diversity issues. 具備創新、創業之思維與能力To build a the concept and ability for innovation and \bigcirc Е entrepreneurshi 具備服務設計與產業分析之能力。Students will be able to demonstrate the basic F \bigcirc abilities for service design and industry analysis. 具備國際企業倫理之素養。Students will be able to identify and understand the G \bigcirc importance of ethical decision making for international business. 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	Introductory Class. Brief introduction to E-Commerce and discussion of course outline.							
2	Holiday							
3	Chapter 1: Introduction to E-Commerce							
4	Chapter 2: E-Commerce and Business Strategies							
5	Chapter 3: E-Commerce Infrastructure							
6	Chapter 4: Building an E-Commerce Presence							
7	Chapter 5: E-Commerce Security and Payment Systems							
8	Chapter 6: E-Commerce Marketing and Advertising							
9	期中考試週 Midterm Exam							
10	Chapter 7: Social, Mobile, and Local Marketing							
11	Documentary/ Movie Class							
12	Chapter 8: Ethics and Law in E-Commerce							
13	Chapter 9: E-Commerce Retail and Services							
14	Chapter 10: Online Media							
15	Chapter 11: Online Communities							
16	Chapter 12: B2B E-Commerce							
17	期末考試週 Final Exam							
18	Supplementary Teaching							

教學策略 Teaching Strategies									
 ✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ✓ 参觀實習 Field Trip ✓ 其他Miscellaneous: Application capability in case presentations, creative capacity unough connecting real-life examples to theories and industry practices 									
Connecting real-life examples to theories and industry practices									
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 □ 産學合作 Industy-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	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%		~						Participation in discussions in class			
期中考成績 Midterm Exam	20%	~										
期末考成績 Final Exam	30%	~										
作業成績 Homework and/or Assignments	20%			~								
其他 Miscellaneous (Case Presentation)	20%		~			~			Application capability and design thinking			
評量方式補充說明 Grading & Assessments Supplemental instructions												
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.)												
E-Commerce 2023-2024, Kenneth C. Laudon, Carol Guercio Traver, 18th Edition. Pearson.												
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.)												
其他補充說明 (Supplemental instructions)												