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②國玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	電子商務				學年/學期 Academic Year/Semester		113/1	
課程名稱(英文) Course Name in English	Electronic Commerce							
科目代碼 Course Code	IM40000	系級 Department 學二 & Year		開課單位 Course-Offering Department	資訊管理學系			
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								
Prerequisite		for heads of						

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

掌握網際網路環境下的企業經營內涵、方式與發展策略

	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	Chap 1 (cont'd)						
4	Announcement for term project						
5	Chap 2						
6	Chap 2 (cont'd)						
7	Chap 3						
8	10/28: Midterm exam: chap 1-2; openbook	REQUIRED					
9	Midterm week						
10	Chap 3 (cont'd)						
11	Chap 10						
12	11/25: oral report and term project: track 1	REQUIRED					
13	12/02: oral report and term project: track 2	REQUIRED					
14	12/09: oral report and term project: track 3	REQUIRED					
15	12/16: oral report and term project: track 4	REQUIRED					
16	12/23: Final EXAM (ALL chapters) + VHWs+OR/TP	REQUIRED					
17	12/30: oral report and term project: track 5	REQUIRED					
18	Final week						
	教學策略 Teaching Strategies						
✓ 課堂講	授 Lecture	Field Trip					
其他Mis	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							
社會責任(Social Responsibility)							
✓ 在地實踐Community Practice 產學合作 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 othe	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%		~	~	~				
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

10/28 Midterm exam; 12/23 Final exam; 11/25, 12/02, 12/09, 12/16, 12/30 Oral report and Term project by individual; 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://elearn4.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.