



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	IM_40000	系級 Department & Year	學二	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					
課程描述 Course Description					
<p>This class encompasses general Electronic Commerce (EC) in the following way:</p> <ol style="list-style-type: none"> 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				●
B	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				●
C	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				○
D	具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises				●
E	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				○
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
 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									
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.									