



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	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					
<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					
<p>The objective of this course is to provide students with an overview and understanding of e-commerce. Specifically, students will:</p> <ol style="list-style-type: none"> 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. 					
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.									