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②图玄束華大學

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	MSF_10340	系級 Department 學四 & Year		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.

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Mis	scellaneous:					
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 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 Percentage	多元評量方式 Assessments							
Items		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.