



## 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	FIN_B0090	系級 Department & Year	學四	開課單位 Course-Offering Department	財務金融學系
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"> <li>1. E-commerce and E-business</li> <li>2. Internet Consumer Retailing</li> <li>3. On-line consumer behavior studies</li> <li>4. E-marketing basics</li> <li>5. EC and supply chain</li> </ol>					
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"> <li>1. gain an understanding of the theories and concepts underlying e-commerce.</li> <li>2. apply e-commerce theory and concepts to what e-marketers are doing in the real world.</li> <li>3. improve familiarity with current challenges and issues in e-commerce.</li> </ol>					
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	具備經濟學、會計學、統計學及數學的基礎能力Basic knowledge of the financial theory Economics, accounting, statistical and mathematical ability.				
B	具備財務金融基本學理Understanding of the development of the financial disciplinal.				
C	具備運用財務金融學理進行分析能力Basic knowledge of financial theory analysis.				○
D	具備資料整理、書面呈現或口頭報告之能力Basic knowledge of documentation and presentation skills.				○
E	具備財經時事基本分析能力Capabilities for financial analysis of current affairs				○
F	具備電腦程式運算及應用基本能力Ability of computer programs, algorithms and applications				●
G	具備英語閱讀溝通協調等基本能力English reading ability of communication and coordination				○
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:

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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 <a href="http://elearn4.ndhu.edu.tw/moodle">http://elearn4.ndhu.edu.tw/moodle</a>									
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.									