



教學計劃表 Syllabus

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| 課程名稱(中文) Course Name in Chinese | 網際商務與藝創產業開發 | | | 學年/學期 Academic Year/Semester | 113/1 |
| 課程名稱(英文) Course Name in English | E-Business and the Development of Art and Creative Industries | | | | |
| 科目代碼 Course Code | ACI_30800 | 系級 Department & Year | 學三 | 開課單位 Course-Offering Department | 藝術創意產業學系 |
| 修別 Type | 學程 Program | 學分數/時間 Credit(s)/Hour(s) | | 3.0/3.0 | |
| 授課教師 Instructor | /林昭宏 | | | | |
| 先修課程 Prerequisite | | | | | |
| 課程描述 Course Description | | | | | |
| 本課程全面性地介紹藝術產業經營與管理概念，並以現今的網際商務之觀點，覆蓋數位產業與技術議題。課程主題包括：藝術產業分析、網際商務模式、藝術產業策略形成、策略校準、策略執行、以及移動式網際產業策略。 | | | | | |
| 課程目標 Course Objectives | | | | | |
| 1.瞭解電子商務發展對藝創產業結構轉化之影響 | | | | | |
| 2.學習電子商務之概念和不同層次的電子商務策略發展 | | | | | |
| 3.探索藝創產業開展電子商務之有效模式 | | | | | |
| 4.培育具藝創產業發展願景並促進產業轉型升級之人 | | | | | |
| 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 | 具備藝術創意產業發展潮流的國際視野。Possess an international perspective on the development trends of the creative arts industry. | | | | ● |
| B | 瞭解在地文化資源及藝術創意產業特色。Understand local cultural resources and the characteristics of the creative arts industry. | | | | ● |
| C | 具有創新概念，能進行藝創產品的研發。Have innovative concepts and the ability to conduct research and development of artistic products. | | | | ○ |
| D | 能結合在地資源，參與藝術創意產業實務。Ability to integrate local resources and participate in practical aspects of the creative arts industry. | | | | ● |
| E | 具備企劃、領導、溝通、合作及問題解決能力。Possess skills in planning, leadership, communication, collaboration, and problem-solving. | | | | ● |
| F | 對於藝術創意產業及發展潮流有分析管理知能。Analytical and managerial competence in the creative arts industry and its development trends. | | | | ● |
| 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 | 課程概述與學期成績計算方式說明 | | | | |
| 2 | 網際資訊系統（WIS）與物聯網 | | | | |
| 3 | 網際商業模式（E-Business Models） | | | | |

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| 4 | 020 新零售 | |
| 5 | 產業外部分析－機會/威脅 | |
| 6 | 產業內部分析－長處/弱點 | |
| 7 | 藝術與文化創意產業之策略選項 | |
| 8 | 藍海策略 | |
| 9 | 期中考試週 Midterm Exam | |
| 10 | 裂解式創新策略 | |
| 11 | 維持產業競爭優勢 | |
| 12 | 探索新的產業市場空間 | |
| 13 | 創造和獲取利益 | |
| 14 | 產業內部組織之整備 | |
| 15 | 與供應商/鏈之互動策略 | |
| 16 | 與消費者之互動策略 | |
| 17 | Social Commerce之策略 | |
| 18 | 期末考試週 Final Exam | |

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: 課堂簡報、期末報告

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 | 30% | | | | | | | | 課程內容融合與反思 |
| 期中考成績 Midterm Exam | 0% | | | | | | | | |
| 期末考成績 Final Exam | 0% | | | | | | | | |
| 作業成績 Homework and/or Assignments | 30% | | | | | | | | |
| 其他 Miscellaneous (課堂簡報) | 40% | | | | | | | | |
| 評量方式補充說明 Grading & Assessments Supplemental instructions | | | | | | | | | |
| 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. 文化創意MIT、時尚新台灣，台灣工藝推廣叢書，國立台灣工藝研究發展中心。 2. 哈佛商業評論Harvard Business Review. 3. Jelassi, T., & Martinez-López, F. J. (2020). Strategies For E-Business: Concepts and Cases on Value Creation and Digital Business Transformation. Springer Nature. 4. Laudon, K. C., & Traver, C. G. (2020). E-Commerce 2020 - 2021: Business, Technology and Society. Pearson Higher Ed. 5. Norman, K. L. (2017). Cyberpsychology: An Introduction to Human-Computer Interaction. Cambridge University Press. | | | | | | | | | |
| 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.) | | | | | | | | | |
| 東華e學苑 | | | | | | | | | |
| 其他補充說明 (Supplemental instructions) | | | | | | | | | |