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②國玄東華大學

教學計劃表 Syllabus

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課程名稱(中文) Course Name in Chinese	電子商務				學年/學期 Academic Year/Semester		114/1		
課程名稱(英文) Course Name in English	Electronic Commerce								
科目代碼 Course Code	IM40000	系級 Department 學二 & Year		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									
理段描述 Course Description									

課程描述 Course Description

This class encompasses AI-based Electronic Commerce (AI-EC) in the following way:

- 1. AI-based E-commerce and E-business
- 2. AI-based internet Consumer Retailing
- 3. AI-based on-line consumer behavior studies
- 4. AI-based E-marketing basics

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	•
В	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	•
С	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	0
D	具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises	•
Е	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	0
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 AI-EC and welcome new faces	
2	chap 1	

3	chap 1 (cont'd) and announcement of term project with oral report						
4	National holiday and no class						
5	National holiday and no class						
6	chap 2						
7	chap 2 (cont'd) + chap 3						
8	chap 3 (cont'd), chap 10						
9	chap 10 (cont'd)						
10	11/10: Midterm examination: openbook: Chap 1, 2, 3	REQUIRED					
11	11/17: oral report and term project-track #1	REQUIRED					
12	11/24: oral report and term project: track #2	REQUIRED					
13	12/01: oral report and term project: track #3	REQUIRED					
14	12/08: oral report and term project: track #4	REQUIRED					
15	12/15: final examination: all chapters: chap 1, 2, 3, 10 + oral reports: open book	REQUIRED					
16	12/22: oral report and term project: track #5	REQUIRED					
17	12/29: oral report and term project: track #6	REQUIRED					
18	Flexible study						
	教 學 策 略 Teaching Strategies						
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ● 參觀實習 Field Trip							
L J 其他Mis	其他Miscellaneous:						
教 學 創 新 自 評 Teaching Self-Evaluation							
	教 學 創 新 自 評 Teaching Self-Evaluation						
創新教學(教學創新自評Teaching Self-Evaluation Innovative Teaching)						
		學習(SBL)					
✓問題導	Innovative Teaching)	學習(SBL)					
✓ 問題導 翻轉教	Innovative Teaching)	學習(SBL)					
✓ 問題導 ■ 翻轉教 社會責任(Innovative Teaching)						
✓ 問題導 ■ 翻轉教 社會責任(✓ 在地質)	Innovative Teaching) の學習(PBL) 文 團體合作學習(TBL) 文 解決導向等 を Flipped Classroom 原課師 Moocs Social Responsibility)						
✓ 問題導 ■ 翻轉教 社會責任() ✓ 在地實; 跨域合作()	Innovative Teaching)	ion					
✓ 問題等 ■ 翻轉教 社會責任() ✓ 在地實; 跨域合作() □ 跨界教;	Innovative Teaching)	ion					

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	予項目 配分比例 多元評量方式 Assessments								
Items	Percentage	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(含出缺席) General Performance (Attendance Record)	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

11/10, 12/15: midterm & final EXAM; 11/17,24, 12/1,8,22,29 Term project & oral reports. Please mark ALL dates in advance.

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.)

http://elearn4.ndhu.edu.tw/moodle/

其他補充說明	(Supplemental	instructions)	ı
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