## ②國玄東華大學

# 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese				學年/學期 Academic Year/Semester		114/1
課程名稱(英文) Course Name in English	El ectroni c Commerce					
科目代碼 Course Code	FI N_B0090	系級 Department & Year		開課單位 Course-Offering Department		
修別 Type	Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0		
授課教師 Instructor	/					
先修課程 Prerequisite						

#### 課程描述 Course Description

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

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

週次Week

#### 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.

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	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					
А	Basic knowledge of the financial theory Economics, accounting, statistical and mathematical ability.						
В	Understanding of the development of the financial disciplinal.						
С	Basic knowledge of financial theory analysis.						
D	Basic knowledge of documentation and presentation skills.						
Е	Capabilities for financial analysis of current affairs						
F	Ability of computer programs, algorithms and applications						
G	English reading ability of communication and coordination						
圖示	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

備註Remarks

內容 Subject/Topics

1	Overview for Al-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	REQUI RED					
11	11/17: oral report and term project-track #1	REQUI RED					
12	11/24: oral report and term project: track #2	REQUI RED					
13	12/01: oral report and term project: track #3	REQUI RED					
14	12/08: oral report and term project: track #4	REQUI RED					
15	12/15: final examination: all chapters: chap 1, 2, 3, 10 + oral reports: open book	REQUI RED					
16	12/22: oral report and term project: track #5	REQUI RED					
17	12/29: oral report and term project: track #6	REQUI RED					
18	Fl exi bl e study						
	教學策略 Teaching Strategies						
<b>✓</b>	Lecture Group Discussion	Field Trip					
M Ni	Iscel I aneous:						
	教學創新自評Teaching Self-Evaluation						
	(Innovative Teaching)						
<b>✓</b>	(PBL) ✓ (TBL)	(SBL)					
	Flipped Classroom Moocs						
	(Social Responsibility)						
<b>~</b>	Community Practice Industy-Academia Cooperation						
(Transdi sci pl i nary Proj ects)							
	Transdi sci pl i nary Teachi ng Inter-col l egi ate Teachi ng						
	Courses Co-taught with Industry Practitioners						
ot h	other:						
Otti	ul .						

學期成績計算及多元評量方式 Grading & Assessments												
配分項目	配分比例	多元評量方式 Assessments						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			
( ) General Performance (Attendance Record)	10%		<b>~</b>	<b>~</b>			>					
Midterm Exam	30%	<b>~</b>					>					
Fi nal Exam	30%	~					<b>&gt;</b>					
Homework and/or Assignments	30%		<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>					
Miscel I aneous												

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)

 $\label{thm:condition} \mbox{Teaching Aids \& Teacher's Website} (\mbox{Including online teaching information.}$ 

Personal website can be listed here.)

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

其他補充說明	(Supplemental	instructions)
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