②國玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	AA				學年/學期 Academic Year/Semester			
課程名稱(英文) Course Name in English	E-Commerce and							
科目代碼 Course Code	I B4050AA	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

E-Commerce has been an ever-evolving topic of interest in the marketing field for years now Ignoring E-Commerce is like representing your business without any audience. It is inevitable for firms to adapt to the latest E-Commerce practices and strategize optimally to reach desired business goals and keep their firms afloat. E-Commerce have transformed how businesses communicate with their customers and an average customer today has higher control of what he/she wants to buy, through integration of new tools and platforms. This course deals with the fundamentals of E-Commerce, in an attempt to develop an understanding of the background, current state, and the future potential of e-marketing. The course is aimed at familiarizing students with e-marketing environments, its role in a company's overall integrated marketing strategy, and the details of-marketing management. Students will be able to theoretically make sense of e-commerce consumer experiences, effective marketing communication revolving around these experiences through suitable marketing channels.

課程目標 Course Objectives

	系專業能力 Position Learning Outcomes	課程目標與系專業能 力相關性 Correlation between Course Objectives
	Basic Learning Outcomes	and Dept.'s Education
		Objectives
А	Students will have basic knowledge of international business.	
В	Students will be able to identify, analyze and solve business problems with logical thinking.	
С	Students will be able to demonstrate effective communication, coordination and teamwork skills.	
D	Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	
Е	To build a the concept and ability for innovation and entrepreneurshi	
F	Students will be able to demonstrate the basic abilities for service design and industry analysis.	
G	Students will be able to identify and understand the importance of ethical decision making for international business.	

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	Introductory Class. Brief introduction to E-Commerce and discussion of course outline.				
2	Hol i day				
3	Chapter 1: Introduction to E-Commerce				
4	Chapter 2: E-Commerce and Business Strategies				
5	Chapter 3: E-Commerce Infrastructure				
6	Chapter 4: Building an E-Commerce Presence				
7	Chapter 5: E-Commerce Security and Payment Systems				
8	Chapter 6: E-Commerce Marketing and Advertising				
9	Mdterm Exam				
10	Chapter 7: Social, Mobile, and Local Marketing				
11	Documentary/ Movi e Class				
12	Chapter 8: Ethics and Lawin E-Commerce				
13	Chapter 9. E-Commerce Retail and Services				
14	Chapter 10: Online Media				
15	Chapter 11: Online Communities				
16	Chapter 12: B2B E-Commerce				
17	Fi nal Exam				
18	Suppl ementary Teaching				

	教 學	策 略 Teaching Strategies					
✓	Lecture	Group Discussion Field Trip					
✓		fe examples to theories and industry practices.					
	教 學 創 新 自 評 Teaching Self-Evaluation						
	(Innovative Teaching)						
✓	(PBL)	(TBL) (SBL)					
	Flipped Classroom	Mocs					
	(Social Responsibility)						
	Community Practice	Industy-Academia Cooperation					
	(Transdi sci pl i nary Proj ects)						
✓	Transdi sci pl i nary Teachi ng	Inter-collegiate Teaching					
	Courses Co-taught with Indus	stry Practitioners					
	other:						

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							
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%		~						
Mildterm Exam	20%	~							
Fi nal Exam	30%	>							
Homework and/or Assignments	20%			~					
Miscellaneous (Case presentation)	20%		~			~			Application capability and design thinking

評量方式補充說明

Grading & Assessments Supplemental instructions

General performance points will be deducted for absence (1 point for each absence). Missing more than five classes without a reason would result in a grade of zero.

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.)

E-Commerce 2023-2024, Kenneth C. Laudon, Carol Guercio Traver, 18th Edition. Pearson.

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.)

其他補充說明(Supplemental instructions)