

 國立東華大學
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	114/1
課程名稱(英文) Course Name in English	Electronic Commerce				
科目代碼 Course Code	MSF_10340	系級 Department & Year	學二	開課單位 Course-Offering Department	管理科學與財金國際學士學位學程
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					
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					
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.					
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
☐ 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:

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(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)									