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②國玄東華大學

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) ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■						
翻轉教室 Flipped Classroom						
社會責任(Social Responsibility)						
✓ 在地實踐Community Practice ✓ 產學合作 Industy-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	r:					

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
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)	ĺ
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