

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	電子商務與行動商務			學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	E-Commerce and Mobile Commerce				
科目代碼 Course Code	DMSI20030	系級 Department & Year	學二	開課單位 Course-Offering Department	數位行銷與服務創新國際學士班
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/玓公明				
先修課程 Prerequisite					
課程描述 Course Description					
Since the emergence of the Internet in the 1980s, digital technologies have continuously transformed how firms conduct business. Today, with computers and smartphones deeply embedded in everyday life, electronic commerce (e-commerce) and mobile commerce (m-commerce) play essential roles in shaping consumer behavior and business strategy. Using a student-centered approach, this course emphasizes experiential learning and active class participation. It aims to equip students with the knowledge of e-commerce, m-commerce, and e-marketing fundamentals, while also examining related issues and trends, including the application of state-of-the-art technologies (e.g., artificial intelligence) in these areas.					
課程目標 Course Objectives					
本課程提供電子商務及行動商務之系統建置與應用知識，將有助於學生未來升學與就業。學生並可從課堂講解、分組報告與討論、個案研究及論文研討及軟體操作獲得學習					
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	具備以資訊技術協助企業運作與商業管理之知識與應用能力				●
B	具備邏輯思考、問題分析與解決之能力				●
C	具備溝通協調與團隊合作之能力				○
D	具備創新思維之能力				●
E	具備國際視野及外語溝通之能力				○
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	09/09: Course Overview				The schedule and content for each week are subject to change to meet the needs of the class.

2	09/16: Introduction to E-commerce	The schedule and content for each week are subject to change to meet the needs of the class.
3	09/23: E-commerce business strategies	The schedule and content for each week are subject to change to meet the needs of the class.
4	09/30: E-commerce Infrastructure	The schedule and content for each week are subject to change to meet the needs of the class.
5	10/07: Building an E-commerce Presence	The schedule and content for each week are subject to change to meet the needs of the class.
6	10/14: E-commerce Security and Payment Systems	The schedule and content for each week are subject to change to meet the needs of the class.
7	10/21: E-commerce Marketing and Advertising	The schedule and content for each week are subject to change to meet the needs of the class.
8	10/28: Social, Mobile, and Local Marketing	The schedule and content for each week are subject to change to meet the needs of the class.
9	11/04: Midterm Exam	The schedule and content for each week are subject to change to meet the needs of the class.
10	11/11: E-commerce Retail and Services	The schedule and content for each week are subject to change to meet the needs of the class.
11	11/18: Online Media	The schedule and content for each week are subject to change to meet the needs of the class.
12	11/25: Online Communities	The schedule and content for each week are subject to change to meet the needs of the class.
13	12/02: New technology applications	The schedule and content for each week are subject to change to meet the needs of the class.

14	12/09: Consulting week for final presentation	The schedule and content for each week are subject to change to meet the needs of the class.
15	12/16: B2B E-Commerce	The schedule and content for each week are subject to change to meet the needs of the class.
16	12/23: Final Presentation	The schedule and content for each week are subject to change to meet the needs of the class.
17	12/30: Final Exam	The schedule and content for each week are subject to change to meet the needs of the class.
18	01/06: Supplementary Teaching (Flexible)	To be determined

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: To be determined

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(含出席) General Performance (Attendance Record)	10%		✓						To be determined
期中考成績 Midterm Exam	20%	✓	✓			✓			To be determined
期末考成績 Final Exam	40%	✓		✓			✓		To be determined
作業成績 Homework and/or Assignments	10%								To be determined
其他 Miscellaneous (In-class Activities, Group Discussions, etc.)	20%		✓	✓		✓			To be determined
評量方式補充說明 Grading & Assessments Supplemental instructions The grading and assessment policies are subject to change meet the needs of the class.									
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.) Kenneth Laudon & Carol Traver (2023). E-commerce 2023-2024: business. technology. society. (Global Edition, 18 ed.). Pearson Education Limited. Efraim Turban, Judy Whiteside, David King, Jon Outland. (2017). Introduction to Electronic Commerce and Social Commerce (4th ed.). Cham: Springer. (Free download if accessed via university's internet).									
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)									