

 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	115/1
課程名稱(英文) Course Name in English	Electronic Commerce				
科目代碼 Course Code	FIN_B0090	系級 Department & Year	學四	開課單位 Course-Offering Department	財務金融學系
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.					
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	具備經濟學、會計學、統計學及數學的基礎能力Basic knowledge of the financial theory Economics, accounting,statistical and mathematical ability.				
B	具備財務金融基本學理Understanding of the development of the financial disciplinal.				
C	具備運用財務金融學理進行分析能力Basic knowledge of financial theory analysis.				○
D	具備資料整理、書面呈現或口頭報告之能力Basic knowledge of documentation and presentation skills.				○
E	具備財經時事基本分析能力Capabilities for financial analysis of current affairs				○
F	具備電腦程式運算及應用基本能力Ability of computer programs, algorithms and applications				●
G	具備英語閱讀溝通協調等基本能力English reading ability of communication and coordination				○
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	chap 2	
6	chap 2 + chap 3	
7	chap 10	
8	National holiday and no class	
9	Midterm week	
10	11/09: Midterm examination: openbook: Chap 1, 2, 3	REQUIRED
11	11/16: oral report and term project-track #1	REQUIRED
12	11/23: oral report and term project: track #2	REQUIRED
13	11/30: oral report and term project: track #3	REQUIRED
14	12/07: oral report and term project: track #4	REQUIRED
15	12/14: final examination: all chapters: chap 1, 2, 3, 10 + oral reports: open book	REQUIRED
16	12/21: oral report and term project: track #5	REQUIRED
17	12/28: oral report and term project: track #6	REQUIRED

彈性 教學 規劃 Flexible Teaching Plan	請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.):
	☒ 問題討論 Problem-based Discussion ☐ 翻轉教學 Flipped Classroom ☐ 展演實作 Performance / Practical Presentation ☐ 校外參訪 Off-campus Visit ☐ 講座活動 Lecture / Seminar ☐ 線上作業 Online Assignments ☒ 自主學習 Self-directed Learning ☐ 課業輔導 Academic Support ☐ 實驗操作 Experiment Operation ☐ 遠距教學(同步) Distance Learning (Synchronous) ☐ 遠距教學(非同步) Distance Learning (Asynchronous) ☐ 其他(請填寫) Others (Please specify.): 備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.

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 11/09, 12/14: midterm & final EXAM; 11/16, 23, 30;12/7, 21, 28 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. AI-based case study in lectures. (pls free download weekly from elearn 4 website. 2. Electronic Commerce 2018: A Managerial and Social Networks Perspective, Turban, E. et al., 9th ed., Springer (e-Text Book) 3. E-Commerce 2018, Global Edition by Carol Guercio Traver & Kenneth C. Laudon (For reference) 4. 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)									