

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AA			學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	E-Commerce and Mobile Commerce				
科目代碼 Course Code	IB__4050AA	系級 Department & Year	學四	開課單位 Course-Offering Department	國際企業學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/鄭辰明				
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					
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	具備國際企業管理之知識與能力。Students will have basic knowledge of international business.				●
B	具備邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking.				●
C	具備溝通協調與團隊合作之能力。Students will be able to demonstrate effective communication, coordination and teamwork skills.				○
D	具備國際觀及外語溝通之能力。Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.				○
E	具備創新、創業之思維與能力To build a the concept and ability for innovation and entrepreneurship				○
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the basic abilities for service design and industry analysis.				○
G	具備國際企業倫理之素養。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	Documentary Class	
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	期中考試週 Midterm Exam	
10	Chapter 7: Social, Mobile, and Local Marketing	
11	Chapter 8: Ethics and Law in E-Commerce	
12	Chapter 9: E-Commerce Retail and Services	
13	Documentary Class	
14	Chapter 10: Online Media	
15	Chapter 11: Online Communities	
16	Chapter 12: B2B E-Commerce	
17	期末考試週 Final Exam	

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: application capability in case presentations, creative capacity through
connecting real-life examples to theories and industry practices

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	20%	✓							
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments	20%			✓					
其他 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)									