


國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	高等電子商務		學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	Advanced Electronic Business			
科目代碼 Course Code	IM_50070	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/陳林志			
先修課程 Prerequisite				
課程描述 Course Description				
Electronic commerce, commonly known as e-commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mail as well				
課程目標 Course Objectives				
訓練學生從學界及實務界的論文及實例探討，了解最新電子商務的發展及未來趨勢，進而發展出適當之電子商務系統。				
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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀 Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view			
B	培養具備資訊專業知識與技能 Nurture professional ability and skill regarding information	●		
C	培養具備資訊科技與管理領域之知識整合應用能力 Nurture integrated ability regarding information technology and management			
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力 Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	●		
E	培養具備獨立研究、領導智能與資訊創新能力 Nurture ability regarding independent research, leadership and information innovation			
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	Course Description			
2	Chapter 1: From World Wide Web to Semantic Web			
3	Chapter 2: Semantic Descriptions of Web Services			
4	Chapter 3: Developing Intelligent Semantic Web Services			
5	Chapter 4: Semantic Web Support for Customer Services			

6	Chapter 5: A Tutorial on RDF with Jena	
7	Chapter 6: A Semantic Web Service Architecture for Learning Object Repositories	
8	Chapter 7: Using Semantic Web to Facilitate Agent-to-Agent Argumentation for E-Commerce	
9	期中考試週 Midterm Exa	
10	Chapter 8: Building Dynamic Business Process in P2p Semantic Web	
11	Chapter 9: An Intelligent Metasearch Engine with Link Prediction and Page Clipping Generation Capabilities	
12	Chapter 10: Access Control for Web Service Application: An Example in Collaborative Auditing	
13	Chapter 11: Semantics and Medical Search	
14	Chapter 12: Web Mining for Protein-Protein Interaction Information	
15	Chapter 13: SWAP: A Framework for Ontology Support in Semantic Web Applications	
16	Paper Study (1)	
17	期末考試週 Final Exam	

彈性 教學 規劃 Flexible Teaching Plan	<p>請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.):</p> <p><input type="checkbox"/> 問題討論 Problem-based Discussion</p> <p><input type="checkbox"/> 翻轉教學 Flipped Classroom</p> <p><input type="checkbox"/> 展演實作 Performance / Practical Presentation</p> <p><input type="checkbox"/> 校外參訪 Off-campus Visit</p> <p><input type="checkbox"/> 講座活動 Lecture / Seminar</p> <p><input type="checkbox"/> 線上作業 Online Assignments</p> <p><input checked="" type="checkbox"/> 自主學習 Self-directed Learning</p> <p><input type="checkbox"/> 課業輔導 Academic Support</p> <p><input type="checkbox"/> 實驗操作 Experiment Operation</p> <p><input type="checkbox"/> 遠距教學(同步) Distance Learning (Synchronous)</p> <p><input type="checkbox"/> 遠距教學(非同步) Distance Learning (Asynchronous)</p> <p><input type="checkbox"/> 其他(請填寫) Others (Please specify.):</p> <p>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.</p>
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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)			✓	✓					
期中考成績 Midterm Exam			✓	✓					
期末考成績 Final Exam			✓	✓					
作業成績 Homework and/or Assignments			✓	✓					
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

無

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. Advances in Electronic Business, Vol. 2.
2. Journal of e-Business, <http://jeb.cerps.org.tw/>

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://cayley.sytes.net>

其他補充說明 (Supplemental instructions)

無