Course Title	ELECTRONIC COMMERCE	Instructor	CHEN, DUEN-KAI
Course Class	TQIDB2A DIVISION OF APPLIED INFORMATICS, DEPARTMENT OF INNOVATIVE INFORMATION AND TECHNOLOGY (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ Selective ◆ One Semester ◆ 3 Credits

Departmental Aim of Education

Cultivate professional talents in developing and applying information system in various fields.

Departmental core competences

A. Capability of computer program coding, process planning, and problem solving

B. Capability of applying basic mathematics and information technology related mathematics

C. Capability of applying knowledge of internet structure and protocol in communication system

D. Capability of developing information system

E. Capability of integrating information system

Course Introduction	The modern enterprise is becoming more digital, thus this course covers some important topics in managing digital enterprises. Topics included are: e-business models,retailing in e-commerce, B2B e-commerce, mobile commerce, ELSI issues of e-commerce.

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :
 (i) Cognitive Domain   : C1-Remembering,   C2-Understanding,   C3-Applying,
                          C4-Analyzing,   C5-Evaluating,   C6-Creating
 (ii) Psychomotor Domain : P1-Imitation,   P2-Mechanism,   P3-Independent Operation,
                           P4-Linked Operation, P5-Automation,   P6-Origination
 (iii) Affective Domain : A1-Receiving,   A2-Responding,   A3-Valuing,
                           A4-Organizing,   A5-Charaterizing,   A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :
 (i) Determine the objective level(s) in any one of the three learning domains (cognitive,
     psychomotor, and affective) corresponding to the teaching objective. Each objective should
     correspond to the objective level(s) of ONLY ONE of the three domains.
 (ii) If more than one objective levels are applicable for each learning domain, select the
      highest one only. (For example, if the objective levels for Cognitive Domain include
      C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to
      Psychomotor Domain and Affective Domain.)
 (iii) Determine the Departmental core competences that correspond to each teaching objective.
       Each objective may correspond to one or more Departmental core competences at a time.
       (For example, if one objective corresponds to three Departmental core competences: A,AD,
       and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Understand e-business models.	C3	E

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understand e-business models.	Lecture, Discussion, Practicum	Written test, Practicum, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students	
Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	104/09/14 ~ 104/09/20	Course Introduction. Fundamental Concepts of EC	
2	104/09/21 ~ 104/09/27	Overview of Electronic Commerce	
3	104/09/28 ~ 104/10/04	Mechanisms, Infrastructures, and Tools	
4	104/10/05 ~ 104/10/11	Mechanisms, Infrastructures, and Tools	
5	104/10/12 ~ 104/10/18	Retailing In Electronic Commerce	
6	104/10/19 ~ 104/10/25	Retailing In Electronic Commerce	
7	104/10/26 ~ 104/11/01	Term project proposal presentation	
8	104/11/02 ~ 104/11/08	B2B E-Commerce	
9	104/11/09 ~ 104/11/15	B2B E-Commerce	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Mobile Commerce and Ubiquitous Computing	
12	104/11/30 ~ 104/12/06	Mobile Commerce and Ubiquitous Computing	

13	104/12/07 ~ 104/12/13	Marketing and Advertising in E-Commerce	
14	104/12/14 ~ 104/12/20	Marketing and Advertising in E-Commerce	
15	104/12/21 ~ 104/12/27	Innovative EC Systems	
16	104/12/28 ~ 105/01/03	ELSI issues of E-commerce	
17	105/01/04 ~ 105/01/10	Term project oral presenttation	
18	105/01/11 ~ 105/01/17	Final Exam Week	

Requirement	Details of grading policy and how course project works will be announce in the first class. 成績計算及專題執行細節將於第一次上課時於課堂上公布。
Teaching Facility	Computer, Projector
Textbook(s)	Electronic Commerce 2012: Managerial and Social Networks Perspectives, 7/E, by Turban, King, 2012, Prentice Hall, ISBN:7777110514
Reference(s)	http://digitalenterprise.org (An open courseware by Professor Michael Rappa)
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance： % ◆ Mark of Usual：20.0 % ◆ Midterm Exam： 10.0 % ◆ Final Exam： 10.0 % ◆ Other〈course project〉：60.0 %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.