Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	ELECTRONIC COMMERCE	Instructor	CHANG WEI-LUN
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ Selective ◆ One Semester ◆ 3 Credits

Departmental Aim of Education

Ⅰ. Develop a business and management perspective for students.

Ⅱ. Train the professionals in the integrated fields of business and management.

Ⅲ. Cultivate the talents with both theory and practices in business and management.

Departmental core competences

A. Provide the basic knowledge of both theory and practices.

B. Enhance the practical training for the current trends.

C. Cultivate the ethics in business and management.

D. Obtain the ability of analyzing industrial and business problems.

Course Introduction	This course will lecture based on cases. Certain international e-commerce cases will be introduced. Moreover, several issues will also be covered such as online retailing, pricing, branding, marketing, social media, and innovative business model. The goal of this course is to synthesize the key factors of those cases and provide an overview concept 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	To understand the concept of e-commerce	C4	AB
2	To identify the successful and failed factors from EC cases	C5	ABD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To understand the concept of e-commerce	Lecture, Discussion, Practicum	Written test, Report, Participation
2	To identify the successful and failed factors from EC cases	Lecture, Discussion, Practicum, Problem solving	Written test, 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	105/09/12～105/09/18	Orientation	
2	105/09/19～105/09/25	Introduction to EC	
3	105/09/26～105/10/02	Innovative Business Models / Case: Quirky and ZipCar	
4	105/10/03～105/10/09	B2C and C2B / Case: Dell and Priceline	
5	105/10/10～105/10/16	Digital Content: Online Video / Case: Hulu and Netflix	
6	105/10/17～105/10/23	Unser-Generated Content: Online Reviews / Case: TripAdvisor and Yelp	
7	105/10/24～105/10/30	B2B & C2C / Case: Alibaba and Taobao	
8	105/10/31～105/11/06	Sharing Economy / Case: Uber and BlaBlaCar	
9	105/11/07～105/11/13	Social Media / Case: Instagram and LinkedIn	
10	105/11/14～105/11/20	Why EC Failed? / Case: Pets.com and Homejoy	
11	105/11/21～105/11/27	E-Commerce Movie Appreciation	
12	105/11/28～105/12/04	Online to Offline / Case: Deliveroo and FoodPanda	

13	105/12/05～105/12/11	E-Commerce Payment / Case: Paypal and Alipay	
14	105/12/12～105/12/18	Collective Power / Case: Groupon and Gomaji	
15	105/12/19～105/12/25	Mobile Commerce: Argument Reality / Case: Pokémon Go and IKEA AR Catalog	
16	105/12/26～106/01/01	Internet of Things: Cloud and Big Data Analysis	
17	106/01/02～106/01/08	E-Commerce Movie Appreciation	
18	106/01/09～106/01/15	Final Presentation	

Requirement	
Teaching Facility	Computer, Projector
Textbook(s)	Powerpoint and selected HBR articles.
Reference(s)	Magazine, Newspaper, Books, Papers, anything related to EC issues.
Number of Assignment(s)	22 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance： 20.0 % ◆ Mark of Usual： % ◆ Midterm Exam： 20.0 % ◆ Final Exam： 30.0 % ◆ Other〈HW & Participation〉：30.0 %
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.**