

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	E-COMMERCE ON TOURISM	Instructor	AI, CHI-HAN
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:10.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:40.00) E. Tourism management skills.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 			
Course Introduction	The main purpose of this course is to introduce the impact of the Internet on the business model of the tourism industry, and to introduce the changes made by the tourism industry using e-commerce in a case study.		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	This course emphasizes case analysis teaching, emphasizing the combination of theory and practice. The core of teaching is to teach students to understand the knowledge of tourism network marketing, and to enhance students' understanding and application in tourism e-commerce.	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12357	Lecture, Discussion, Practicum	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction to E-Tourism	
2	108/09/16 ~ 108/09/22	Introduction to E-Tourism	
3	108/09/23 ~ 108/09/29	Use of Information Technology in Tourism	
4	108/09/30 ~ 108/10/06	About the Global Distribution System	
5	108/10/07 ~ 108/10/13	Case study: Global Distribution System	10/10 National holiday
6	108/10/14 ~ 108/10/20	Business Models in Tourism (B2B, B2C)	
7	108/10/21 ~ 108/10/27	Business Models in Tourism (C2C, C2B)	
8	108/10/28 ~ 108/11/03	E-commerce Security and Payment Systems	
9	108/11/04 ~ 108/11/10	Review	

10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Ethical, Social, and Political Issues in E-commerce	
12	108/11/25 ~ 108/12/01	Social and Mobile Marketing	
13	108/12/02 ~ 108/12/08	Customer Relationship Management	
14	108/12/09 ~ 108/12/15	Marketing management	
15	108/12/16 ~ 108/12/22	Strategy management	
16	108/12/23 ~ 108/12/29	Marketing for Hospitality and Tourism	
17	108/12/30 ~ 109/01/05	Review	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	There will be no midterm exam, nor final exam. Student's grades will be formed in several ways: 1. Attendance 2. Classroom assignments 3. Midterm report (personal report - case study) 4. Presentation 5. Final report (personal report - case study)		
Teaching Facility	Projector		
Textbooks and Teaching Materials	Please download and management students reading materials from iClass.		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Presentation〉 : 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.		