

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	ELECTRONIC COMMERCE	Instructor	CHEN, CHYOUG-HWA
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<p>I . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p>			
Subject Departmental core competences			
<p>A. Provide the basic knowledge of both theory and practices.(ratio:50.00)</p> <p>B. Enhance the practical training for the current trends.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:20.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			
Course Introduction	<p>The goals of this course are to enhance the understanding related to the topic of e-commerce, including its development and trends, business models, technology involved, marketing, consumer relationship, etc. The issues of the economic and social impact of e-commerce and consumer protection are concerned along with this topic. Besides the lecture, the discussion will be interleaved to the class for interacting experience. Students are required to discuss some academic articles and coverage about e-tailers and the like. Besides topic talks and discussion in class, written reports are necessary.</p>		

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	To convey the knowledge, trends and practices of e-commerce, which is a radically new way of conducting commercial transactions and could become a global driver of growth and economic development. Students shall recognized that business would have to play a key role in developing and implementing solutions essential for the development of e-commerce.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	1257	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction to the course schedule and a short	
2	109/03/09 ~ 109/03/15	Ten insights into how to play digitization right	
3	109/03/16 ~ 109/03/22	Defining and measuring e-commerce / A wide range of policy areas impact e-commerce	
4	109/03/23 ~ 109/03/29	Broad e-commerce trends	
5	109/03/30 ~ 109/04/05	E-commerce trends: A firm perspective	
6	109/04/06 ~ 109/04/12	E-commerce trends: A Consumer perspective	
7	109/04/13 ~ 109/04/19	Cross-border e-commerce trends	
8	109/04/20 ~ 109/04/26	Online platform e-commerce business models	

9	109/04/27 ~ 109/05/03	Mid-Term Examinations	
10	109/05/04 ~ 109/05/10	Subscription e-commerce business models	
11	109/05/11 ~ 109/05/17	Online-offline e-commerce business models	
12	109/05/18 ~ 109/05/24	Innovative payment mechanisms	
13	109/05/25 ~ 109/05/31	Good practice guide on online advertising	
14	109/06/01 ~ 109/06/07	Protecting consumers in e-commerce	
15	109/06/08 ~ 109/06/14	The impact of electronic commerce on the efficiency of the economy	
16	109/06/15 ~ 109/06/21	The impact of electronic commerce on firms' business models, sectoral organisation and market structure	
17	109/06/22 ~ 109/06/28	Final Examinations	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Big data analytics in E-commerce	
Requirement	Assignments preview; Speak up in class; Academic paper reports		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Twenty five years of digitization, MGI Briefing Note, May 2019 Unpacking E-Commerce: Business Models, Trends and Policies, OECD Publishing, 2019		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other () : %		
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.		