Tamkang University Academic Year 109, 1st Semester Course Syllabus

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	◆ General Course ◆ Selective ◆ One Semester

Departmental Aim of Education

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

Subject Departmental core competences

E.   Capability of integrating information system(ratio:100.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:10.00)

2. Information literacy. (ratio:50.00)

3. A vision for the future. (ratio:10.00)

4. Moral integrity. (ratio:10.00)

5. Independent thinking. (ratio:10.00)

7. A spirit of teamwork and dedication. (ratio:10.00)

Course Introduction	The modern enterprise is becoming more digital. Thus this course covers some essential 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, etc.

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 covers some essential topics in managing digital enterprises.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	E	123457	Lecture, Discussion, Practicum	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course Introduction. Fundamental Concepts of EC	
2	109/09/21 ~ 109/09/27	E-commerce Business Models and Concepts	
3	109/09/28 ~ 109/10/04	E-commerce Infrastructure: The Internet, Web, and Mobile Platform	
4	109/10/05 ~ 109/10/11	Building an E-commerce Presence: Websites, Mobile Sites, and Apps	
5	109/10/12 ~ 109/10/18	Building an E-commerce Presence: Websites, Mobile Sites, and Apps	
6	109/10/19 ~ 109/10/25	E-commerce Security and Payment Systems	
7	109/10/26 ~ 109/11/01	Term project proposal presentation	
8	109/11/02 ~ 109/11/08	Online Retail and Services	
9	109/11/09 ~ 109/11/15	Online Retail and Services	

10	109/11/16～109/11/22	Midterm Exam Week	
11	109/11/23～109/11/29	Online Content and Media	
12	109/11/30～109/12/06	Online Content and Media	
13	109/12/07～109/12/13	B2B E-commerce: Supply Chain Management and Collaborative Commerce	
14	109/12/14～109/12/20	B2B E-commerce: Supply Chain Management and Collaborative Commerce	
15	109/12/21～109/12/27	E-commerce Marketing and Advertising Concepts	
16	109/12/28～110/01/03	Ethical, Social, and Political Issues in E-commerce	
17	110/01/04～110/01/10	Term project oral presenttation	
18	110/01/11～110/01/17	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。 If a student's class absence reaches one-third of the total class hours (in a semester) for a particular course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for that course) of zero.
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	E-Commerce 2018: Business. Technology. Society, by Kenneth C. Laudon,Carol Guercio Traver, 14th Edition, Pearson
References	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：50.0 ％　◆ Midterm Exam： 10.0 ％ ◆ Final Exam：　　　％ ◆ Other〈course project〉：40.0 ％
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.**