

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	E-COMMERCE AND DATA ANALYSIS	Instructor	DAN-WEI WEN
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
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
<ul style="list-style-type: none"> 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. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Provide the basic knowledge of both theory and practices.(ratio:20.00) B. Enhance the practical training for the current trends.(ratio:40.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:40.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:25.00) 2. Information literacy. (ratio:50.00) 5. Independent thinking. (ratio:25.00) 			
Course Introduction	<p>There are two major parts in this course: theories of e-commerce and data analytics for e-commerce. For the first part, we will read a few review papers in e-commerce to gain fundamental understanding on e-commerce research. For the second part, we will use the Pandas package in R to implement tentative data analytics that will help us collect and analyze attainable data about e-commerce.</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	Understand latest concepts and research on electronic commerce	Cognitive
2	Discuss latest research on electronic commerce	Affective
3	Learn to analyze attainable data for electronic commerce.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	A	12	Lecture, presentation	Discussion(including classroom and online), Report(including oral and written)
2	B	1	Discussion	Discussion(including classroom and online), Activity Participation
3	D	5	Practicum	Practicum, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course introduction	
2	110/03/01 ~ 110/03/07	Introducing e-commerce	
3	110/03/08 ~ 110/03/14	Paper discussion 1	
4	110/03/15 ~ 110/03/21	Internet security and electronic commerce	
5	110/03/22 ~ 110/03/28	Digital payment	
6	110/03/29 ~ 110/04/04	Paper discussion 2	
7	110/04/05 ~ 110/04/11	Digitalized organization	

8	110/04/12 ~ 110/04/18	Introduction to ERP	
9	110/04/19 ~ 110/04/25	Digital strategy	
10	110/04/26 ~ 110/05/02	mid-term	
11	110/05/03 ~ 110/05/09	Introduction to Pandas	
12	110/05/10 ~ 110/05/16	Pandas and the Titanic	
13	110/05/17 ~ 110/05/23	Practice 1	
14	110/05/24 ~ 110/05/30	Pandas and sales volume	
15	110/05/31 ~ 110/06/06	Practice 2 -- sales forecast for an online product	
16	110/06/07 ~ 110/06/13	Pandas visualization	
17	110/06/14 ~ 110/06/20	Processing online data with Pandas	
18	110/06/21 ~ 110/06/27	Term paper	
Requirement	The course arrangement is subject to change after discussion in the first class.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other (term paper) : 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.		