

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	E-COMMERCE ON TOURISM	Instructor	CHUANG, HSIU-HUI
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
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			
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	<p>This course offers students with a basic understanding of E-Commerce strategies and the information communication technology used in the tourism industry. It will also provide students with an introduction to technology' s role in ensuring competitive advantage in today' s tourism business environment. Furthermore, it will discuss the fundamentals of the Internet and its role in past, present, and future developments in E-Commerce and E-Marketing initiatives for the industry.</p>
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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	The main objectives are to enhance students' understanding and application of the basic concepts, theories and business models of e-commerce used in tourism industry.	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	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Course introduction	
2	110/09/29 ~ 110/10/05	Introduction to E-Commerce	
3	110/10/06 ~ 110/10/12	E-Commerce Infrastructure	

4	110/10/13 ~ 110/10/19	Building an E-Commerce Presence	
5	110/10/20 ~ 110/10/26	E-Commerce Security & Payment Systems	
6	110/10/27 ~ 110/11/02	E-Commerce Business Strategies	
7	110/11/03 ~ 110/11/09	E-Commerce Marketing & Advertising	
8	110/11/10 ~ 110/11/16	Social, Mobile, & Local Marketing	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Ethics, Law, & E-Commerce	
11	110/12/01 ~ 110/12/07	Online Media (KKday online field trip)	
12	110/12/08 ~ 110/12/14	Online Communities	
13	110/12/15 ~ 110/12/21	E-Commerce Retailing & Services	
14	110/12/22 ~ 110/12/28	B2B E-Commerce	
15	110/12/29 ~ 111/01/04	Presentation	
16	111/01/05 ~ 111/01/11	Presentation	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25		
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Laudon, K.C. & Traver, C. G. 2018. E-commerce 2018 – business. technology. society. Pearson.	
References			
Number of Assignment(s)		10 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 15.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 25.0 % ◆ Other (quizzes/assignment) : 20.0 %	

Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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