Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	ELECTRONIC COMMERCE	Instructor	CHEN, DUEN-KAI
Course Class	TEIDB2A DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION ENGINEERING (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure		

Departmental Aim of Education

Ⅰ. Comprehend professional knowledge.

Ⅱ. Acquire mastery of Practical Skills.

Ⅲ. Establish creative achievement.

Subject Departmental core competences

A. Programming and application ability.(ratio:15.00)

B. Mathematical reasoning ability.(ratio:15.00)

C. Implementing computer systems ability.(ratio:15.00)

D. Computer networking application skills.(ratio:15.00)

E. Professional skills for information technology (IT) industry.(ratio:40.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:10.00)

2. Information literacy. (ratio:20.00)

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

4. Moral integrity. (ratio:10.00)

5. Independent thinking. (ratio:10.00)

6. A cheerful attitude and healthy lifestyle. (ratio:10.00)

7. A spirit of teamwork and dedication. (ratio:20.00)

8. A sense of aesthetic appreciation. (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	Students should learn 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	ABCDE	12345678	Lecture, Discussion, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Course Introduction. Fundamental Concepts of EC	
2	111/09/12 ~ 111/09/18	E-commerce Business Models and Concepts	
3	111/09/19 ~ 111/09/25	E-commerce Infrastructure: The Internet, Web, and Mobile Platform	

4	111/09/26~ 111/10/02	Building an E-commerce Presence: Websites, Mobile Sites, and Apps	
5	111/10/03~ 111/10/09	Building an E-commerce Presence: Websites, Mobile Sites, and Apps	
6	111/10/10~ 111/10/16	E-commerce Security and Payment Systems	
7	111/10/17~ 111/10/23	Term project proposal presentation	
8	111/10/24~ 111/10/30	Online Retail and Services	
9	111/10/31~ 111/11/06	Online Retail and Services	
10	111/11/07~ 111/11/13	Midterm Exam Week	
11	111/11/14~ 111/11/20	Online Content and Media	
12	111/11/21~ 111/11/27	Online Content and Media	
13	111/11/28~ 111/12/04	B2B E-commerce: Supply Chain Management and Collaborative Commerce	
14	111/12/05~ 111/12/11	B2B E-commerce: Supply Chain Management and Collaborative Commerce	
15	111/12/12~ 111/12/18	E-commerce Marketing and Advertising Concepts	
16	111/12/19~ 111/12/25	Ethical, Social, and Political Issues in E-commerce	
17	111/12/26~ 112/01/01	Term project oral presenttation	
18	112/01/02~ 112/01/08	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。
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 .
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