

## Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	ELECTRONIC COMMERCE	Instructor	CHANG CHIEN, YU-TING
Course Class	TLMXB2P DEPARTMENT OF INFORMATION MANAGEMENT, 2P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
<ul style="list-style-type: none"> <li>I. Refining information management skills.</li> <li>II. Enhancing information technology capabilities.</li> <li>III. Thinking independently with logic analysis.</li> <li>IV. Reinforcing team-working spirit.</li> <li>V. Valuing business and information ethics.</li> <li>VI. Cultivating global view.</li> </ul>			
Subject Departmental core competences			
<ul style="list-style-type: none"> <li>A. Problem analysis and critical thinking.(ratio:30.00)</li> <li>B. Functional business Areas and business practices.(ratio:40.00)</li> <li>C. Applications of information systems.(ratio:5.00)</li> <li>D. Computer programming.(ratio:5.00)</li> <li>E. Network system planning.(ratio:5.00)</li> <li>F. Database design and management.(ratio:5.00)</li> <li>G. Analysis, design and integration of information system.(ratio:5.00)</li> <li>H. Project management.(ratio:5.00)</li> </ul>			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:25.00)</li> <li>2. Information literacy. (ratio:25.00)</li> <li>3. A vision for the future. (ratio:25.00)</li> <li>4. Moral integrity. (ratio:5.00)</li> </ul>			

- 5. Independent thinking. (ratio:5.00)
- 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)
- 7. A spirit of teamwork and dedication. (ratio:5.00)
- 8. A sense of aesthetic appreciation. (ratio:5.00)

**Course Introduction**

This course introduces the basic concepts of e-commerce and related theoretical perspectives.

**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 course is designed to allow students to have a basic understanding of e-commerce, understand how companies create new markets through the Internet with the rise of e-commerce, and explore how companies can operate under the external environment and the characteristics of their own resources. , facing various competitive behaviors of competitors, establishing a unique positioning and accumulating resources to obtain sustainable competitive advantages.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGH	12345678	Lecture, Discussion	Testing, Study Assignments, Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Course Introduction	
2	113/02/26 ~ 113/03/03	Introduction to e-commerce	
3	113/03/04 ~ 113/03/10	E-commerce models and strategies	
4	113/03/11 ~ 113/03/17	Basic environment of e-commerce	
5	113/03/18 ~ 113/03/24	Social commerce	
6	113/03/25 ~ 113/03/31	Mobile commerce	
7	113/04/01 ~ 113/04/07	Crowdfunding	
8	113/04/08 ~ 113/04/14	Third-party payment and mobile payment	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	Midterm report	
11	113/04/29 ~ 113/05/05	New Retail	
12	113/05/06 ~ 113/05/12	Live broadcast economy	
13	113/05/13 ~ 113/05/19	Internet Celebrity Economy	
14	113/05/20 ~ 113/05/26	Subscription economy	
15	113/05/27 ~ 113/06/02	Cross Border E-Commerce	
16	113/06/03 ~ 113/06/09	The development of e-commerce in Southeast Asia	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Speech. Flex week, learning activities should be arranged.	
Key capabilities		self-directed learning Social Participation	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	

Distinctive teaching	
Course Content	business knowledge
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks, Presentations Name of teaching materials: 電子商務：數位時代商機2 / e、電子商務與網路行銷(第八版)
References	
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other ( ) : %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>