

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	GLOBAL E-COMMERCE AND STARTUPS	Instructor	KENG, KIMYUNG
Course Class	TRJXB3A DEPARTMENT OF GLOBAL POLITICS AND ECONOMICS (ENGLISH-TAUGHT PROGRAM), 3A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG1 No poverty SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production SDG17 Partnerships for the goals		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To be equipped with a basic knowledge of economics and political science, to develop confidence in communicating professionally and academically in English in matters related to the global political economy; to acquire the capability to conduct further research individually and collectively with others; and ultimately to prepare oneself to become professionals and leaders with a global perspective for the international arena.			
Subject Departmental core competences			
A. Provide essential analytical abilities in the area of politics and economics(ratio:25.00) B. Provide knowledge and skills to understand the current global issues(ratio:30.00) C. Develop a high level of proficiency in verbal and written English required in the course of study and for communication purposes(ratio:20.00) D. Develop ability to pursue research independently as well as in teams(ratio:15.00) E. Provide basic knowledge on Taiwan's political and economic development(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:25.00) 2. Information literacy. (ratio:25.00) 3. A vision for the future. (ratio:25.00) 4. Moral integrity. (ratio:5.00) 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	<p>The target of this course is to help students get basic knowledge about the industry of e-commerce and startups worldwide. In the former part of the course, the instructor introduces how e-commerce works, how it completes the payment and logistic process and how online marketing should be conducted. In the latter part of semester, the instructor will lead students discussing several real-world cases of e-commerce and startups in the United States and China as well as in Southeast Asia and Taiwan.</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	1. Help students getting basic knowledge of e-commerce and startups worldwide; 2. Cultivate students to create their own e-commerce business models of ideals to launch a startup.	Cognitive
2	to understand the culture of minority groups of civil society in Taiwan; to take action to practice civic participation for making Taiwan or even the whole world better.	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, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	12345678	Lecture, Discussion, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Course Introduction	
2	114/09/22 ~ 114/09/28	Instructor's Lecture: e-Commerce & Startups in the US	Find Your Teammates
3	114/09/29 ~ 114/10/05	Teachers' Day	No Class
4	114/10/06 ~ 114/10/12	Mid Autumn Festival	No Class
5	114/10/13 ~ 114/10/19	Instructor's Lecture: e-Commerce & Startups in Indonesia	Submitting your team members (10%)
6	114/10/20 ~ 114/10/26	In-campus Visit	Roll call (5%)
7	114/10/27 ~ 114/11/02	Group Presentation for Introducing a case of e-Commerce or Startup (1)	Midterm (20%)
8	114/11/03 ~ 114/11/09	Group Presentation for Introducing a case of e-Commerce or Startup (2)	Midterm Evaluation
9	114/11/10 ~ 114/11/16	Guest Speaker on Virtual Currency	Roll call (5%)
10	114/11/17 ~ 114/11/23	The Internship	Movie Screening
11	114/11/24 ~ 114/11/30	Instructor's Lecture: e-Commerce & Startups in Vietnam	Find Your Teammates
12	114/12/01 ~ 114/12/07	Off-campus Visit	Roll call (5%)
13	114/12/08 ~ 114/12/14	Instructor attending an int'l conference	No class
14	114/12/15 ~ 114/12/21	Instructor's Lecture: e-Commerce & Startups in China	Submitting your team members (10%)
15	114/12/22 ~ 114/12/28	The Internship (cont.)	Movie Screening
16	114/12/29 ~ 115/01/04	Group Presentation on Your e-Commerce/Startup Innovation (1)	Final Evaluation
17	115/01/05 ~ 115/01/11	Group Presentation on Your e-Commerce/Startup Innovation (2)	Final (25%)
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities		self-directed learning International mobility Information Technology Social Participation Problem solving Interdisciplinary	

Interdisciplinary	<p>STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)</p> <p>Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)</p> <p>In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching</p>
Distinctive teaching	<p>USR curriculum</p> <p>Industry-university collaboration courses</p> <p>Project implementation course</p> <p>Special/Problem-Based(PBL) Courses</p> <p>Collaborative teaching (multiple teachers and business teachers in the school) course</p> <p>Learning technologies (such as AR/VR,etc.) incorporated to physical courses</p>
Course Content	<p>Intellectual Property (learning intellectual property)</p> <p>Logical Thinking</p> <p>AI application</p>
Requirement	We only do 3 roll calls, each for 5%, for the guest speech as well as in- and off-campus visits.
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations, Handouts</p> <p>Using teaching materials from other writers:Videos</p>
References	NA
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other 〈Submit Evaluation*2〉 : 20.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>