# 110-2 Full Curriculum of Da-Yeh University

Information				
Title	Cross-border E-commerce	Serial No./ID	1747 /COM2004	
Required/Credit	Optinal /3	Time/Place	(Tue)234 /B107	
Language	Chinese	Grade Type	Number	
Lecturer /Full- or Part-time	Cheng Meng-Yuh /Full-time	Graduate Class	Non-graduating Class	
School System / Dept / Class, Grade	Bachelor /College of Management /Class 2, Grade 3			
Office Hour / Place	(Mon) 12:00~13:20, (Mon) 13:20~14:10, (Mon) 14:20~15:10, (Mon) 15:20~16:10, (Tue) 12:00~13:20, (Tue) 13:20~14:10, (Tue) 14:20~15:10, (Tue) 15:20~16:10, (Wed) 12:00~13:20, (Wed) 13:20~14:10, (Wed) 14:20~15:10, (Wed) 15:20~16:10 / ?]???t??			
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Lecturer	n.a.			

### Introduction

本課程以培養學生電子商務的觀念與就業能力為目標。學完本課程將可協助學生獲得產業正需要的最新電商知識,也能認識如跨境電商、互聯網+、工業4.0、第三方支付、亞馬遜、商業模式創新、1111光棍節、電子商務自貿區、生態系統與成員、大數據、雲端、阿里巴巴集團淘寶天貓各事業體、內容行銷、Google 關鍵字廣告、群眾募資、共享經濟等產業最需要的觀念。

## **Outline**

電子商務發展與基本概念

電子商務網站分類與商業模式

電子商務開放平台模式:阿里巴巴集團 電子商務供應鏈效率模式:亞馬遜集團

網路行銷

跨境電子商務與全球市場

電子商務生態成員與企業組織架構

金流與物流

電子商務趨勢與六大核心要素-大數據、去中間化、社群、雲端、平台、移動化

電子商務創新創業與傳統企業轉型

電子商務方法分析-全球市場商機

電子商務產品開發方法

分組報告

# Prerequisite

簡單英文閱讀能力

# The Relationship Between Courses and Departmental Core Competencies and Basic Skills

- Correct business ethics
- Fundamental capability on business management and information
- Capability on practical management
- Capability on interdisciplinary application

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## **Grade Auditing**

Product Manufacturing: 55% Homework Assignment: 20%

Midterm Exam: 10% Course Participation: 10%

Number of Logging Online / Message Online / Class Pa: 5%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type Book name Author

Instructor-compiled 跨境電子商務概念 鄭孟玉

#### Lesson Plan Weeks Content **Teaching Methods** Lecturing, Group Discussion, Group 1 Introduction & Intellectual Property Protection (use Work, Film Appreciation legitimate textbooks only) & Traffic safety Propaganda Lecturing, Group Work, Film 2 Cross-border e-commerce platform introduction Appreciation Lecturing, Group Discussion, Group 3 What is international trade? Work, Film Appreciation Lecturing, Group Discussion, Group 4 What is the practice of international trade? Work, Film Appreciation Lecturing, Group Discussion, Group 5 Visiting outside school Work

6	Cross-border e-commerce trade practic	Lecturing、 Talk/Speech
7	Product proposal (1)	Lecturing, Group Discussion, Group
		Work、Film Appreciation
8	Product proposal (2)	Talk/Speech
9	Midterm exam	Midterm exam
10	Product proposal (3)	Group Discussion、Group Work、Film
		Appreciation
11	Product proposal (4)	Lecturing, Group Discussion, Group
		Work
12	Product proposal (5)	Lecturing、 Group Discussion、 Group
		Work
13	Product proposal (6)	Lecturing, Group Discussion, Group
		Work
14	Product proposal (7)	Field Trips/Visits
15	Final performance	Group Discussion、Group Work、Special
		Report
16	Final performance	Field Trips/Visits
17	Final performance	Group Discussion、Group Work、Special
		Report
18	Reflection and feedback	Lecturing