

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??		
Lecturer	n.a.		

Introduction
<p>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。</p>

Outline
<p>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</p>

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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Teaching Plan						
Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Fundamental capability on business management and information	30	Fundamental capability on information application Fundamental knowledge of business Capability on communicating and expressing	Lecturing Talk/Speech Film Appreciation Group Work Field Trips/Visits	Product Manufacturing: 55% Course Participation: 10% Homework Assignment: 20% Midterm Exam: 10% Number of Logging Online/ Message Online/ Class Pa: 5%	Total: 100	30
Capability on practical management	30	Capability on planning, executing and management practicing Profession of management Capability on problem-solving	Special Report Film Appreciation Group Work Field Trips/Visits Group Discussion Lecturing Talk/Speech	Product Manufacturing: 55% Course Participation: 10% Homework Assignment: 20% Midterm Exam: 10% Number of Logging Online/ Message Online/ Class Pa: 5%	Total: 100	30
Correct business ethics	30	Work and professional ethics Capability on self-reflection and humanistic caring	Lecturing Group Discussion Field Trips/Visits Group Work Film Appreciation Talk/Speech	Midterm Exam: 10% Homework Assignment: 20% Course Participation: 10% Product Manufacturing: 55% Number of Logging Online/ Message Online/ Class Pa: 5%	Total: 100	30

Capability on interdisciplinary application	10	Capability on team cooperating Capability on innovative thinking Capability on interdisciplinary integrating	Lecturing Group Discussion Field Trips/ Visits Group Work Film Appreciation Special Report	Midterm Exam: 10% Homework Assignment: 20% Course Participation: 10% Product Manufacturing: 55% Number of Logging Online/ Message Online/ Class Pa: 5%	Total: 100	10
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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
1	Introduction & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing、Group Discussion、Group Work、Film Appreciation
2	Cross-border e-commerce platform introduction	Lecturing、Group Work、Film Appreciation
3	What is international trade?	Lecturing、Group Discussion、Group Work、Film Appreciation
4	What is the practice of international trade?	Lecturing、Group Discussion、Group Work、Film Appreciation
5	Visiting outside school	Lecturing、Group Discussion、Group 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