

111-1 Full Curriculum of Da-Yeh University

Information			
Title	Practice of Projects in Cross Border e-Commerce	Serial No./ID	1785 /COM3015
Required/Credit	Optinal /3	Time/Place	(Tue)234 / B003-2
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	Melanie, Hou-Yi TING	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bulletin/ College of Management / Class 2, Grade 3		
Office Hour / Place	(Tue) 13:20~14:10, (Tue) 14:20~15:10, (Tue) 15:20~16:10, (Fri) 09:10~10:00, (Fri) 10:10~11:00, (Fri) 11:10~12:00 / A513		
Lecturer	、 Cheng Meng-Yuh		

Introduction
延續跨境電子商務課程，透過平台操作，培養學生就業即戰力。

Outline
1.平台簡介 2.平台實際操作 3.專題分配 4.商品上架

Prerequisite
跨境電子商務課程

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

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	25	Fundamental capability on information application Fundamental knowledge of business Capability on communicating and expressing	Talk/Speech Special Report Group Work Practical Operation (Experiment, Machine Operation	Written Report: 10% Oral Report: 10% Record on Experiment: 10% Assessment on Teamwork: 10% Number of Logging Online/ Message Online/ Class Pa: 10% Product Manufacturing: 10% Course Participation: 10% Class Discussion: 10% Group Report: 10% Peer Assessment: 10%	Total: 100	25
Capability on practical management	25	Capability on planning, executing and management practicing Profession of management Capability on problem-solving	Group Work Practical Operation (Experiment, Machine Operation Group Discussion Lecturing Special Report	Written Report: 10% Oral Report: 10% Record on Experiment: 10% Assessment on Teamwork: 10% Peer Assessment: 10% Product Manufacturing: 10% Course Participation: 10% Class Discussion: 10% Group Report: 10% Number of Logging Online /	Total: 100	25

Correct business ethics	10	Work and professional ethics Capability on self-reflection and humanistic caring	Lecturing Group Discussion	Group Report: 10% Class Discussion: 10% Number of Logging Online/ Message Online/ Class Pa: 10% Written Report: 10% Oral Report: 10% Record on Experiment: 10% Assessment on Teamwork: 10% Peer Assessment: 10% Product Manufacturing: 10% Course Participation: 10%	Total: 100	10
Capability on interdisciplinary application	40	Capability on team cooperating Capability on innovative thinking Capability on interdisciplinary integrating	Group Discussion Field Trips/Visits Practical Operation (Experiment, Machine Operation Group Work Special Report Talk/Speech	Group Report: 10% Written Report: 10% Oral Report: 10% Record on Experiment: 10% Number of Logging Online/ Message Online/ Class Pa: 10% Peer Assessment: 10% Product Manufacturing: 10% Course Participation: 10% Class Discussion: 10% Assessment on Teamwork: 10%	Total: 100	40

Grade Auditing

Group Report: 10%

Oral Report: 10%

Peer Assessment: 10%

Record on Experiment: 10%

Number of Logging Online/ Message Online/ Class Pa: 10%

Written Report: 10%

Class Discussion: 10%

Course Participation: 10%

Assessment on Teamwork: 10%

Product Manufacturing: 10%

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
2	Grouping and Select product	Lecturing、 Group Discussion、 Group Work
3	Copywriting analysis	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
4	Copywriting analysis	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Special Report
5	Product shooting	Lecturing、 Group Discussion、 Group Work
6	Product shooting	Lecturing、 Group Discussion、 Group Work
7	Film shooting	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Special Report

8	Film shooting	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Special Report
9	Product and Film shooting_Expert guidance	Midterm exam
10	Visit	Field Trips/Visits
11	Platform operation	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Talk/Speech
12	Platform operation	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work、 Talk/Speech
13	Platform operation	Group Discussion、 Field Trips/Visits、 Practical Operation (Experiment, Machine Operation、 Group Work、 Talk/Speech
14	Platform operation	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Talk/Speech
15	Platform operation	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work、 Talk/Speech
16	Final performance	Group Discussion、 Group Work、 Special Report
17	Final performance	Group Discussion、 Group Work、 Special Report
18	Reflection and feedback	Lecturing