

113-1 Full Curriculum of Da-Yeh University

Information			
Title	Practice of Projects in Cross Border e-Commerce	Serial No./ID	1451 / 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	Bachelior College of Management / Class 2, Grade 3		
Office Hour / Place	(Tue) 15:20~16:10, (Wed) 09:10~10:00, (Wed) 10:10~11:00, (Wed) 11:10~12:00, (Thu) 09:10~10:00, (Thu) 13:20~14:10 / A513		
Lecturer	、 Tsung-Sheng Chang		

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	Lecturing	Course Participation: 10% Homework Assignment: 10% Midterm Exam: 60% Peer Assessment: 10% Assessment on Teamwork: 10%	Total: 100	25
Capability on practical management	25	Capability on planning, executing and management practicing Profession of management Capability on problem-solving	Practical Operation (Experiment, Machine Operation Group Work Special Report	Record on Experiment: 30% Assessment on Teamwork: 20% Group Report: 20% Written Report: 10% Achievement Presentation: 20%	Total: 100	25
Correct business ethics	10	Work and professional ethics Capability on self-reflection and humanistic caring	Group Discussion	Course Participation: 10% Peer Assessment: 30% Assessment on Teamwork: 30% Record on Experiment: 30%	Total: 100	10
Capability on interdisciplinary application	40	Capability on team cooperating Capability on innovative thinking Capability on interdisciplinary integrating	Group Discussion Practical Operation (Experiment, Machine Operation Group Work Special Report	Group Report: 40% Course Participation: 20% Peer Assessment: 20% Assessment on Teamwork: 20%	Total: 100	40

Grade Auditing

Group Report: 21%

Assessment on Teamwork: 18.5%

Midterm Exam: 15%

Peer Assessment: 13.5%

Course Participation: 11.5%

Record on Experiment: 10.5%

Achievement Presentation: 5%

Written Report: 2.5%

Homework Assignment: 2.5%

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	(Pro. CHANG) E-commerce: C2C, C2B, and P2P E-commerce & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Gender equality education promotion	Lecturing
2	(Pro. CHANG) Platform Service Providers in E-commerce	Lecturing
3	(Pro. CHANG) New Applications of Mobile Commerce and Artificial Intelligence	Lecturing
4	(Pro. CHANG) Digital Marketing	Lecturing
5	(Pro. CHANG) Application and Development of Business Ecosystems	Lecturing
6	(Pro. CHANG) FinTech Services and Blockchain	Lecturing
7	(Pro. CHANG) Issues Related to Cloud Computing and Big Data Applications	Lecturing
8	(Pro. CHANG) mid term exam	mid term exam
9	(Pro. TING) Customer Journey	Group Discussion、 Practical Operation (Experiment, Machine Operation、 Group Work

10	(Pro. TING) Platform operation I	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
11	(Pro. TING) Platform operation II	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
12	(Pro. TING) Platform operation III	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
13	(Pro. TING) Platform operation IV	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
14	(Pro. TING) Platform operation V	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
15	(Pro. TING) Platform operation VI	Lecturing、 Group Discussion、 Practical Operation (Experiment, Machine Operation 、 Group Work
16	(Pro. TING) Final performance	Special Report
17	(Pro. TING) Final performance & Flexible Teaching/Learning	Flexible Teaching - Communication and Interaction
18	(Pro. CHANG) Video Watching & Flexible Teaching/Learning	Flexible Teaching - Independent Action