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國立高雄科技大學
NATIONAL KAOHSIUNG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
授課大綱 Syllabus

部別：日間部四技

112學年度第2學期

列印日期：2024/03/06

中文課程名稱：電子商務與網路購物平台	英文課程名稱：Ecommerce and Internet Shopping Platform	授課教師：陳昱欣
開課班級：行銷系三甲	學分：3.0	授課時數：3.0
合班班級：行銷系三乙		實習時數：0.0

1. 中文教學目標(Chinese Teaching objectives)

This course aims to provide students with a comprehensive understanding of E-commerce and online shopping platforms. Students will explore the fundamental concepts, business models, strategies, and technologies involved in the E-commerce industry. Additionally, they will gain practical insights into popular online shopping platforms, their functionalities, and user experience. The course will also cover emerging trends and challenges in the E-commerce landscape.

2. 英文教學目標(English Teaching objectives)

This course aims to provide students with a comprehensive understanding of E-commerce and online shopping platforms. Students will explore the fundamental concepts, business models, strategies, and technologies involved in the E-commerce industry. Additionally, they will gain practical insights into popular online shopping platforms, their functionalities, and user experience. The course will also cover emerging trends and challenges in the E-commerce landscape.

3. 中文教學綱要(Chinese CourseDescription)

This course focuses on the application of e-commerce in business operations rather than on the technical issues of website architecture. The course will introduce various types and business models of e-commerce operations, and introduce various methods of online consumer marketing, as well as how to use customer consumption information to improve business performance and other issues. The course will introduce e-commerce through case introduction. Relevant concepts and practices are discussed in class, and practical examples of commercial applications of Internet technology in recent years are introduced, hoping to meet students' needs in knowledge, practice, and employment.

4. 英文教學綱要(English CourseDescription)

This course focuses on the application of e-commerce in business operations rather than on the technical issues of website architecture. The course will introduce various types and business models of e-commerce operations, and introduce various methods of online consumer marketing, as well as how to use customer consumption information to improve business performance and other issues. The course will introduce e-commerce through case introduction. Relevant concepts and practices are discussed in class, and practical examples of commercial applications of Internet technology in recent years are introduced, hoping to meet students' needs in knowledge, practice, and employment.

5. 中文核心能力

核心能力名稱(中)	核心能力名稱(英)	核心能力百分比	備註
具備流通專業能力			培養連鎖企業管理與零售經營管理等能力。配合三明治教學，實施校外實習，使學生經由養成教育階段，培養專業能力，將理論與實務密切結合，順利成為業界之中級幹部人才。
具備資訊專業能力			提升資料庫設計的能力、學習電腦基本的程式語言，了解其在商業或流通業的簡單應用，配合POS系統應用、資料庫管理與商業軟體應用等課程，印證學生所學理論與實務的結合。

具備企業實作能力	經由實際的資料蒐集、分析、推論或系統設計，最後提出解決方案或建議。
具備經會基礎能力	培養經濟基本理論的應用與分析能力，以及財務會計的基本專業處理原則。
具備管理基礎能力	了解基本的管理觀念與理論，並配合管理學、競爭策略等課程培養管理專業職能。
具備行銷專業能力	培養學生正確的行銷觀念與技巧，強調行銷企劃實作、市場開拓、廣告行銷等能力的養成，並加強策略規劃的能力。
具備溝通表達能力	學習圓融的人際溝通、流暢的表達能力及培養談判的良好基礎，配合人力資源管理及組織行為等課程，達到團隊合作之精神。
具備問題分析與解決能力	培養數理與統計的基本觀念和運用，以奠定優良的量化分析基礎，並配合問題分析與人性化服務系統等課程，建立解決問題的能力。
具備服務關懷與團隊合作能力	培養團隊合作之精神及服務的熱忱，讓學生學到如何在團隊中合諧共處，並配合人力資源管理、服務倫理與治理等課程，應用在實務上。

無英文核心能力資料。

7. 教科書

中文書名： 英文書名：Digital Marketing: Strategy, Implementation and Practice.

中文作者： 英文作者：Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K

1 中文出版社： 英文出版社：全華圖書

出版日期：2019年 06月 備註：自編教材投影片

8. 參考書

中文書名：Digital Business and E-Commerce Management, 7th edition 英文書名：Digital Business and E-Commerce Management, 7th edition

中文作者：Dave Chaffey, Tanya Hemphill, David Edmundson-Bird 英文作者：Dave Chaffey, Tanya

1 Hemphill, David Edmundson-Bird

中文出版社：全華圖書 英文出版社：全華圖書

出版日期：2019年 06月 備註：

9. 教學進度表

週次或項目 Week or Items	中文授課內容 Chinese Course Content	英文授課內容 English Course Content	分配節次 Assigned Classes	備註 Note
Week 1	Introduction to e-commerce	Introduction to e-commerce		
Week 2	Introduction to digital business	Introduction to digital business		
Week 3	E-commerce business models	E-commerce business models		

Week 4	New experience e-commerce types	New experience e-commerce types
Week 5	Marketing and promotion in e-commerce	Marketing and promotion in e-commerce
Week 6	Case Studies: Amazon, eBay, Alibaba, etc.	Case Studies: Amazon, eBay, Alibaba, etc.
Week 7	E-commerce payment systems and security	E-commerce payment systems and security
Week 8	Emerging trends in e-commerce	Emerging trends in e-commerce
Week 9	Group Mid-term	Group Mid-term
Week 10	User experience and service design	User experience and service design
Week 11	User experience and service design	User experience and service design
Week 12	Digital marketing strategies	Digital marketing strategies
Week 13	Social media marketing	Social media marketing
Week 14	Live streaming in e-commerce	Live streaming in e-commerce
Week 15	Online shopping platforms	Online shopping platforms
Week 16	Design online shopping platforms	Design online shopping platforms
Week 17	Design online shopping platforms	Design online shopping platforms
Week 18	Group Final exams	Group Final exams

10. 中文成績評定(Chinese Evaluation method)

Attendance rate accounts for 20%: (No points will be given if you miss 5 classes) Mid-term exam accounts for 40%: (4 course group discussions and video recordings) Final exam accounts for 40%: (Implementation and group presentation)

11. 英文成績評定(English Evaluation method)

Attendance rate accounts for 20%: (No points will be given if you miss 5 classes) Mid-term exam accounts for 40%: (4 course group discussions and video recordings) Final exam accounts for 40%: (Implementation and group presentation)

12. 中文課堂要求(Chinese Classroom requirements)

1. Please work in groups of 4-5 people. 2. Please bring your own laptop for online shopping platform design. 3. There are only classroom assignments and no homework.

13. 英文課堂要求(English Classroom requirements)

1. Please work in groups of 4-5 people. 2. Please bring your own laptop for online shopping platform design. 3. There are only classroom assignments and no homework.

14. 本課程與SDGs相關項目(This course is relevant to these of SDGs as following_)

4. 優質教育(Quality Education);

「遵守智慧財產權」；「不得非法影印」！