0971學期 課程基本資料

系所 / 年級：外交系 4年級
學分數：2學分
科目中文名稱：電子商務
科目英文名稱：Electronic commerce
主要授課老師：Joel Wayne McCay

課號 / 班別：46U00035 / A

人數上限：68人
已選人數：70人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M211 / 星期3第05節
第1週 / 第18週 / M211 / 星期3第06節

教學綱要

一、教學目標 (Objective)

Upon the completion of this course, students should know and demonstrate the ability to: • manipulate and produce graphics with software; • develop and construct a business card, flier, and brochure; • gain familiarity with research

二、先修科目 (Pre Course)

三、教材內容 (Outline)

Course focuses on your learning exploring and learning about e-commerce technologies and concepts. In particular, we are interested in the business choices that are made with those used in e-commerce. You will look at how you can apply e-commerce as an o

四、教學方式 (Teaching Method)

Classroom/lab-based. Class time will be spent in the following ways: teacher lectures and presentations, demonstration, hands-on projects and assignments, class discussions, individual work, and/or small group/collaborative work.

五、參考書目 (Reference)

2008/9/18
Introductions, Syllabus, Discuss course. You will have homework beginning Week 1 of classes (today)! Overview of e-Commerce - 麥喬伊
Order your books—do your homework! -
Time to Decide on an online business: Are you offering a product

2008/9/25
Web site, service Web site, or an Informational Web site? 麥喬伊
Project 1: Graphics: Working with photos
Project 1: Graphics (finish today) 10 Reasons You Should Be On the Web Shopping Bots Quiz 麥喬伊

2008/10/2
Project 2: Make Business Cards Time to Start a Business Plan — Page 1 of 8 Quiz 麥喬伊

2008/10/9

請各位同學遵守智慧財產權觀念：請勿非法影印。
六、教學進度(Syllabi)

2008/10/16 Project 2: Make Business Cards Business Plan...Page 2 of 8 Quiz
2008/10/23 Project 3: Make a Business Flier Business Plan...Page 3 of 8 Quiz
2008/10/30 Project 3: Make a Business Flier Business Plan...Page 3 of 8 Prepare for Partial Business Plan Presentation Turn in: Business Card, Business Flier, Pages 1, 2, 3, of your Business Plan Review for Mid-term written exam
2008/11/6
2008/11/13 Includes material from Book and Presentation of Projects 1 & 2 and Partial Business Plan
2008/11/20 Project 4: Make a Business Brochure Business Plan...Page 4 of 8 Quiz
2008/11/27 Project 4: Make a Business Brochure Business Plan...Page 4 of 8 Analyzing Your Site Quiz
2008/12/4 Project 5: Storyboarding your Web site Business Plan...Page 5 of 8 Analyzing Your Site
2008/12/11 Project 5: Storyboarding your Web site Business Plan...Page 5 of 8 Analyzing Your Site
2008/12/18 Project 6: Web site design Business Plan...Page 6 of 8 Analyzing Your Site
2008/12/25 Project 6: Web site design Marketing Your Business Business Plan...Page 6 of 8 Analyzing Your Site
2009/1/1 Project 6: Web site design Business Plan...Page 7 of 8 Analyzing Your Site
2009/1/8 Project 6: Web site design Business Plan...Page 7 of 8 Finalize Business Cards, Flyer, Brochure, Web Site, and Business Plan
2009/1/15 Final Exam Presentation of your completed e-commerce business project and book material

七、評量方式(Evaluation)

Students' evaluation will be based on graded assignments, activities, mid-term and final class projects. Course scores are determined as follows: Daily Work and Activities, Class Participation, Discussion, Class Attendance – 30%; Midterm Class Project