



拼接多元與跨文化之電子商務藍圖

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課程背景與理念

- 國際學生來源廣泛
 - 文化異質性高
 - 英語授課
- 融合多元特性教學
- 問題導向學習 (problem-based learning, PLB)
概念
- 翻轉教室理念

多元性

- 學生國籍多元
 - 本國生、馬來西亞、印尼、法國、比利時、薩爾瓦多、西班牙...等外籍生
- 課程包含商業模式、資訊技術與網路法律議題
- 課程主要設計思維為透過個案貫穿整個學期的主要核心知識部分並搭配專題實作發表，符合 Bloom's learning taxonomy 的精神
 - 記憶 (remembering) 、瞭解 (understanding)、應用 (applying)、分析 (analyzing)、評估 (evaluation) 與綜合應用 (synthesizing) 所學

問題導向學習方式與翻轉教學理念

- 基本知識

- 由本人講述使之記憶 (remembering) 、瞭解 (understanding) 電子商務重要概念與發展歷史，並引導學生主動思考與關心電子商務相關議題

- 個案

- 根據當下的電子商務脈動調整專案，主要為引發學生的興趣並能夠與生活經歷與時事充分結合
- 阿里巴巴在美國公開上市、Netflix 來台產生的效益、Amazon 進行實體店鋪展店的意義

問題導向學習方式與翻轉教學理念

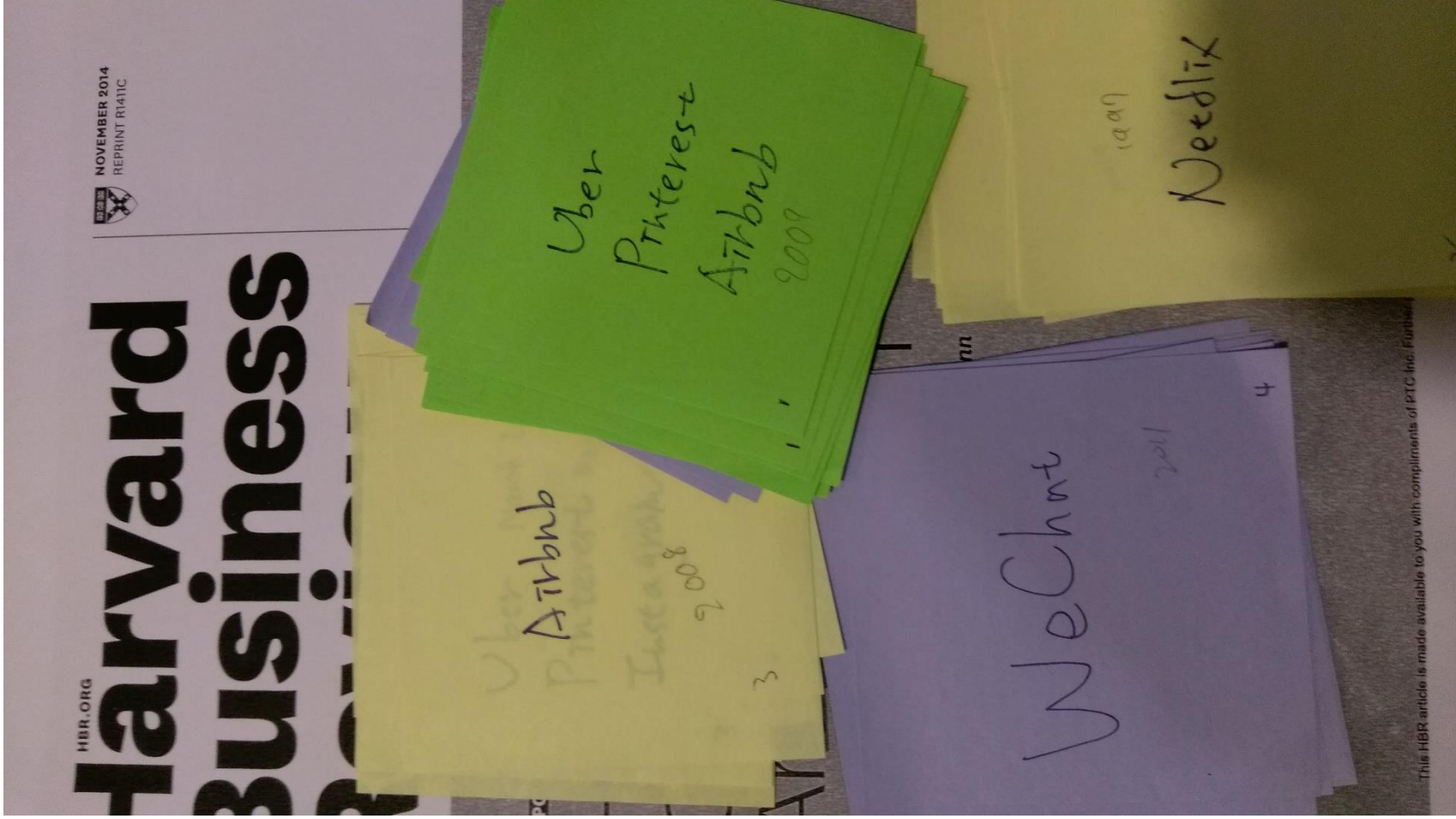
- 個案討論與研讀

- 學生將逐步堆砌電子商務知識與對期末專案樣貌的想像

- 教室的主體：老師→學生

- 而本人於課程中後期與專案發表中則扮演促進者與評鑑者的角色，即引導學生在專案提案過程中進入應用(apply)與分析(analyzing)階段，並於專案結案時擁有評估(evaluation)與綜合應用(synthesizing)的能力。

排序與猜謎活動



Rich Input for Rich Intake and Output

- The overwhelming feature of CLIL is to replicate the condition to which infants are exposed when learning their first language

In CLIL

Heads up (Listen)

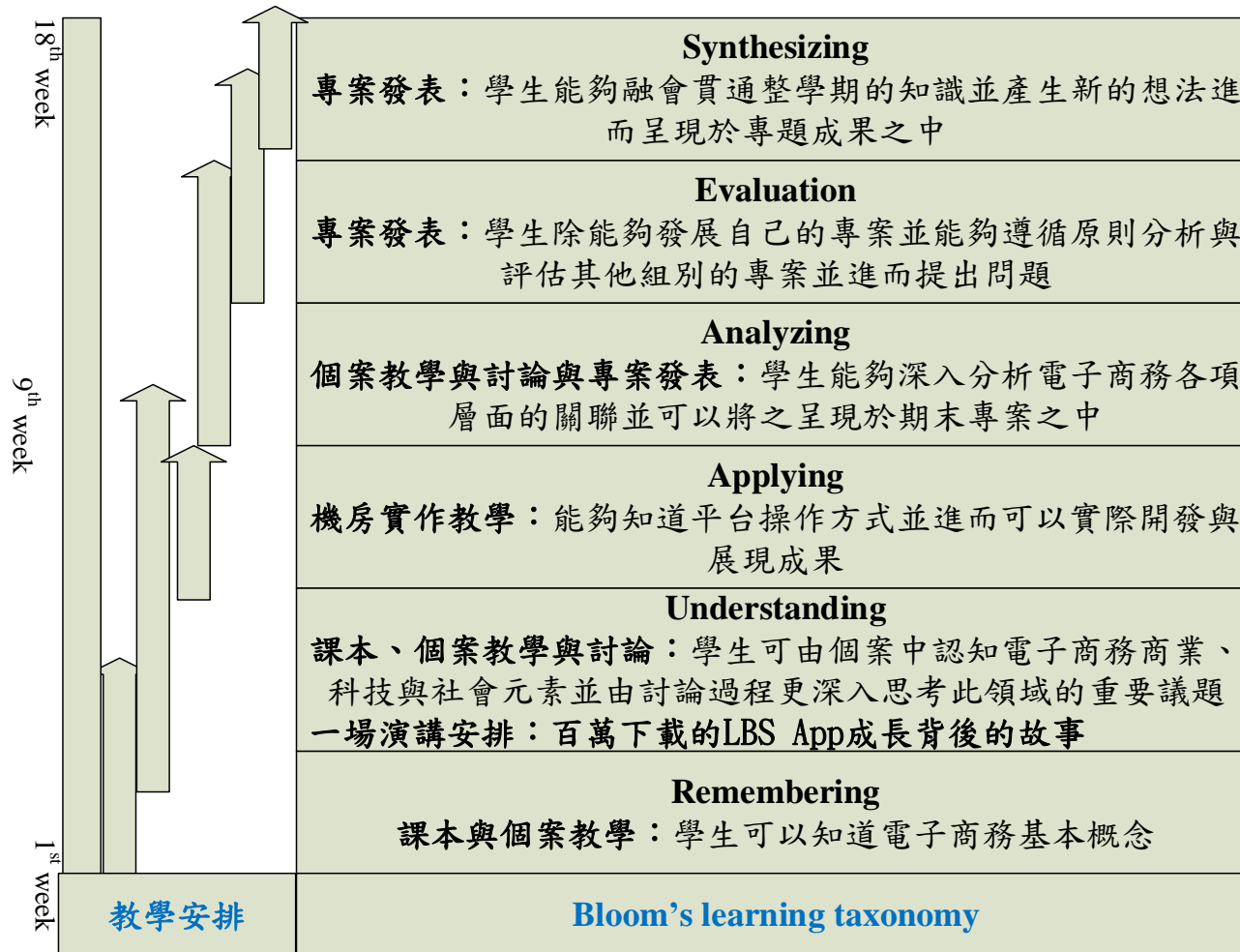
Heads down (Write,
Read)

Heads together
(Work together)

做中學學習精神

- 電子商務網站開發與設計
 - WordPress, Google website, Wix.com
- 期末專案發表
 - 鼓勵同學需要於期末將專案成果以電子商務平台表現之，值得欣慰的是各組同學均順利達成這項目標。此部分的教學讓同學提升至擁有應用(apply)的能力。

Bloom's learning taxonomy 教學理念與評估



老師與學生做了甚麼？

課程預期單設計

- 每學期學生背景變化大
 - 瞭解學生的背景與對課程的期待，並進行初步的調整

Introduce yourself & learning needs in EC 2015-2016.

↵
↵
↵

1. **Introduce your background, e.g., your name, nickname, where you come from?**
↵
2. **What university/college did you graduate from? What's your major?**
↵
3. **What's your hobby?**
↵
4. **What's your learning needs for the course?**
↵

期待與調整

- 期待：多一點台灣或亞洲的商業市場並期待認識更多的商業模式(business model)
- 以近兩年最熱門的阿里巴巴為主軸開始這門課並與同學廣泛討論大陸電子商務商機與台灣的發展進程；我亦以Netflix與Airbnb為主要個案討論目前最受歡迎的電子商務公司的商業與獲利模式、巨量資料的應用、網路隱私…等議題。

Breaking the Ice— Fish-tank Mnemonic

個案教學、報告與討論

- 個案的溫度
 - Airbnb, Netflix, Paypal, Amazon, eBay, Pandora, Crowdfunding, Freemium business model
- 同學普遍都能針對自己報告的個案延伸主題
- TED影片：The art of asking
 - Crowdfunding (群眾募資的概念)
 - 同學的眼淚



個案學習評估單

Electronic Commerce

2015/9/21

Case 1: The Pirate Bay: Searching for a Safe Heaven

Name: Isaki Sui ID: F04130106

A+

1. What's the company's business model?

The business model of TPB consists on generating a lot of traffic in its website and monetizing it by advertisements and subscription fees.

2. What technologies were adopted by them?

TPB is a peer-to-peer search engine that provides customers with links from P2P networks in order they can download copyrighted content.

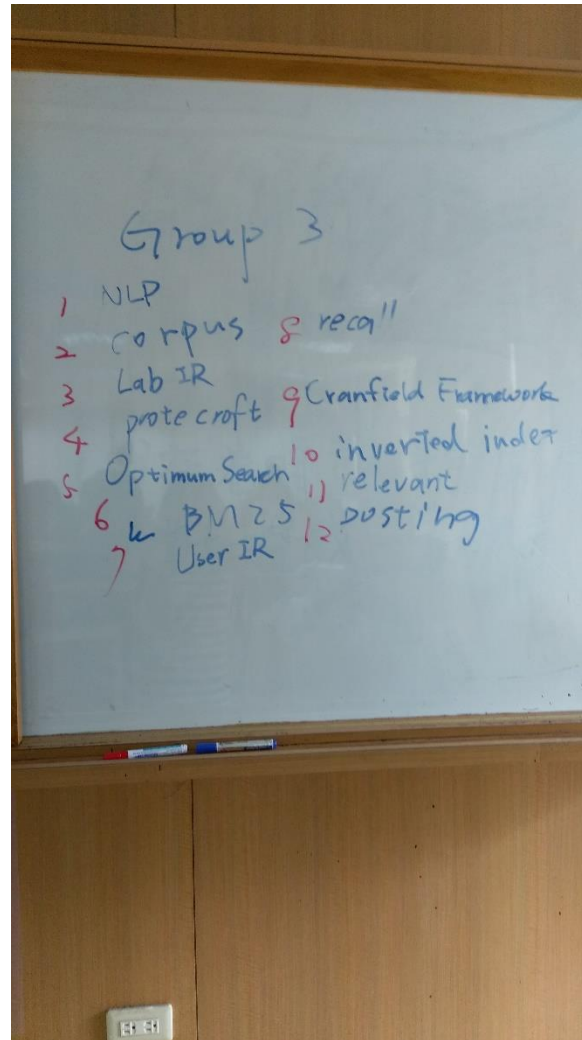
3. What's the social or law issues in this case?

Sharing the links of webpages that contain illegal material that violates the intellectual property, is illegal if the person or company that does so has a lucrative aim, which happened in TPB.

印尼學生思考印尼電子商務發展趨勢所製作的時間圖



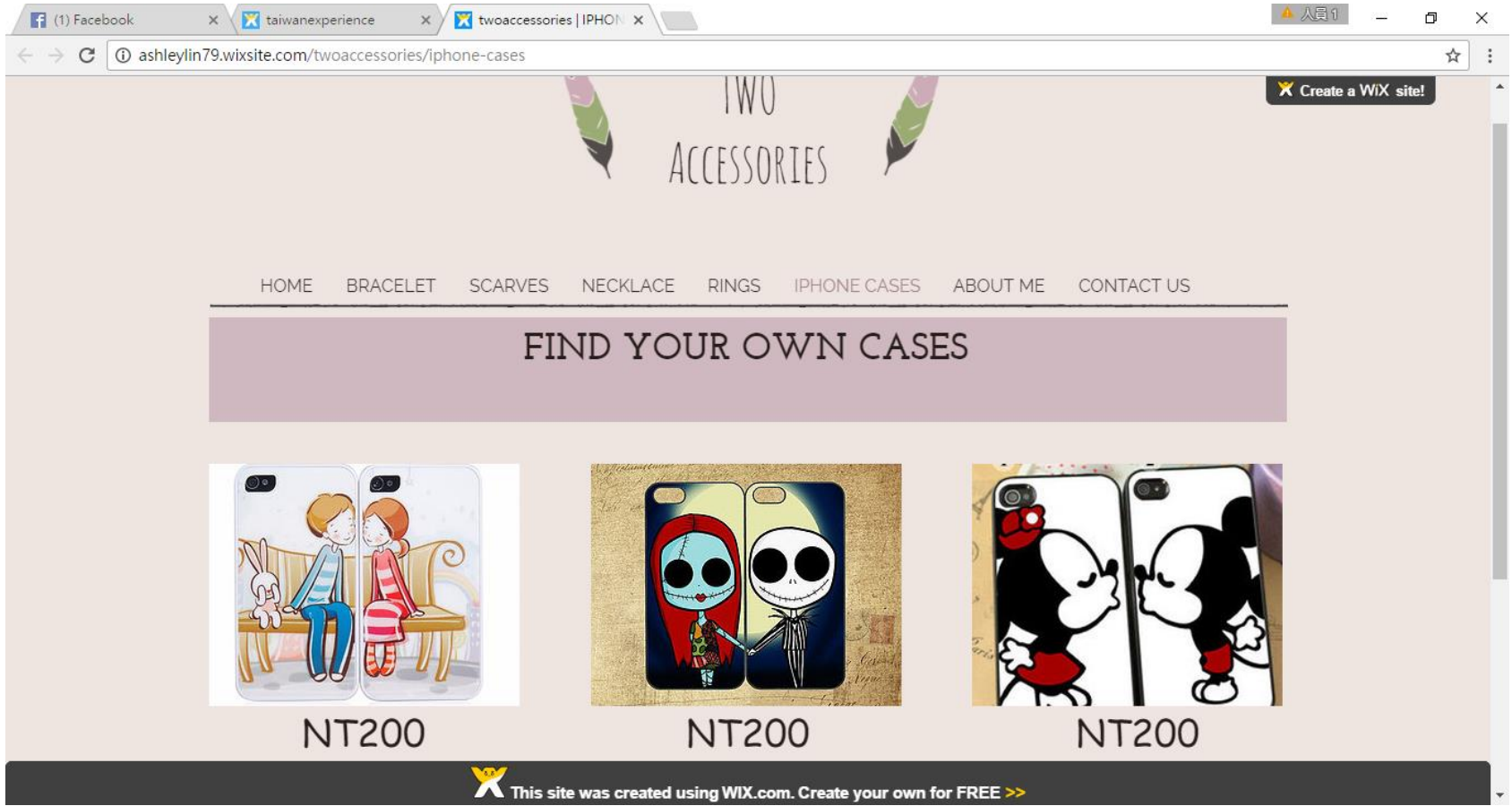
Board Rushing 活動



電子商務網站設計

The screenshot shows a web browser window with the URL elisamper.wixsite.com/taiwanexperience. The website has a light blue background with bokeh light effects. At the top, there is a navigation menu with links for [EXPERIENCES](#), [FOOD](#), [ABOUT ME](#), [My calendar](#), and [CONTACT](#). The main content area features a sidebar on the left with the same navigation links. The central content area displays a post titled "TAIWAN (Taipei)" dated "November 4, 2015", accompanied by a photograph of the Taipei 101 building at night. To the right, there is an "ABOUT ME" section with a photograph of a woman with a backpack in an airport. A "PLAY ME" button and a "Create a WIX site!" prompt are visible in the top right corner. The footer contains the URL elisamper.wixsite.com/taiwanexperience/single-post/2015/.../TAIWAN-Taipei and a Wix logo with the text "This site was created using WIX.com. Create your own for FREE >>".

電子商務網站設計



電子商務網站設計—回饋

manon rahamatoulla <manon.rahamatou

2015/11/8 ☆



寄給我 ▾

Hello,

This is the link to my website : <http://hennarh13.wix.com/hennabymeii>

I haven't finished it yet, I will use Adobe to design a bit more, and finish some parts. Currently, it is in French as I will use it for my business in France, and I will also translate it in English. I put some app in as the Booking app.

Thank you so much for making me discover Wix ! It is really awesome and I think it will help me (as I used before just Instagram, Facebook and TicTail for my business) !

Best regards,

演講

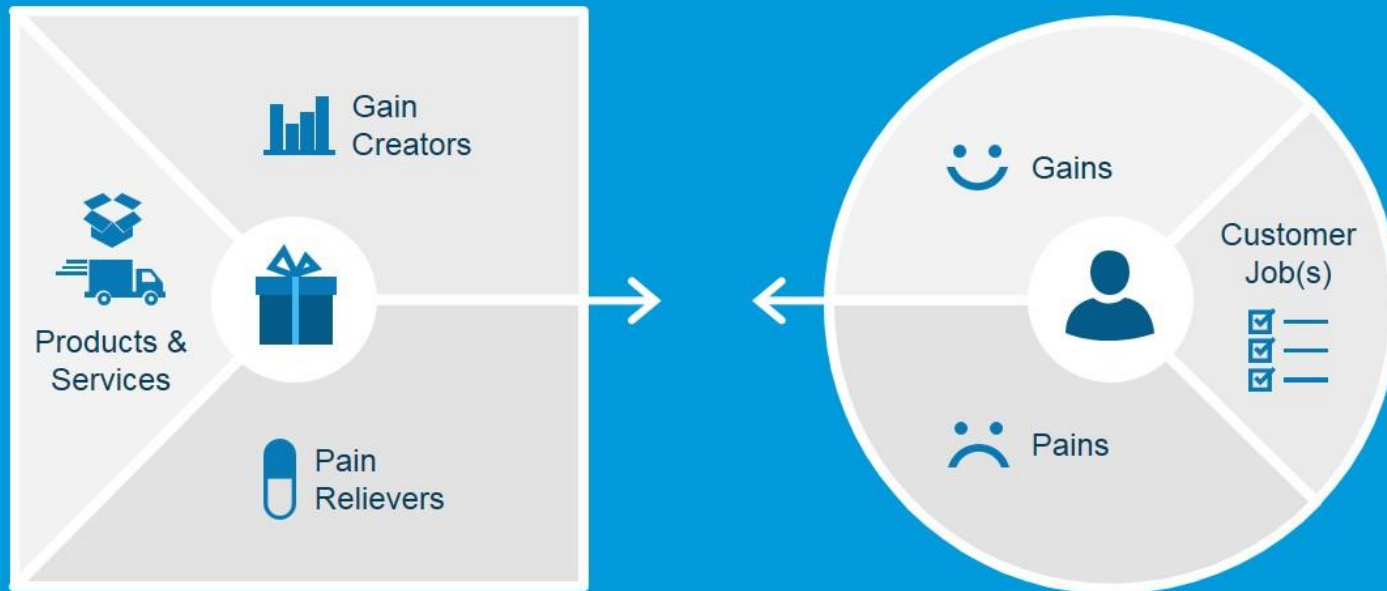


期末專案成果發表

專案名稱	簡要描述
Group 1: Make you sandwich	來自法國的學生提出販賣自製特色三明治的想法，不需實體店鋪，主要著眼於網路點餐的風潮並強調價格優惠。
Group 2: Stamper	來自台灣與新加坡的學生提出適用於國小、國中與高中的自製印章，可將地方特色圖騰製作成印章並當禮物贈送給朋友。
Group 3: Archard (bag)	結合地方手工藝人製作便宜但實用的背包，報告組別已經在印尼展開相關事業。
Group 4: Laven	婚禮規畫師。
Group 5: Apps of easy campus	以輔仁大學為主要對象，與附近超商與賣場合作協助外籍生在外點購商品，提供一到台灣就能取得商品的貼心服務。
Group 6: Henna	可擦拭的刺青服務，報告組別已經開始佈署相關事業
Group 7: Ephemeral shared account in Cloud	雲端網路銀行共享帳戶，免除好友一起出遊、吃飯在付款時的尷尬與避免賒帳的狀況。
Group 8: Olivegel	有鑑於台灣橄欖市場大、價格高卻品質差，預計銷售來自西班牙優質膠囊式橄欖油。

Business Model

Value Proposition Canvas



Business Model

Key Partners



Key Activities



Key Resources



Value Proposition



Customer Relationships



Customer Segments



Channels



Cost Structure



Revenue Streams



Example 2

BUSINESS MODEL CANVAS

ARCHARD				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Jaenudin Home Industry Saritex Prima Leather Stores Sylvania AC JNE/TIKI 	<ul style="list-style-type: none"> Design Production Procurement Quality Control Sales & Marketing 	<ul style="list-style-type: none"> Simple Durable Timeless Eco-Friendly 	<ul style="list-style-type: none"> After Sales Service Discount Quiz 	<ul style="list-style-type: none"> High School/College Student Online Shopper (Instagram, <u>BukaLapak</u>, <u>Kaskus</u>) First Jobber
	<p>Key Resources</p> <ul style="list-style-type: none"> Capital Ability & Knowledge Human Resources 		<p>Channels</p> <ul style="list-style-type: none"> Social Media Exhibition Direct Selling Online Stores 	
<p>Cost Structure</p> <ul style="list-style-type: none"> Raw Material Cost Direct Labor Cost Factory Overhead Costs Selling & Marketing Expenses 		<p>Revenue Streams</p> <ul style="list-style-type: none"> Sales of Bag 		

自行設計之教學回饋問題

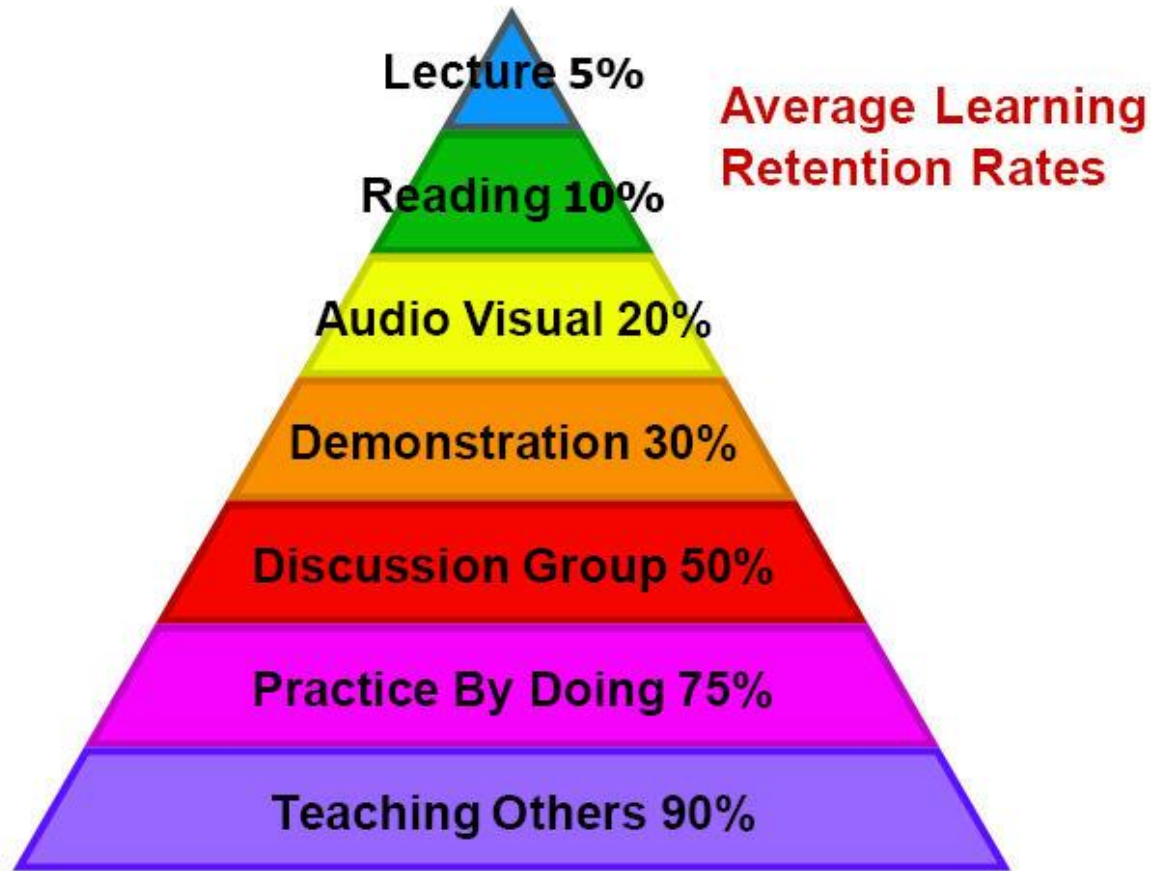
我如何進步?
未來的展望

未來的展望

- 英語教學：參加BC課程與澳洲英語教學課程
- Mindset: Empathy
 - 在學生履歷中看到磚頭與城堡
 - 不怎麼樣的25歲，誰沒有過？沒有了偏見，留給他們的就無限！
- 教學評鑑之外的
 - 反省的能力、良知
 - 當下的教學評鑑看不見老師對學生十年二十年後的影響



Learning Pyramid



Source: National Training Laboratories, Bethel, Maine

Thank you!

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