中臺科技大學大學部四年制進修部經營管理系113學年度入學課程標準表進修部適用)
Central Taiwan University of Science and Technology Undergraduate 4-Year Nighttime Department of Business and Management
Program Curriculum Standards for the 113th Acadmic Year

學年 Academic Year	科目 Course	學分數 Credits	時數 Teaching hours	上學期 First Semester		下學期 Second Semester		備註 Remarks
				授課 Teaching	實習 Internship	授課 Teaching	實習 Internship	
核心素養(8學分) Core Competencies (8 Credits)								
第一學年 1st Academic Year	中文閱讀與表達 Chinese Reading and Expressing	2	2	2				
	大一英文(一) Freshman English (I)	2	2	2				
	大一英文(二) Freshman English (II)	2	2			2		
	資訊科技與應用 Information Technology and Application	2	2	2				電腦課程 Computer Course
體育(2學分) Physical Education (2 Credits)								
第一學年 1st Academic Year	體育(一) Physical Education (I)	1	2	2				
	體育(二) Physical Education(II)	1	2			2		
第二學年 2nd Academic Year	體育(三) Physical Education(III)	0	2	2				
領域涵養(16學分) Domain-Specific Learning (16 Credits)								
第一學年 1st Academic Year	領域涵養 Domain-Specific Learning	4	4			4		人文、自然、社會、博學至少各選修一門 humanities, natural sciences, social sciences, and cultivation of broad knowledge -with at least one elective course from each category
第二學年 2nd Academic Year	領域涵養 Domain-Specific Learning	8	8	4		4		
第三學年 3th Academic Year	領域涵養 Domain-Specific Learning	4	4	4				
跨域學習(4學分) Interdisciplinary Learning (4 Credits)								
第二學年 2nd Academic Year	跨域學習 Interdisciplinary Learning	4	4	2		2		
專業必修(84學分) Professional Required Courses (84 Credits)								
核心基礎(34學分) Core Foundations (34 Credits)								
第一學年 1st Academic Year	經濟學 Economics	3	3	3				定錨課程 Anchoring Course
	管理學 Management	3	3	3				
	健康產業管理學 Management in Health Industry	3	3			3		
	研發與創意管理 Research, Development and Creativity Management	3	3			3		
第二學年 2nd Academic Year	會計學(一) Accounting (I)	2	2	2				
	會計學(二) Accounting (II)	2	2			2		
	統計學 Statistics	3	3	3				

第三學年 3rd Academic Year	英文會話 English Conversation	2	2	2				
	職場英語 Workplace English	2	2			2		
	行銷管理 Marketing Management	3	3	3				
	財務管理 Financial Management	3	3	3				
	人力資源管理 Human Resource Management in Health Industry	3	3			3		
第四學年 4th Academic Year	商務英文 Business English	2	2	2				
核心專業(50學分) Core Professional Courses (50 Credits)								
第一學年 1st Academic Year	服務業管理與實習(一) Service Industry Management and Internship (I)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	服務業管理與實習(二) Service Industry Management and Internship (II)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	服務品質管理與實習(一) Service Quality Management and Internship (I)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	服務品質管理與實習(二) Service Quality Management and Internship (II)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
第二學年 2nd Academic Year	顧客關係管理 Customer Relationship Management	3	3			3		
	服務業管理與實習(三) Service Industry Management and Internship (III)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	服務業管理與實習(四) Service Industry Management and Internship (IV)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	服務品質管理與實習(三) Service Quality Management and Internship (III)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	服務品質管理與實習(四) Service Quality Management and Internship (IV)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
第三學年 3th Academic Year	基礎藥理學 Introduction to Pharmacology	3	3	3				
	保健食品概論 Introduction to Health Food	3	3			3		
	運籌管理與實習(一) Logistics Management and Internship (I)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	運籌管理與實習(二) Logistics Management and Internship (II)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	數位行銷與實習(一) Digital Marketing and Internship (I)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	數位行銷與實習(二) Digital Marketing and Internship (II)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	運籌管理與實習(三) Logistics Management and Internship (III)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	運籌管理與實習(四) Logistics Management and Internship (IV)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	物流與供應鏈管理 Logistics and Supply Chain Management	3	3			3		

學年 Academic Year	課程 Course							備註 Notes
第四學年 4th Academic Year	國際貿易實務 Practical Affairs for International Trade	3	3	3				
	跨境電商 Cross Border Electronic Commerce	3	3	3				
	數位行銷與實習(三) Digital Marketing and Internship (III)	2	2	1	1			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	數位行銷與實習(四) Digital Marketing and Internship (IV)	2	2			1	1	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
專業選修(28學分) Professional Electives Courses (28 Credits)								
藥品產業模組(8學分) Pharmaceutical Industry Module (8 Credits)								
第四學年 4th Academic Year	藥事法規與藥學倫理 Pharmacy Law and Pharmaceutical Ethics	2	2	2				
	社區藥局概論 Introduction to Community Pharmacy	2	2			2		
	賣場陳列與佈置 Store Display and Layout	2	2	2				
	藥品行銷學 Pharmaceutical Marketing	2	2			2		
零售產業模組(8學分) Retail Industry Module (8 Credits)								
第二學年 2nd Academic Year	三創實務應用 Creativity, Innovation & Entrepreneurship Practical Application	2	2			2		跨域學習 Interdisciplinard Learning
第三學年 3th Academic Year	消費者行為 Consumer Behavior	2	2			2		
第四學年 4th Academic Year	投資理財規劃 Investment and Financial Planning	2	2	2				跨域學習 Interdisciplinard Learning
	庫存管理 Inventory Management	2	2			2		
跨境電商模組(8學分) Cross Border E-Commerce Module (8 Credits)								
第三學年 3th Academic Year	廣告影片企劃與製作 Advertising Video Planning and Production	2	2			2		
第四學年 4th Academic Year	國際行銷 International Marketing	2	2	2				
	網路行銷 Online Marketing	2	2			2		
	跨文化策略與產業分析 Cross-cultural Strategy and Industry Analysis	2	2			2		
共同專業選修(4學分) Major Electives (4 Credits)								
第三學年 3th Academic Year	生產與作業管理 Production and Operation Management	2	2			2		
第四學年 4th Academic Year	職場倫理 Workplace Ethics	2	2	2				學術倫理課程 Academic Ethics Course
	第一學年小計(1) 1st Academic Year Credits Subtotal (1)	34	36	16	2	16	2	
	第二學年小計(2) 2nd Academic Year Credits Subtotal (2)	32	34	15	2	15	2	
	第三學年小計(3) 3th Academic Year Credits Subtotal (3)	37	37	17	2	16	2	
	第四學年小計(4) 4th Academic Year Credits Subtotal (4)	39	39	20	2	15	2	
	合計 Total = (1)+(2)+(3)+(4)	142	146	68	8	62	8	

畢業規定及其他相關說明： **Graduation Requirements and Other Relevant Instructions**	
一	最低畢業學分為128學分，必修114學分【含核心素養8學分、體育2學分、領域涵養16學分(人文、自然、社會、博學至少各選修一門)、跨域學習4學分、專業必修84學分】，選修至少14學分（其中專業選修至少4學分）。 The minimum graduation requirement is 128 credits, including mandatory 114 credits [comprising 8 credits for core competencies, 2 credits for physical education, 16 credits for domain enrichment (including humanities, natural sciences, social sciences, and cultivation of broad knowledge -with at least one elective course from each category), 4 credits for interdisciplinary learning, and mandatory professional 84 credits]. Elective credits must be at least 14 credits [with a minimum number of 4 credits for professional electives].
二	大學部學生，需依「中臺科技大學學術倫理教育課程實施要點」完成「學術倫理教育」相關課程修習後，提交任課老師列入成績考核。 Undergraduate students are required to complete relevant courses on academic ethics education in accordance with the 'Implementation Guidelines for Academic Ethics Education Courses at the Central Taiwan University of Science and Technology. After completing the courses, students must submit their performance to the respective instructors for grading.