

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

1130220系課程委員會通過
1130319院課程委員會通過
1130403校課程委員會通過

| 科目類別 | 科目名稱 | 學分數 | 時數 | 第一學年 | | 第二學年 | | 第三學年 | | 第四學年 | | 備註 | | | | | |
|--|---|---|-----|------|----|------|----|------|----|------|----|--------------------|----|----|---|-------------|-------------|
| | | | | 上 | 下 | 上 | 下 | 上 | 下 | 上 | 下 | | | | | | |
| | | | | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | | 授課 | 實習 | | | |
| 核心素養 | 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 | | | | | |
| 小計(1) | 8 | 8 | 6 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | |
| 體育 | 體育(一) Physical Education (I) | 1 | 2 | 2 | | | | | | | | | | | | | |
| | 體育(二) Physical Education(II) | 1 | 2 | | 2 | | | | | | | | | | | | |
| | 體育(三) Physical Education(III) | 0 | 2 | | | 2 | | | | | | | | | | | |
| | 小計(2) | 2 | 6 | 2 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | | | | | |
| 領域涵養 | 領域涵養 Domain-specific Learning | 16 | 16 | | 4 | 4 | 4 | 4 | | | | 人文、自然、社會、博學至少各選修一門 | | | | | |
| | 小計(3) | 16 | 16 | 0 | 0 | 4 | 0 | 4 | 0 | 4 | 0 | 0 | | | | | |
| 跨域學習 | 跨域學習 Interdisciplinary Learning | 4 | 4 | | | 2 | 2 | | | | | | | | | | |
| | 小計(4) | 4 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | | | | | |
| 通識教育小計(一)=(1)+(2)+(3)+(4) | | 30 | 34 | 8 | 0 | 8 | 0 | 8 | 0 | 6 | 0 | 4 | 0 | 0 | 0 | 0 | |
| 專業語文 | 英文會話 English Conversation | 2 | 2 | | | | | | 2 | | | | | | | | |
| | 職場英語 Workplace English | 2 | 2 | | | | | | | 2 | | | | | | | |
| | 商務英文 Business English | 2 | 2 | | | | | | | | 2 | | | | | | |
| 核心基礎 | 經濟學 Economics | 3 | 3 | 3 | | | | | | | | | | | | | |
| | 管理學 Management | 3 | 3 | 3 | | | | | | | | | | | | 定錨課程 | |
| | 會計學(一) Accounting (I) | 2 | 2 | | | 2 | | | | | | | | | | | |
| | 會計學(二) Accounting (II) | 2 | 2 | | | | 2 | | | | | | | | | | |
| | 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 | | | | | | | | | | | | |
| | 統計學 Statistics | 3 | 3 | | | 3 | | | | | | | | | | | |
| | 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 | | | | | | | |
| 小計(5) | 34 | 34 | 6 | 0 | 6 | 0 | 5 | 0 | 2 | 0 | 8 | 0 | 5 | 0 | 2 | 0 | |
| 藥品產業 | 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 | |
| | 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 | |
| | 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 | |
| | 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 | |
| | 零售產業 | 顧客關係管理 Customer Relationship Management | 3 | 3 | | | | | 3 | | | | | | | | |
| | | 物流與供應鏈管理 Logistics and Supply Chain Management | 3 | 3 | | | | | | | | | | 3 | | | |
| | | 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 |
| | | 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 |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| 跨境電商 | 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(一) Digital Marketing and Internship (I) | 2 | 2 | | | | | | | 1 | 1 | | | | | 校外實習, 實習18週 | |
| | 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 | |
| | 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 | |
| | 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 | |
| 小計(6) | 50 | 50 | 2 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 5 | 2 | 5 | 2 | 8 | 2 | |
| 專業必修小計(二)=小計(5)+(6) | | 84 | 84 | 8 | 2 | 8 | 2 | 7 | 2 | 7 | 2 | 13 | 2 | 10 | 2 | 10 | 2 |
| 必修合計(A)=小計(一)+(二) | | 114 | 118 | 16 | 2 | 16 | 2 | 15 | 2 | 13 | 2 | 17 | 2 | 10 | 2 | 10 | 2 |

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|--------|--|------------|------------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|
| | | | | 上 | 下 | 上 | 下 | 上 | 下 | 上 | 下 | | | | | | | | |
| | | | | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | | 授課 | 實習 | | | | | |
| 藥品產業 | 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 | 消費者行為 Consumer Behavior | 2 | 2 | | | | | | | | 2 | | | | | | | | |
| | 三創實務應用 Creativity, Innovation & Entrepreneurship Practical Application | 2 | 2 | | | | | | 2 | | | | | | | | | 跨域學習 | |
| | 投資理財規劃 Investment and Financial Planning | 2 | 2 | | | | | | | | | | | 2 | | | | 跨域學習 | |
| 跨境電商 | 庫存管理 Inventory Management | 2 | 2 | | | | | | | | | | | | | 2 | | | |
| | 廣告影片企劃與製作 Advertising Video Planning and Production | 2 | 2 | | | | | | | | | | 2 | | | | | | |
| | 國際行銷 International Marketing | 2 | 2 | | | | | | | | | | | 2 | | | | | |
| | 網路行銷 Online Marketing | 2 | 2 | | | | | | | | | | | | | 2 | | | |
| 共同專業選修 | 跨文化策略與產業分析 Cross-cultural Strategy and Industry Analysis | 2 | 2 | | | | | | | | | | | | | 2 | | | |
| | 生產與作業管理 Production and Operation Management | 2 | 2 | | | | | | | | | | 2 | | | | | | |
| | 職場倫理 Workplace Ethics | 2 | 2 | | | | | | | | | | | | 2 | | | 學術倫理課程 | |
| | 小計(7) | 28 | 28 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 6 | 0 | 10 | 0 | 10 | 0 |
| | 選修合計(B)=小計(7) | 28 | 28 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 6 | 0 | 10 | 0 | 10 | 0 |
| | 開課合計=必修(A)+選修(B) | 142 | 146 | 16 | 2 | 16 | 2 | 15 | 2 | 15 | 2 | 17 | 2 | 16 | 2 | 20 | 2 | 15 | 2 |

備註

畢業相關規定說明：

- 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)。
- 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。