

中臺科技大學大學部四年制日間部經營管理系112學年度入學課程標準表

1120209系課程委員會通過
1120309院課程委員會通過
1120315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 | | | | |
| 基本素養 | 實用生活美學 Life Aesthetics | 2 | 2 | 2 | | | | | | | | | | | | | | |
| | 資訊科技與應用 Information Technology and | 2 | 2 | 2 | | | | | | | | 電腦課程 | | | | | | |
| | 文學與人生 Literature and Life | 2 | 2 | 2 | | | | | | | | | | | | | | |
| | 文學領域 Literature Studies | 2 | 2 | | 2 | | | | | | | | | | | | | |
| | 時間空間多元文化 Multi-cultures | 2 | 2 | | 2 | | | | | | | | | | | | | |
| | 社會心理學 Social Psychology | 2 | 2 | | | 2 | | | | | | | | | | | | |
| | 法律學概論 Introduction to Law | 2 | 2 | | | 2 | | | | | | | | | | | | |
| | 數學與邏輯 Mathematics and Logic | 2 | 2 | | | | | 2 | | | | | | | | | | |
| | 文化領域 Cultural Studies | 2 | 2 | | | | | | 2 | | | | | | | | | |
| | 環保生活 Environmental Protection and Life | 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 | | | | | | | | | | | | | | |
| 小計(1) | 24 | 24 | 8 | 0 | 6 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |
| 軍訓與體育 | 全民國防教育軍事訓練-國防科技 All-out Defense Education Military Training - Defense Technology | 0 | 2 | 2 | | | | | | | | | | | | | | |
| | 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 | 8 | 4 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 通識教養教育小計(一)=小計(1)+(2) | | 26 | 32 | 12 | 0 | 8 | 0 | 2 | 0 | 4 | 0 | 2 | 0 | 4 | 0 | 0 | 0 | 0 |
| 專業必修 | 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 | 會計學(一) Accounting (I) | 2 | 2 | 2 | | | | | | | | | | | | | |
| | | 會計學(二) Accounting (II) | 2 | 2 | | 2 | | | | | | | | | | | | |
| | | 經濟學 Economics | 3 | 3 | 3 | | | | | | | | | | | | | |
| | | 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 | 3 | 3 | | 3 | | | | | | | | | | | | |
| | | 統計學 Statistics | 3 | 3 | | | 3 | | | | | | | | | | | |
| | | 財務管理 Financial Management | 3 | 3 | | | 3 | | | | | | | | | | | |
| | | 行銷管理 Marketing Management | 3 | 3 | | | 3 | | | | | | | | | | | |
| | | 生產與作業管理 Production and Operation | 3 | 3 | | | | 3 | | | | | | | | | | |
| | | 人力資源管理 Human Resource Management in Health | 3 | 3 | | | | | 3 | | | | | | | | | |
| | 經營管理專題研討(一) Business and Management Seminar(I) | 2 | 4 | | | | | 4 | | | | | | | | | | |
| | 經營管理專題研討(二) Business and Management Seminar(II) | 2 | 4 | | | | | | 4 | | | | | | | | | |
| | 小計(3) | 41 | 45 | 8 | 0 | 8 | 0 | 11 | 0 | 2 | 0 | 9 | 0 | 7 | 0 | 0 | 0 | 0 |
| | 核心專業模組 | 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 | | | | | | | | | |
| | | | 中藥概論 Outline of Chinese Materia Medica | 3 | 3 | | | | | 3 | | | | | | | | |
| 零售產業 | | 藥品行銷學 Pharmaceutical Marketing | 3 | 3 | | | | | | 3 | | | | | | | | |
| | | 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 | | | | 證照輔導 | | | | | | |
| 跨境電商 | | 庫存管理 Inventory Management | 3 | 3 | | | | 3 | | | | | | | | | | |
| | | 商貿法規 Business and Trade Law | 3 | 3 | | | | | 3 | | | | | | | | | |
| | | 國際貿易實務 Practical Affairs for International Trade | 3 | 3 | | | 3 | | | | | 證照輔導 | | | | | | |
| | | 廣告影片企劃與製作 Advertising Video Planning and Production | 3 | 3 | | | | 3 | | | | | | | | | | |
| 小計(4) | 36 | 36 | 0 | 0 | 3 | 0 | 6 | 0 | 12 | 0 | 9 | 0 | 6 | 0 | 0 | 0 | 0 | |
| 專業必修小計(二)=小計(3)+(4) | | 77 | 81 | 8 | 0 | 11 | 0 | 17 | 0 | 14 | 0 | 18 | 0 | 13 | 0 | 0 | 0 | 0 |
| 必修合計(A)=小計(一)+(二) | | 103 | 113 | 20 | 0 | 19 | 0 | 19 | 0 | 18 | 0 | 20 | 0 | 17 | 0 | 0 | 0 | 0 |

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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 | | | | | |
| 博學涵養 | 博學涵養 Liberal Education | 2 | 2 | | | 2 | | | | | | | | | | | | | |
| | 博學涵養 Liberal Education | 2 | 2 | | | | 2 | | | | | | | | | | | | |
| 小計(5) | | 4 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| 專業選修 | 藥品產業模組 | 藥事法規與藥學倫理 Pharmacy Law and Pharmaceutical Ethics | 2 | 2 | | | | | 2 | | | | | | | | | | |
| | | 商圈研究與展店策略 Trade Area Investigation and Development Strategy | 2 | 2 | | | | | | | 2 | | | | | | | | |
| | | 社區藥局概論 Introduction to Community Pharmacy | 2 | 2 | | | | | | | 2 | | | | | | | | |
| | | 服務品質管理 Service Quality Management | 2 | 2 | | | | | | | 2 | | | | | | | | |
| | | 賣場陳列與佈置 Store Display and Layout | 2 | 2 | | | | | | | | | 2 | | | | | | |
| | 零售產業模組 | 三創實務應用 Practical Application of Creativity, Innovation & Entrepreneurship | 2 | 2 | | 2 | | | | | | | | | | | | | |
| | | 創新經營管理 Innovation Operation & Management | 2 | 2 | | | 2 | | | | | | | | | | | | |
| | | 消費者行為 Consumer Behavior | 2 | 2 | | | 2 | | | | | | | | | | | | |
| | | 財務報表分析 Financial Statement Analysis | 2 | 2 | | | | | 2 | | | | | | | | | | |
| | 跨境電商模組 | 投資理財規劃 Investment and Financial Planning | 2 | 2 | | | | | 2 | | | | | | | | | | |
| 商業應用軟體 Commercial Application Software | | 2 | 2 | 2 | | | | | | | | | | | | | | | |
| 網路行銷 Online Marketing | | 2 | 2 | | | | | 2 | | | | | | | | | | | |
| 貿易書件實務 Trade Documents Practice | | 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 | 網路開店 Online Shop | 2 | 2 | | | | | | | | | | | | | 2 | | | |
| | 第二外國語(一) Second Foreign Language (I) | 2 | 2 | 2 | | | | | | | | | | | | | | | |
| | 第二外國語(二) Second Foreign Language (II) | 2 | 2 | | 2 | | | | | | | | | | | | | | |
| | 證照輔導 License Counselling | 2 | 2 | | | | | | | | | | | 2 | | | 證照輔導 | | |
| | 商業經營與職業倫理 Business Management and Occupation Ethics | 2 | 2 | | | | | | | | | | | 2 | | | | | |
| | 業界實務實習 Industry Internship | 9 | 18 | | | | | | | | | | | | | 18 | 校外學期實習18週 | | |
| | 校外學期實習 Semester Internship | 9 | 18 | | | | | | | | | | | | | 18 | 校外學期實習18週 | | |
| 小計(6) | | 56 | 74 | 4 | 0 | 4 | 0 | 4 | 0 | 4 | 0 | 6 | 0 | 6 | 0 | 6 | 18 | 4 | 18 |
| 選修合計(B)=小計(5)+(6) | | 60 | 78 | 4 | 0 | 4 | 0 | 6 | 0 | 6 | 0 | 6 | 0 | 6 | 0 | 6 | 18 | 4 | 18 |
| 開課合計=必修(A)+選修(B) | | 163 | 191 | 24 | 0 | 23 | 0 | 25 | 0 | 24 | 0 | 26 | 0 | 23 | 0 | 6 | 18 | 4 | 18 |

畢業相關規定說明：

- 一 最低畢業學分為128學分，必修103學分【含基本素養24學分(文學領域與文化領域各2學分)、軍訓與體育2學分、專業必修77學分】，博學涵養4學分，選修至少21學分(其中專業選修至少11學分)。
- 二 畢業前需取得本校「資訊能力」畢業資格審定暨實施要點所列之資訊相關證照，始得畢業。
- 三 有關英文能力畢業門檻之相關規定，依照「中臺科技大學大學部英(日)文畢業門檻實施要點」之規定辦理。
- 四 電腦課程須繳電腦實習費。
- 五 有關「生活與服務」畢業門檻之相關規定，依照中臺科技大學「生活與服務」畢業門檻施行細則之規定辦理。
- 六 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。