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
Central Taiwan University of Science and Technology Undergraduate 4-Year Daytime Program
Department of Business and Management Curriculum Standards for the 112th Academic 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	
基本素養(24學分) Basic Competencies (24 Credits)								
第一學年 1st Academic Year	實用生活美學 Life Aesthetics	2	2	2				
	資訊科技與應用 Information Technology and Application	2	2	2				電腦課程 Computer Course
	文學與人生 Literature 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		
	文學領域 Literature Studies	2	2			2		
	時間空間多元文化 Multi-cultures	2	2			2		
第二學年 2nd Academic Year	社會心理學 Social Psychology	2	2	2				
	法律學概論 Introduction to Law	2	2			2		
第三學年 3th Academic Year	數理與邏輯 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		
軍訓與體育(2學分) Military Training and Physical Education (2 Credits)								
第一學年 1st Academic Year	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		
第二學年 2nd Academic Year	體育(三) Physical Education(III)	0	2			2		

專業必修(77學分) Professional Required Courses (77Credits)								
核心基礎(41學分) Core Foundations (41 Credits)								
第一學年 1st Academic Year	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				定錨課程 Anchoring Course
	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	英文會話 English Conversation	2	2	2				
	職場英語 Workplace English	2	2			2		
	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				
第三學年 3th Academic Year	商務英文 Business English	2	2	2				
	生產與作業管理 Production and Operation Management	3	3	3				
	人力資源管理 Human Resource Management in Health Industry	3	3			3		
	經營管理專題研討(一) Business and Management Seminar(I)	2	4	4				學術倫理課程 Academic Ethics Course
	經營管理專題研討(二) Business and Management Seminar(II)	2	4			4		
核心專業(36學分) Core Professional Courses (36 Credits)								
第一學年 1st Academic Year	顧客關係管理 Customer Relationship Management	3	3			3		
第二學年 2nd Academic Year	基礎藥理學 Introduction to Pharmacology	3	3	3				
	國際貿易實務 Practical Affairs for International Trade	3	3	3				證照輔導 License Counselling
	保健食品概論 Introduction to Health Food	3	3			3		
	物流與供應鏈管理 Logistics and Supply Chain Management	3	3			3		證照輔導 License Counselling
	庫存管理 Inventory Management	3	3			3		
	廣告影片企劃與製作 Advertising Video Planning and Production	3	3			3		
第三學年 3th Academic Year	中藥概論 Outline of Chinese Materia Medica	3	3	3				
	國際行銷 International Marketing	3	3	3				
	跨境電商 Cross Border Electronic Commerce	3	3	3				
	藥品行銷學 Pharmaceutical Marketing	3	3			3		
	商貿法規 Business and Trade Law	3	3			3		
博學涵養(4學分) Liberal Education (4 Credits)								
第二學年 2nd Academic Year	博學涵養Liberal Education	2	2	2				
	博學涵養Liberal Education	2	2			2		

專業選修(56學分) Professional Electives Courses (56 Credits)							
藥品產業模組(10學分) Pharmaceutical Industry Module (10 Credits)							
第三學年 3rd Academic Year	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	
第四學年 4th Academic Year	賣場陳列與佈置 Store Display and Layout	2	2	2			
零售產業模組(10學分) Retail Industry Module (10 Credits)							
第一學年 1st Academic Year	三創實務應用 Practical Application of Creativity, Innovation & Entrepreneurship	2	2			2	
第二學年 2nd Academic Year	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	
第三學年 3rd Academic Year	投資理財規劃 Investment and Financial Planning	2	2	2			
跨境電商模組(10學分) Cross Border E-Commerce Module (10 Credits)							
第一學年 1st Academic Year	商業應用軟體 Commercial Application Software	2	2	2			
第二學年 2nd Academic Year	網路行銷 Online Marketing	2	2			2	
第三學年 3rd Academic Year	貿易書件實務 Trade Documents Practice	2	2	2			
第四學年 4th Academic Year	跨文化策略與產業分析 Cross-cultural Strategy and Industry Analysis	2	2			2	
	網路開店 Online Shop	2	2			2	
共同專業選修(26學分) Major Electives (26 Credits)							
第一學年 1st Academic Year	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	
第四學年 4th Academic Year	證照輔導 License Counselling	2	2	2			證照輔導 License Counselling
	商業經營與職業倫理 Business Management and Occupation Ethics	2	2	2			
	業界實務實習 Industry Intership	9	18		18		校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	校外學期實習 Semester Intership	9	18				18	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	第一學年小計(1) 1st Academic Year Credits Subtotal (1)	43	47	24	0	23	0
	第二學年小計(2) 2nd Academic Year Credits Subtotal (2)	47	49	25	0	24	0
	第三學年小計(3) 3th Academic Year Credits Subtotal (3)	45	49	26	0	23	0
	第四學年小計(4) 4th Academic Year Credits Subtotal (4)	28	46	6	18	4	18
	合計 Total = (1)+(2)+(3)+(4)	163	191	81	18	74	18

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）。 The minimum graduation requirement is 128 credits, including mandatory 103 credits [comprising 24 credits for basic competencies (2 credits each for literature studies and cultural studies), 2 credits for military training and physical education, 77 credits for professional core courses], 4 credits for broad knowledge. Elective credits must be at least 21 credits [with a minimum number of 11 credits for professional electives].
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。 Before graduation, students must obtain the qualifications as stipulated in the "Regulations for the Assessment and Implementation of Information Literacy Graduation Qualifications" of our university, which includes obtaining the information-related certifications listed therein, in order to graduate.
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。 The regulations regarding the graduation requirements for English proficiency are implemented in accordance with the "Implementation Guidelines for the English (Japanese) Graduation Thresholds for Undergraduate Programs at CTUST."
四	電腦課程須繳交電腦實習費。 The computer course requires the payment of a computer practicum fee.
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。 In accordance with the regulations outlined in the Implementation Rules for the Graduation Threshold of 'Life and Service' at the Central Taiwan University of Science and Technology, all requirements related to 'Life and Service' graduation threshold shall be adhered to.
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。 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.