

中臺科技大學大學部四年制進修部經營管理系112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 Program
Department of Business and Management Curriculum Standards for the 112th Academic Year

1120209系課程委員會議通過
 1120309院課程委員會議通過
 1120315校課程委員會議通過

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 1 st Academic Year	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		
第二學年 2 nd Academic Year	文學與人生 Literature and Life	2	2	2				
	資訊科技與應用 Information Technology and Application	2	2			2		電腦課程 Computer Course
	法律學概論 Introduction to Law	2	2			2		
第三學年 3 th Academic Year	數理與邏輯 Mathematics and Logic	2	2	2				
	實用生活美學 Life Aesthetics	2	2			2		
	文化領域 Cultural Studies	2	2			2		
第四學年 4 th Academic Year	時間空間多元文化 Multi-cultures	2	2	2				
	人際關係與溝通 Interpersonal Relationship and Communication	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 1 st 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 2 nd Academic Year	體育(三) Physical Education(III)	0	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 1 st Academic Year	經濟學 Economics	3	3	3				
	管理學 Management	3	3	3				定錨課程 Anchoring Course
	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		
第二學年 2 nd Academic Year	統計學 Statistics	3	3	3				
	行銷管理 Marketing Management	3	3	3				
第三學年 3 th Academic Year	英文會話 English Conversation	2	2	2				
	職場英語 Workplace English	2	2			2		
	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 4 th 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 1 st Academic Year	服務業管理與實習(一) Service Industry Management and Internship (I)	2	4	1	3			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	4			1	3	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	4	1	3			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	4			1	3	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
第二學年 2 nd 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	4	1	3			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	4			1	3	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	4	1	3			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	4			1	3	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	基礎藥理學 Introduction to Pharmacology	3	3	3				
	保健食品概論 Introduction to Health Food	3	3			3		
	國際貿易實務 Practical Affairs for International Trade	3	3	3				

第三學年 3 th Academic Year	運籌管理與實習(一) Logistics Management and Internship (I)	2	4	1	3			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	4			1	3	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	4	1	3			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	4			1	3	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
第四學年 4 th Academic Year	運籌管理與實習(三) Logistics Management and Internship (III)	2	4	1	3			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	4			1	3	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		
	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	4	1	3			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	4			1	3	校外實習實習18週 Off-Campus Internship Internship Duration:18weeks	
博學涵養(4學分) Liberal Education (4 Credits)								
第二學年 2 nd Academic Year	博學涵養Liberal Education	2	2	2				
	博學涵養Liberal Education	2	2			2		
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)								
第三學年 3 th 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		
第四學年 4 th Academic Year	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 2 nd Academic Year	消費者行為 Consumer Behavior	2	2	2				
	三創實務應用 Creativity, Innovation & Entrepreneurship Practical Application	2	2			2		
第四學年 4 th Academic Year	投資理財規劃 Investment and Financial Planning	2	2	2				
	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 3 th Academic Year	廣告影片企劃與製作 Advertising Video Planning and Production	2	2			2		
第四學年 4 th 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)								
第二學年 2 nd Academic Year	生產與作業管理 Production and Operation Management	2	2			2		
第四學年 4 th 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) 1 st Academic Year Credits Subtotal (1)		32	44	16	6	16	6	
第二學年小計(2) 2 nd Academic Year Credits Subtotal (2)		33	43	16	6	15	6	
第三學年小計(3) 3 th Academic Year Credits Subtotal (3)		39	47	17	6	18	6	
第四學年小計(4) 4 th Academic Year Credits Subtotal (4)		38	46	17	6	17	6	
合計 Total = (1)+(2)+(3)+(4)		142	180	66	24	66	24	

畢業規定及其他相關說明：

Graduation Requirements and Other Relevant Instructions

一	<p>最低畢業學分為128學分，必修110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84學分】，博學涵養4學分，選修至少14學分(其中專業選修至少4學分)。</p> <p>The minimum graduation requirement is 128 credits, including mandatory 110 credits [comprising 24 credits for basic competencies (2 credits each for literature studies and cultural studies), 2 credits for military training and physical education, 84 credits for professional core courses], 4 credits for broad knowledge. Elective credits must be at least 14 credits [with a minimum number of 4 credits for professional electives].</p>
二	<p>校外實習課程以學分數收費外，其他課程均以實際授課時數收費。</p> <p>Except for off-campus internship courses which are charged based on the number of credits, other courses are charged based on actual teaching hours.</p>
三	<p>電腦課程須電腦實習費</p> <p>The computer course requires the payment of a computer practicum fee.</p>