

行銷與流通管理系 四技 113 學年度入學課程結構規劃表 1130417

2024 Curricula for the Day School (4-year College Program) in Department of Marketing and Distribution Management

課程類別 Course Category			一年級 1 st Academic Year						二年級 2 nd Academic Year						三年級 3 rd Academic Year						四年級 4 th Academic Year						
			第一學期 Semester 1			第二學期 Semester 2			第一學期 Semester 1			第二學期 Semester 2			第一學期 Semester 1			第二學期 Semester 2			第一學期 Semester 1			第二學期 Semester 2			
			課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	
校共同必修課程 University-wide Common Core Requirements			應修學分數 12 學分 (12 credits)																								
			中文閱讀與表達(一) Chinese Reading and Expression (I)	2	2	中文閱讀與表達(二) Chinese Reading and Expression (II)	2	2																			
			實用英文(一) Practical English (1)	2	2	實用英文(二) Practical English (2)	2	2	實用英文(三) Practical English (3)	2	2	實用英文(四) Practical English (4)	2	2													
			體育(一) Physical Education (1)	0	2	體育(二) Physical Education (2)	0	2	體育(三) Physical Education (3)	0	2	體育(四) Physical Education (4)	0	2													
			服務教育(一) Community Service (1)	0	1	服務教育(二) Community Service (2)	0	1																			
通識課程 General Education Courses	校訂通識 University General Education Domains	基礎探索入門 Introduction to Basic Exploration	應修學分數 至少 2 學分 (min. required: 2 credits)																								
	博雅通識 Liberal Curriculum Domains	人文與創意美感 Humanities and Creative Aesthetics	博雅通識/學分數/時數 Course Name/Credits/Hours																								
		科技與數位知能 Technology and Digital Literacy	博雅通識/學分數/時數 Course Name/Credits/Hours																								
		社會與身心關懷 Society and Physical and Mental Well-being	博雅通識/學分數/時數 Course Name/Credits/Hours																								
	歷史與多元思維 History and Diversity of Thought	博雅通識/學分數/時數 Course Name/Credits/Hours																									

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			Distribution Management 管理學	3	3	Distribution Management 管理學	3	3	資料庫管理 Database Management			Database Management			論文寫作專題 Topics on Thesis Study 服務業行銷 Service Marketing 連鎖企業管理 Chain Store Management	3	3	實務專題(上) Case Study & Practices 論文寫作專題 Topics on Thesis Study 服務業行銷 Service Marketing 連鎖企業管理 Chain Store Management	3	2						
			Fundamentals of Business Programming 商用英文 Commercial English	3	3	Fundamentals of Business Programming 商用英文 Commercial English	3	3																		
選修 Elective	行銷企劃學程 Marketing Program	應修學分數 38學分 Credits Needed38							品牌管理/3/3 Brand Management 整合行銷溝通/3/3 Integrated Marketing Communication						銷售管理/3/3 Sales Management 產品發展管理/3/3 Product Development Management 訂價管理/3/3 Pricing Management 國際行銷/3/3 International Marketing 無店鋪行銷/3/3 Direct Marketing											

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			網路與社群行銷/3/3 Internet and Social Media Marketing 產業行銷/3/3 Industrial Marketing 顧客關係管理/3/3 Customer Relationship Management 行銷企劃實務/3/3 Practice of Marketing Planning											
			專案實習/2/2 The Practice of Project Implementation 暑期實習/2/2 Summer Internship	智慧零售實作/3/3 Intelligent Retailing Implementation 商品管理/3/3 Merchandise Management 零售管理實務/3/3 Practicum of Retail Management 賣場陳列與佈置/3/3 Business Automation	學期實習 1/9/9 Semester Internship 1 國際流通管理/3/3 Global Distribution Management 門市服務管理/3/3 Retail Business Service Management 企業實習 1/1/1 Enterprise Internship 1 企業實習 2/1/1 Enterprise Internship 2 服務業作業管理/3/3 Service Operation Management 商店規劃與設計/3/3 Store Layout and Planning 大型店經營實務/3/3 The Managerial Practices of Large Retailers	業態專題/3/3 Practices of Business Operation 學期實習 2/9/9 Semester Internship 2 企業實習 3/1/1 Enterprise Internship 3								
	流通營運學程 Distribution Program													

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其他專業選修 課程 Other Elective Courses	心理學 3/3 Psychology			財務報表分析/3/3 Analysis Financial Statement			大數據資料分析與應用/3/3 Big Data Analytics and Applications							
	會計學/3/3 Accounting			創新管理/3/3 Innovation Management			RFID 與物聯網概論/3/3 Introduction to Radio Frequency Identification and Internet of Things							
	策略行銷/3/3 Strategic Marketing			商業自動化/3/3 Business Automation			智慧商務導論/3/3 Introduction for Productivity of Business Service							
				行銷研究問卷資料分析/3/3 Marketing research questionnaire material analysis			智慧科技/3/3 Smart Technology							
				組織行為/3/3 Organizational Behavior			虛實整合新零售專題/3/3 New online and offline retailing research							
							策略管理/3/3 Strategic Management							
							人力資源管理/3/3 Human Resource Management							
							商業模式與創新/3/3 Business Models and Innovation							
							電子商務與網路購物平台/3/3 Ecommerce and Internet Shopping Platform							
							數位創業/3/3 Digital Entrepreneurship							
							行動商務/3/3 Mobile Commerce							
							服務創新/3/3 Service Innovation							

備註：

- 一、畢業總學分數為 128 學分。
- 二、必修 62 學分，選修 38 學分。(不含校共同必修課程及通識課程的學分數) (如有教學分組，應於系所訂定條件一欄詳列各組別之畢業應修學分數)
- 三、校共同必修課程及通識課程 28 學分；相關規定依據本校「共同教育課程實施辦法」、「共同教育課程結構規劃表」及「語言教學實施要點」。
- 四、須修滿英(外)語 8 學分，本國籍學生英語畢業門檻為等同 CEFR B1 以上程度之各類英檢成績；各系自訂英語畢業門檻高於校訂者，另依該系規定。在學期間參加 2 次各類英檢考試，未通過者，須提出考試成績證明始得以下列其中一種方式通過：1.通過校內英語畢業門檻檢定考試。2.參加一期外語教育中心開設之短期英文加強課程，並符合課程簡章規定。3.修讀並通過就讀院系開設 2 學分以上全英授課專業課程 1 門。多益成績達 550 分(或等同 CEFR B1 等級)以上者得免修大一英語(4 學分)；多益成績達 785 分(或等同 CEFR B2 等級)以上者得免修大一、大二英語(8 學分)，但須選修主題式英語或其他外語課程補足語言畢業學分數。其他外語課程請參閱外語教育中心課程結構規劃表。
- 五、學生修讀所屬學院之「學院共同課程」應認為本系專業課程學分；修讀所屬學院之「學院跨領域課程」或其他學院開課之課程，則認為外系課程學分。
- 六、學院訂定條件：
- 七、系所訂定條件(學程、檢定、證照、承認外系學分、擋修規定、各教學分組之畢業應修學分數及其他)
 - A. 承認外系課程 12 學分。
 - B. 行銷管理(一)當學期末通過者，不得選修行銷管理(二)(擋修)。
 - C. 凡未修過高中(職)「會計學」課程者，需修讀本系開設「會計學」課程。
 - D. 畢業前須修讀 3 門 EMI 課程(每門 EMI 課程開課學分數，至少 2 學分(含)以上)。

Notes:

1. Minimum credits required to graduate: 128
2. Required courses: 62 credits; elective courses: 38 credits (excluding credits earned from university-wide common core requirements and general education courses; if there are different teaching divisions, please list the minimum credits required to graduate for each teaching division under the “Departmental requirements” section.)
3. University-wide common core requirements and general education courses total 28 credits. The relevant regulations are based on the school’s “Implementation Regulations of Courses in the College of General Education”, “Course Schedule of College of the General Education,” and “Implementation Regulations of Language Education”.
4. 8 credits in English and/or a second foreign language are required to graduate.
 - A. The English proficiency graduation requirement for domestic students is CEFR B1 level or higher with related grade report or transcript. For departments with higher English proficiency requirements, the requirements will be in effect.
 - B. Students who fail to meet the graduation requirement after two attempts at English proficiency tests during their academic years may fulfill it by passing any of the following:
 - a) School’s English proficiency graduation test,
 - b) Participation in a short-term English improvement course offered by the Foreign Language Education Center and compliance with the course regulations,
 - c) Taking and passing at least one professional course that adopts English as a Medium of Instruction (EMI) offered by the college or the department which is worth two or

more credits.

- C. Students with a TOEIC score of 550 or above (equivalent to CEFR B1 level) are exempt from Practical English (1) and (2) (4 credits); those achieving a TOEIC score of 785 or above (equivalent to CEFR B2 level) are exempt from Practical English (1), (2), (3) and (4) (8 credits), but must take elective courses like English for Specific Purposes (ESP) courses or other foreign languages to meet the English and/or second foreign language graduation credit requirements. For courses of other foreign languages, please refer to the course schedule of the Foreign Language Education Center.
5. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated departments' professional courses. However, credits earned from interdisciplinary courses offered either by their colleges or by other colleges will be accepted as credits earned from departments outside their own.
6. College requirements:
7. Departmental requirements (programs, certifications, licenses, recognition of external department credits, prerequisite requirements, credits needed for each teaching division, and other requirements):
 - A. 12 credits from courses outside the department are recognized.
 - B. If Marketing Management I is not passed in a given semester, Marketing Management II cannot be taken (blocked course).
 - C. Students who have not taken "Accounting" in high school (vocational) must complete the "Accounting" course offered by this department.
 - D. Before graduation, students must complete 3 EMI courses (each EMI course must be at least 2 credits).