

類別 category	科目名稱 subject name	第一學年 1st semester year				科目名稱 subject name	第二學年 2nd semester year				科目名稱 subject name	第三學年 3rd semester year				科目名稱 subject name	第四學年 4th semester year			
		上學期 fall		下學期 spring			上學期 fall		下學期 spring			上學期 fall		下學期 spring			上學期 fall		下學期 spring	
		學分 credit	時數 hour	學分 credit	時數 hour		學分 credit	時數 hour	學分 credit	時數 hour		學分 credit	時數 hour	學分 credit	時數 hour		學分 credit	時數 hour	學分 credit	時數 hour
基礎學分 basic general education	中文閱讀與寫作 Chinese Reading and Writing	2	2			體育(二)-高爾夫 Physical Education (II) Golf	2	2												
	共同外語(一) Common Foreign Language (I)	2	2			共同外語(二) Common Foreign Language (II)	2	2												
	體育(一) Physical Education (I)			2	2	體育(三) Physical Education (III)			2	2										
	共同外語(二) Common Foreign Language (II)			2	2															
	小計 subtotal	4	4	4	4	小計 subtotal	4	4	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	
類別學分小計 category credits subtotal																			14	
1.共同外語課程應修滿6學分，學生於修課前即可選擇「英語」或「日語」為外語課程。 1. Common foreign language courses require 6 credits. Students can choose "English" or "Japanese" as the foreign language course before taking the course. 2.選定語言後，不可異動。 2. Once the language is selected, it cannot be changed.																				
應用學分 career application general education	社會責任實踐(一) Social Responsibility Practice (I)	0	1			職場專業禮儀與口語表達 Workplace Etiquette and Oral Communication			2	2										
	法律與生活 Law and Life	2	2																	
	社會責任實踐(二) Social Responsibility Practice (II)			0	1															
	職場應用文 Workplace Applied Chinese			2	2															
	小計 subtotal	2	3	2	3	小計 subtotal	0	0	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	
類別學分小計 category credits subtotal																			6	
1.多元選課：由選課表中至少選擇兩門，每門學分不得少於1學分。選課科目應包含社會責任實踐三選之選課課程。每一選課科目應至少為1學分。 1. Multiple General Education: Students are to choose at most 4 credits from each category (beyonds with the total of 8 credits). After the advance selection, the General Education Center would list courses in the following three categories (beyonds): Arts and Humanities, Natural Technologies and Social Science. 2. Supplementary courses provided by various colleges, departments, and programs announced by the General Education Center can also be recognized as general elective courses. However, students taking elective courses provided by the college, departments, and programs to which they are affiliated will not be recognized. 3. * 非人選課，係指非選課課程，可承認「多元選課課程」中任一選課課程，以一次為限。 3. * Credit by non-affiliated category where course can be recognized as a course in any field of "Multiple General Education Courses"; only once.																				
類別學分小計 category credits subtotal																			8	
跨院系修 compulsory courses required by the college	商務英語 Business of Expression	2	2			ESG與永續發展 ESG and Sustainable Development	2	2												
	管理學 Management			2	2	企業發展講座 Lectures in Business and Management			2	2										
	小計 subtotal	2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	
	類別學分小計 category credits subtotal																			8
	跨院系修 compulsory courses electives by the college	職場日語(N3) Workplace Japanese(N3)	2	2			中階職場英語 Medium Workplace English	2	2			生活互動英文 Life of Interaction English	2	2						
職場日語(N4) Workplace Japanese(N4)		2	2			高階職場英語 Advanced Workplace English			2	2	商業發展英文書寫 Commercial Service English Conversation			2	2					
職場應用英語會話 Practical Job English Conversation		2	2																	
進階職場日語(N3) Advanced Workplace Japanese(N3)				2	2															
進階職場日語(N4) Advanced Workplace Japanese(N4)				2	2															
進階職場實用英語會話 Advanced Practical Job English Conversation				2	2															
進階商務英文會話 Customer Service Real English Conversation				2	2															
小計 subtotal		6	6	8	8	小計 subtotal	2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	
類別學分小計 category credits subtotal																			22	
專業必修 required for majors		商業攝影技巧 Commercial Photography Skills	2	2			網路行銷 Network Marketing	2	3			電子商務 Electronic Commerce	2	2			職業導引(一) The Practice of Employment Acceptability(I)	9	+	
	AH行銷應用 AI in Marketing Application	2	2			品牌與行銷管理 Branding and Marketing Management	2	2			問卷調查設計與分析 Questionnaire Design and Data Analysis	2	2							
	行銷管理(一) Marketing Management (I)	2	2			物流管理 Logistics Management	3	3			實務專題(一) Practical Project(I)	2	4							
	資源管理 Distribution Business Management	2	2			行銷資料分析(二) Marketing Data and Analysis(II)	2	2			行銷企劃 Marketing Planning		3	3						
	資訊軟體應用(一) Application of Software Packages (I)	2	3			簡報設計與製作 Presentation Design and Production	2	2			社群媒體行銷 Social Media Marketing		2	2						
	行銷管理(二) Marketing Management (II)	2	2			廣告行銷專業 Advertising Management and Practice		3	3		實務專題(二) Practical Project(II)		2	4						
	消費者行為 Consumer Behavior	2	2			創意文案設計 Creative Propaganda Design	2	2												
	商業影片拍攝與製作 Commercial Film Shooting and Creation	2	2			全球營運管理 Global Operations and Logistics	2	2												
	門市個案企劃 Retail Corporate Planning	2	2			行銷資料分析(二) Marketing Data and Analysis(II)	2	2												
	資訊軟體應用(二) Application of Software Packages (II)			2	3															
小計 subtotal	10	11	10	11	小計 subtotal	11	12	9	9	小計 subtotal	6	8	7	9	小計 subtotal	9	0	0		
類別學分小計 category credits subtotal																			62	
專業選修 professional electives	活動企劃 Event Planning			2	2	顧客關係管理 Customer Relationship Management	2	2			網路廣告最佳實務 Online Advertising Best Practices	2	2			商品展示與解說 Product Demonstration and Explanation	2	2		
	社交禮儀與溝通技巧 Social Etiquette and Communication Skills			2	2	網路影音行銷 Internet Celebrity and Audio & Video Marketing		2	2		服務業行銷 Service Industry Marketing	2	2			國際行銷管理 International Marketing		2		
						專業活動行銷 MICE Event and Marketing	2	2			公關與傳播 Public Relations and Media Strategy	2	2			行銷個案研討 Marketing Case Studies		2		
						故事行銷與溝通技巧 Storytelling in Marketing and Expression Techniques	2	2			AI商業生成實踐 AI Image Generation in Practice	2	2			市場行銷策略 Marketing Tactics		2		
						零售管理 Retailing Management	2	2			連鎖經營與店舖管理 Business District Management and Store Running	2	2			連鎖加盟事業管理 Franchise Business Management		2		
						投資理財入門 Introduction of Money Management and Investment	2	2			跨境電商物流 Cross-border e-commerce Logistics	2	2			供應鏈管理 Supply Chain Management		2		
						校外實習(暑期) Summer Off-campus Internship	3	+			創業個案 Entrepreneurship and Business Management	2	2			新事業管理 New Venture Management of Micro-firms		2		
											商業談判 Business Negotiation	2	2			職業導引(二) The Practice of Employment Acceptability(II)		9		
											校外實習(一) Off-campus Internship (I)	9	+							
											手機APP行銷應用 Mobile APP Marketing		2	2						
										多媒體設計 Multimedia Design		3	3							
										行銷模擬系統 Marketing Simulation System		2	2							
										行銷採購與成本管理 Marketing Purchase and Cost Management		2	2							
										AI影音生成實踐 AI Media Generation in Practice		2	2							
										專業導引設計 Shooting Mail of Planning and Design		2	2							
										國際運輸管理 International Transportation Practice		2	2							
										財務分析與風險管理 Financial Statement Analysis and Risk Management		2	2							
										校外實習(暑期) Summer Off-campus Internship		3	+							
										校外實習(二) Off-campus Internship (II)		9	+							
小計 subtotal	0	0	4	4	小計 subtotal	2	2	13	10	小計 subtotal	25	16	29	17	小計 subtotal	0	0	23		
類別學分小計 category credits subtotal																			96	
基礎學分 basic general education : 14 應用學分 career application general education : 6 多元選課 multiple general education : 8 院訂必修 compulsory courses required by the college : 8 專業必修 required for majors : 62 專業選修 (含院訂選修) professional electives (including electives prescribed by the college) : 30 畢業應修學分 minimum credits for graduation : 128																				
◎ 本系未開設之課程可至系外選修，並於修課前提出申請，經核准後得列入畢業專業課程學分，以各系制定專業課程學分為準，至多可承認二分之一為上限。 * Courses not offered by this department can be taken as electives at external departments, and applications must be submitted before course selection. Only after approval can they be included in the elective credits for graduation majors. The elective credits for majors set by each department shall be used as the standard. At most one-half may be admitted as the upper limit. ◎ 本校採雙週四日制學生，除依本校學則規定修滿應修之學分外，並應符合相關外語能力，畢業實踐技能規定之條件後畢業。 * Four-year day school students of our school, in addition to completing the required credits in accordance with the school's academic regulations, must also meet the requirements of relevant foreign language proficiency and professional practical skills in order to graduate.																				