

嶺東科技大學110學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2021

Department(系所別):Marketing and Logistics
Management(行銷與流通管理系)

College(學院):College of Business and Management(商
管學院)

Academic Year of Entrance(入學年):2021

Program:Four-year B.D. for Day Division(日間學制四年制)

第一學年第一學期				
1st Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(一)	Labor Education I	R	0	2
中文閱讀與鑑賞	Appreciation of Chinese	R	2	2
英文(一)	English I	R	2	2
體育(一)	Physical Education I	R	2	2
職涯與職能發展	Career and functional development	R	2	2
經濟學(一)	Economics I	R	3	3
創意思考	Creative Thinking	R	2	2
會計學(一)	Accounting I	R	3	3
行銷學	Marketing	R	3	3
商事法	Commercial Law	E	2	2
微積分(一)	Calculus I	E	2	2
基礎攝影	Basic Photography	E	2	2
第一學年第二學期				
2nd Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(二)	Labor Education II	R	0	2
中文應用書寫表達	Application of Chinese	R	2	2
英文(二)	English II	R	2	2
體育(二)	Physical Education II	R	2	2
管理學	Management	R	3	3
會計學(二)	Accounting II	R	3	3
零售管理	Retail Management	R	3	3
微積分(二)	Calculus II	E	2	2
經濟學(二)	Economics II	E	3	3
基礎平面構成設計	Fundamental 2D Design	E	3	3
實用華語文	Practical Chinese	E	1	1
第二學年第一學期				
1st Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
程式的美麗與樂趣	Code for beauty and fun- APP Inventor	R	2	2
職場英文	Workplace English	R	2	2
博雅通識(一)	General Education I	R	2	2
流通業管理	Distribution Management	R	3	3
消費者行為	Consumer Behavior	R	3	3
統計學(一)	Statistics I	R	3	3
管理數學	Management Mathematics	R	3	3
人力資源管理	Human Resource Management	E	3	3
服務行銷	Service Marketing	E	3	3
運輸管理	Transportation Management	E	3	3
文化創意產業	Cultural and Creative Industries	E	3	3
全民國防教育(一)	National Defense Education I	E	2	2
第二學年第二學期				
2nd Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	1	1
服務學習	Service learning	R	1	1
博雅通識(二)	General Education II	R	2	2
資訊素養與科技倫理	Information Literacy and Technology Ethics	R	2	2
物流管理	Logistics Management	R	3	3
統計學(二)	Statistics II	R	3	3
行銷英文	Marketing English	R	3	3
民法概要	Civil Law	E	2	2
多益能力訓練	TOEIC Ability Training	E	2	2
財務報表分析	Financial Statement Analysis	E	3	3

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國際行銷管理	International Marketing Management	E	3	3
電子商務	Electronic Commerce	E	3	3
成本與管理會計	Cost and Management Accounting	E	3	3
商圈研究與展店企劃	Business Area Research and Store Planning	E	3	3
全民國防教育(二)	National Defense Education II	E	2	2
第三學年第一學期				
1st Semester Third Year				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
專業英文	English for Specific PurposesESP	R	2	2
行銷研究	Marketing Research	R	3	3
品牌管理	Brand Management	E	3	3
網路行銷	Internet Marketing	E	3	3
企業資源規劃	Enterprise Resource Planning	E	3	3
整合行銷溝通	Integration of Marketing Communication	E	3	3
倉儲管理	Warehouse Management	E	3	3
廣告設計實作	Commercials design	E	3	3
第三學年第二學期				
2nd Semester Third Year				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
行銷企劃實作	Marketing Planning	R	3	3
供應鏈管理	Supply Chain Management	R	3	3
實務專題(一)	Project SeminarI	R	3	3
產品發展與管理	Products Development and Management	E	3	3
統計套裝軟體應用	Statistical Computer Softwares	E	3	3
通路策略與管理	Channel Strategy and Management	E	3	3
策略行銷	Strategic Marketing	E	3	3
價格決策分析	Pricing Analysis	E	3	3
顧客關係管理	Customer Relationship Management	E	3	3
消費者資料庫分析	Applications of Consumer Behavior Database	E	3	3
第四學年第一學期				
1st Semester Fourth Year				
科目名稱	Course Title	R/E	Credits	Hours
商管專業實習	Business and Management Practicum	R	1	1
實習(一)	InternshipI	R	2	2
行銷與流通管理個案	Case Study for Marketing and Logistics	R	2	2
實務專題(二)	Project SeminarII	R	3	3
第二外國語文(一)	The Second Foreign LanguageI	E	2	2
休閒與觀光事業管理	Leisure and Tourism Management	E	2	2
創業管理	Entrepreneurship Management	E	3	3
物流中心營運實務	Operations and Management of Logistics Center	E	3	3
商業智慧軟體應用	Business Intellectual Software Application	E	3	3
商業法規	Business Law	E	3	3
會議與展覽行銷管理	Convention and Trade Show Management	E	3	3
決策分析與管理	Decision Analysis and Management	E	3	3
商店規劃與設計	Planning and design of franchise store	E	3	3
零售與流通業經營實務	Retailing and Distribution Management in Practice	E	3	3
服務行銷應用實務	Service Marketing Application Practice	E	3	3
數位行銷與企劃實作	Digital Marketing and Planning Practice	E	3	3
第四學年第二學期				
2nd Semester Fourth Year				
科目名稱	Course Title	R/E	Credits	Hours
商務談判	Commercial Negotiation	E	2	2
國際禮儀	International Etiquette Practice	E	2	2
智慧財產權法	Intellectual Property Law	E	2	2
第二外國語文(二)	The Second Foreign LanguageII	E	2	2

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全球運籌管理	Global Logistics Management	E	3	3
連鎖事業管理	Chain Store and Franchises Management	E	3	3
虛擬商店實作	Virtual Store Pratices	E	3	3
門市管理實作	Store Management Implementation	E	3	3
實習(二)	InternshipII	E	6	6

備註:R=Required;E=Elective

Regulations

- 1.The total number of credits required for graduation is 128, including 30 university-required credits,9 college-required credits,54 department-required credits, and 35 professional elective credits.
- 2.Students in their first to third years may take 16–25 credits per semester, while fourth-year students may take 9–25 credits per semester.
- 3.Students must satisfy the University's graduation requirements for Chinese proficiency, English proficiency, information literacy, physical fitness, and service learning in order to graduate.
- 4.Students must meet the standards set forth in the Department's Professional Competency Assessment Guidelines in order to graduate. Information technology certifications obtained through passing the University's Information Literacy Assessment may be recognized by the Department as foundational workplace information application certifications.
- 5.The curriculum consists of three modules: the Marketing Management Module, the Distribution Management Module, and the Fundamental Management Module. Course requirements are subject to the curriculum plan and regulations for each module.
- 6.Practical Project (I) and Practical Project (II) are offered in conjunction with the Department's curriculum modules and are required courses in each module.
- 7.Students may take courses offered by other departments when equivalent courses are not offered by this Department. Upon approval by the Department, up to 12 credits earned from such courses may be counted toward professional elective credits, while credits earned from interdisciplinary programs may be counted separately. Students may also take one course at another institution when equivalent courses are not offered by this Department, and the credits earned shall be included in the 12-credit limit for courses taken outside the Department.
- 8.Students participating in the Reserve Officers' Training Corps (ROTC) program who complete the required summer and winter training and obtain official certification may apply for waiver of the Department's internship courses and corresponding credits. Students applying for a waiver of a full-semester internship must complete registration and enroll in at least 3 additional credits during the semester in which the full-semester internship is scheduled.