

嶺東科技大學115學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2026

Department(系所別):International Business(國際企業 系) College(學院):College of Business and Management(商管學院)

Academic Year of Entrance(入學年):2026

Program:Four-year B.D. for Evening Division(進修學制四年制)

第一學年第一學期				
1st Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
中文閱讀與思考	Chinese Reading and Thinking	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
創意行銷	Creative Marketing	R	3	3
會展英文(一)	MICE English I	E	2	2
人力資源管理	Human Resource Management	E	3	3
會計學(一)	Accounting I	E	3	3
顧客關係管理	Customer Relationship Management	E	3	3
商務軟體應用	Business Software Applications	E	3	3
第一學年第二學期				
2nd Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
中文應用書寫表達	Application of Chinese	R	2	2
體育(一)	Physical Education I	R	2	2
永續管理學	Sustainability Management	R	3	3
國際貿易實務	Management Practice in International Trade	R	3	3
會展英文(二)	MICE English II	E	2	2
會計學(二)	Accounting II	E	3	3
經濟學(二)	Economics II	E	3	3
企劃書撰寫與編輯	Planning Writing and Editing	E	3	3
商展與商業攝影	Trade Shows and Commercial Photography	E	3	3
商業數據分析與應用	Business Data Analysis and Applications	E	3	3
電子商務概論	Introduction to E-Commerce	E	3	3
第二學年第一學期				
1st 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	2	2
英文	English	R	2	2
國際人力資源管理	International Human Resource Management	R	3	3
國際企業管理	INTERNATIONAL BUSINESS MANAGEMENT	R	3	3
日文(一)	Japanese I	E	2	2
韓文(一)	KOREAN I	E	2	2
越南文(一)	Vietnam I	E	2	2
財務報表分析	Analysis of Financial Statements	E	3	3
國際貿易經營實務(一)	Management Practice in International Trade I	E	3	3
商業設計軟體	Commercial Design Software	E	3	3
電子商務行銷策略	E-commerce Marketing Strategy	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
職場英文	Workplace English	R	2	2
AI思維與應用	AI thinking and application	R	2	2
體育(二)	Physical Education II	R	2	2
博雅通識(一)	General Education I	R	2	2
國際行銷管理	International Marketing Management	R	3	3
組織行為	Organizational Behavior	R	3	3
日文(二)	Japanese II	E	2	2
韓文(二)	KOREAN II	E	2	2
越南文(二)	Vietnam II	E	2	2
國際貿易經營實務(二)	Management Practice in International Trade II	E	3	3
國際市場分析	Analysis of the International Market Economics Relation	E	3	3
AI商業與應用	AI Business and Applications	E	3	3

嶺東科技大學115學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2026

Department(系所別):International Business(國際企業 College(學院):College of Business and Management(商管學院)

Academic Year of Entrance(入學年):2026

Program:Four-year B.D. for Evening Division(進修學制四年制)

資料視覺化分析與應用	Data Visualization Analysis and Applications	E	3	3
多媒體影音設計	Multimedia Audio-Visual Design Applications	E	3	3
ESG碳盤查與足跡管理	ESG Carbon Inventory and Footprint Management	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				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(二)	General Education II	R	2	2
財務管理	Financial management	R	3	3
人際關係與溝通	Interpersonal Relationship and Communication	R	3	3
日文(三)	Japanese III	E	2	2
韓文(三)	KOREAN III	E	2	2
越南文(三)	Vietnam III	E	2	2
證券市場實務	Stock Market - Analysis and practice	E	3	3
跨境電子商務	Cross-Border Ecommerce	E	3	3
大數據分析	Big Data Analysis	E	3	3
商圈分析與展店實務	Business district analysis and store expansion practice	E	3	3
第三學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
國際物流管理	International Logistics Management	R	3	3
消費者行為	Consumer Behavior	R	3	3
日文(四)	Japanese IV	E	2	2
韓文(四)	KOREAN IV	E	2	2
越南文(四)	Vietnam IV	E	2	2
統計軟體應用	An Application to Statistics Package	E	3	3
外匯操作與風險管理	Foreign Exchange Practice and Risk management	E	3	3
金融科技管理與應用	Financial Technology management and application	E	3	3
直播自媒體經營	Live Streaming and Self-Media Management	E	3	3
投資學	Investment	E	3	3
第四學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
創業管理	Entrepreneurship	R	3	3
商務英語會話	Business English	E	2	2
商用越南文會話	Business Vietnam Converstaion	E	2	2
商用日文會話	Business Japanese Converstaion	E	2	2
商用韓文會話	Business Korean Conversation	E	2	2
理財規劃	Financial Investments	E	3	3
勞資關係	Labor relations	E	3	3
公共關係	Public Relations	E	3	3
會展規劃與管理	Strategic Planning and Management for MICE Industry	E	3	3
第四學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
跨文化管理	A special topics on Cross-Cultural Management	R	3	3
衍生性金融商品	Derivative Financial Products	E	3	3
國際商務談判	International Business Negotiation	E	3	3
整體造型設計	The Overall Design	E	3	3
國際禮儀	International Etiquette Practice	E	3	3
就業輔導實務	Employment Practices	E	3	3
品牌行銷策略	Brand Marketing Strategy	E	3	3
國際企業經營策略管理	International Business Strategy	E	3	3

備註:R=Required;E=Elective

Regulations

1.The total number of credits required for graduation is 128, including 24 university-required credits, 6 college-required credits, 36 department-required credits, and 62 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. Detailed regulations are governed by the University Academic Regulations.

3.Students may take courses offered by other departments that are not available in this department. Upon departmental approval, up to 20 credits (including interdisciplinary program credits) may be counted toward professional elective credits. Students may also take courses at other universities, limited to one course. Credits earned will be included in the calculation of external elective credits. Inter-institutional enrollment shall follow the University's "Implementation Guidelines for Inter-Institutional Course Selection."