

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 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
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
體育(一)	Physical Education I	R	2	2
英文(一)	English I	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	R	3	3
會計學(一)	Accounting I	E	3	3
商務軟體應用	Business Software Applications	E	3	3
商展與商業攝影	Trade Shows and Commercial Photography	E	3	3
初階華語(一)	Fundamental ChineseI	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
中文應用書寫表達	Application of Chinese	R	2	2
體育(二)	Physical Education II	R	2	2
英文(二)	English II	R	2	2
永續管理學	Sustainability Management	R	3	3
會展英文(二)	MICE English II	R	3	3
永續經營與社會責任	Sustainable Business and Corporate Social Responsibility	R	3	3
人力資源管理	Human Resource Management	E	3	3
會計學(二)	Accounting II	E	3	3
經濟學(二)	Economics II	E	3	3
顧客關係管理	Customer Relationship Management	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
初階華語(二)	Fundamental ChineseII	E	2	2
第二學年第一學期				
1st Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(一)	General Education I	R	2	2
職場英文	Workplace English	R	2	2
科技管理	Management of Technology	R	1	1
國際企業管理	INTERNATIONAL BUSINESS MANAGEMENT	R	3	3
國際貿易實務(一)	Management Practice in International Trade I	R	3	3
市場調查與統計分析	Market survey and Statistical analysis	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
統計學(一)	Statistics I	E	3	3
企劃書撰寫與編輯	Planning Writing and Editing	E	3	3
消費者行為	Consumer Behavior	E	3	3
商業設計軟體	Commercial Design Software	E	3	3
進階華語(一)	Advanced ChineseI	E	2	2
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
AI思維與應用	AI thinking and application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
博雅通識(二)	General Education II	R	2	2
財務管理	Financial management	R	3	3

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AI商業與應用	AI Business and Applications	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
投資學	Investment	E	3	3
國際人力資源管理	International Human Resource Management	E	3	3
國際貿易實務(二)	Management Practice in International Trade II	E	3	3
統計學(二)	Statistics II	E	3	3
國際市場分析	Analysis of the International Market Economics Relation	E	3	3
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
數位行銷策略	Digital Marketing Strategy	E	3	3
進階華語(二)	Advanced ChineseII	E	2	2
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
國際行銷管理	International Marketing Management	R	3	3
跨境電子商務	Cross-Border Ecommerce	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
貿易英文寫作	Business Writing for International Trade	E	3	3
國際貿易輔導實務	International trade consulting and practice	E	3	3
門市服務管理	Retail Service Management	E	3	3
商圈分析與展店實務	Business district analysis and store expansion practice	E	3	3
寵物攝影	pet photography	E	3	3
大數據分析	Big Data Analysis	E	3	3
品牌行銷策略	Brand Marketing Strategy	E	3	3
理財規劃	Financial Investments	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
國際物流管理	International Logistics Management	R	3	3
實務專題(一)	Practical Project I	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
國際金融	International Finance	E	3	3
國際財務管理	International Financial Management	E	3	3
人際關係與溝通	Interpersonal Relationship and Communication	E	3	3
寵物用品行銷	Pet Products Marketing	E	3	3
直播自媒體經營	Live Streaming and Self-Media Management	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
國際企業經營策略管理	International Business Strategy	R	3	3
創業管理	Entrepreneurship	R	3	3
實務專題(二)	Practical Project II	R	3	3
企業實習	Enterprise Practicum	E	2	2
商務英語會話	Business English	E	2	2

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商用越南文會話	Business Vietnam Conversaion	E	2	2
商用日文會話	Business Japanese Conversaion	E	2	2
商用韓文會話	Business Korean Conversation	E	2	2
跨文化管理	A special topics on Cross-Cultural Management	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	2nd Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
企業精進實習(一)	Enterprises Sophisticated Practice I	R	3	3
企業精進實習(二)	Enterprises Sophisticated Practice II	R	3	3
企業精進實習(三)	Enterprises Sophisticated Practice III	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
國際禮儀	International Etiquette Practice	E	3	3
就業輔導實務	Employment Practices	E	3	3
職場倫理實務	Workplace Ethical Practice	E	3	3

備註:R=Required;E=Elective

Regulations

1. The total number of credits required for graduation is 128, including 28 university-required credits, 9 college-required credits, 57 department-required credits, and 34 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. In accordance with the University's implementation guidelines for Chinese proficiency, English proficiency, information technology competency, and physical fitness, students must pass all required assessments to be eligible for graduation.
4. Students must meet the standards specified in the Department's "Implementation Guidelines for Professional Competency Assessment" to be eligible for graduation.
5. Students of the Department who have passed the Information Competency Assessment in accordance with the University's Implementation Guidelines for Student Information Competency Evaluation, and have obtained the corresponding information competency certification, shall have such certification recognized by the Department as a foundational professional certification in workplace information application skills.
6. To encourage diversified language learning, the Department offers four second foreign language options: Japanese, Korean, German, and Vietnamese. Prior to graduation, students enrolled in the four-year daytime undergraduate program of the Department are required to complete and pass Levels I through IV of one second foreign language course (excluding English). (Note: Students who possess relevant language proficiency certifications may apply for course exemption subject to assessment and approval by the respective language instructor. Students granted exemption from the second foreign language courses shall complete alternative elective courses offered by the Department to fulfill the required credits.)
7. 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."
8. For internship courses, each credit shall correspond to a maximum of 80 internship hours.