

嶺東科技大學111學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2022

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):2022

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

第一學年第一學期				
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
商事法	Commercial Law	E	2	2
英語會話(一)	English Conversation 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
微積分	Calculus	E	3	3
顧客關係管理	Customer Relationship Management	E	3	3
第一學年第二學期				
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
管理學	Management	R	3	3
國際貿易實務	Management Practice in International Trade	R	3	3
英語會話(二)	English Conversation II	E	2	2
商業應用軟體	Business Application Packages	E	3	3
會計學(二)	Accounting II	E	3	3
經濟學(二)	Economics II	E	3	3
管理資訊系統	Management Information System	E	3	3
企劃書撰寫與編輯	Planning Writing and Editing	E	3	3
商業攝影	Business of Photography	E	3	3
第二學年第一學期				
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
德文(一)	GERMAN 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				
科目名稱	Course Title	R/E	Credits	Hours
數位應用	Digital Application	R	2	2
體育(二)	Physical Education II	R	2	2
博雅通識(一)	General Education I	R	2	2
職場英文	Workplace English	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
德文(二)	GERMANN II	E	2	2
貨幣銀行學	Money and Banking	E	3	3

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國際貿易經營實務(二)	Management Practice in International Trade II	E	3	3
多媒體網頁設計	Multimedia Homepage Design	E	3	3
國際市場分析	Analysis of the International Market Economics Relation	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
德文(三)	GERMAN 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
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
投資學	Investment	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
德文(四)	GERMANN IV	E	2	2
企業配銷資源規劃	Enterprise Resources Planning	E	3	3
國際物流管理	International Logistics Management	E	3	3
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
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
商用德文會話	Business German 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
國際企業經營策略管理	International Business Strategy	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

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 12 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."

4. Students participating in the Reserve Officers' Training Corps (ROTC) program organized by the Ministry of National Defense, who have completed the required winter and summer training and obtained official certification, may apply for credit exemption for the Department's internship courses and corresponding credits. Students applying for exemption from a full-semester internship are required to complete university registration during the internship semester and additionally enroll in courses totaling at least 3 credits.