

嶺東科技大學113學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2024

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):2024

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

第一學年第一學期				
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
英語會話(一)	English Conversation I	R	3	3
創意行銷	Creative Marketing	R	3	3
商事法	Commercial Law	E	2	2
會計學(一)	Accounting I	E	3	3
管理資訊系統	Management Information System	E	3	3
微積分	Calculus	E	3	3
商業攝影	Business of Photography	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(二)	Physical Education II	R	2	2
英文(二)	English II	R	2	2
管理學	Management	R	3	3
產品創新與專利實務	Product Innovation and Patent Practice	R	3	3
英語會話(二)	English Conversation II	R	3	3
人力資源管理	Human Resource Management	E	3	3
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
顧客關係管理	Customer Relationship Management	E	3	3
第二學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
職場英文	Workplace English	R	2	2
博雅通識(一)	General Education I	R	2	2
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
德文(一)	GERMAN I	E	2	2
財務報表分析	Analysis of Financial Statements	E	3	3
貨幣銀行學	Money and Banking	E	3	3
總體經濟學	Macroeconomics	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
統計學(一)	Statistics I	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
博雅通識(二)	General Education II	R	2	2
數位應用	Digital Application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
AI商業與應用	AI Business and Applications	R	3	3

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財務管理	Financial management	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
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
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
數位行銷策略	Digital Marketing Strategy	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(三)	General Education III	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
德文(三)	GERMAN III	E	2	2
組織行為	Organizational Behavior	E	3	3
貿易英文寫作	Business Writing for International Trade	E	3	3
證券市場實務	Stock Market - Analysis and practice	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
第三學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
專業英文	English for Specific PurposesESP	R	2	2
實務專題(一)	Practical Project I	R	3	3
物流管理	Logistics Management	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
國際金融	International Finance	E	3	3
國際財務管理	International Financial 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
整體造型設計	The Overall Design	E	3	3
人際關係與溝通	Interpersonal Relationship and Communication	E	3	3
永續經營管理	Sustainability Management	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				
科目名稱	Course Title	R/E	Credits	Hours
商管專業實習	Business and Management Practicum	R	1	1

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實務專題(二)	Practical Project II	R	3	3
國際企業經營策略管理	International Business Strategy	R	3	3
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 Conversation	E	2	2
商用日文會話	Business Japanese Conversation	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
企業實習	Enterprise Practicum	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
就業輔導實務	Employment Practices	R	3	3
理財規劃	Financial Investments	E	3	3
品牌行銷策略	Brand Marketing Strategy	E	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
職場倫理實務	Workplace Ethical Practice	E	3	3
企業精進實習(一)	Enterprises Sophisticated Practice I	E	3	3
企業精進實習(二)	Enterprises Sophisticated Practice II	E	3	3
企業精進實習(三)	Enterprises Sophisticated Practice III	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, 51 department-required credits, and 40 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. The curriculum consists of two modules: the Business Management Module and the Creative Marketing Module. Detailed course requirements shall be governed in accordance with the curriculum structure and academic regulations prescribed for each module.
7. Practical Project I and Practical Project II are offered in alignment with the curriculum planning of each course module within the Department and are designated as required courses for all curriculum modules.
8. 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.)
9. 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."

10. Students admitted to the Department in Academic Year 2024 through the Outstanding Athletic Performance Admission Program may have credits earned from the Sports and Health Management Program recognized toward graduation requirements. Among these, credits from the core courses of the program shall be recognized as 15 credits of Department-required courses, while credits from elective courses shall be recognized as 20 credits of Departmental professional elective courses.

11. 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.

12. For internship courses, each credit shall correspond to a maximum of 80 internship hours.