

# 嶺東科技大學114學年度入學新生課程標準

## Ling Tung University Curriculum Standards in effect since 2025

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):2025

Program:Four-year B.D. for Day Division(日間部四年制)

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
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
會展英文(一)	MICE English I	R	3	3
創意行銷	Creative Marketing	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
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
會展英文(二)	MICE English II	R	3	3
永續經營管理	Sustainability Management	R	3	3
會計學(二)	Accounting II	E	3	3
顧客關係管理	Customer Relationship Management	E	3	3
人力資源管理	Human Resource Management	E	3	3
商業數據分析與應用	Business Data Analysis and Applications	E	3	3
經濟學(二)	Economics II	E	3	3
電子商務概論	Introduction to E-Commerce	E	3	3
第二學年第一學期				
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
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
韓文(一)	KOREAN I	E	2	2
越南文(一)	Vietnam I	E	2	2
日文(一)	Japanese 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
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
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
財務管理	Financial management	R	3	3
AI商業與應用	AI Business and Applications	R	3	3
韓文(二)	KOREAN II	E	2	2
越南文(二)	Vietnam II	E	2	2
日文(二)	Japanese II	E	2	2

# 嶺東科技大學114學年度入學新生課程標準

## Ling Tung University Curriculum Standards in effect since 2025

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):2025

Program:Four-year B.D. for Day Division(日間部四年制)

國際市場分析	Analysis of the International Market Economics Relation	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
統計學(二)	Statistics II	E	3	3
國際貿易實務(二)	Management Practice in International Trade II	E	3	3
投資學	Investment	E	3	3
資料視覺化分析與應用	Data Visualization Analysis and Applications	E	3	3
國際人力資源管理	International Human Resource Management	E	3	3
全民國防教育(二)	National Defense Education II	E	2	2
<b>第三學年第一學期</b>				
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
越南文(三)	Vietnam III	E	2	2
日文(三)	Japanese III	E	2	2
韓文(三)	KOREAN III	E	2	2
寵物攝影	pet photography	E	3	3
大數據分析	Big Data Analysis	E	3	3
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
<b>第三學年第二學期</b>				
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
整體造型設計	The Overall Design	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
人際關係與溝通	Interpersonal Relationship and Communication	E	3	3
直播自媒體經營	Live Streaming and Self-Media Management	E	3	3
寵物用品行銷	Pet Products Marketing	E	3	3
國際金融	International Finance	E	3	3
<b>第四學年第一學期</b>				
科目名稱	Course Title	R/E	Credits	Hours
商管專業實習	Business and Management Practicum	R	1	1
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
商用越南文會話	Business Vietnam Converstiaon	E	2	2

# 嶺東科技大學114學年度入學新生課程標準

## Ling Tung University Curriculum Standards in effect since 2025

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):2025

Program:Four-year B.D. for Day Division(日間部四年制)

商用日文會話	Business Japanese Conversation	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
<b>第四學年第二學期</b>	<b>2nd Semester Fourth Year</b>			
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
國際商務談判	International Business Negotiation	E	3	3
職場倫理實務	Workplace Ethical Practice	E	3	3
國際禮儀	International Etiquette Practice	E	3	3
衍生性金融商品	Derivative Financial Products	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
理財規劃	Financial Investments	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. 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 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."

10. Students participating in the Ministry of National Defense Reserve Officers' Training Corps (ROTC) who have completed required training and obtained certification may apply for exemption from internship courses, up to a maximum of 10 credits. Students applying for a full-semester internship exemption must complete registration and enroll in at least one course during that semester.

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