

南開科技大學 111學年度入學 管理學院 行銷與流通管理系 進修部(假日班)二專 課程總表

Nankai University of Technology Course Catalog for the 111th Academic Year, College of Management, Department of Marketing and Logistics Management, Continuing Education Division, Two-Year Specialized Program

類別 class	一年級(111) First Year					二年級(113) Second Year				
	科目 Subjects	一上 AY(1) Fall		一下 AY(1) Spring		科目 Subjects	二上 AY(2) Fall		二下 AY(2) Spring	
		學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours		學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours
共同必修 Common Compulsory Courses	英文(一) English(1)	3	3			生活通識(三) General Life Knowledge(3)	2	2		
	國文(一) Chinese(1)	3	3			生活通識(四) General Life Knowledge(4)			2	2
	生活通識(一) General Life Knowledge(1)	2	2							
	英文(二) English(2)			3	3					
	國文(二) Chinese(2)			3	3					
	生活通識(二) General Life Knowledge(2)			2	2					
	小計 Subtotal Credits	8	8	8	8	小計 Subtotal Credits	2	2	2	2
專業必修 Departmental Required Courses	管理學 Management Studies	3	3			零售管理 Retailing Management	3	3		
	行銷實務 Marketing Practice	3	3			顧客關係管理 Customer Relationship Management	3	3		
	電子商務 Electronic Commerce			3	3	門市服務管理 Store Service Management			3	3
	流通概論 Introduction to Distribution Management			3	3	網路行銷 Internet Marketing			3	3
	小計 Subtotal Credits	6	6	6	6	小計 Subtotal Credits	6	6	6	6
專業選修 Departmental Elective Courses	會計學 Accounting	3	3			作業管理 Operations Management	3	3		
	經濟學 Economics	3	3			服務業管理 Service Industry Management	3	3		
	企業概論 Introduction to Business	3	3			通路與門市營運 Channel and Chain Store Operation Management	3	3		
	觀光行銷 Tourism Marketing	3	3			統計學 Statistics	3	3		
	創意思考與設計 Creative Thinking and Design	3	3			地方特色行銷講座 Marketing of Local Industry Characteristics	2	2		
	計算機概論 Introduction to Computer Science			3	3	競爭策略 Competitive Strategy	2	2		
	基礎攝影 Basic Photography			3	3	物流與配送策略 Logistics and Distribution Strategy			3	3
	品牌與包裝設計 Branding and Packaging Design			3	3	專案管理 Project Management			3	3
	商品管理 Commodity Management			3	3	行銷個案分析 Marketing Cases Study			3	3
	全面品質管理 Total Quality Management			3	3	投資理財規劃 Investment and Personal Financial Planning			3	3
	行銷專業證照 The Certificate of Professional Marketing			2	2	職涯發展與自我行銷 Career development and self-promotion			2	2
	資訊專業證照 The Certificate of Information			2	2	賣場陳列與佈置 Store Facility Planning and Management			3	3
						商圈調查與展店規劃 Business District Planning and Development			3	3
						地方特產流通講座 Local Specialty Circulation Lecture			2	2
	小計 Subtotal Credits	15	15	19	19	小計 Subtotal Credits	16	16	22	22
	合計 Total Credits	20	20	20	20	合計 Total Credits	20	20	20	20

附註：

**Note:**

1.本表111學年度進修部入學新生適用。

**1. This curriculum is applicable to students of Continuing Education of the two-year college admitted for the academic year 2022.**

2.最低畢業總學分為80學分，其中共同必修20學分、專業必修24學分，其餘36學分為選修學分。非本系科所開科目之選修學分數，至多承認10學分為畢業學分。

**2.The minimum credits for graduation is 80. This includes 20 credits courses required by the university and general education courses, “24” credits for department required courses, and the remaining “36” credits for elective credits. A maximum of 10 credits of elective credits from non-departmental elective courses will be recognized as graduation credits.**

3.本表業經系課程委員會(111.03.07)、學院課程委員會(111.03.23)、校課程委員會(111.04.08)審議通過。

3.This curriculum list has been reviewed and approved by the Department Curriculum Committee (2022..03.07), College Curriculum Committee (2022.03.23), and University Curriculum Committee (2022.04.08).