

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)二技 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 Program

類別 class	一年級(111) First Year					二年級(112) 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	實用英文 Practical English	2	2			生活通識(三) General Life Knowledge(3)	2	2		
	核心職能課程 Core Functional Courses	2	2			生活通識(四) General Life Knowledge(4)			2	2
	生活通識(一) General Life Knowledge(1)	2	2							
	實用中文 Practical Chinese			2	2					
	成人心理與成長 Adult Psychology and Development			2	2					
	生活通識(二) General Life Knowledge(2)			2	2					
	小計 Subtotal Credits	6	6	6	6	小計 Subtotal Credits	2	2	2	2
專業必修 Departmental Required Courses	行銷管理 Marketing Management	3	3			行銷研究 Marketing Research	3	3		
	服務行銷 Services Marketing	3	3			連鎖與加盟管理 Chain Store and Franchise Management	3	3		
	通路管理 Channel Management			3	3	行銷企劃實務 Pratice of Marketing Planning			3	3
	消費者行為 Consumer Behavior			3	3					
	小計 Subtotal Credits	6	6	6	6	小計 Subtotal Credits	6	6	3	3
專業選修 Departmental Elective Courses	產業經營概論 Introduction to Industrial Management	3	3			冷鏈與供應鏈管理 Cold chain and supply chain management	3	3		
	人力資源管理 Human Resource Management	3	3			電商平台經營策略 Business strategy of E-commerce platform	3	3		
	行動商務 Mobile Commerce	3	3			商店規劃設計 Store Planning	3	3		
	流通法規 Regulation of Distribution	3	3			定價策略 Pricing Strategy	3	3		
	計算機程式與應用 Computer Programming and Application	3	3			行銷模擬決策 Marketing Simulation Strategy	3	3		
	倉儲與運輸管理 Materials and Warehouse Management			3	3	廣告與促銷設計 Advertising and Promotional Design	3	3		
	統計軟體應用 Statistical Software Applications			3	3	商業禮儀 Business Etiquette	2	2		
	品牌管理 Brand Management			3	3	電競直播與競賽企劃 E-sports live broadcast and competition planning	2	2		
	會展管理 International MICE Industry Management			3	3	採購管理 Purchase management			2	2
	國際行銷 International Marketing			3	3	網紅與社群行銷 VoiceTube Blog and social marketing			3	3
	餐旅行銷 Hospitality Marketing			3	3	商業英文 Business English			2	2
	服務品質管理 Service Quality Management			3	3	財務管理 Financial Management			3	3
	商業攝影 Commercial Photography			3	3	無店鋪行銷 Marketing of Non-store			3	3
						全球運籌管理 Global Logistic Management			3	3
						創業管理 Entrepreneurial Management			3	3
						企業實務講座 Lecture of enterprise			3	3
	小計 Subtotal Credits	15	15	24	24	小計 Subtotal Credits	22	22	22	22
	合計 Total Credits	18	18	18	18	合計 Total Credits	19	19	17	17

附註：
Notes:

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 technical program admitted for the academic year 2022.

2.最低畢業總學分為72學分，其中共同必修16學分、專業必修21學分，其餘35學分為選修學分。非本系所開科目之選修學分數，至多承認9學分為畢業學分。

2.The minimum credits for graduation is 72. This includes 16 credits courses required by the university and general education courses, “21” credits for department required courses, and the remaining “35” credits for elective credits. A maximum of 9 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).