

Nankai University of Technology Course Catalog for the 109th Academic Year, College of Management, Department of Marketing and Logistics Management, Daytime Division, Four-Year Program																									
類別 Class		一年級(109) First Year				二年級(110) Second Year				三年級(111) Third Year				四年級(112) Fourth 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		科目 Subjects		三上 AY(3) Fall		三下 AY(3) Spring		科目 Subjects		四上 AY(4) Fall		四下 AY(4) 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			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
基本能力課程 Core Capabilities Courses	英文(一)(二) English (1) (2)	2	2	2	2	職場英語 Workplace English			2	2															
	中國文學欣賞與習作(一)(二) Appreciation and Practice of Chinese Literature (1) (2)	2	2	2	2																				
	服務學習(一)(二) Service Learning (1) (2)	0	1	0	1																				
	體育(一)(二) Physical Education (1) (2)	2	2	2	2																				
	勞作教育(一)(二) Labor Education (1) (2)	0	1	0	1																				
	小計 Subtotal Credits	6	8	6	8	小計 Subtotal Credits			2	2															
分類通識 General Education Requirements	禮節與倫理 Etiquette and Ethics	2	2			社會關懷 Social Concerns	2	2			國際視野 International Perspective	2	2												
	資訊科技 Information Technology			2	2	身心健康 Physical and Mental Health			2	2															
	人文素養 Humanities Literacy			2	2																				
	小計 Subtotal Credits	2	2	4	4	小計 Subtotal Credits	2	2	2	2	小計 Subtotal Credits	2	2												
專業通識 Specialized General Education	福祉科技與服務管理專論 Specialized Topics on Gerontechnology and Service Management			2	2	專利與智慧財產權 Patent and Intellectual Property Right	2	2																	
						創業與財務規劃 Entrepreneurship and Financial Planning			2	2															
	小計 Subtotal Credits	0	0	2	2	小計 Subtotal Credits	2	2	2	2															
院必修 College Compulsory Courses	管理學 Management Studies	3	3																						
	觀光休閒概論 Introduction to Tourism and Leisure	3	3																						
	產業經營概論 Introduction to Industrial Management			3	3																				
	小計 Subtotal Credits	6	6	3	3																				
院共同選修 College Common Elective Courses						Python與資料分析 Python and Data Analysis	3	3			智慧觀光實務 Practice of Smart Tourism	3	3												
						大數據分析與應用 Big Data Analytics and Applications			3	3															
						小計 Subtotal Credits	3	3	3	3	小計 Subtotal Credits	3	3												
專業必修 Departmental Required Courses	行銷管理 Marketing Management	3	3			零售管理 Retailing Management	3	3			行銷研究 Marketing Research	3	3			實務專題(一) Practical Topics (1)	2	3							
	流通概論 Introduction to Distribution Management			3	3	服務行銷 Services Marketing	3	3			行銷企劃實務 Pratice of Marketing Planning	3	3			實務專題(二) Practical Topics (2)					2	3			
						門市服務管理 Store Service Management			3	3	連鎖與加盟管理 Chain Store and Franchise Management	3	3												
						消費者行為 Consumer Behavior			3	3	學期實習(一) Semester Internship(1)			9	*										
	小計 Subtotal Credits	3	3	3	3	小計 Subtotal Credits	6	6	6	6	小計 Subtotal Credits	9	9	9	0	小計 Subtotal Credits	2	3	2	3					
	行銷企劃模 組 Marketing Planning Modules	創意思考與設計 Creative Thinking and Design			2	2	定價策略 Pricing Strategy	3	3			無店鋪行銷 Marketing of Non-store	3	3		地方特色行銷講座 Marketing of Local Industry Characteristics	2	2							
		商品管理 Commodity Management			3	3	商圈調查與展店規劃 Business District Planning and Development	3	3			賣場陳列與佈置 Store Facility Planning and Management	3	3		餐旅行銷 Hospitality Marketing	2	2							
		品牌管理 Brand Management			3	3	行銷專業證照 The Certificate of Professional Marketing	2	2			商店規劃設計 Store Planning	3	3		行動商務 Mobile Commerce	3	3							
							商業攝影 Commercial Photography	3	3			競爭策略 Competitive Strategy	2	2		國際行銷 International Marketing	3	3							
							觀光行銷 Tourism Marketing			3	3	網路行銷 Internet Marketing	3	3		行銷個案分析 Marketing Cases Study	3	3							
							廣告與促銷設計 Advertising and Promotional Design			3	3					網紅與社群行銷 VoiceTube Blog and Social Marketing					3	3			
							行銷多媒體應用 Multimedia Applications for Marketing			3	3					創業管理 Entrepreneurial Management					3	3			
							通路管理 Channel Management			3	3					職涯發展與自我行銷 Career Development and Self-promotion					2	2			

專業選修 Departmental Elective Courses																	電競直播與競賽企劃 E-sports Live Broadcast and Competition Planning			2	2
	流通管理模 組 Logistics management Modules	電子商務 Electronic Commerce	3	3			會展管理 International MICE Industry Management	3	3			流通情報分析 Distribution Information Survey	3	3			供應鏈管理 Supply Chain Management	3	3		
		計算機程式與應用 Computer Programming and Application	3	3			顧客關係管理 Customer Relationship Management			3	3	門市服務專業證照 The Certificate of Store Service	2	2			電商平台經營策略 Business Strategy of E-commerce Platform	2	2		
		流通法規 Regulation of Distribution	2	2								採購管理 Purchase Management	2	2			全球運籌管理 Global Logistic Management	3	3		
												倉儲與運輸管理 Materials and Warehouse Management	2	2			地方特產流通講座 Local Specialty Circulation Lecture			2	2
																	作業管理 Operations Management			3	3
																	企業實務講座 Lecture of Enterprise			2	2
																	專案管理 Project Management			3	3
	其他管理 Other Management	資訊專業證照 The Certificate of Information	2	2			統計學 Statistics	3	3			商業禮儀 Business Etiquette	2	2			學期實習(二) Semester Internship(2)	9	*		
		會計學 Accounting			3	3	服務品質管理 Service Quality Management			2	2	商業英文 Business English	2	2			統計軟體應用 Statistical Software Applications	2	2		
		經濟學 Economics			3	3	人力資源管理 Human Resource Management			2	2	財務管理 Financial Management	3	3			投資理財規劃 Investment and Personal Financial Planning			3	3
		基礎攝影 Basic Photography			2	2											學期實習(三) Semester Internship(3)			9	*
																	民意調查 Opinion Poll			3	3
		小計 Subtotal Credits	3	3	3	3	小計 Subtotal Credits	6	6	6	6	小計 Subtotal Credits	6	6			小計 Subtotal Credits	7	7	7	7
其他選修 Other Elective Courses		全民國防教育軍事訓練(一)(二) National Defense Educaiton (1)(2)	2	2	2	2	實用英語(一)(二) Practical English (1)(2)	2	2	2	2	英檢證照實務 English Proficiency Test Preparation	0	2	0	2					
							職涯分析與規劃 Career Analysis and Planning			1	1	海外實習 Overseas Internship	1	*							
							實用日語(一)(二) Practical Japanese (1)(2)	2	2	2	2										
							運動(項目) Physical Education (Item)	2	2	2	2										
							性別平權 Gender Equality	2	2												
							全民國防教育軍事訓練(三)(五) National Defense Educaiton (3)(5)	2	2	2	2										
							基礎海外實習 Basic Overseas Internship			1	1										
		小計 Subtotal Credits	2	2	2	2	小計 Subtotal Credits	10	10	10	10	小計 Subtotal Credits	1	2	0	2					
		合計 Total Credits	20	22	21	23	合計 Total Credits	19	19	21	21	合計 Total Credits	20	20	9	0	合計 Total Credits	9	10	9	10

1.本表109學年度日間部入學新生適用。
1.This curriculum is applicable to students of Daytime Division of the four-year technical program admitted for the academic year 2020.

2.最低畢業總學分為128學分，其中基本能力課程必修14學分、分類通識課程必修12學分、專業通識必修6學分、院共同必修9學分、專業必修40學分，其餘47學分為選修學分(含院共同選修)，承認外系選修學分數不得超過畢業學分的1/8（不含學校跨領域學程或模組課程學分）。
2.The minimum credits for graduation is 128, This includes 26 credits courses required by the university and general education courses, 6 credits for compulsory specialized general education, 9 credits for college common required courses, and 40 department required courses, and the remaining 47 credits are elective credits (including college common electives), and the recognized credits for courses taken in other departments must not exceed 1/8 of the graduation credits (excluding credits for inter-disciplinary programs or module courses offered by the university).

3.可至外系修讀相關課程，選讀外系課程需經本系主任與修讀外系課程主任同意。
3.Taking related courses offered by other departments is subject to approval by the department chair and the chairs of departments whose courses are selected.

4.跨系學程證明之核發依本校學程設置辦法規定辦理。
4.Certificate of inter-disciplinary program completion will be validated abiding by regulations of the NKUT Program Establishment Guidelines.

5.校外實習類課程(暑期實習、產業實習、學期實習、海外實習及其他校外實習型態)詳見本校學生校外實習辦法。校外實習類課程總學分數至多採認18學分為畢業學分，超過18學分時，其超過部分不認列為畢業學分。
5.Off-Campus Internship-Related Courses (Summer Internship, Enterprise Internship, Semester-Based Internship, Overseas Internship, and other off-campus internship types) will be counted as 18 graduation credits. The excess will not be recognized.

6. IEEE：I(Information)-資訊應用能力(系科)； E(Expertise)-專業應用能力(系科)； E(English)-英語應用能力(外語中心)； E(Ethics)-倫理素養(系科)。畢業前必須符合本系訂定IEEE學生基本能力指標之要求。
6.IEEE includes I (Information) - Information Application Competence (Department); E (Expertise) - Professional Application Competence (Department); E (English) - English Language Application Competence (Foreign Language Center); E (Ethics) - Ethical Competence (Department). Before graduation, students must meet the requirements of the IEEE Student Competence Index set by the department.

7.學生選修全民國防軍事訓練為其他選修的學分數，系科最多採計4學分為畢業學分。
7.Students who choose to take National Defense Military Training course as other elective credits can count a maximum of 4 credits for graduation in their department.

8.學生選修運動(項目)為其他選修的學分數，系科最多採計2學分為畢業學分。
8.Students who choose to take sports (specific items) course as other elective credits can count a maximum of 2 credits for graduation in their department.

9.本表業經系課程委員會(109.04.09)、學院課程委員會(109.04.13)、校課程委員會 (109.04.16)審議通過。
9.This curriculum list has been reviewed and approved by the Department Curriculum Committee (2020.04.09), College Curriculum Committee (2020.04.13), and University Curriculum Committee (2020.04.16).

10.本表業經系課程委員會(112.12.19)、學院課程委員會(112.12.26)、校課程委員會 (113.01.11)修正通過。
10.This curriculum list has been reviewed and approved by the Department Curriculum Committee (2023.12.19), College Curriculum Committee (2023.12.26), and University Curriculum Committee (2024.01.11).