

類別 class		一年級(111) First Year				二年級(112) Second Year				三年級(113) Third Year				四年級(114) 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 科目		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		
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		資訊科技 Information Technology	2	2			性別平等與社會關懷 Gender Equality and Social Care	2	2																
		禮節與倫理 Etiquette and Ethics	2	2			身心健康 Physical and Mental Health				2	2													
		國際視野與永續發展 International Perspective and Sustainable Development				2	2																		
		人文素養 Humanities Literacy				2	2																		
		小計 Subtotal Credits	4	4	4	4	小計 Subtotal Credits	2	2	2	2														
院共同必修 College Compulsory Courses		管理學 Management Studies	3	3																					
		產業經營概論 Introduction to Industrial Management				2	2	Python與資料分析 Python and Data Analysis	3	3															
								創業與財務規劃 Entrepreneurship and Financial Planning				2	2												
		小計 Subtotal Credits	3	3	2	2	小計 Subtotal Credits	3	3	2	2														
院共同選修 College Common Elective Courses							智慧財產權 Intellectual Property Rights	2	2				智慧觀光實務 Smart Tourism Practices	2	2										
								健康生蔬飲用與配製 Healthy Vegetable Drink and Preparation				2	2	老人服務事業管理概論 Introduction to Elderly Services Management				2	2						
								小計 Subtotal Credits	2	2	2	2	小計 Subtotal Credits	2	2	2	2								
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				
專業選修 Departmental	行銷企劃模組 Marketing Planning Modules	觀光休閒概論 Introduction to Tourism and Leisure	3	3			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			
		創意思考與設計 Creative Thinking and Design				2	2	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		
		商品管理 Commodity 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		

Elective Courses	流通管理模組 Logistics management Modules	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						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	*	
		人力資源管理 Human Resource Management			2	2															
		小計 Subtotal Credits	13	13	18	18	小計 Subtotal Credits	17	17	17	17	小計 Subtotal Credits	30	30	0	0	小計 Subtotal Credits	32	23	32	23
	其他選修 Other Elective Courses	全民國防教育軍事訓練(一)(二) National Defense Education (1)(2)	2	2	2	2	全民國防教育軍事訓練(三)(五) National Defense Education (3)(5)	2	2	2	2	英檢證照實務 English Proficiency Test Preparation	0	2	0	2					
		永續發展與大學社會責任 Sustainable Development and University Social Responsibility			2	2	運動(項目) Sports(Item)	2	2	2	2	生命教育 Life Education	2	2							
		藝術創新與傳承 Artistic Innovation and Heritage			2	2	次文化專題探討 Specialized Topic Review on Subculture	2	2			實用日語 Practical Japanese	2	2							
							職涯分析與規劃 Career Analysis and Planning	2	2												
						世界公民視野 Perspective of World Citizen			2	2											
						實用英語 Practical English			2	2											
						人工智慧與物聯網概論 Introduction of AI and IoT			2	2											
						進階華語檢定輔導 Supportive Course for Advanced Chinese Test	2	2													
						職場華語 Workplace Chinese			2	2											
		小計 Subtotal Credits	2	2	6	6	小計 Subtotal Credits	10	10	12	12	小計 Subtotal Credits	4	6	0	2					
	必修合計 Total Credits	22	24	23	24	必修合計 Total Credits	20	20	17	17	必修合計 Total Credits	17	17	11	2	必修合計 Total Credits	9	10	9	10	

附註：
Note:
1.本表111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 2022.
2.最低畢業總學分為128學分，其中基本能力課程必修16學分、分類通識課程必修10學分、**院共同必修10學分、專業必修40學分，其餘52學分為選修學分(含院共同選修)**。非本系所開科目及非本院共同選修科目之選修學分數，至多承認16學分為畢業學分。
2.The minimum credits for graduation is 128. This includes 26 credits courses required by the university and general education courses, “10” credits for college common required courses, “40” credits for department required courses, and the remaining “52” credits for elective credits (including college common electives). A maximum of 16 credits of elective credits from non-departmental and non-college elective courses will be recognized as graduation credits.
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，其超過部分不編列為畢業學分。**
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(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。
9.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).