南開科技大學 112學年度入學 管理學院 行銷與流通管理系 造修部四技 課程總表 Nankai University of Technology Course Catalog for the 112th Academic Year, College of Management, Department of Marketing and Logistics Management, Continuing Education Division, Four-Year Program

	-年級(112) First Year					二年級(113) Second Year					三年級(114) Third Year					四年級(115) Fourth year			F數 P分 Credits Credit Credit Hour			
類別 class			- 上 1) Fall		下 Spring		- AY(2	上 2) Fall	- AY(2)	下 Spring		Ξ ΑΥ(3	.上 3) Fall	≦ AY(3)	下 Spring		AY(4	上 l) Fall	AY(4)	F Spring		
ciass	科目 Subjects	學分 Credits	時數 Credit	學分	時數 Credit	升目 Subjects	學分 Credits	時數 Credit		時數 Credit Hours	科目 Subjects	學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit	科目 Subjects	學分 Credits	時數 Credit Hours				
基本能力課程 Core Capabilities Courses	中國文學欣賞與習作(一)(二) Appreciation and Practice of Chinese Literature (1) (2)	2	Hours 2	2	Hours 2			Hours		Hours			Hours		Hours			Hours		Hours		
	英文(一)(二) English (1) (2)	2	2	2	2																	
	體育(一)(二) Physical Education (1) (2)	2	2	2	2																	
	小計 Subtotal Credits	6	6	6	6																	
	國際視野與永續發展 International Perspective and Sustainable Development	2	2			性別平權與社會關懷 Gender Equality and Social Care	2	2			禮節與倫理 Etiquette and Ethics	2	2									
						資訊科技 Information Technology	2	2														
分類通識 General Education Requirements						人文素養 Humanities Literacy			2	2												
						身心健康 Physical and Mental Health			2	2												
	小計 Subtotal Credits	2	2			小計 Subtotal Credits	4	4	4	4	小計 Subtotal Credits	2	2									
	行銷管理 Marketing Management	3	3			顧客關係管理 Customer Relationship Management	3	3			行銷企劃實務 Pratice of Marketing Planning	3	3									
	電子商務 Electronic Commerce	2	2			零售管理 Retailing Management	3	3			行銷研究 Marketing Research	3	3									
	流通概論 Introduction to Distribution Management			3	3	服務行銷 Services Marketing	3	3			網路行銷 Internet Marketing	3	3									
	計算機程式與應用 Computer Programming and Application			3	3	門市服務管理 Store Service Management			3	3	通路管理 Channel Management	2	2									
系專業必修 Departmental Required Courses						達鎮與加盟管理 Chain Store and Franchise Management			3	3												
						消費者行為 Consumer Behavior			3	3												
	小計 Subtotal Credits	5	5	6	6	小計 Subtotal Credits	9	9	9	9	사하 Subtotal Credits	11	11									
	流通法規 Regulation of Distribution	2	2			廣告與促銷設計 Advertising and Promotional Design	3	3			無店鋪行銷 Marketing of Non-store	2	2			國際行銷 International Marketing	3	3				
	經濟學 Economics	2	2			會展管理 International MICE Industry Management	3	3			流通情報分析 Distribution Information Survey	2	2			學期實習(二) Semester Internship(2)	9	*				
	觀光休閒概論 Introduction to Tourism and Leisure	3	3			商業禮儀 Business Etiquette	2	2			門市服務專業證照 The Certificate of Store Service	2	2			統計軟體應用 Statistical Software Applications	2	2				
	人力資源管理 Human Resource Management	2	2			行銷專業證照 The Certificate of Professional Marketing	2	2			商業英文 Business English	2	2			供應鍵管理 Supply chain management	3	3				
	創意思考與設計 Creative Thinking and Design	2	2			採購管理 Purchase management	2	2			商園調查與展店規劃 Business District Planning and Development	2	2			專案管理 Project Management	3	3				
条專業運修 Departmental Elective Courses	商品管理 Commodity Management			2	2	創業與財務規劃 Entrepreneurship and Financial Planning	2	2			競爭策略 Competitive Strategy	2	2			全球運籌管理 Global Logistic Management	3	3				
	定價策略 Pricing Strategy			2	2	商店規劃設計 Store Planning			2	2	地方特色行銷講座 Marketing of Local Industry Characteristics	2	2			實務專題(一) Practical Topics (1)	2	3				
	品牌管理 Brand Management			2	2	服務品質管理 Service Quality Management			2	2	學期實習(一) Semester Internship(1)			9	*	餐旅行銷 Hospitality Marketing	3	3				
	資訊專業證照 The Certificate of Information			2	2	行銷多媒體應用 Multimedia Applications for Marketing			3	3	行銷個素分析 Marketing Cases Study			3	3	財務管理 Financial Management	3	3				
	會計學 Accounting			3	3	統計學 Statistics			3	3	行動商務 Mobile Commerce			3	3	電商平台經營策略 Business strategy of E-commerce platform	2	2				
	基礎攝影 Basic Photography			3	3	觀光行銷 Tourism Marketing			3	3	作業管理 Operations Management			3	3	投資理財規劃 Investment and Personal Financial Planning			3	3		

						賣場陳列與佈置 Store Facility Planning and Management			2	2	育業攝影 Commercial Photography			3 3	電競直播與競賽企劃 E-sports live broadcast and competition planning			2	2
											地方特產流通講座 Local Specialty Circulation Lecture			2 2	實務專題(二) Practical Topics (2)			2	3
											含储奥運輸管理 Materials and Warehouse Management			2 2	創業管理 Entrepreneurial Management			3	3
															行銷模擬決策 Marketing Simulation Strategy			3	3
															職涯發展與自我行銷 Career development and self-promotion			2	2
															企業實務講座 Lecture of enterprise			3	3
															網紅與社群行銷 VoiceTube Blog and social marketing			3	3
															學期實習(三) Semester Internship(3)			9	*
	사학 Subtotal Credits	7	7	8	8	小計 Subtotal Credits	7	7	7	7	小計 Subtotal Credits	6	6	11 11	小計 Subtotal Credits	9	9	9	9
	大學社會責任 University Social Responsibility			2	2	運動(項目) Sports(Item)	2	2	2	2	生命教育 Life Education	2	2		生命教育 Life Education	2	2		
其他選修						職場英文 Workplace English	2	2			智慧財產權 Intellectual Property Rights			2 2	藝術創新與傳承 Artistic Innovation and Heritage			2	
其他選修 Other Elective Courses						人工智慧與物聯網概論 Introduction of AI and IoT			2	2									
	小計 Subtotal Credits			2	2	小計 Subtotal Credits	4	4	4	4	사항 Subtotal Credits	2	2	2 2	小計 Subtotal Credits	2	2	2	2
	승학 Total Credits	20	20	20	20	승하 Total Credits	20	20	20	20	合計 Total Credits	19	19	11 11	승하 Total Credits	9	9	9	9

1.本表112學年度進修部四技入學新生適用。

1. This curriculum is applicable to students of Continuing Education of the four-year technical program admitted for the academic year 2023.

2.最低畢業總學分為128學分,其中基本能力課程必修12學分、分類通識課程必修12學分、專業必修40學分,其餘64學分為選修學分。非本系所開科目之選修學分數,至多承認16學分為畢業學分。

2.The minimum credits for graduation is 128. This includes 24 credits courses will be recognized as graduation curses, "40" credits for elective credits. A maximum of 16 credits from non-departmental and non-college elective courses will be recognized as graduation credits.

3. 「管理學」(2學分)、「產業經營概論」(2學分)、「列業與財務規劃」(2學分)、「列業與財務規劃」(2學分)、「列數為畢業選修學分。

3. The subjects 'Management' (2 credits), 'Introduction to Industrial Management' (2 credits), 'Entrepreneurship and Financial Planning' (2 credits), and others are common subjects within this college. Students in this department are required to take all four of these subjects may need to be taken from other departments within the college. Successfully completing and passing these subjects will be counted as elective credits for graduation.

4.可至外系修靖相關課程, 還靖外系課程需經本系主任與修靖外系課程主任同意。 4.Taking related courses offered by other departments is subject to approval by the department chair and the chairs of departments whose courses are selected.

5.校外實習類課程,學時為「*」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.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。

6. 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.
7.本表業經系課程委員會(112.03.23)、學院課程委員會(112.03.28)、校課程委員會 (112.04.11)審議通過。

. This curriculum list has been reviewed and approved by the Department Curriculum Committee (2023.03.23), College Curriculum Committee (2023.03.28), and University Curriculum Committee (2023.04.11).