

國際企業與智慧管理外國學生專班科目學分表

114學年度入學適用
114.11.28校課程委員會議修正通過
114.12.23校務會議修正通過

| 必 / 選 修 | 科目類別 | 科目名稱 | 授課學分學時數 | | | | | | | | 備註 | | |
|---|--|---|----------------------------------|--------|--------|--------|--------|--------|--------|--------|----|-----------|---------|
| | | | 總學分學時數 | 第一學年 | | 第二學年 | | 第三學年 | | 第四學年 | | | |
| | | | | 上學分學時數 | 下學分學時數 | 上學分學時數 | 下學分學時數 | 上學分學時數 | 下學分學時數 | 上學分學時數 | | 下學分學時數 | |
| 必修 | 華語文能力 | 華語一 (MANDARIN I) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 華語會話一 (CHINESE CONVERSATION I) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 華語閱讀一 (CHINESE READING I) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 華語聽力一 (CHINESE LISTENING COMPREHENSION I) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 發音與正音(PRONUNCIATION AND CORRECTION) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 漢字認讀與書寫(CHINESE CHARACTER RECOGNITION AND WRITING) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 中文簡訊與電郵 (CHINESE TEXT AND EMAIL) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | 基本素養 | 台灣人文與經濟發展(TAIWAN HUMANITIES AND ECONOMIC DEVELOPMENT) | 2 | 2 | | | | | | | | | |
| | | 媒體素養(MEDIA LITERACY) | 2 | 2 | | | | | | | | | |
| | | 企業倫理與永續發展(CORPORATE ETHICS AND SUSTAINABLE DEVELOPMENT) | 2 | 2 | | | | | | | | | |
| | | 雲端科技與智慧商務應用(CLOUD TECHNOLOGY AND BUSINESS APPLICATION) | 2 | 2 | | | | | | | | | |
| | 管理素養 | 管理學 (MANAGEMENT) | 3 | 3 | | | | | | | | | |
| | | 國際企業管理(INTERNATIONAL BUSINESS MANAGEMENT) | 3 | 3 | | | | | | | | | |
| | | 經濟學原理(PRINCIPLES OF ECONOMICS) | 3 | 3 | | | | | | | | | |
| | | 創意與創新(CREATIVITY AND INNOVATION) | 3 | 3 | | | | | | | | | |
| | | 會計學理論(PRINCIPLES OF ACCOUNTING) | 3 | 3 | | | | | | | | | |
| | | 統計學運用(STATISTICS APPLICATION) | 3 | 3 | | | | | | | | | |
| | | 新媒體行銷(NEW MEDIA MARKETING) | 3 | 3 | | | | | | | | | |
| | | 人工智慧導論(INTRODUCTION TO ARTIFICIAL INTELLIGENCE) | 3 | 3 | | | | | | | | | |
| | | 金融市場導論 (INTRODUCTION TO FINANCIAL MARKET) | 3 | 3 | | | | | | | | | |
| 商業廣告片製作(COMMERCIAL VIDEO PRODUCTION) | | 3 | 3 | | | | | | | | | | |
| 國際貿易導論 (INTRODUCTION TO INTERNATIONAL TRADE) | | 3 | 3 | | | | | | | | | | |
| 小計 | | 55 | 21 | 13 | 15 | | | | | | | | |
| 選修 (elective) | 華語文進階 | 華語二 (MANDARIN II) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 華語會話二 (CHINESE CONVERSATION II) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 華語閱讀二 (CHINESE READING II) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 華語聽力二 (CHINESE LISTENING COMPREHENSION II) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 中文多媒體應用(MULTIMEDIA APPLICATIONS) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 初級寫作演練(BEGINNER WRITING EXERCISES) | 2 | 2 | | | | | | | | 由應用華語文系開課 | |
| | | 科技運用 | 電子商務理論與管理(E-COMMERCE MANAGEMENT) | 3 | 3 | | | | | | | | |
| | 網頁設計實務 (WEB DESIGN) | | 3 | 3 | | | | | | | | | |
| | 網站分析與優化(WEBSITE ANALYSIS AND OPTIMIZATION) | | 3 | 3 | | | | | | | | | |
| | 社群及網路行銷(SOCIAL MEDIA AND INTERNET MARKETING) | | 3 | 3 | | | | | | | | | |
| | 智慧零售實作(SMART RETAIL IMPLEMENTATION) | | 3 | 3 | | | | | | | | | |
| | 生成式AI運用(GENERATIVE AI APPLICATIONS) | | 3 | 3 | | | | | | | | | |
| | 商業短片製作(COMMERCIAL SHORT FILM PRODUCTION) | | 3 | 3 | | | | | | | | | |
| | 媒體後製與影像包裝(MEDIA POST-PRODUCTION AND IMAGE PACKAGING) | | 3 | 3 | | | | | | | | | |
| | 直播企劃與製作實務(LIVE BROADCAST PLANNING AND PRODUCTION PRACTICE) | | 3 | 3 | | | | | | | | | |
| | 國際管理 | | 跨文化管理 (CROSS-CULTURE MANAGEMENT) | 3 | 3 | | | | | | | | |
| | | 人力資源管理 (HUMAN RESOURCE MANAGEMENT) | 3 | 3 | | | | | | | | | |
| | | 生產與作業管理 (PRODUCTION AND OPERATION MANAGEMENT) | 3 | 3 | | | | | | | | | |
| | | 進出口實務 (IMPORTATION & EXPORTATION AFFAIRS) | 3 | 3 | | | | | | | | | |
| | | 永續發展專題 (SUSTAINABLE DEVELOPMENT TOPICS) | 3 | 3 | | | | | | | | | |
| | | 商用英文(一) (BUSINESS ENGLISH I) | 2 | 2 | | | | | | | | | |
| | | 國際金融與匯兌 (INTERNATIONAL FINANCE AND EXCHANGES) | 3 | 3 | | | | | | | | | |
| | | 淨零排放管理(NET ZERO EMISSIONS MANAGEMENT) | 3 | 3 | | | | | | | | | |
| | | 企業經營與模擬 (BUSINESS OPERATION AND SIMULATION) | 3 | 3 | | | | | | | | | |
| | | 智慧化與視覺化管理 (INTELLIGENT AND VISUAL MANAGEMENT) | 3 | 3 | | | | | | | | | |
| | 實習 | 暑期實習(一) SUMMER INTERNSHIP I | 2 | 2 | | | | | | | 2 | 2 | 實習160小時 |
| | | 暑期實習(二) SUMMER INTERNSHIP II | 4 | 4 | | | | | | | 4 | 4 | 實習320小時 |
| 學期校外實習(一) SEMESTER INTERNSHIP I | | 9 | 9 | | | | | | | 9 | 9 | 實習4.5個月 | |
| 學期校外實習(二) SEMESTER INTERNSHIP II | | 9 | 9 | | | | | | | 9 | 9 | 實習4.5個月 | |
| 畢業條件 (Graduation requirements) | | | | | | | | | | | | | |
| 畢業總學分數128學分=必修55學分+選修50學分+跨領域課程23學分 (The total number of credits for graduation is 128 credits = 55 credits of required courses + 50 credits of elective courses + 23 credits of interdisciplinary courses) | | | | | | | | | | | | | |
| 註1:跨領域課程定義如下 (interdisciplinary courses are defined as): | | | | | | | | | | | | | |
| (1) 全校各系所開設之課程 (Courses offered by various colleges, departments, and centers of the university.) | | | | | | | | | | | | | |
| (2) 新管院內各系所開設具有學分認證之研習課程 (Study courses offered by any department of NMM) | | | | | | | | | | | | | |
| (3) 校外或國外經教育部認可之大專校院所開設具有學分認證之實體或線上課程 (on-line course with credit certification recognized by NMM) | | | | | | | | | | | | | |
| (4) 依照「文藻外語大學自主學習課程實施要點」所規範之自主學習課程 (Independent study courses recognized by NMM) | | | | | | | | | | | | | |
| 註2:入學時已具備華測A2(含)以上程度者可免修華語文能力必修課程(計14學分), 改加修跨領域課程進行抵免。 | | | | | | | | | | | | | |