

國立勤益科技大學114學年度進修部二年制行銷與流通管理科學分計畫表

National Chin-Yi University of Technology Continuing Education Division
Curriculum for 2025 Two-Year Association Program of Department of Marketing and Distribution Management

113.09.04 113學年度第1學期第1次系課程委員會議審議通過
113.09.11 113學年度第1學期第1次系務會議審議通過
113.12.05 院課程會議審議通過
113.12.05 校課程委員會議及113.12.24 臨時教務會議審議通過

科目	Courses	上學期First Semester			下學期Second Semester			
		學分 Credit	正課 Lecture	實習 Internship	學分 Credit	正課 Lecture	實習 Internship	
共同必修科目(16學分)General Required Courses(16credits hours)								
第一學年First Year								
音樂欣賞	Music Appreciation	1	1	0				
法學概論	Introduction to the Study of Law				2	2	0	
中國現代史	Modern Chinese History				2	2	0	
美術鑑賞	Introduction to Fine Arts				1	1	0	
第二學年Second Year								
國文(一)	Chinese (I)	2	2	0				
英文(一)	English (I)	2	2	0				
國文(二)	Chinese (II)				2	2	0	
英文(二)	English (II)				2	2	0	
數學	Mathematics				2	2	0	
科目	Courses	上學期First Semester			下學期Second Semester			
		學分 Credit	正課 Lecture	實習 Internship	學分 Credit	正課 Lecture	實習 Internship	
校訂必修科目(58學分)Department Required Courses(58credits hours)								
第一學年First Year								
經濟學	Economics	3	3	0				
商業套裝軟體	Business Software Application	2	2	0				
流通管理導論	Introduction to Distribution Management	2	2	0				
會計學	Accounting	3	3	0				
服務業作業管理	Services Management	3	3	0				
△計算機概論與程式設計	Introduction to Computer Science and Programming	3	3	0				
物聯網導論	Introduction to Internet of Things	3	3	0				
電子商務	Electronic Commerce				3	3	0	
行銷管理	Marketing Management				3	3	0	
商業自動化	Commercial Automation				3	3	0	
客戶關係管理	Customer Relationship Management				3	3	0	
物流管理	Logistics Management				3	3	0	
第二學年Second Year								
門市營運管理	Store Operations Management	3	3	0				
管理學	Management	2	2	0				
統計學(一)	Statistics (I)	2	2	0				
資訊管理	Information Management	3	3	0				
財務管理	Financial Management	3	3	0				
統計學(二)	Statistics (II)				2	2	0	
人力資源管理	Human Resource Management				3	3	0	
連鎖與加盟管理	Franchise Business Management				3	3	0	
網路行銷	Internet Marketing				3	3	0	
科目	Courses	上學期First Semester			下學期Second Semester			
		學分 Credit	正課 Lecture	實習 Internship	學分 Credit	正課 Lecture	實習 Internship	
專業選修科目Department Electives Courses								
第二學年Second Year								
服務接觸管理	Service Contact Management	3	3	0				
專案管理	Project Management	3	3	0				
電子化企業	E-Business	3	3	0				
賣場規劃與管理	Store Facility Planning and Management				3	3	0	
消費者行為	Consumer Behavior				3	3	0	
管理會計	Managerial Accounting				3	3	0	
通識課程	Liberal Education Curriculums				3	3	0	
學分/時數統計 Credit/Hour Total	第一學年First Year				第二學年Second Year			
	上學期 First Semester		下學期 Second Semester		上學期 First Semester		下學期 Second Semester	
	學分 Credit	學時 Hour	學分 Credit	學時 Hour	學分 Credit	學時 Hour	學分 Credit	學時 Hour
必修科目學分/時數 Required Courses Credit / Hour	20	20	20	20	17	17	17	17
最低選修科目學分/時數 Minimum Electives Courses Credit / Hour	0	0	0	0	3	3	3	3

總學分數/時數累計 Credits / Hours Total	20	20	20	20	20	20	20	20
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備註Note:

- 一、 畢業至少應修滿 80 學分【必修 74 學分，選修至少 6 學分(其中至少需含本系專業選修 4 學分)】。
Students should complete at least 80 credits before graduation, including 74 required credits, 6 elective credits (elective credits should have at least 4 credits from department elective courses).
- 二、 選修通識課程包含性別平等、智慧財產權、海洋教育等相關課程；選修通識課程由通識學院協助開設。
Liberal Education Courses include gender equality courses、intellectual property courses、marine education courses, and these courses provided by College of General Education.
- 三、 凡本系專業必選修課程皆可搭配業界專家協同教學或講座，並調整為實務課程。
Students who are taking courses from the Department of Marketing and Distribution Management can have collaborative teaching implementation of effectiveness of the industry experts as a practical course.
- 四、 課程名稱前有標示「△」符號者，為「程式設計課程」。
Courses with a “△” refers to an application design course.
- 五、 為因應法規變更、評鑑建議或政府計畫規定等外在因素，本系保有調整學分計畫之權利。若有修訂，將於學期開始前公告，並明確說明修訂內容、影響範圍及相關配套措施，以保障學生權益。
The department reserves the right to adjust the curriculum in response to external factors such as changes in regulations, suggestions of evaluation and accreditation, or government program regulations. If there are any revisions, will be announced before the start of the semester, and the revised content, scope of impact, and related supporting measures will be clearly stated to protect the rights and interests of students.