

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系學分計畫表  
National Chin-Yi University of Technology Continuing Education Division  
Curriculum for 2025 Two-Year Bachelor 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  
113.11.19 院課程會議審議通過  
113.12.5. 校課程委員會及113.12.24. 臨時教務會議審議修訂通過  
114.09.03 114學年度第1學期第1次系課程委員會會議審議通過  
114.09.10 114學年度第1學期第1次系務會議審議通過  
114.11.19 院課程會議通過

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(10學分)General Required Courses(10credits hours)								
第一學年First Year								
藝術與哲學	Art and Philosophy	2	2	0				
憲法與民主	Constitution and Democracy				2	2	0	
第二學年Second Year								
歷史與文化	History and Culture	2	2	0				
實用英文	Practical English	2	2	0				
中國文學	Chinese Literature				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	
專業必修科目(21學分)Department Required Courses(21credits hours)								
第一學年First Year								
零售管理	Retailing Management	3	3	0				
電子商務	Electronic Commerce	3	3	0				
行銷管理	Marketing Management	3	3	0				
服務作業管理	Service Operations Management				3	3	0	
會計學	Accounting				3	3	0	
統計學	Statistics				3	3	0	
第二學年Second Year								
連鎖與加盟管理	Franchise Business Management				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								
第一學年First Year								
通識課程	Liberal Education Curriculums	3	3	0				
倉儲與物料管理	Warehousing and Material Management	3	3	0				
商業心理學	Business Psychology	3	3	0				
套裝軟體	Software Application	3	3	0				
商業自動化實務	Commercial Automation Practice	3	3	0				
△資訊管理與程式設計	Information Management and Programming				3	3	0	
流通科技管理	Distribution Technology Management				3	3	0	
物流管理	Logistics Management				3	3	0	
稅務法規	Taxation Law				3	3	0	
消費者行為	Consumer Behavior				3	3	0	
第二學年Second Year								
財務管理	Financial Management	3	3	0				
服務管理實務	Service Management Practice	3	3	0				
商事法	Commercial Law	3	3	0				
通路管理	Marketing Channel Management	3	3	0				
賣場規劃與管理	Store Facility Planning and Management	3	3	0				
電子化企業	E-Business	3	3	0				
企業再造	Business Reengineering	3	3	0				
資料庫管理	Database Management				3	3	0	
統計分析	Statistical Analysis				3	3	0	
數量方法	Quantitative Methods				3	3	0	
生產作業管理	Production and Operation Management				3	3	0	
人力資源管理	Human Resource Management				3	3	0	
企業資源規劃	Enterprise Resource Planning				3	3	0	
供應鏈管理	Supply Chain Management				3	3	0	
行銷研究	Marketing Research				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	11	11	11	11	4	4	5	5
最低選修科目學分/時數 Minimum Electives Courses Credit / Hour	9	9	9	9	12	12	12	12

總學分數/時數累計 Credits / Hours Total	20	20	20	20	16	16	17	17
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備註Note:

- 一、 畢業至少應修滿 72 學分【必修 31 學分，選修至少 41 學分(其中至少需含本系專業選修 30 學分)】。  
Students should complete at least 72 credits before graduation, including 31 required credits, 41 elective credits (elective credits should have at least 30 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.