

南開科技大學 114學年度入學 新南向行銷與流通管理系國際學生產學合作專班 課程總表

Nankai University of Technology Course Catalog for the 114th Academic Year, College of Science and Technology, Department of Marketing and Logistics Management, International Bachelor Program of Industry-Academia Collaboration, Four-Year Program

類別 class	一年級(114) First Year					二年級(115) Second Year					三年級(116) Third Year					四年級(117) Fourth year				
	科目 Subjects	一上 Fall		一下 Spring		科目 Subjects	二上 Fall		二下 Spring		科目 Subjects	三上 Fall		三下 Spring		科目 Subjects	四上 Fall		四下 Spring	
		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours
基本能力課程 Core Capabilities Courses	華語聽力會話練習(一)(二) Mandarin Listening and Speaking Practice (1)(2)	2	4	2	3						華語閱讀與理解(一)(二) Mandarin Reading Comprehension (1)(2)	1	2	1	2					
	體育(一)(二) Physical Education (1) (2)	2	2	2	2						華文主題式讀寫(一)(二) Chinese Topical Reading and Writing	1	2	1	2					
											英文(一)(二) English (1) (2)	2	2	2	2					
	小計 Subtotal	4	6	4	5						小計 Subtotal	4	6	4	6					
專業基礎課程 Specialized Basic Courses	產業概論(一)(二) Introduction to Industries(1)(2)	3	3	3	3															
	小計 Subtotal	3	3	3	3															
通識課程 General Courses	法治教育 Legal Education	2	2								生涯規劃 Career Planning	2	2							
	台灣社會與生活 Society and Life in Taiwan	2	2																	
	職場倫理 Workplace Ethics			2	2															
	小計 Subtotal	4	4	2	2						小計 Subtotal	2	2							
系專業必修 Departmental Required Courses	行銷管理 Marketing Management	3	3			企業實習(一)(二) Corporate Internship(1)(2)	6	24	6	24	服務行銷 Services Marketing	3	3			行銷企劃實務 Pratice of Marketing Planning	3	3		
	流通概論 Introduction to Distribution Management			3	3	零售管理 Retailing Management	3	3			連鎖與加盟管理 Chain Store and Franchise Management			3	3	實務專題(一)(二) Practical Topics (1)(2)	3	3	3	3
	電腦軟體應用 Computer Software Applications			3	3	門市服務管理 Store Service Management			3	3					行銷研究 Marketing Research			3	3	
	小計 Subtotal	3	3	6	6	小計 Subtotal	9	27	9	27	小計 Subtotal	3	3	3	3	小計 Subtotal	6	6	6	6
語言能力必選修 (4擇選2) Language Compulsory Courses (2 out of 4)	初級華語測驗練習 Basic Chinese Language Test Practice	3	6																	
	初級華語讀寫 Basic Chinese Reading and Writing			3	5															
	中級華語測驗練習 Intermediate Chinese Language Test Practice	3	6																	
	中級華語讀寫 Intermediate Chinese Reading and Writing			3	5															
	小計 Subtotal	3	6	3	5															
	管理學 Introduction to Management	3	3			消費者行為 Consumer Behavior	3	3			智慧門市作業管理 Intelligence Store Operation Management	3	3			行銷個案分析 Marketing Cases Study	3	3		
	會計學 Accounting	3	3			商品管理 Commodity Management	2	2			顧客關係管理 Customer Relationship Management	3	3			網路行銷 Internet Marketing	3	3		
	溝通技巧 Communication Skill	3	3			商業攝影 Commercial Photography	3	3			品牌設計與管理 Brand Design and Management	3	3			商業英文 Business English	3	3		

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系專業選修 Departmental Elective Courses	經濟學 Economics			3	3	電子商務 Electronic Commerce			3	3	全通路行銷策略 Omnichannel Marketing Strategy	3	3			觀光行銷 Tourism Marketing	3	3		
	統計學 Statistics			3	3	簡報技巧實務 Presentation Practice and Technique	2	2			商圈調查 Business District Survey	3	3			企業實習(五) Corporate Internship(5)	6	24		
	投資理財 Investment and Personal Financial			3	3	創意思考與設計 Creative Thinking and Design			2	2	專案管理 Project Management	3	3			廣告與促銷設計 Advertising and Promotional Design			3	3
						倉儲與運輸管理 Materials Warehouse Management			2	2	企業實習(三) Corporate Internship(3)	6	24			行動商務 Mobile Commerce			3	3
						Python與生成式AI Python and Generative AI	2	2			服務流程設計 Service Process Design			3	3	會展管理 International MICE Industry Management			3	3
						創業與財務規劃 Entrepreneurship and Financial Planning			2	2	物流作業 Logistics Operation			3	3	全球運籌管理 Global Logistic Management			3	3
											行銷活動企劃 Marketing Activity Planning			3	3	企業實習(六) Corporate Internship(6)			6	24
											網紅與社群管理 VoiceTube Blog and Social Management			3	3	行銷模擬決策 Marketing Simulation Strategy			3	3
											企業永續管理與策略 Corporate Sustainability Management and Strategy			3	3					
											企業實習(四) Corporate Internship(4)			6	24					
	小計(請填寫建議選修學分數) Subtotal	6	6	6	6	小計(請填寫建議選修學分數) Subtotal	4	4	4	4	小計(請填寫建議選修學分數) Subtotal	6	6	6	6	小計(請填寫建議選修學分數) Subtotal	9	9	6	6
其他選修 Other Elective Courses											進階華語測驗練習 Advanced TOCFL Test Preparation	3	3	3	3					
	合計(紅底欄位加總結果) Total	23	28	24	27	合計(紅底欄位加總結果) Total	13	31	13	31	合計(紅底欄位加總結果) Total	15	17	13	15	合計(紅底欄位加總結果) Total	15	15	12	12

附註：
Note:
1.本表適用114學年度新南向行銷與流通管理系國際學生產學合作專班入學學生。
1.This curriculum is applicable to students of International Programs of Industry-Academia Collaboration admitted for the academic year 2025.
2.最低畢業總學分為128學分，其中全校基本能力課程必修16學分、專業基礎必修6學分、通識課程必修8學分、專業必修45學分、語言能力必選修為6學分，其餘47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 16 credits for collegiate compulsory subjects of university cores, 6 credits for basic major-related compulsory subjects, 8 credits for general education compulsory subjects45 credits for department required courses, 6 credits for compulsory language proficiency subjects, and the remaining47 credits for elective credits. A maximum of 16 credits of elective credits from non-departmental 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.Relevant courses can be taken from other departments. However, approval from the head of your current department and the department offering the courses is required for selecting courses from other departments.
4.專班校外實習課程學分數最多36學分，與學習時數之對應基準為1學分實習至多80小時，校外實習依本校學生校外實習要點辦理。
4.The maximum credit for off-campus internship courses in specialized programs is 36 credits. The corresponding standard is 1 credit at most 80 hours of internship. Off-campus internships shall be conducted in accordance with the NKUT Guidelines for Off-campus Internships.
5學生選修進階華語測驗練習為其他選修學分數，若是以此課程為華語能力門檻之補救措施，系科將不列入畢業學分。
5.Students who choose to take Advanced TOCFL Test Preparation course as other elective credits, and it is used as a remedial measure to meet the TOCFL graduation requirement, the department will not count the course toward graduation credits.
6.本表業經系課程委員會(114.09.16)、學院課程委員會(114.09.18)、校課程委員會 (114.09.23)審議通過。
6.This curriculum list has been reviewed and approved by the Department Curriculum Committee (2025.09.16), College Curriculum Committee (2025.09.18), and University Curriculum Committee (2025.09.23).