

111 學年度入學新生起必修科目表

科目名稱 Subjects	學分數 Credit(s)	第 1 學年 1st Academic Year		第 2 學年 2nd Academic Year		備 註 Note
		上	下	上	下	
研究方法 RESEARCH METHODOLOGY	3					必修 Required
領導與團隊 LEADERSHIP AND TEAMWORK	3		3			必修 Required
組織與團隊形成 THE FORMATION OF ORGANIZATION AND TEAM	1	1				必修 Required
企業倫理 BUSINESS ETHICS	2	2				必修 Required
論文 THESIS	0					必修 Required
國際商務談判 INTERNATIONAL NEGOTIATIONS	3	3				選修 Elective
商品促銷策略 PROMOTION STRATEGY	3	3				選修 Elective
競爭優勢與創新策略 COMPETITIVE ADVANTAGES AND INNOVATION STRTEGIES	3	3				選修 Elective
消費者行為實務與案例分析 CONSUMER BEHAVIOR PRACTICES AND CASE ANALYSIS	3	3				選修 Elective
永續策略管理 STRATEGIC SUSTAINABILITY MANAGEMENT	3	3				選修 Elective
消費社會與社群經營 CONSUMER BEHAVIOR AND SOCIAL COMMUNITY	3		3			選修 Elective
國際品牌經營分析 INTERNATIONAL BRAND	3		3			選修 Elective

MANAGEMENT						
社會影響力永續講座 SINYI SOCIAL IMPACT AND SUSTAINABILITY SEMINAR	3		3			選修 Elective
連鎖管理 FRANCHISING MANAGEMENT	3		3			選修 Elective

*選修課依每年實際開課情形為準。

* Elective subjects are based on the actual course announcement of each academic year.

一、修業年限：修業 2 至 4 年

Years of Enrollment: 2 to 4 years.

二、必修學分數：9 學分(論文另計)

Required credits: 9 credits (Thesis is excluded).

三、畢業學分數：36 學分(論文另計)

Graduation credits: 36 credits at least (Thesis is excluded).