

112 學年度入學新生起必選修科目表

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

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| INTERNATIONAL BRAND<br>MANAGEMENT                              |   |  |   |  |  |                |
| 社會影響力永續講座<br>SINYI SOCIAL IMPACT AND<br>SUSTAINABILITY SEMINAR | 3 |  | 3 |  |  | 選修<br>Elective |
| 連鎖管理<br>FRANCHISING MANAGEMENT                                 | 3 |  | 3 |  |  | 選修<br>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).