

114 學年度入學新生起必選修科目表

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
企業倫理 BUSINESS ETHICS	3	3				必修 Required
論文 THESIS	0					必修 Required
商品促銷策略 PROMOTION STRATEGY	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
商展行銷 TRADE SHOW AND EVENT MARKETING	3	3				選修 Elective
經營管理專題 SEMINAR OF OPERATION AND 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
公司治理 CORPORATE GOVERNANCE	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).