

110.11.26行銷與流通管理系課程委員會議訂定通過
111.01.20健康科技管理學院課程委員會修訂通過
111.02.09 校課程委員會議訂定通過

Category 科目類別	Course Title in Chinese 課程中文名稱	Course Title in English 課程英文名稱	Credits 學分	Hours 時數	Year 1 第一學年		Year 2 第二學年		Year 3 第三學年		Year 4 第四學年		Note 備註	
					1st Semester 上學期	2nd Semester 下學期	1st Semester 上學期	2nd Semester 下學期	1st Semester 上學期	2nd Semester 下學期	1st Semester 上學期	2nd Semester 下學期		
Basic General Courses (Required) 基礎通識 (必修)	國文	Chinese	4	4	2	2							12 credits required	
	英文	English	4	8	1	1	1	1						
	邏輯與運算思維	Logic and Computational Thinking	2	2		2								
	慈濟人文	Tzu-Chi Philosophy	2	2		2								
	勞作教育(一)	Labor Education (1)	0	2	0									
	勞作教育(二)	Labor Education (2)	0	2		0								
	體育	Physical Education	0	8	0	0	0	0						
	小計	Total Credits	12	28	3/10	7/10	1/4	1/4						
Core General Courses (Required) 核心通識 (必修)	人文與藝術向度(Humanities and Arts)													
	語文應用與表達	The Expression & Application of Chinese Language & Literature	2	2	2								choose one of three	
	生命教育	Life Education												
	音樂欣賞	Music Appreciation												
	公民素養向度(Civic Literacy)													
	憲法與人權	Constitution and Human Rights	2	2	2								choose one of three	
	法學緒論	Introduction to the Study of Law												
	社會與文化	Sociology and Culture												
	歷史與文化向度 (History and Culture)													
	中西藝術史導論	History of Art	2	2		2							choose one of two	
	歷史小說與史學名著選讀	Select Readings of History Novels and Literatures												
	生命科學與環境向度 (Life Science and Environment)													
	生命科學與健康	Life Science & Health	2	2		2							choose one of two	
	生態與環境素養	Ecological and Environmental Literacy												
	小計	Total Credits	8	8	4/4	4/4								
	Directions : 1. The Holistic Education Center offers 1-3 courses in each academic discipline every semester. Students may choose a course from any 2 disciplines (2 courses in total) each semester. Students are required to take 4 courses worth 8 credits in total across the academic year (two semesters). 2. Students who apply for the Digital Science and Technology Micro-study program can choose between 'Life science and Environment' or 'Technology and Wisdom' (1 course only). Please register with the Holistic Education Center. 1. 核心通識每學期每向度開設1~3門課程，學生每學期擇2向度各選修1門課，預計2學期選修4門課，共計8學分。 2. 若有申請「數位科技微學程」者，「生命科學與環境向度」與「科技與智慧生活向度」可2擇1選課請向全人中心登記。													
College-level Cornerstone Courses 院必修	計算機概論	Introduction to Computer Science	2	2	2									
	管理數學	Management of Mathematics	2	2		2								
	職場跨領域學習與應用	Interdisciplinary curriculum applied in the occupations	2	2			2							
	專業英文(一)	Professional English(1)	1	1					1					
	專業英文(二)	Professional English(2)	1	1							1			
	小計	Total Credits	8	8	2	2	2	0	1	0	1	0		
Professional Basic Courses (Required) 專業基礎 (必修)	管理學	Introduction to Management	3	3	3									
	經濟學	Principles of Economics	3	3	3									
	資料處理	Data Processing	2	2		2								
	會計學	Accounting	3	3	3									
	統計學	Statistics	3	3			3							
	小計	Total Credits	14	14	9	2	3	0	0	0	0	0		
Professional Core Courses for DBM (Required) 專業核心 (必修)	行銷管理	Marketing Management	3	3		3								
	流通管理	Distribution Management	3	3			3							
	行銷網頁視覺設計(I)	Visual Design for Marketing Website(I)	2	2			2							
	顧客關係與服務管理	Customer Relation and Service Management	3	3			3							
	電子商務程式設計	E-Commerce Programming	3	3				3						
	消費者行為	Consumer Behavior	3	3					3					
	行銷研究	Research on Marketing	3	3					3					
	機構實習	Intern Practice	2	6								2/6		
	小計	Total Credits	22	26	0	3	8	3	6	0	2/6	0		
Elective Courses	專業選修	Professional Elective Courses for MDM	56	56										
	通識選修	General Elective Courses	8	8										
Total Credits 學分總計	必修學分數	Total Credits for Required Courses	64	84	18	18	14	4	7	0	3	0		
	選修最低學分數	Minimum Total Credits for Elective Courses	64	64	0-9	0-9	0-9	0-9	0-9	0-9	0-9	0-9		
	畢業最低學分數	Credit Requirments for Graduation	All students are required to complete a minimum of 128credits											
Remarks : 備註 :	1. According to the "Measures for the Implementation of Compulsory English Courses in the Bachelor's Degree Program of Tzu Chi Science and Technology", English placement test shall be conducted in three classes:" English Basic Level ", "English Ordinary Level" and "English Advanced Level". 2. Students of the Bachelor's Degree Program should take at least 8 credits in general elective courses. They can choose freely in the four major courses, but they can choose no more than two courses in each major. 3. The graduation threshold for students of this Department is as follows: (1) Must pass the graduation threshold for Professional certificate of the Department of Marketing and Distribution Management. (2) Must participate in the graduation project presentation. (3)Must take and pass a professional bilingual course. 4.Professional elective courses are based on the actual courses offered in the current semester. 一、依「慈濟科技大學四技部英語必修課程實施辦法」辦理英文分級安置測驗，分為「英文基礎級」、「英文普通級」、「英文進修級」三級分班教學。 二、四技部學生通識選修至少修滿8學分，得在四大向度自由選修，但每向度至多選修兩門。 三、本系學生畢業門檻如下： 1.須通過「行銷與流通管理系專業證照畢業門檻」 2.須參加畢業專題成果發表 3.須修讀並通過一門專業雙語課程 四、專業選修課程依當學期實際開設課程為主。													