

Tzu Chi University

Bachelor's Degree Program in Department of Marketing and Distribution Management (MDM), 128 credits, Fall 2019

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							10 credits required
	英文	English	4	8	1	1	1	1					
	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	10	26	3/8	5/10	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						
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). 說明：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。													
College-level Cornerstone Courses 院必修	職場跨領域學習與應用	Interdisciplinary curriculum applied in the occupations	2	2			2						
	小計	Total Credits	2	2	0	0	2	0	0	0	0	0	
Professional Basic Courses (Required) 專業基礎 (必修)	管理學	Introduction to Management	3	3	3								
	管理數學	Management of Mathematics	2	2		2							
	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	2	2			2						
	計算機概論	Introduction to Computer Science	3	3	3								
		小計	Total Credits	18	18	12	4	2	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									
	院專業選修	College Professional Elective Course	2	2					1		1		
	通識選修	General Elective Courses	10	10									
Total Credits 學分總計	必修學分數	Total Credits for Required Courses	60	80	19	16	13	4	6	0	2	0	
	選修最低學分數	Minimum Total Credits for Elective Courses	68	68	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 10 credits in general elective courses. and shall include courses from at least three of the five General Education dimensions: Humanities and Arts, Civic Literacy, History and Culture, Life Sciences and the Environment, and Technology and Intelligent Living. 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. 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10學分，且須涵蓋通識五大向度（人文與藝術、公民素養、歷史與文化、生命												

Tzu Chi University of Science and Technology
Bachelor's Degree Program in the Department of Marketing and Distribution Management (MDM): Professional Elective Credit and Contact Hour Plan, Fall 2019

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Professional Elective Courses 專業選修	綠色企業行銷	Green Marketing	2	2			2						網路行銷與傳播企劃專業課程 Professional Courses in Online Marketing and Communication Planning
	企業倫理與社會責任	Business Ethics and Social Responsibility	2	2			2						
	市場調查與分析	Market Survey and Analysis	3	3				3					
	品牌企劃與通路建構	Branding and Channel Building Practice	3	3					3				
	網路行銷	Internet Marketing	3	3						3			
	虛實商店實務	Omni-Channel Store Practice	3	3						3			
	行銷網頁視覺設計(II)	Visual Design for Marketing Website II	2	2						2			
	大數據分析法	Big Data Analytics	3	3							3		
	整合行銷傳播	Integrated Marketing Communication	3	3							3		
	自媒體傳播	Communication in We-media	3	3								3	
AI智慧行銷	Artificial Intelligence for Smart Marketing	3	3								3		
Professional Elective Courses 專業選修	國際商務英文	International Business English	2	2			2						流通服務與商務經專業課程 Professional Courses in Distribution Services and Business Economics
	社區服務學習	Community Services Learning	2	2				2					
	商圈研究與展店策略	Trade Area Analysis and Store Expansion Strategy	3	3					3				
	連鎖加盟管理	Franchise Management	3	3					3				
	專案管理	Project Management	3	3					3				
	成本分析與控制	Cost Analysis and Control	3	3						3			
	國際貿易理論與實務	International Trade Theory and Practice	3	3						3			
	AI智慧門市管理	AI-Powered Store Management	3	3							3		
	AI智慧商流	AI-Powered Business Flow	3	3							3		
	國際會展實務	International MICE Practices	2	2							2		
	國際金融與匯兌	International Finance and Exchange	2	2							2		
	流通情報分析與管理	Distribution Intelligence Analysis and Management	3	3								3	
	採購實務	Purchasing practice	2	2								2	
Professional Elective Courses 專業選修	微型創新企業會計實務	Accounting practice of innovative microenterprises	2	2		2							創業規劃與整合實務專業課程 Professional Courses in Entrepreneurship Planning and Integration Practice
	社會企業與方案設計	Social Enterprise and Design Solutions	3	3				3					
	創新策略管理	Strategic Innovation Management	2	2					2				
	創新與創業管理	Management of Innovation and Entrepreneurship	3	3						3			
	設計思考	Design Thinking	2	2							2		
	產品規劃與通路設計	Product Planning and Channel Design	3	3							3		
Remarks： 備註：	選修課程依當學期實際開設課程為主。 Elective courses are subject to the actual courses offered in the semester.												