

樹德科技大學會議展覽與國際行銷學位學程 103 學年度四技日間部入學新生課程表

| 學年 | | 第一學年 (103 學年度) | | | | 第二學年 (104 學年度) | | | | 第三學年 (105 學年度) | | | | 第四學年 (106 學年度) | | | | 合計 | | |
|------------|-------|---|---------|-----------|---------|----------------|---------|----------|---------|----------------|----------|-----------|---------|----------------|----------|---------|----|-----|----|----|
| 科目 | 學期 | 上學期 | 學分 | 下學期 | 學分 | 上學期 | 學分 | 下學期 | 學分 | 上學期 | 學分 | 下學期 | 學分 | 上學期 | 學分 | 下學期 | 學分 | | | |
| | 校訂必修 | | 基礎英文(一) | 0 | 基礎英文(二) | 2 | 進階英文(一) | 2 | 進階英文(二) | 2 | 人與自然 | 2 | 藝術之多元呈現 | 2 | | | | | 28 | |
| | | 寫作技巧 I | 3 | 寫作技巧 II | 3 | 文化與生活 | 2 | 民主與法治 | 2 | 情意通識 | 2 | | | | | | | | | |
| | | 體育 | 0 | 體育 | 0 | 情意通識 | 2 | 情意通識 | 2 | | | | | | | | | | | |
| | | 服務領導教育 | 0 | 服務領導教育 | 0 | | | | | | | | | | | | | | | |
| | | | | 計算機概論 | 2 | | | | | | | | | | | | | | | |
| 院必修 | | 管理學 | 3 | 會計學 | 3 | 統計學 | 3 | | | | | | | | | | | 16 | | |
| | | 經濟學原理 | 3 | 會計實務 | 1 | | | | | | | | | | | | | | | |
| | | | | 行銷原理 | 3 | | | | | | | | | | | | | | | |
| 主學程：基礎學程 | 主學程必修 | 科際整合與大學教育 | 2 | 創造思考與問題解決 | 2 | 消費者行為 | 3 | 應用統計 | 3 | 會議管理 | 3 | 會展行銷專題 I | 1 | 會展行銷專題 II | 1 | | | 51 | | |
| | | 管理數學 | 3 | 國際企業管理 | 3 | 展覽行銷管理 | 3 | 國際行銷管理 | 3 | 國際貿易實務 I | 3 | 國際貿易實務 II | 3 | 證照實務 | 0 | | | | | |
| | | 會展概論 | 3 | 總體經濟學 | 3 | | | 商用英文 I | 1 | | | 活動管理 | 3 | | | | | | | |
| | | | | 會展實務 | 3 | | | 商用英文 II | 1 | | | 工作態度與倫理 | 3 | | | | | | | |
| | 主學程選修 | 國際行銷組 | | | | | 全球經貿趨勢 | 3 | 市場調查 | 3 | 國際人力資源管理 | 3 | 國際物流管理 | 3 | 國際企業經營策略 | 3 | | | 18 | |
| | | | | | | | | | | | 國際財務管理 | 3 | | | | | | | | |
| | | 會議展覽組 | | | | | | 休閒遊憩概論 | 3 | 領隊導遊實務 | 3 | 展場規劃與設計 | 3 | 會展專案管理 | 3 | 國際文化與禮儀 | 3 | | | 18 |
| | | | | | | | | | | | | 會展英文 | 3 | | | | | | | |
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| | | | | | | | | | | | | | | | | | | | | |
| 副學程：(就業學程) | 副學程選修 | 商用日文 | 3 | | | 電子商務與網路行銷 | 3 | 國際品牌管理 | 3 | 服務行銷管理 | 3 | 商品展示與解說 | 3 | 產業分析 | 3 | 通關實務 | 3 | 39 | | |
| | | | | | | 多媒體設計 I | 3 | 多媒體設計 II | 3 | 會展企劃實務 | 3 | 國際貿易資訊系統 | 3 | 組織行為 | 3 | 創新與創業管理 | 3 | | | |
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| 學分規定 | | <p>1. 最低畢業學分 135 學分。校訂必修 28 學分，院必修 16 學分，學程專業必修 51 學分，學程專業選修 40 學分【基礎學程之國際行銷組與會議展覽組主學程須修畢專屬課程 18 學分，他組課程列為就業學程選修，承認本校各系 12 學分，不含通識課程，如欲選修國際企業與貿易系模組課程可承認 21 學分】。</p> <p>2. 校訂必修國文課程須依入學分級結果循序修畢，免修之課程須選修「文學欣賞」課程補足學分。</p> <p>3. 校訂必修英文課程依入學分級結果及「學生外語能力課程修課及抵免辦法」循序修畢，分級後免修之課程須選修各院系「專業英文課程」或「實用外語課程」補足學分。</p> <p>4. 情意通識 6 學分依個人興趣於情意通識中選修。</p> <p>5. 必須符合本校「學生英文能力畢業門檻及輔導辦法」規定始得畢業，本學程門檻標準為基本門檻。</p> <p>備註 1：「證照實務」學生於畢業前需完成本系認可之專業證照二張。</p> <p>備註 2：修畢本學程任一模組學程及 15 學分的副學程課程，將發予副學程證書。</p> <p>備註 3：國際行銷組與會議展覽組在主學程課程選課上，依學程公佈至少須修畢該模組 6 門課，如因關課等因素可以替代課程取代。</p> <p>備註 4：管理學院開設 TOPPING 教學上下學期各 9 學分，為學生參加校外實習課程選修課程可列入為外系選修學分，每學期僅列入 6 學分為 135 畢業學分。</p> | | | | | | | | | | | | | | | | 170 | | |

SHU-TE University Degree of MICE & International Marketing Class schedule (2014)

| Semester Course | First Year (2014~2015) | | | | Second Year (2015~2016) | | | | Third Year (2016~2017) | | | | Fourth Year (2017~2018) | | | | Total Credits | |
|-----------------------------|--|---------|---------------------------------------|---------|--|---------|------------------------------------|------------------------|---|---------|--|---------|-----------------------------------|---------|--|---------|---------------|--|
| | First Semester | Credits | Second Semester | Credits | First Semester | Credits | Second Semester | Credits | First Semester | Credits | Second Semester | Credits | First Semester | Credits | Second Semester | Credits | | |
| Common Requirements | Chinese Writing Skills I | 3 | Chinese Writing Skills II | 3 | English I | 2 | English II | 2 | Human and Nature | 2 | Multi-presentation of Arts | 2 | | | | | 28 | |
| | Basic English I | 0 | Basic English II | 2 | Culture and Life | 2 | Democracy and Rule of Law | 2 | Affective Liberal Education | 2 | | | | | | | | |
| | Physical Education | 0 | Physical Education | 0 | Affective liberal education | 2 | Affective liberal education | 2 | | | | | | | | | | |
| | Service Leadership Education | 0 | Service Leadership Education | 0 | | | | | | | | | | | | | | |
| | | | Introduction to Computer | 2 | | | | | | | | | | | | | | |
| Required Courses of college | Management | 3 | Accounting | 3 | Statistics | 3 | | | | | | | | | | | 16 | |
| | The Principle of Economics | 3 | Application of accounting | 1 | | | | | | | | | | | | | | |
| | | | Marketing theory | 3 | | | | | | | | | | | | | | |
| Required Courses | Interdisciplinary and University Education | 2 | Creative Thinking and Problem Solving | 2 | Consumer Behavior | 3 | Applied Statistics | 3 | Meeting Management | 3 | MICE Study I | 1 | MICE Study II | 1 | | | 51 | |
| | Managerial Mathematics | 3 | International Business Management | 3 | Exhibition Marketing Management | 3 | International Marketing Management | 3 | Practice of International Trade(I) | 3 | Practice of International Trade(II) | 3 | Certification practice | 0 | | | | |
| | Introduction of MICE | 3 | Macroeconomics | 3 | | | Business English I | 1 | | | Event Management | 3 | | | | | | |
| | | | Practice of MICE Industry | 3 | | | Business English II | 1 | | | Work attitude and ethics | 3 | | | | | | |
| | | | | | | | Business English III | 1 | | | | | | | | | | |
| Elective courses | Business Japanese | 3 | | | Global Perspectives of International Trade | 3 | Marketing Research | 3 | International Human Resource Management | 3 | Global Logistics Management | 3 | International Business Strategy | 3 | Practice of Customs Clearance | 3 | 75 | |
| | | | | | Introduction to Leisure | 3 | Tour and Leader Practice | 3 | International Financial Management | 3 | Project Management for MICE | 3 | International Culture & Etiquette | 3 | Innovation and Entrepreneurship management | 3 | | |
| | | | | | Electronic Commerce and Internet Marketing | 3 | International Brand Management | 3 | Planning and Design of Exhibition | 3 | Commodity demonstration and illustration | 3 | Industrial Analysis | 3 | | | | |
| | | | | | Multimedia Design I | 3 | Multimedia Design II | 3 | English for Meeting & Exhibition | 3 | Trade Information System | 3 | Organizational Behavior | 3 | | | | |
| | | | | | | | | | Service Marketing Management | 3 | | | | | | | | |
| | | | | | | | | MICE Planning Practice | 3 | | | | | | | | | |
| Note | Graduate credit : 135 | | | | | | | | | | | | | | | | | |

行政助理 沈尹婷

會議展覽與國際行銷學位課程主任 林宏濱

管理學院院長 陳清耀