

致理科技大學 碩士班 國際貿易系國際經營與數位貿易碩士班 應修科目表(113學年度入學新生適用)

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour			
				第一學年Y1		第二學年Y2	
				上Fall	下Spring	上Fall	下Spring
				講義/實習 Lecture/Practice	講義/實習 Lecture/Practice	講義/實習 Lecture/Practice	講義/實習 Lecture/Practice
所訂專業必修	電子商務專題 Special Topics in E-Commerce	3	3	3			
	國貨產業發展與變遷 Trade Industry Development and Changes	3	3	3			
	數位行銷理論 Digital Marketing Theory	3	3		3		
	研究方法 Research Methodology	2	2			2	
	論文 Thesis	6	6				6
	語言能力檢定 Language Proficiency Test	(1)	0				0
	合計 Subtotal	17	17	6	3	2	6
	必修合計 Subtotal, Compulsory	17	17	6	3	2	6
所訂專業選修	國際品牌經營與市場代理 International Brand Operations and Marketing Agencies	2	2	2			
	企業實習(一) Corporate Internship I	3	6	0/6			
	國際採購與貨運代理實務 International Procurement and Freight Agency Practices	2	2	2			
	跨文化溝通與人力資源管理 Intercultural Communication and Human Resource Management	2	2	2			
	企業實習(二) Corporate Internship II	3	6		0/6		
	外貿業務開發與經銷商管理 Trade Business Development and Distributor Management	2	2		2		
	經濟地理與市場分析 Economic Geography and Market Analysis	2	2		2		
	生產與作業管理實務 Production and Operations Management Practice	2	2		2		
	服務貿易經營專題 Seminar on Service Trade Management	2	2		2		
	國貨創業實務專題 Seminar on Entrepreneurship Development	3	3		3		
	商業智慧應用分析 Business Intelligence Applications Analysis	2	2		2		
	進階英語應用 Advanced Practical English	2	2			2	
	國際企業經營與個案分析 International business management and case analysis	2	2			2	
	物流與通關實務 Logistics and customs clearance	3	3			3	
	區域經濟整合與台商投資 Regional Economic Integration and Taiwanese Investment	2	2			2	
	數位行銷個案與實務 Digital Marketing Cases and Practices	2	2			2	
	電子商務金融與實務 Banking and Practice for E-Commerce	2	2			2	
	網路創業與個案分析 Internet Entrepreneurship and Case Analysis	2	2				2
	貿易社會學 Trade and Sociology	2	2				2
	貿易糾紛與救濟實務 Trade Disputes and Remedy Practices	2	2				2
商務溝通與談判策略 Business Communication and Negotiation Strategies	2	2				2	
社群行銷 social marketing	2	2				2	

1. 總畢業學分數至少30學分(不含論文6學分)，其中必修學分11學分，所訂選修至少19學分。  
The total number of graduation credits must be at least 30 credits (excluding 6 credits for the thesis), with 11 credits from required courses, and at least 19 credits from the Master's Programs' elective courses.
2. 本系碩士班研究生應於畢業前，達到語言能力畢業門檻之標準，相關規定請參閱本系「碩士班修業規則」。  
Master's students in this department must meet language proficiency requirements before graduation in accordance with the academic rules for the master's programs of the department.
3. 實習課程學分得認列選修學分上限為3學分。  
Credits from internships can be counted as elective credits, up to a maximum of three (3) credits.
4. 第1學年每學期所修學分數不得少於4學分，不得多於18學分。  
In the first academic year, students must enroll in no fewer than 4 and no more than 18 credits per semester.
5. 應修科目表因應本系特色發展之需要時得以修正。  
The list of courses to be taken may be revised as necessary to accommodate the development of the department's characteristics.