

國立勤益科技大學 115 學年度日間部四年制行銷與流通管理系學分計畫表

National Chin-Yi University of Technology

Curriculum Planning of 2026 Four-Year Degree in Department of Marketing and Distribution Management

114.09.03 114 學年度第 1 學期第 1 次系課程委員會議審議通過
114.09.10 114 學年度第 1 學期第 1 次系務會議審議通過
114.11.19 院課程會議審議通過
114.12.4 校課程委員會議及 114.12.23 臨時教務會議審議通過

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科目	Courses	上學期 First Semester			下學期 Second Semester		
		學分 Credits	正課 Lecture	實習 Internship	學分 Credits	正課 Lecture	實習 Internship
共同選修科目 General Electives Courses							
第一學年 First Year							
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
全民國防教育軍事訓練(一)	All-Out Defense Education Military Training (I)	1	2	0			
全民國防教育軍事訓練(二)	All-Out Defense Education Military Training (II)				1	2	0
第二學年 Second Year							
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
全民國防教育軍事訓練(三)	All-Out Defense Education Military Training (III)	1	2	0			
全民國防教育軍事訓練(四)	All-Out Defense Education Military Training (IV)				1	2	0
第三學年 Third Year							
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
體育選修	Physical Elective Course	1	2	0	1	2	0
全民國防教育軍事訓練(五)	All-Out Defense Education Military Training (V)	1	2	0			
第四學年 Fourth Year							
外語選修課程	Foreign language elective courses	2	2	0	2	2	0
外語菁英課程	Foreign Language Elite Courses	6	6	0	6	6	0
體育選修	Physical Elective Course	1	2	0	1	2	0
專業選修科目 Department Electives Courses							
第一學年 First Year							
△程式設計	Programming				3	3	0
會計學	Accounting				3	3	0
配銷物流模組 Distribution Logistics Module							
●物流管理	Logistics Management				3	3	0
第二學年 Second Year							
物聯網導論與應用	Introduction and Application for Internet of Things	3	3	0			
金融機構與市場	Financial Institutions and Markets	3	3	0			
商用英文	Commercial English				3	3	0
行銷銷售模組 Marketing Sales Module							
多媒體設計	Multimedia Design	3	3	0			
消費者行為	Consumer Behavior				3	3	0
●顧客關係管理	Customer Relationship Management				3	3	0
經營管理模組 Management Module							
品牌管理	Brand Management	3	3	0			
連鎖與加盟管理	Chain Stores and Franchising Management	3	3	0			
管理會計	Managerial Accounting				3	3	0
配銷物流模組 Distribution Logistics Module							
採購與庫存管理	Purchasing and Inventory Management				3	3	0
第三學年 Third Year							
網際網路程式設計	Web Programming	3	3	0			
財務管理	Financial Management	3	3	0			
大數據分析	Big Data Analysis				3	3	0
投資學	Investments				3	3	0
企業倫理與社會責任	Enterprise Ethics and Social Responsibility				2	2	0
行銷銷售模組 Marketing Sales Module							
●行銷研究	Marketing Research	3	3	0			
通路管理	Marketing Channel Management	3	3	0			
創意行銷	Creative Marketing				3	3	0
市場調查與商情預測	Market Research and Business Forecasting				3	3	0
經營管理模組 Management Module							
●賣場規劃與管理	Store Facility Planning and Management				3	3	0
配銷物流模組 Distribution Logistics Module							
運輸管理	Transportation Management	3	3	0			
國際貿易實務	International Trade Practice	3	3	0			
第四學年 Fourth Year							
進階商用英文	Advanced Commercial English	3	3	0			
商用法規	Business Laws and Regulations				3	3	0
行銷銷售模組 Marketing Sales Module							
整合行銷傳播	Integrated Marketing Communication	3	3	0			
國際行銷	International Marketing				3	3	0
經營管理模組 Management Module							

●企業資源規劃	Enterprise Resource Planning	3	3	0			
組織理論與行為	Organizational Theory and Behavior	3	3	0			
●專案管理	Project Management	3	3	0			
●零售實務個案	Retail Practical Case				3	3	0
●全面品質管理	Total Quality Management				3	3	0
永續發展概論	Introduction to Sustainable Development Goals				3	3	0

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專業選修科目 Department Electives Courses							
第四學年 Fourth Year							
共同選修科目 General Electives Courses							
校外實習(一)	Internship(I)	9	0	9			
校外實習(二)	Internship(II)				9	0	9

備註 Note:

一、畢業至少應修滿 128 學分【必修 75 學分，選修至少 53 學分(須含本系專業選修至少 36 學分)】

Students should complete at least 128 credits before graduation, including 75 required credits, 53 elective credits (elective credits should have at least 36 credits from department elective courses).

二、本校訂有「國立勤益科技大學學生畢業門檻辦法」，畢業門檻條件：英文能力及自主學習，請依規定辦理。

Our school has established the "National Chin-yi University of Science and Technology Student Graduation Threshold Measures", Graduation threshold: English proficiency and independent study, please follow the regulations

三、博雅通識課程三大領域中，每一領域至少各修習一門課程，學分總計至少 10 學分。每門課程學分數 (時) 為 2 學分 2 學時或 3 學分 3 學時。

Among the 3 core areas of liberal education curriculum, students should take 10 or more credits in 3 different areas.

The credit hours for each course are either 2 hours course with 2 credits or 3 hours course with 3 credits.

四、第四學年專業選修得自由選擇校內之選修課程或 2 門校外實習課程 (可選修人數依實際媒合結果而定，實習期間為一學年，學生以分發一次為原則)。

There are two options for taking courses at the fourth year of undergraduate program: internship courses or formal Courses in University (Based on the result of internship recruitment, students who are taking 18 credits for off-campus internship courses during the fourth year of undergraduate program must have one year of off-campus internship at the same institute).

五、凡本系專業必選修課程，皆可搭配業界專家協同教學並調整為實務課程。

Students who are taking courses from the Department of Distribution Management can have collaborative teaching implementation of effectiveness of the industry experts as a practical course.

六、畢業年級相當於國內高級中等學校二年級之國外或香港澳門地區同級同類學校畢業生，以同等學力資格入學大學部一年級者，除前項規定之畢業應修學分數外，需另增補選修 12 學分。

Students from Hong Kong/Macau or the other countries, who are entering undergraduate school as a freshman with equivalent learning ability, such as graduation grade which is equivalent to sophomore / second year high school in Taiwan, are required to take additional 12 credits except for the above required credits.

七、課程名稱前有標示「●」符號者，為「職能專業課程」；「△」符號者，為「程式設計課程」。

Courses with a “●” refer to a professional competence course, with a “△” refer to an application design course.

八、學生須選讀至少一門本系所訂定之跨領域學程課程，並有成績登錄。

Students need to register for at least one the course of inter-disciplinary program set by this department and have a record of grades.

九、為因應法規變更、評鑑建議或政府計畫規定等外在因素，本系保有調整學分計畫之權利。若有修訂，將於學期開始前公告，並明確說明修訂內容、影響範圍及相關配套措施，以保障學生權益。

The department reserves the right to adjust the curriculum in response to external factors such as changes in regulations, suggestions of evaluation and accreditation, or government program regulations. If there are any revisions, will be announced before the start of the semester, and the revised content, scope of impact, and related supporting measures will be clearly stated to protect the rights and interests of students.

智慧流通數位應用學程										
本系					外系(任選 2 門)					
課程選別	學年	科目名稱	學分	學時	選修系	學年	科目名稱	學分	學時	
必修	二上	電子商務	3	3	工管系	上學期	自動化生產系統	3	3	
必修	三下	供應鏈管理	3	3	工管系	下學期	機聯網規劃與設計	3	3	
本系選修任選 2 門	選修	一下	程式設計	3	3	工管系	下學期	自動化資料蒐集系統	3	3
	選修	一下	物流管理	3	3	資管系	上學期	進銷存管理資訊系統	3	3
	選修	二上	物聯網導論與應用	3	3	資管系	上學期	互動式網頁設計	3	3
	選修	三上	網際網路程式設計	3	3	資管系	下學期	雲端運算	3	3
	選修	三下	賣場規劃與管理	3	3	資管系	下學期	生產管理資訊系統	3	3
	選修	三下	大數據分析	3	3	資管系	下學期	人工智慧概論	3	3
					健管系	下學期	健康資訊科技與管理	3	3	
					健管系	下學期	健康產業資料分析與應用	3	3	

The Department					Other Department(s) (Choosing Two Courses)					
Required/ Elective Courses		School Year	Course Name	Credit	Hours	Dept.	School Year	Course Name	Credit	Hours
Choosing Two Courses		Second Year/ First Semester	Electronic Commerce	3	3	Dept. of Industrial Engineering and Management	First Semester	Automatic Manufacturing System	3	3
		Third Year/ Second Semester	Supply Chain Management	3	3		Second Semester	Planning and Programming of IoMs	3	3
		First Year/ Second Semester	Programming	3	3		Second Semester	Automatic Data Collection Systems	3	3
Elective	Second Year/ First Semester	Logistics Management	3	3	Dept. of Information Management	First Semester	Invoicing Information System	3	3	
	Second Year/ First Semester	Introduction and Application for Internet of Things	3	3		First Semester	Interactive Web Page Design	3	3	
Elective	Third Year/ First Semester	Internet Programming	3	3		Second Semester	Cloud Computing	3	3	
	Third Year/ Second Semester	Store Facility Planning and Management	3	3		Second Semester	Production Management System	3	3	
Elective	Third Year/ Second Semester	Big Data Analysis	3	3		Second Semester	Introduction to Artificial Intelligence	3	3	
					Dept. of Healthcare Industry Technology Development and Management	Second Semester	Health Information Technology and Management	3	3	
						Second Semester	Data Analysis and Application for the Health Industry	3	3	

商管跨域應用學程										
本系					外系(任選 2 門)					
課程選別	學年	科目名稱	學分	學時	選修系	學年	科目名稱	學分	學時	
必修	一上	行銷管理	3	3	企管系	上學期	國際企業管理	3	3	
必修	二上	服務行銷	3	3	企管系	上學期	績效管理	3	3	
本 系 選 修 任 選 2 門	選修	二上	連鎖與加盟管理	3	3	企管系	上學期	中小企業管理	3	3
	選修	二上	品牌管理	3	3	資管系	上學期	管理心理學	3	3
	選修	二下	顧客關係管理	3	3	資管系	下學期	服務創新與管理	3	3
	選修	三上	行銷研究	3	3	工管系	上學期	創新管理	3	3
	選修	三上	通路管理	3	3	工管系	上學期	精實管理	3	3
	選修	三下	整合行銷傳播	3	3	工管系	下學期	製造策略管理	3	3
					健管系	下學期	健康資訊科技與管理	3	3	
					健管系	下學期	健康產業資料分析與應用	3	3	
					健管系	上學期	健康科技與經濟評估	3	3	
					健管系	上學期	高齡者教育與多媒體應用	3	3	

The Department					Other Department(s) (Choosing Two Courses)					
Required/ Elective Courses		School Year	Required/ Elective Courses	School Year	Required/ Elective Courses	School Year	Required/ Elective Courses	School Year	Required/ Elective Courses	School Year
Required		First Year/ First Semester	Marketing Management	3	3	Dept. of Business Administration	First Semester	International Business Management	3	3
		Second	Service	3	3		First	Performance	3	3

Interdisciplinary Business Administration Program										
The Department					Other Department(s) (Choosing Two Courses)					
Required/ Elective Courses		School Year	Required/ Elective Courses	School Year	Required/ Elective Courses	School Year	Required/ Elective Courses	School Year	Required/ Elective Courses	School Year
		Year/ First Semester	Marketing			Semester	Management			
Choosing Two Courses	Elective	Second Year/ First Semester	Franchise Business Management	3	3	Dept. of Information Management	First Semester	Management of SME	3	3
	Elective	Second Year/ First Semester	Brand Management	3	3		First Semester	Management Psychology	3	3
	Elective	Second Year/ Second Semester	Customer Relationship Management	3	3		Second Semester	Service Innovation and Management	3	3
	Elective	Third Year/ First Semester	Marketing Research	3	3	Dept. of Industrial Engineering and Management	First Semester	Innovation Management	3	3
	Elective	Third Year/ First Semester	Marketing Channel Management	3	3		First Semester	Lean Management	3	3
	Elective	Third Year/ Second Semester	Integrated Marketing Communication	3	3		Second Semester	Manufacturing Strategy Management	3	3
							Second Semester	Health Information Technology and Management	3	3
						Dept. of Healthcare Industry Technology Development and Management	Second Semester	Data Analysis and Application for the Health Industry	3	3
							First Semester	Health Technology and Economic Evaluation	3	3
							First Semester	Senior Education and Multimedia Application	3	3