

中國科技大學 管理學院 行銷與流通管理系 台北校區 進修部 四技課程科目表 (101學年度入學適用)

| 學年 | 第一學年 | | | | | | | | | | 第二學年 | | | | | | | | | | 第三學年 | | | | | | | | | | 第四學年 | | | | | | | | | | | | |
|--------|--|-------------|----|----|-----------|-------------|----|-------|-----------|--------|------|----|-----------|---------|----|-----|-----------|-------|----|------|-----------|---------|----|----|-----------|--------|-----|----|-----------|---------|------|-------|----|----|----|-----|--|-------|----|--|--|--|--|
| | 上學期 | | | | | 下學期 | | | | | 上學期 | | | | | 下學期 | | | | | 上學期 | | | | | 下學期 | | | | | 上學期 | | | | | 下學期 | | | | | | | |
| 學期 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | 代碼 | 科目 | 學分 | 時數 | | | | | | | |
| 校通識核心 | ZCHN21213 | 中文寫作與思維 | 2 | 2 | ZCHN21212 | 應用文 | 2 | 2 | ZGSO22237 | 藝術與美學 | 2 | 2 | ZGSO22236 | 法治與公民社會 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ZENG21211 | 大學外文(英文(一)) | 2 | 2 | ZENG21212 | 大學外文(英文(二)) | 2 | 2 | ZGCE22201 | 溝通與表達 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ZPHY11255 | *體適能與保健(一) | 2 | 2 | ZPHY11256 | *體適能與保健(二) | 2 | 2 | ZMAT21217 | 數學與邏輯 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ZML21211 | *軍訓一 | 2 | 2 | ZML21212 | *軍訓二 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 小計 | | | 4 | 8 | | | 4 | 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 校通識選修 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 院通識核心 | ZGSO21250 | 職涯探索 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 小計 | | | 2 | 2 | | | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 院核心 | WCIS21205 | 資訊概論(一) | 2 | 2 | WCIS21206 | 資訊概論(二) | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | WMGM21201 | 管理學(一) | 2 | 2 | WMGM21202 | 管理學(二) | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 小計 | | | 4 | 4 | | | 4 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 系專業必修 | KECO21301 | 經濟學(一) | 3 | 3 | KECO21302 | 經濟學(二) | 3 | 3 | KSTA22301 | 統計學(一) | 3 | 3 | KSTA22302 | 統計學(二) | 3 | 3 | KMKT23308 | 消費者行為 | 3 | 3 | KMKT23302 | 行銷企劃實務 | 3 | 3 | KHUM23302 | 銷售人力管理 | 3 | 3 | KCSS24307 | 連鎖業經營管理 | 3 | 3 | | | | | | | | | | | |
| | KACC21301 | 初等會計學(一) | 3 | 3 | KACC21302 | 初等會計學(二) | 3 | 3 | KMAT21201 | 微積分(一) | 2 | 2 | KMAT21202 | 微積分(二) | 2 | 2 | KCSS23309 | 零售管理 | 3 | 3 | KQTY23303 | 服務業品質管理 | 3 | 3 | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | KMKT22304 | 行銷管理 | 3 | 3 | KLOG22206 | 流通概論 | 2 | 2 | KPOM22301 | 作業管理 | 3 | 3 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | KLOG22301 | 物流管理 | 3 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 小計 | | | 6 | 6 | | | 6 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 系專業選修 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | 小計 | | | 0 | 0 | | | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 預定開課學分 | | | 16 | 20 | | | 14 | 18 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 畢業學分 | 校訂課程 | 校通識核心 | 18 | | | | | 校通識選修 | 8 | | | | | 通識博雅 | 8 | | | | | 共同選修 | 0 | | | | | 系訂課程 | 51 | | | | | 系專業必修 | 51 | | | | | 系專業選修 | 35 | | | | |
| | 院訂課程 | 院通識核心 | 4 | | | | | | | | | | | 院核心 | 12 | | | | | | 0 | | | | | 總學分數 | 128 | | | | | | | | | | | | | | | | |
| 備註 | (1) 畢業學分至少128學分。 (2) 本系科目表於101年05月11日經課程委員會通過，101年06月22日教務會議通過。 (3) 「體適能與保健」、「軍訓」為本校共同必修課程，惟不納入畢業應修學分計算。 (4) 「依學則規定，進修部學生每學期所修學分數(不含軍訓、體育)最低不得少於9學分。」 (5) 本系專業選修35學分中，可跨本校所開設之專業課程至多12學分(不包含通識或共同科目)，且課程性質應以符合本系培育目標為原則，需經系主任審核同意。 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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