

## 106 學年度第 1 學期校課程委員會議

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## 各系(所)中心新增課程中英文摘要

### 一、語言中心

#### 韓語(1) 2 選

本課程旨在使同學熟悉韓文字母，了解其組合結構，並在學習發音規則後能正確唸出，亦能正確聽取。在字母發音習得後，由日常招呼會話，依循序習得之語法與背誦之單字，到能夠自行創造句子，俾使聽說讀寫能力並進。

#### Korean(1) 2 E

The purpose of the course is to help students learn skills and characteristics of Korean pronunciation and then understand how to pronounce well and correctly. The course includes basic kinds of Korean pronunciation-breathed sounds, voiced sounds, silent vowels, the rising and falling of tones, etc.

#### 韓語(2) 2 選

本課程配合初級韓語的課程內容，由淺入深導入文法、句型，再輔入適當讀物及課後作業，務使學生能充分理解，吸收並應用之。另外並定期舉行聽寫等測驗，俾始能達到聽、說、讀、寫並進的效果。

#### Korean(2) 2 E

In coordination with the contents of the elementary Korean, grammar, sentence patterns are introduced to students in a planned way and selected reading materials for the better understanding of this language. In addition, tests in Korean such as listening comprehension and writing are offered regularly for the object of improving their ability to know Korean.

## 二、農學院

### (一) 木材科學與設計系：

#### 木工刀具與切削理論 2 選

本課程目的在於導引學生瞭解木質與非木質複合材料切削原理，認識木質複合材料及各類木製品切削刀具，新型刀具結構以及木工刀具的修磨與使用，木工刀具應用技術等內容。課程內容涵蓋緒論、木材切削的基本原理、木工刀具材料及刀具磨損、銑削與銑刀、鋸切與鋸子、鑽削與鑽頭、旋削與旋刀、磨削與磨具、木工刀具的修磨和木工刀具的應用等單元。

#### Woodworking Tools and Cutting Theory 2 E

The purpose of this course is to guide students to understand the principle of wood and non-wood composite materials, wood composites and all kinds of wooden product cutting tools, new type tool structure and woodworking tools grinding and use, woodworking tool application technology and so on. The course covers the basic principles of wood cutting, woodworking tool materials and tool wear, milling and milling knife, sawing and sawing knife, drilling and drilling knife,, turning and turning knife, grinding and grinding tools, woodworking tools applying and etc....

#### 膠料與膠合技術實務 2 選

本課程之內容設計主要在訓練學生瞭解木材工業常用的膠合劑之種類、反應化學、使用方法、硬化後膠膜性質等，同時也教導學生木材薄片貼面與實木鑲嵌之實務技能。

#### Wood Adhesives and Gluing Technique Practice 2 E

The content of this course is designed to train students to understand the types of adhesives commonly used in the wood industry, the reaction chemistry, the method of use, the properties of the film after hardening, and the practical skills of the student wood veneer overlay and solid wood inlay.

#### 塗料與塗裝技術實務 2 選

本課程之內容設計主要在訓練學生瞭解木材工業常用的塗裝材料之種類、反應化學、使用方法、硬化後塗膜性質，包括塗裝材料、塗裝系統、塗裝機具、特殊塗裝方法、塗裝缺點及其對策等。

#### Wood Finishings and Coating technique Practice 2 E

The content of this course is designed to train students to understand the types of the finishings commonly used in the wood industry, the reaction chemistry, the method of use, the properties of the coating after hardening and etc.. The course including the finishings, coating systems, painting machines, special coating methods, painting defects and their countermeasures.

#### 家具設計開發實務 2 選

本課程係結合當前家具行業發展的新形勢與新特點，針對家具企業對家具設計專業人才素養的需求，按照企業設計實際環境必備的基本知識結構，以實質的功能與形態、藝術與技術、生產與營銷等諸多要素經辯證而獲得一整套關於生活方式的解決方案。講授內容則有系統的導引家具材料、家具接合方法、家具結構設計、家具藝術風格的演變、家具造型設計、家具透視圖表現技法、家具開發實務等。

**Furniture Design and Development Practice 2 E**

This course is a combination of the new situation and new features on the current furniture industry development. To accompany the furniture industry raised the demand for professionals in furniture design. The basic structure of knowledge in accordance with the corporate design of the actual environment necessary. To the actual function and form, art and technology, production and marketing, and many other elements of dialectical obtained through a set of solutions with regard to lifestyle. The teachings of a guide system furniture materials, furniture joining method, furniture construction design, the evolution of furniture artistic style, furniture modeling design, furniture perspective performed techniques, furniture development practice, etc.

**家具生產工藝講座 2 選**

本課程目的在導引學生瞭解當前家具生產加工技術新趨勢與新特點，安排家具企業的專業生產技術經理人，以系列專題方式講授諸如 Poly 生產加工、實木彎曲加工、金屬家具、包襯家具、塑料家具…等的生產技術。

**Furniture Process Technology Topics 2 E**

The purpose of this course is to guide students to understand the current new trends and new features in the furniture production processing technology. To arrange professional production technology managers of furniture enterprises, teach them such as Poly production and processing, solid wood bending processing, metal furniture, upholstery furniture, plastic furniture and so on the production technology.

**家具生產管理講座 2 選**

本課程目的在導引學生瞭解當前家具生產管理的新趨勢與新特點，安排家具企業的專業生產管理經理人，以系列專題方式講授諸如工業 4.0 的生產概念、CNC 生產技術、彈性造系統、物料管理、MRP 管理、生產決策與分析……等管理技巧。

**Furniture Process Management Topics 2 E**

The purpose of this course is to guide students to understand the current new trends and new features in the furniture production management. To arrange professional production management managers of furniture enterprises, teach them such as the production concept of industrial 4.0, CNC production technology, flexible system, material management, MRP management, production decision-making and analysis and other management skills.

**工業管理概論 3 選**

本項課程講授主要在於提供學生基本的工業管理相關理念，以作為進入產業成為管理幹部所應具備之管理基礎與知識，內容包括工業管理基本概念介紹、管理循環、預測、研究與發展、設施規劃、生產管理、工作研究、物料管理系統、人力資源規劃、行銷管理、實務與案例討論。

**Introduction Industrial Management 3 E**

The objective of this course is to provide basic concepts of industrial management for students to apply in their future works. The contents are: Introduction, Management cycles, Forecasting techniques, Research and development, Facility planning, Production management, Work study systems, Material management systems, Human resource planning, Marketing, Case study and Discussion.

**品質管理概論 3 選**

本課程旨在透過課程講授、個案研讀與討論及品管專題報告製作等方式，培養學生熟習工廠中品質管理的各項理論及分析工具在實務上的應用。其內容包括工業與生產演進概論、品管概論、品管組織、品質成本、品質保證、全面品管、服務品質管理、品質改善手法、品管圈的推行與運作、ISO 9000 品保模式、統計品質管制及管制圖的應用、製程能力

分析、驗收抽樣計畫、品質機能展開、實務與案例討論。

### **Introduction Quality Management 3 E**

The objective of this course is to train students in familiarizing and utilizing various theories and practices of quality management. Learning will be by lectures, case study and discussion, and term-paper report. It contains: Introduction of Industry and Production's History and Evolution, Introduction to Quality Management, Quality Organization, Quality Cost, Quality Assurance, Total Quality Management, Service Quality, Quality Improvement Tools, Quality Control Circle, ISO 9000 series, Statistical Quality Control/Control Charts, Process Capability Analysis, Sampling Plans, Quality Function Deployment, Case study and Discussion.

## **(二) 植物醫學系：**

### **農業發展與國際合作 2 選**

本課程內容在介紹中華民國在臺灣五十年來之農業發展過程，從初期的土地改革政策和以農業為主之經濟發展，進入以工商業為主之現代化社會，同時在配合農業升級及回饋國際社會政策下推展各項國際合作計劃；目的在使同學能鑑往知來，為下一世紀之農業開創新局。

### **Agricultural Development and International Cooperation 2 E**

This course is to provide an insight of agricultural development of Taiwan for the past 50 years, and also point out its new direction for the next century. Its contents include: land reform programs, agricultural trade and economic development, transformation from an agricultural to industrialized economy, and international cooperation.

### **植物病害診療實習(果樹病害、觀賞植物病害) 1 必 、上**

本實習課程內容主要有植物病害診斷技術之介紹及訓練，包括病徵診斷，解剖診斷，病原分離培養接種及鑑定，生理生化診斷，生物診斷，免疫診斷與核酸診斷技術。及介紹植物病害之計量及損失評估，防治原則，各種防治方法包括化學防治法、生物防治法、耕作防治法、物理防治法、法規防治法及經濟有效的綜合管理策略。

### **Practice of Diagnosis Management of Plant Disease on Fruits and Ornamental Plants 1 R F**

The objectives of this course are focused on (1) introduction and training of diagnostic techniques of plant disease on fruit crops and ornamental plants, which include symptomatic diagnosis, anatomic diagnosis, isolative and identification of pathogens, biochemical and physiological method, biological method, immunological diagnosis and nucleic acid techniques. (2) introduction of loss assessment, epidemiology, principles and practical control measures including chemical control, biological control, cultural control, physical control and quarantine control and the integrated disease management of plant disease on fruit crops and ornamental plants.

### **植物病害診療實習(蔬菜病害、糧食作物病害) 1 必 、上**

本實習課程內容主要有植物病害診斷技術之介紹及訓練，包括病徵診斷，解剖診斷，病原分離培養接種及鑑定，生理生化診斷，生物診斷，免疫診斷與核酸診斷技術。及介紹植物病害之計量及損失評估，防治原則，各種防治方法包括化學防治法、生物防治法、耕作防治法、物理防治法、法規防治法及經濟有效的綜合管理策略。

### **Practice of Diagnosis Management of Plant Disease on Vegetables and Food Crops 1R F**

The objectives of this course are focused on (1) introduction and training of diagnostic techniques of plant disease on vegetables and food crops, which include symptomatic diagnosis, anatomic diagnosis, isolative and identification of pathogens, biochemical and physiological method, biological method, immunological diagnosis and nucleic acid techniques. (2) introduction of loss assessment, epidemiology, principles and practical control measures including chemical control, biological control, cultural control, physical control and quarantine control and the integrated disease management of plant disease on vegetables and food crops.

### **植物蟲害診療實習(果樹蟲害、觀賞植物蟲害) 1 必 、上**

本課程內容包括各種重要果樹作物、觀賞植物害蟲之鑑定，害蟲危害過程及遺留痕跡的診斷，自田間採集蟲害標本，攜回實驗室，在解剖顯微鏡下觀察，依照圖鑑比對特徵來確認害蟲種類。

### **Practice of Diagnosis and Management of Insect Pests on Fruits and Ornamental Plants 1R F**

Introduce the identification of insect species and the diagnosis of insect infestation on fruit trees and . ornamental plants Students learned to collect samples from various parts of plants from the field, examine symptoms and excreta caused by insects. Pests are studied under dissecting microscope and compared with identification keys.

### **植物蟲害診療實習(蔬菜蟲害、糧食作物蟲害) 1 必 、上**

本課程內容包括各種主要蔬菜作物、糧食作物害蟲之鑑定，害蟲危害過程及遺留痕跡的診斷，自田間採集蟲害標本，攜回實驗室，在解剖顯微鏡下觀察，依照圖鑑比對特徵來確認害蟲種類。

### **Practice of Diagnosis and Management of Insect Pes on Vegetables and Food Crops 1R F**

Introduce the identification of insect species and the diagnosis of insect infestation on vegetables and food crops. Students learned to collect samples from various parts of plants from the field, examine symptoms and excreta caused by insects. Pests are studied under dissecting microscope and compared with identification keys.

### **植物醫學中心診療實習 1 必 華真、上**

本課程目的讓學生於植物醫學中心學習，接受農民植物病蟲害求診案件，親至田間實際診斷，與老師討論有效醫療處方箋，並學習回覆與指導農民改善等，期望增加學生植物醫師臨床實務經驗。內容包括：病、蟲、草、藥、營養、逆境之診斷、處方、管理的科學及技術。

### **Practice of Diagnosis and Management in Plant Medicine center 1R T. Hua , F**

The purpose of this course is to familiarize students to study at the plant medical center, to receive cases of farmers 'insect pests and plant diseases, to actually diagnose the field, to discuss effective medical prescriptions with teachers, and to learn to answer and guide farmers to improve, etc., expect to increase students' clinical practice experience. Contents include: practice of diagnosis and management of plant disease, insects pests, weeds, pesticide, nutrition, adversity.

### **植物病害田野實習(1) 2 必 、上**

本課程包括帶領學生至南部地區各農業場所如農業試驗所鳳山熱帶園藝試驗分所、高雄區農業改良場、農藥公司田間工作站及產銷班等，實際瞭解不同作物的栽培管理，此外依據不同季節田間病害現況進行現場診斷示範並教導學生做案例討論。

### **Field Study of Plant Disease(1)                      2R , F**

The course provided practical training of integrated crop management. In order to understand the good agricultural practices of various crops, several field trips will be held to major agricultural stations in southern Taiwan. The methods of diagnosing plant disease is demonstrated. Case studies by groups of students are also encouraged.

### **植物蟲害田野實習(1)                      2    必                      、上**

本課程包括帶領學生至南部地區各農業場所如農業試驗所鳳山熱帶園藝試驗分所、高雄區農業改良場、農藥公司田間工作站及產銷班等，實際瞭解不同作物的栽培管理，此外依據不同季節田間蟲害現況進行現場診斷示範並教導學生做案例討論。

### **Field Study of Plant Pests(1)                      2R , F**

The course provided practical training of integrated crop management. In order to understand the good agricultural practices of various crops, several field trips will be held to major agricultural stations in southern Taiwan. The methods of diagnosing plant pests is demonstrated. Case studies by groups of students are also encouraged.

### **植物病害田野實習(2)                      2    必                      、下**

本課程包括帶領學生至南部地區各農業場所如農業試驗所鳳山熱帶園藝試驗分所、高雄區農業改良場、農藥公司田間工作站及產銷班等，實際瞭解不同作物的栽培管理，此外依據不同季節田間病害現況進行現場診斷示範並教導學生做案例討論。

### **Field Study of Plant Disease(2)                      2R , S**

The course provided practical training of integrated crop management. In order to understand the good agricultural practices of various crops, several field trips will be held to major agricultural stations in southern Taiwan. The methods of diagnosing plant disease is demonstrated. Case studies by groups of students are also encouraged.

### **植物蟲害田野實習(2)                      2    必                      、下**

本課程包括帶領學生至南部地區各農業場所如農業試驗所鳳山熱帶園藝試驗分所、高雄區農業改良場、農藥公司田間工作站及產銷班等，實際瞭解不同作物的栽培管理，此外依據不同季節田間蟲害現況進行現場診斷示範並教導學生做案例討論。

### **Field Study of Plant Pests(2)                      2R , S**

The course provided practical training of integrated crop management. In order to understand the good agricultural practices of various crops, several field trips will be held to major agricultural stations in southern Taiwan. The methods of diagnosing plant pests is demonstrated. Case studies by groups of students are also encouraged.

### 三、工學院

#### (一) 環境工程與科學系：

##### 環境衛生學

3 選

本課程乃授與學生環境衛生與安全之基本概念與知識，授課內容包括環境衛生的範疇、流行病學、嚙齒類動物及節肢昆蟲、飲用水、食品安全及衛生、能源、全球的觀點、住宅及社區空氣、液體廢棄物、固體廢棄物、工作及職業場所安全、傷害防制、電磁輻射等。

##### Environmental Sanitation

3 E

This course is designed to present basic concept and knowledge to the environmental sanitation and safety. Topics covered will emphasize on the scope of environment and health, epidemiology, rodents and insects, drinking water, food safety and sanitation, energy, a global view, air in the home and community, liquid waste, solid waste, the workplace, injury control, electromagnetic radiation.

##### 校外實習(暑期)

3 必

本課程旨在提升學生實做能力，使大學部學生在畢業時能根據所學知理論基礎而立即進入職場崗位，為企業所用。學生可依自己興趣選擇與本系相關之產業，如環境檢測公司、工程顧問公司、污水處理廠、資源回收公司與環境影響評估公司等，進行 4.5 個月的職場實習，並在實習結束後提出心得報告，以取得學分。

##### Off-compus practice

3 R

The purposes of this course are to increase the ability of operation skill in technology and to be immediately employed after graduation for bachelors in accordance with the study fundamentals in the compus. The learners may enter any industry depending on their interests for a 4.5 month practice. However, the industry should be related to the teaching contents of the department, which includes environmental analysis company, engineering consultant institute, wastewater treatment plant, resource recycle company, environmental impact assessment agency, etc. The study scores will be obtained after finishing the report in the end of practice.

##### 環境工程實習

3 必

環境工程實習是理論和實務並重讓學生學以自用，內容包括資源回收分類實習污水場操作空氣污染調查，藉由在學中所學理論與實作加以應用與實現。

##### Environmental Engineering Practical Training

3 R

Environmental engineering practice is the theory and practice and to allow students to learn for their own use. The course is including resource recycling classification practice sewage field operation, air pollution survey. By studying in the theory and practice are applied and realized.

##### 環境科學實習

3 必

使環工系學生能夠在修習本課程之後，獲得環境科學，包括：地球科學、氣象學、自然資源管理與維護、環境污染預防、生態學、社會與人文環境管理、環境政策與規劃、及永續發展等之實務經驗。

##### Practical Training of Environmental Science

3 R

The objective of this course is to provide enrolled students with details regarding earth science, meteorology, natural resource management and maintenance, environmental pollution prevention,

ecology, social and human environment management, environmental policy and planning, and sustainable development and to gain practical experiences in these fields.

### 環境實務實習

### 3 必

空氣、廢水、廢棄物、土壤、環境教育原理及實務應用為實習課程之主軸。

學生藉由在實習場所操作空氣、廢水、廢棄物或土壤等相關儀器設備系統及維護，或參與計畫執行的品管流程及手段，進而整合個人在環工領域的專業知識，獲取儀器性能維護、改善空氣污染、廢棄物處理、廢水處理、地下水整治及土壤復育等相關專業知識。實習課程將有拓展學生視野，學習與人相處或解決環境問題的實務經驗。

### Environmental Practice

### 3 R

The principles and practical applications in air, wastewater, waste, soil, and environmental education are the main centerpieces of the course. Students will practice operating professional equipment and systems. Students will also participate in the implementation of a quality control program. Students can integrate the expertise of individual workers in the field during project participation and therefore gain experience in assessing instrument maintenance, air quality improvement, waste disposal, wastewater treatment, groundwater remediation, soil rehabilitation, and related professional disciplines.

Internships in this practical training will offer practical experience for expanding student horizons, learning to get along with people, and solving environmental problems.

### 工業安全

### 3 選

本課程針對學生未來工作中可能面臨的安全問題，提供所需要的相關基本原理，尤其在安全管理與安全工程方面特別強調。課程分為三部份：第一部份係安全管理，範圍包含概論、法規、教育訓練、災害預防、損失控制、自動檢查等；第二部份係安全控制，範圍包含危害控制、安全評估、緊急應變與事故處理、機械、電機、壓力、及溫度危害、火災與爆炸防止、以及個人防護具等；第三部份係心理與行為，範圍包含工作倫理與態度、職災傾向、人因工程、零災害理念、預知危險活動、及員工協助方案等。

### Environmental Sanitation

### 3 E

This course is designed to present basic concept and knowledge to the environmental sanitation and safety. Topics covered will emphasize on the scope of environment and health, epidemiology, rodents and insects, drinking water, food safety and sanitation, energy, a global view, air in the home and community, liquid waste, solid waste, the workplace, injury control, electromagnetic radiation.

### Industrial Safety

### 3 必

本課程乃授與學生環境衛生與安全之基本概念與知識，授課內容包括環境衛生的範疇、流行病學、嚙齒類動物及節肢昆蟲、飲用水、食品安全及衛生、能源、全球的觀點、住宅及社區空氣、液體廢棄物、固體廢棄物、工作及職業場所安全、傷害防制、電磁輻射等。

### Environmental Sanitation

### 3 R

This course is intended to serve the basic needs of students whose future professional work requires a sound knowledge of the fundamental principles of safety, particularly those relative to management and engineering. The course is divided into three parts: Part I: Safety management, including basic principles of accident prevention, management leadership, hazard recognition, safety program management, accident investigation, and occupational safety and health statutes; Part II: Hazard and stresses control, including industrial noise, fundamentals of machine and power tool guarding, personal protective equipment, fire and explosion protection and prevention, radiation safety, heat and temperature

safety, and pressure safety ; Part III: Psychological and behavioral aspects of safety performance, including attitudes, work ethic, human behavior, acceptance of risk, accident proneness, history and development of the safety movement.

## 工業衛生

3 選

學習針對實驗場所安全衛生有關概論、火災爆炸、生物性危害、實驗室廢棄物、噪音危害、游離輻射、危害通識、通風原理、電氣安全、實驗室安全衛生法規、個人防護具、人因工程、化學性危害、呼吸防護、實驗室急救等十五門課程。

## Industrial Hygiene

3 E

Let the students learning on the knowledge and concept of hygiene and health in the workplace including fire and explosion, biological hazard, laboratory waste, noise hazard, radiation, hazard communication, ventilation, electric safety, the regulation of safety and hygiene in the lab, personal care, ergonomics, chemical hazard, respiratory protective equipment, and first aid.

## (二)機械工程系：

### 機器人學

3 選

這門課程向學生介紹了機器人的基礎知識。協助學生了解建構機器人的相關原理與元素。修完課程後，學生將具備以下的知識：了解機器人的組成與應用。

## Robotics

3 E

This course introduces students to the basic knowledge of robotics. It helps students understand about how robotics will be constructed under a variety of theorems and elements. Upon completion of this course, students should gain the knowledge of robotics components and application.

## (三) 生物機電工程系：

### 無人載具應用農業實作

3 選

無人飛行載具(Unmanned Aerial Vehicle, UAV)是目前重要的發展領域。不論在民間或軍事用途上，UAV 可以取代載人飛機執行長時間、高污染及高危險的監測與監視工作，即所謂的 3D 任務：單調(dull)、骯髒(dirty)及危險(dangerous)。雖然受到矚目，看似有廣闊的應用領域及發展前景，但目前仍未能充分發揮效用。本課程首先介紹 UAV 的發展、基本操作功能、地理資料庫建置及主題地圖的繪製，使學生了解 UAV 系統的理論基礎及相關應用，透過 UAV 操作使同學能運用這項新的工具軟體，製作簡單的地理資料庫及統計地圖，使學生於修習本課程後能夠理論與實務兼備。本課程期發展農業 UAV 系統可適用於農業自動化、農業環境監測。利用發展之農業 UAV 系統做為教學培育「UAV 無人飛行載具於智能農業生產」人才，以此前瞻工程技術來推升農業生產力，邁向高效率/效能、安全與降低風險的新農業時代，提升農業生產在國際之競爭力。

## The Practice and Application of Agriculture Via Unmanned Aerial Vehicle

3 E

This course attempts to help students to use those tools in survey, nature resources investigation, environment, ecological monitor, and disaster first aid. With those technologies they can solve problems more efficient. We try establish UAV relevant courses, and setup UAV student research group. So, This course is designed to enable students to take advantage of campus-rich landscapes and unmanned aerial vehicles (UAV) to learn how to produce landscapes and develop the aesthetics of humanities and the development of new technologies. That includes intelligent automation, and production environmental monitoring Via UAV. Our university has really invested in this program to produce more professions to help improve agriculture 4.0.

## 校外實習(學期)

9 必

為增強本系學生與生物機電相關產業鏈結，於生物機電產業實習 18 週(4.5 個月)以上並滿足 720 小時以上實習時數可修習本課程。本課程由業界主管及本系教師共同輔導，提供必要諮詢及操作練習。

## Practical Training (Semester)

9 R

In order to enhance the links between the students and related industries, students are requested to complete internship of biomechatronics engineering industry for more than 18 weeks(4.5 months) /720 hours to fit the requirement of the course. The course provides industrial experts and the faculties to advise students and to provide students with the necessary suggestions and exercises.

## 四、 管理學院

### (一)工業管理系：

#### 精實生產系統與實習 3 選

精實生產系統是由豐田汽車現場開發出來的生產概念，他的實踐讓豐田汽車在二戰後快速崛起成為全球 10 大公司之一，並在 2007 年成為世界最大的汽車製造商。豐田汽車由生產觀察中發展出由供貨端到客戶端的價值流評估方法，而理想的價值流就是精實生產系統，也就是要達即時生產的目標，也期望達成不生產不必要與瑕疵的產品。而這正是現在增加國際競爭力的客製化生產需要的生產概念，故台灣現在一些製造業者、醫療業、服務業等也紛紛將精實生產導入到他們到生產管理或經營管理中。且在工業 4.0 的前提下，工廠生產逐漸自動化與智慧化，若一條產線沒有好的價值流，將會有更多的不必要的浪費被製造出來。

本課程內容包括精實生產系統基本概念與基本達成手法介紹、價值流圖的繪製、平準流與連續流介紹、精實生產系統導入的步驟、如何結合工業管理的工具來達成精實生產、精實生產案例分享與精實生產改善小組活動。

#### lean enterprise system 3 E

Lean production system is a production concept developed by Toyota.

The implementation of lean makes Toyota quickly became one of top 10 companies in the world after World War II and then achieved the largest carmaker in 2007. Through observing in Gemba for years, Toyota developed a methodology to evaluate all production processes from suppliers to customers, called value stream map. An ideal value stream is a lean production which is required to achieve just-in-time manufacturing and not to produce unnecessary or flawed stuffs in any production process. Thus lean production system can fits to the demand of mass customization. Therefore some companies in manufacturing, healthcare industry and service industry in Taiwan also starts introducing the concept of lean production into their management system. It is worth noting that nowadays, under Industry 4.0, many companies expect to build automatic and intelligent production lines.

However, an automatic and intelligent production line without a good value stream should produce more waste and then cost the company much more than before.

The content of this course includes the basic concept and methodology of lean production system、the value stream map、introduction of production leveling and continuous-flow manufacture、the process of introducing lean production system into a production line、the

combination of lean production system and the tools in IM、case study and study the concept of lean from activities

## 五、人文暨社會科學院

### (一)人文暨社會科學院:

#### 長期照護個案管理與實務

**2 選**

本課程旨在於協助學生獲得長期照護個案管理的基本知能，包含個案管理的概念和理論、重要性、個案管理者的角色、功能和職責。學生在修課結束後，能夠瞭解個案管理的流程和模式，具備長期照護個案管理及實務應用的專業能力。

#### Case Management in Long Term Care Practice **2 E**

This course aims to provide basic knowledge and skills in long term care case management, including the theories and concepts of case management, the importance of case management, and the roles, functions and duties of the case managers. Upon completing the course, students will be able to understand procedure and models of case management. Besides, students will acquire the professional skills and practical applications of case management in long term care.

#### 溝通和情緒管理

**2 選**

本課程將藉由自我情緒覺察、人際關係、人際衝突、壓力調適、溝通類型等課題的討論和演練，幫助學生瞭解情緒運作的方式，學習人際溝通技巧與情緒管理。在課程結束後，學生必須能夠將課堂所學的知識與技能應用於職場，以確保服務提供的品質，例如：學習如何與服務對象及其家庭成員溝通，如何解決專業關係的衝突等。

#### Communication and Emotion Management **2 E**

The course will help students understand the way emotion works and learn communication skills and emotion management through a series of discussions and practices. Some topics will be discussed including emotional self-awareness, interpersonal relationships, interpersonal conflict, pressure adjustment, and types of communication. By the end of the course, students should be able to apply knowledge and skills to the workplace context in order to ensure the quality of services. For example, learn how to communicate with clients and their family members and to resolve conflict in a professional relationship.

#### 專業團隊實務運作(督導)

**2 選**

長期照護服務使用者的需求越來越多元，需要跨專業團隊的合作，才能有效地整合資源，提供完整的服務。因此，本課程旨在培養學生跨專業團隊合作的能力，透過各種案例討論，協助學生瞭解專業團隊在長期照護領域的角色、功能、運作模式、重要性以及團隊發生衝突時的因應原則。

#### Transdisciplinary Teamwork in Long Term Care Practice **2 E**

Transdisciplinary teamwork in long term care is important because of diverse needs of service users, which effectively integrates resources and provides complete services. Therefore, the course is designed to help students develop transdisciplinary teamwork skills. Through case discussion, students will understand the roles, functions, working models, importance of transdisciplinary teamwork in long term care and principles of conflict resolution.

#### 長照經營管理與品質

**2 選**

本課程旨在提供學生有關長期照護經營管理的知識和技能，在修完本課程後，學生將能：1. 理解長期照護經營管理理念與規範；2. 獲得與經營管理有關的基本原理和管理技術，例如行銷、人力資源、風險管理績效監督以及品質提昇和評估等；3. 培養對長期照護經營管理的興趣，作為職涯的選擇。

#### Business Management and Quality in Long Term Care **2 E**

The course aims to provide knowledge and skills related to business management in long term care. Upon completing the course, students will be able to: (1) develop an understanding of the ideas and norms for business management in long term care; (2) acquire basic principles and management techniques such as marketing, human resources, monitoring of risk management performance, and quality improvement and evaluation; (3) develop interest in business management in long term care as a career option.

## 長照個案研討 (居服案例類型) 2 選

本課程將協助學生熟悉各種居家服務案例類型，運用主要的理論模式，培養學生在實際情境中問題解決的能力。在完成本課程後，學生應具備批判性思考，能夠找出每一個案例的成敗因素，並從中汲取經驗。

### Case Studies in Long-Term Care (Home Care Cases) 2 E

The course will help students become familiar with a variety of cases in home care and develop problem-solving skills in practical situations by using the major theoretical models. By the end of the course, students should be able to apply critically thinking in identify successes and failures of each case study and lessons learned from these cases.

## 進階長期照護實習 (居服機構) 2 選

本課程為學生未來投入居家服務場域提供了基礎，著重居家服務實習所需的基本知識、價值、分析、多元文化以及實踐能力。在完成實習後，學生被期待能：1.瞭解居家服務方案的目標和策略；2.描述居家服務的組織和管理原則；3.瞭解督導在居家服務機構扮演的角色和功能；4.關注居家服務的倫理議題，並學習如何因應倫理衝突；5.瞭解跨領域團隊合作在實際情境中的運作與機制。

### Advanced Long-Term Care Practice (Home Care Institutions) 2 E

The course provides the foundation for students to work in home care. It focuses on the basic knowledge, values, analytic, multicultural and practice skills necessary for practice. Upon completion of this course, students are expected to: (1) understand the goals and strategies of home care programs; (2) describe the organization and principles of management in home care services; (3) understand the roles and functions of the supervisors in home care; (4) pay attention to ethical issues in home care and learn how to deal with ethical conflicts; (5) understand the operation and mechanism of transdisciplinary teamwork in home care settings.

## (二)客家文化產業研究所：

### 歷史建築保存與再利用設計 3 選

古蹟與歷史建築為一般民眾接觸較為頻繁之文化資產。近年來許多具有歷史、文化價值之建築物面拆除之際，由民間關心文史之地方人士或團體自發性推動保存運動，顯示文化資產之保護已成民眾關注的公眾議題之一。本課程主要訓練研究生針對台灣歷史環境與建築進行保存與再利用之設計，以達該歷史環境與建築保存後之妥適性活化與再生，如此不僅得以彰顯出歷史環境與建築之歷史文化意義，並且達到歷史環境與建築歷史價值之經濟性提升目標。

### Conservation and Adaptive Reuse Design for Historic Environment and Buildings 3 E

Monuments and historic buildings are the cultural assets which general people frequently contact with. In recent years, the local people and groups spontaneously concerned about the building with historical and cultural value for the folk literature and history, obviously, protect the public display has become a topic of cultural assets. Nurturing professional researchers in all types of architecture history and theory; Strengthening architects' professional knowledge of reutilizing and maintaining historical architecture.

### 文化空間經營管理與策略

3 選

文化空間經營管理與策略課程內容涵蓋文化空間創意再造、智慧與知識產權、創意美學與經濟、文化創意行銷與管理、城鄉之創意規劃與媒介等等基本學理，連結與產業界的互動課程，作為管理策略的研題作為實務操作面的一種研究的基礎，輔以台灣文化創意產業法內產業項目的研討，提升研究生能深入台灣文化創意產業的主要和真實脈絡，培養文化創意產業管理的知識興趣和行動熱誠，促使學生有信心的進入此一專業領域或構思未來文化空間經營工作發展的方向。

### Management and Strategy of Cultural Space

3 E

The Cultural space management and strategy course covers cultural space creative reengineering, wisdom and intellectual property, creative aesthetics and economy, cultural creative marketing and management, urban and rural creative planning and media, etc. Basic theory, linking with industry interaction courses, as The research strategy of management strategy as a basis for the study of practical operation surface, supplemented by the Taiwan cultural and creative industry law industry project research to enhance the graduate students in-depth Taiwan cultural and creative industries of the main and real context, cultivate cultural and creative industry management knowledge interest And action enthusiasm, to promote graduate students have confidence to enter this field of expertise or the future development of cultural space design work direction

### 特殊節慶與文化活動規劃

3 選

本課程目的在引導學生認識特殊節慶與活動的規劃及管理，學習客庄節慶活動如何整合創意、公關、財務、行銷管理等專業能力與人才，使得活動能夠統整、運籌帷幄，進一步達成預期目標。

### Special Festival and Events Management

3 E

This course offers an introduction to the researching, planning and management of special festival and events. Learn how to integrate creative cultural, public relations, finance, marketing, management and other professional abilities and talents of Hakka festival, and making the whole event can be unified and strategizing, further meet the desired objectives.

傳閱附件 1-6--本校各學院所屬各系(所)課程中英文摘要-國際學院

## 六、 國際學院

### (一)觀賞魚科技國際學位專班：

#### 魚用疫苗開發(1)

2 選

本課程的目的是教魚類疫苗的生產技術。課程內容包括各種魚類疫苗的準備，在法律許可的疫苗應用程序，法制化的實驗等。

#### Fish Vaccines Development(1)

2 E

The purpose of this course is to understand the recent production techniques for fish vaccines. Course contents include the preparation of various types of fish vaccines, application procedure for the legal approval vaccines, legalization experiments, biosafety and regulatory requirements for fish vaccines etc

#### 魚用疫苗開發(2)

2 選

本課程的目的是教魚類疫苗的生產技術。課程內容包括各種魚類疫苗的準備，在法律許可的疫苗應用程序，法制化的實驗等。

#### Fish Vaccines Development(2)

2 E

The purpose of this course is to understand the recent production techniques for fish vaccines. Course contents include the preparation of various types of fish vaccines, application procedure for the legal approval vaccines, legalization experiments, biosafety and regulatory requirements for fish vaccines etc.

傳閱附件 2--追認食品安全管理研究所碩士班課程規劃案

**碩士班 食品安全管理研究所****(一)教育目標**

本碩士班以養成食品安全風險分析及管理、食品安全危機處理與食品安全檢驗評估人才為目標，配合食品安全產業需求以培育公部門、民間食品安全產業界所迫切需要之卓越且理論與實務兼備的高階專業管理人才。

**(二)必修科目**

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		備 註
		上	下	上	下	
食品安全法規特論 Food Safety Regulation	3	3				
食品安全風險評估技術及實習 Risk Assessment Technology and Practice of Food Safety	3	3				
毒理學特論 Advanced Toxicology	3	3				
專題討論 Seminar	2	1	1			
流行病學特論及實習 Epidemiology and Practice	3	3				
食安風險管理及個案研究 Food Safety Risk Assessment and Management and case study	2	2				
碩士論文 Thesis	6			3	3	
合 計	22	15	1	3	3	

## (三) 選修科目

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		備 註
		上	下	上	下	
食安成本與管理 Cost of Food Safety and management	2	2				
食安風險溝通與教育 Food Safety Risk Communication and Education	3	3				
食源性疾病流行病學 Foodborne Disease Epidemiology	3	3				
食品安全訊息與食品流向 Food Safety Message and Food Flow	3	3				
微生物檢驗技術特論 Microbiological Analysis Techniques	3	3				
微生物與疾病 Microbiology and Diseases	2	2				
公共衛生學特論及實習 Public Health and Practice	3		3			
食品檢驗技術特論及實習 Special Topics in Food Analysis and Practice	3		3			
食品化學特論 Special Topics in Food Chemistry	3		3			
應用生物統計及實習 Applied Biostatistics and Practice	3		3			
食品毒物分析特論 Food Toxics Analysis	2		2			
食品安全性評估及實習 Food Safety Assessment and Practice	2		2			
個別指導研習 Independent Study	4			2	2	
專題討論 Seminar	2			1	1	
合 計	38	16	16	3	3	

# 食品安全管理研究所

Institute of Food Safety Management

## 必修科目 Required Courses

- 30039 專題討論** 2 必 輪授 上、下  
 專題討論課程重點在師生間研究交流，課程中將介紹各種研究課題和發展可能的研究交流，另一方面，專題討論課程也鼓勵每個學生提出自己的研究成果，透過本課程進行討論並學習準備專業簡報能力、正式口頭發表與應答訓練、學習聆聽自我學習、發言討論與跨領域思考。
- 30039 Seminar** 2 R assigned, F, S  
 Departmental Seminar introduces students to broad range of various research topics and develops possible research interaction. On the other hand, every student is encouraged to present their own research results and creative thinking and independent problem-solving ability.
- 30526 食品安全法規特論** 3 必 吳敏華，上  
 本學期課程首先法學概論開始，讓學生瞭解立法精神與目的。之後介紹國際食品衛生安全規範，包括美國與歐盟標準、WTO 規範、食品安全治理原則、我國食安法之介紹、個別食品管理機制包括基改、標示、追蹤追溯、詐欺、輸出入食品管制等。重點係為檢視我國輸入食品管理法規及措施與國際規範之符合性。藉以檢視我國現有輸入食品管理法規與措施、蒐集與分析國際規範相關內容提升我國對於食品安全法規的落差及思考對策的能力、以期達到與國際法規接軌之目的。
- 30526 Food Safety Regulation** 3 R MIN-HUA Wu , F  
 This semester begins with an overview of the law, allowing students to understand the spirit and purpose of legislation. After the introduction of international food hygiene and safety standards, including the United States and the European Union standards, WTO norms, food safety management principles, the introduction food safety law, individual food management mechanisms, including change, marking, tracking, fraud, import and export food control. Focusing on the inspection of Taiwan's import food management regulations and measures with the international norms of compliance. To review the existing import of food management regulations and measures to collect and analyze the relevant international norms to enhance food safety regulations for the gap and the ability to think countermeasures in order to achieve the purpose of convergence with international laws and regulations.
- 30527 食品安全風險評估技術及實習** 3 必 林鼎彥，上  
 本課程的目的是介紹進行風險評估所涉及的程序，並向學生提供有關進行風險評估的方法及過程，以及了解影響方法選擇和結果解釋的因素，該課程旨在讓學生熟悉管理和溝通風險的主要特徵。
- 30527 Risk Assessment Technology and practice of Food Safety** 3 R Ding-YAN Lin, F  
 The objective of this course is to introduce the procedures involved in conducting a risk assessment and to provide the student with knowledge of the methods used for conducting exposure assessments and an understanding of the factors that influence method selection and interpretation of the results. The course also aims to familiarise the student with the main features of the management and communication of risk.
- 30543 毒理學特論** 3 必 林儒緯，上  
 本課程設計為了解毒理學的基本原理以及毒物如何影響人體。這些毒物的基礎知識，將可以應用於食品安全風險管理。

**30543 Advanced Toxicology 3 R Ru-Wei Lin , F**

This course is designed to understand the essential principles of toxicology and how poisons affect human body. The basic knowledge of poisons will also be applied for food safety risk management.

**30530 流行病學特論及實習 4 必 林鼎彥，下**

在這個課程中，我們將定義專業流行病學家在公共衛生領域的職能和應具有的能力。以此為基礎，本課程將介紹解決問題的方法，並演示如何在各種情境中使用它來識別問題，提出解決方案和評估預防措施。流行病學以可靠的數據為基石，因此本課程將深入了解流行病學核心和公共衛生數據資料庫，然後總結如何使用這些數據來測量與計算人群中的疾病負擔情況。

**30530 Epidemiology and Practice 4 R Ding-YAN Lin, S**

In this course, we'll define the role of the professional epidemiologist as it relates to public health services, functions, and competencies. With that foundation in mind, we'll introduce you to the problem solving methodology and demonstrate how it can be used in a wide variety of settings to identify problems, propose solutions, and evaluate interventions. This methodology depends on the use of reliable data, so we'll take a deep dive into the routine and public health data systems that lie at the heart of epidemiology and then conclude with how you can use that data to calculate measures of disease burden in populations.

**30528 食安風險管理及個案研究 3 必 吳敏華，下**

本課程從風險管理角度將食品安全進行定義風險、測量風險、風險評估及風險監控並針對可預防風險發展出因應對策，不僅能避免風險發生的機會，更能將風險成本損失降至最小化。透過本課程學習者將習得運用有效資源做好風險辨識、風險預測、風險監控及後續風險評估，以最小成本達到最大效益，提高經濟效益。

**30528 Food Safety Risk Assessment and Management and case study 3R MIN-HUA Wu, S**

Based on risk management, this course defines risk, measures risk, risk assessment and risk monitoring of food safety and develops a response to preventable risks. It not only avoids the risk of risk, but also minimizes the risk cost. Through this course, learners will learn to use effective resources to do risk identification, risk forecasting, risk monitoring and follow-up risk assessment to maximize efficiency and maximize economic efficiency.

**30057 碩士論文 3 必 輪授 上、下**

藉由指導教授與研究生頻繁密集的討論，提供意見以改善科學研究。經過完整試驗設計，充分學習獲得的知識，將可應用於口頭研究報告與碩士論文撰寫。

**30057 Thesis 3 R assigned, F, S**

Knowledge acquired during the study should be made use of sufficiently in the preparation of the thesis. Frequent and intensive discussions among advisers and graduate students will be arranged to improve the scientific study. Graduate students will be asked to give an oral presentation and submit the thesis after a well-designed study.

## 選修科目 Elective Courses

### 30531 食安成本與管理 2 選 , 上

本課程旨在 IS022000 食品安全管理體系(Food safety and management system, FSMS)基礎上·構建基於風險管理的企業食品安全管理會計(Food safety and management accounting, FSMA),把 FSMS 作為 FSMA 的成本對象範圍,運用作業基礎成本法(Activity-Based Costing, ABC)對食品安全成本的歸集、分產品物件等的分配方法以及報告形式進行了探討,從會計的視角為 FSMS 的實施提供有效的技術支援,解決食品安全管理體系實施成本難以計量的難題,為政府食品規制的制定者和企業管理層提供實施食品安全管理體系(FSMS)所需的成本和效益資料,從而為 FSMS 實施效率性的評估提供技術工具。

### 30531 Cost of Food Safety and management 2 E , F

On the basis of Safety and Management System (FSMS) IS02200, this course intends to establish Food Safety and Management Accounting (FSMA) based on risk management, treats FSMS as one part of FSMA discusses the allocation methods and reporting formats of Food Safety Cost (FSC), gives technical support for the implementation of FSMS from the accounting perspective, and provides cost and benefit materials for governmental regulators and enterprise's managements. This course makes further research on current accounting methods of several main regulation cost methods (accounting method, economic engineering method and economic measurement method), and then provides technical tools for evaluation of FSMS implementation effectiveness.

### 30532 食安風險溝通與教育 3 選 吳敏華, 上

近年來食品安全議題受到高度關注,因此政府與業界需有效及快速地回應食品安全議題,本課程欲培養以溝通為基礎之食品安全團隊,本課程將包括結合風險管理、風險為基礎的食品安全管理、風險溝通準則、食品安全風險展望、媒體溝通及實作演練。

### 30532 Food Safety Risk Communication and Education 3 E, MIN-HUA Wu, F

In recent years, food safety issues have received a high degree of attention, so the government and the industry need to respond effectively and quickly to food safety issues. This course aims to develop a communication-based food safety team. This course will include risk management, risk-based food safety Management, risk communication guidelines, food safety risk outlook, media communication and practice exercises.

### 30533 食源性疾病流行病學 3 選 林鼎彥, 上

將流行病學和系統研究的基本原則應用於食源性感染和中毒的學習和理解。本課程將主要以講座為主,鼓勵討論。在可能的情況下,將邀請專題領域的專家提供講座。本課程重點是調查和評估食源性疾病流行病學模式所必需的技能,包括評估食源性疾病問題的嚴重程度,疫情調查,風險評估和溝通。了解和控制食源性疾病的概括性原則和方法將是本課程是評分基準。

### 30533 Foodborne Disease Epidemiology 3 E Ding-YAN Lin, F

To apply the basic principles of epidemiology and system studies to the study and understanding of foodborne infections and intoxication. The course will be primarily lecture-based, with the encouragement of discussion. Where possible, guest lecturers who are experts in a given topic area will deliver lectures. The focus will be on the skills necessary to investigate and evaluate the epidemiological patterns of foodborne diseases, including the assessment of the magnitude of foodborne disease problems, outbreak investigation, risk assessment, and communication. The emphasis will be on extracting generalizable principles and methodologies for understanding and controlling foodborne diseases.

### 30534 食品安全訊息與食品流向 3 選 吳敏華, 上

本課程為因應近年國人對食物營養與安全性的重視，消費者意志抬頭而規劃。期待透過消費者自覺、判斷和體驗三大面向，維護個人飲食權益。並使學習者在食品領域懂得從認識攝取量及個人需求，學習記錄飲食與評估，應用正確的知識管理自我飲食；充實知識，學習以科學實證為原則，判斷食品營養資訊的正確性，讓知識結合生活，並充實同學營養與食品安全知識。

**30534 Food Safety Message and Food Flow 3 E MIN-HUA Wu, F**

This course is based on the recent emphasis on food nutrition and safety, consumers will rise and plan. Look forward to through the consumer consciously, to judge and experience the three major, to protect the personal diet rights. And the learners in the field of food from the understanding of intake and personal needs, learning to record diet and assessment, the application of the correct knowledge management self-diet; enrich the knowledge, learning to the principle of scientific evidence to determine the correctness of food nutrition information, so that knowledge Combined with life, and enrich students nutrition and food safety knowledge.

**30535 微生物檢驗技術特論 3 選 林儒緯，上**

本課程旨在提供現代食品微生物與安全發展之進階概述。並包含病原菌之檢測，鑑定與監控。

**30535 Microbiological Analysis Techniques 3 E Ru-Wei Lin, F**

This course aims to provide an advanced overview of developments in modern food microbiology and safety. It consists of the pathogen detection, identification, and surveillance.

**30536 微生物與疾病 2 選 林鼎彥，上**

討論食品、食品品質、食品安全的微生物和致病趨勢及其法律規定。聚焦於食品的核心成分，並檢查食材與食品中的微生物組成及對健康的影響。評估食品供給和生產系統以及特殊的飲食習慣，並獨立思考全球主食文化的歷史差異對益生菌，益生源和腸道微生物的影響範疇。

**30536 Microbiology and Diseases 2 E Ding-YAN Lin, F**

Discusses Microorganism and disease perspectives of food, food quality, food safety, and the regulation thereof. Focuses on the core constituents of foods, and examines micro-organism constituents of whole foods and food products and their impact on health. Evaluates food delivery and production systems, and specific eating patterns. Critical discussions of food range from the history of food and global dietary staples to probiotics, prebiotics, and the gut microbiome.

**30529 公共衛生學特論及實習 4 選 吳敏華，下**

本課程規劃包含生物統計、流行病學、環境衛生、衛生行政與管理、衛生政策與社會行為科學等學門之專業知識，以培育學生具備公共衛生之基礎專業知識與技術。著重理論研習與實務訓練結合，使學習者具備公共衛生五大核心專業知能。

**30529 Public Health and Practice 4 E MIN-HUA Wu, S**

This course covers the expertise of biometrics, epidemiology, sanitation, health administration and management, health policy and social behavior science to nurture students' basic knowledge and skills in public health. Focusing on theoretical research and practical training combined, so that learners with public health five core professional knowledge.

**40530 食品檢驗技術特論及實習 4 選 林儒緯，下**

本課程旨針對進階食品分析知識、方法和基本原則為研究所學生而設立。我們的目標是介紹應用於

食品產業中，食品檢驗的分析方法與設備。

**40530 Special Topics in Food Analysis and Practice 4ERu-Wei Lin , S**

This course is designed to graduate students with advanced knowledge and fundamental principles used in food analysis. Our object is to introduce the analytical methods and instrumental of food inspection in food industry.

**40511 食品化學特論 3 選 林儒緯，下**

本課程詳細討論食品中重要成分的物理與化學性質，從這些基礎以了解食品生產、加工、儲存與包裝過程中的化學反應或分析方法。

研究生也將在本課程當中，學習到個別食品成分與完整系統層面的化學結構與性質之間的關係

**40511 Special Topics in Food Chemistry 3 E Ru-Wei Lin , S**

The physical and chemical properties of the important constituents of foods will be discussed in detail where these form the basis for understanding either the reactions during the production, processing, storage and handling of foods or the methods used in analyzing them. Graduate students will also learn the relationship between the chemical structure and properties at the level of individual food constituents and at the level of the whole food system.

**30544 應用生物統計學及實習 4 選 林鼎彥，下**

統計方法是食品科學和食品安全應用中的重要工具，食品安全科學家的統計學課程包括涵蓋這兩個領域的應用主題。通過案例的學習方法，將學習到包括描述性統計和圖形解讀、變異數分析(ANOVA)、回歸、統計過程控制(SPC)、統計上的重複性和再現性、抽樣、統計實驗設計(DOE)，實習課將以 SAS EG 和 SPSS 為上機實習的統計軟體。

**30544 Applied Biostatistics and Practice 4 E Ding-YAN Lin, S**

Statistical methods are important tools employed in both food science and food safety applications, and the Statistics for Food safety Scientists course includes topics that cover applications in both of these areas.

Through a case-based approach, this course includes featured topics that Descriptive Statistics and Graphical Interpretation, Analysis of Variance (ANOVA), Regression, Statistical Process Control (SPC), Gage Repeatability and Reproducibility, Sampling, Statistical Design of Experiments (DOE) by SAS Enterprise Guide and SPSS.

**30538 食品毒物分析特論 2 選 林儒緯，下**

本課程提供研究生，分析多種食品中，天然或合成的毒物及有毒物質，造成生物體有害，或不利的嚴重副作用。該課程特別強調，特定水生和陸生微生物的食物毒性試驗，並分析污染物或污染混合物的生物反應。

**30538 Food Toxics Analysis 2 E Ru-Wei Lin , S**

This course provides graduate students to analysis how natural or synthetic poisons and toxicants in diverse food products cause harmful, detrimental, or adverse side effects in living organisms. The course especially focuses on the food toxicity tests specific aquatic and terrestrial microorganisms to measure biological response to contamination or mixes of contaminants.

**30539 食品安全性評估及實習 3 選 林鼎彥，下**

本課程介紹與食品安全和人畜共患疾病有關的動物醫學問題與實習。本課程將涵蓋一般食品安全問題，包括微生物和化學品的風險評估和危害分析。動物源性食源性疾病及其對公共衛生的影響，將通過在問題導向式的學習活動方式對人畜共患疾病進行探索。在這些過程中，將探討調查、控制和預防食源性疾病暴發的診斷和戰略方法。還將介紹與國家和國際動物和人類健康有關的政策，其中包括食品安全法規以及支持這些政策的監督舉措和戰略。本課程也將討論新興食源性病原體和當代食安問題的相關聯性。課程結束時，學生應該擁有對地方與全球食源性疾病的監測，有完整的視野與了解。

**30539 Food Safety Assessment and Practice 3 E Ding-YAN Lin, S**

This course focuses on the issues and practices in the animal industry relevant to food safety and zoonotic disease. This course will cover general food safety issues, including risk assessment and hazard analysis of microbes and chemicals. Food-borne diseases of animal origin and their impact on public health will be explored through the examination of zoonotic diseases in problem-based learning activities. In these processes diagnostic and strategic methods of investigating, controlling and preventing food-borne disease outbreaks will be explored. Students will be introduced to national and international animal and human health policy pertaining to food safety regulations and surveillance initiatives and strategies that underpin these policies. Students will be introduced to the issues regarding emerging food-borne pathogens and current industry-driven topics. By the end of the course, students should have global and local perspective on the major food-borne diseases, surveillance, and control programs.

**30180 個別指導研習 4 選 輪授 上、下**

個別指導研習，是在培養研究生，在碩士學位課程中，自主研究學習與規劃的能力。研究生需要研究其碩士論文的特定主題，藉由搜索、歸納文獻並報告他們的研究結果。

**30180 Independent Study 4 E assigned, F, S**

This course is designed to train graduate students the ability in planning and outlining a course of study on the student's own initiative under the Master's Degree Program. Graduate students are required to study specific topics in their thesis, by searching、reviewing literature and reporting result of their experiments.

**30040 專題討論(1) 2 選 輪授、上**

本課程擬指導學生由最新生物技術相關期刊中，挑選最新而重要的論文提出報告，並由全體教師、學生共同研討，讓學生學習到如何尋找資料、論文寫作、實驗設計與結果討論等實驗研究工作相關的技術。

**30040 Seminar (1) 2 E assigned, F**

This course is designed to advise students to search for update papers from Biotech related journals, to make a presentation in class, and to discuss with teachers and classmates.

**30041 專題討論(2) 2 選 輪授、下**

本課程擬指導學生由最新生物技術相關期刊中，挑選最新而重要的論文提出報告，並由全體教師、學生共同研討，讓學生學習到如何尋找資料、論文寫作、實驗設計與結果討論等實驗研究工作相關的技術。

**30041 Seminar (2) 2 E assigned, F**

This course is designed to advise students to search for update papers from Biotech related journals, to make a presentation in class, and to discuss with teachers and classmates.

傳閱附件 3--107 學年度企業管理系「行銷流通服務專班」課程規劃案

## 四年制企業管理系「行銷流通服務專班」

### (一)教育目標

本系旨在配合國家教育目標、經濟情勢變遷、工商企業發展及本校中長期發展計畫，以連貫的課程規劃對學生施以密集的專業訓練，並陶冶其職業道德及服務精神，培育企業管理技術人才，使學生能擔任與企業人力資源、行銷、財務、生產、資訊有關之計畫、執行、控制等管理工作。

### (二)校定共同必修科目

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
通識選項課程 General Education	12	2	2	2	2	2	2			人文學科：2 門 社會科學：2 門 自然與生命科學：1 門 數理與應用科學：1 門
國文 Chinese	4	2	2							國文(閱讀與寫作)(1) 國文(閱讀與寫作)(2)
大一英文 Freshman English	4	2	2							大一英文(1) 大一英文(2)
英語聽講練習 101~102 English Listening & Speaking Practice	2	1	1							英語聽講練習 101 英語聽講練習 102
憲法 Constitution	2			2						
體育選項 Physical Education	2	1	1							
外語實務 Foreign Language Proficiency Test	0	0								畢業前修畢 通過標準依「外語實務 課程實施要點」規定
合 計	26	8	8	4	2	2	2	0	0	

## (三) 學院共同必修科目

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
經濟學 (1) Economics (1)	3	3								
會計學 (1) Accounting (1)	3	3								
管理學 Management	3		3							
統計學 (1) Statistics (1)	2			2						
電子計算機概論 Introduction to Computers	0			0						
統計學 (2) Statistics (2)	2				2					
合 計	13	6	3	2	2	0	0	0	0	

## (四)專業必修科目

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
微積分 Calculus	3	3								
會計學(2) Accounting (2)	3		3							
經濟學(2) Economics (2)	3		3							
統計學實習(1) Practice of Business Statistics (1)	1			1						
行銷管理 Marketing Management	3			3						
統計學實習(2) Practice of Business Statistics (2)	1				1					
生產與作業管理 Production and Operation Management	3				3					
財務管理 Financial Management	3				3					
資訊管理 Information Management	3					3				
人力資源管理 Human Resource Management	3					3				
策略管理 Strategic Management	3						3			
校外實習(1) Internship (1)	2					2				
校外實習(2) Internship (2)	2							2		
校外實習(3) Internship (3)	9							9		
校外實習(4) Internship (4)	9								9	
合 計	51	3	6	4	7	8	3	11	9	

## (五)專業選修科目

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
企業概論 Introduction to Business	3	3								
企業應用軟體 Business Application Software	3	3								
心理學 Psychology	3	3								
流通業概論 Distribution Logistic	3		3							
商事法 Business Law	3		3							
技能證照專題 Special Topics on Skill Certificate	1		1							
人際關係 Interpersonal Relations	3			3						
管理證照專題 Special Topics on professional Management Certifications	1			1						
銷售管理 Sales Management	3			3						
POS 系統概論 POS systems	3			3						
事件管理 Event Management	3				3					
創業經營 Entrepreneurial Plan	3				3					
組織理論 Organizational Theory	3				3					
資料倉儲 Data Warehousing	3				3					
零售管理 Retailing Management	3					3				
行銷研究 Marketing Research	3					3				

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
服務業行銷管理 Service Marketing Management	3					3				
企業倫理 Business Ethics	3					3				
消費者行為 Consumer Behavior	3					3				
物流管理 Logistics Management	3					3				
整合行銷傳播 Integrated Marketing Communication	3					3				
策略性行銷管理 Strategic Marketing Management	3					3				
行銷個案分析 Marketing Case Analysis	3						3			
創新管理 Innovation Management	3						3			
品牌管理 Brand Management	3						3			
顧客關係管理 Customer Relationship Management	3						3			
電子商務與網路行銷 E-Commerce and Internet Marketing	3						3			
管理個案研討 Case Study of Management	3						3			
企業診斷 Business Diagnosis	3						3			
合 計	83	9	7	10	12	24	21	0	0	

## 企業管理系行銷流通服務專班

Department of Business Administration

### 一、必修科目 Required Courses

**582001 微積分** 3 必 鄭文英, 上

本課程主要在教導與研討有關微積分相關的學理與主題，及養成學生數學推理與計算能力，使選修同學們瞭解有關微積分學術領域及其運用。

**582001 Calculus** 3 R W. Y. Cheng, F

The main purpose of this course is discussing and comprehending topics. The issues include theoretical discuss, practical application and enhancing the ability of mathematical inference and calculation skills. Through this course, the students will have more clearly understanding the practical application and development for products and institutions.

**582002 會計學(2)** 3 必 許文西, 下

本課程為會計學(一)之延續，主要目的是使學生了解會計準則相關規定，健全的會計理論及會計處理以及最新公報調整及補充。使學生能正確且忠實表達經濟交易事項並完整地編製財務報表，解釋闡述報導方法如何影響財務報表使用者之決策以及培養學生分析企業財務報表之基本能力學生並瞭解會計與財務報導的基本面。

**582002 Accounting (2)** 3 R W. H. Hsu, S

This course is the extension of Accounting (1). The main objective is to help students to understand the elements of financial statements. Major topics covered are: accounting principles, the conceptual framework of accounting, current liabilities and payroll accounting, accounting for partnerships, corporations: organization, capital stock transactions and dividends, income taxes, long-term liabilities, investment, the statement of cash flow, financial statement analysis.

**582003 經濟學(2)** 3 必 葉憲弘, 下

本課程旨在介紹消費、投資、貨幣需求與供給、通貨膨脹、失業率與經濟成長之理論模型與實證研究，並討論各種財政政策與貨幣政策之適用時機與效果；另探討理性預期理論及其對總體經濟之影響。

**582003 Economics (2)** 3 R H. H. Yeh, S

The purposes of this course are to provide the theoretical models and their empirical studies in consumption, investment, demand and supply of money, inflation, unemployment, and economic growth. The effects of monetary and fiscal policy in the extended theoretical models are also discussed. In addition, the theory of rational expectation and its effect on macroeconomics are explained in the last part of the course.

**582004 統計學實習(1)** 1 必 鄭文英, 上

統計實習介紹商管科系同學關於統計學的基本應用，包括結合機率推論的資料抽樣設計與資料分析，及基本統計軟體使用。

**582004 Practice of Business  
Statistics(1)** 1 R W. Y. Cheng, F

The practice of business statistics is an introduction to statistics for students of business and economics that is based on data analysis and the design of data production join probability-based inference accompanied by computer software as major content areas.

**582005 行銷管理** 3 必 沈慶龍, 上

本課程主要在教導學生有關行銷功能的基本概念、理論及技術，以作為進階行銷課程的基礎。其主要授課內容包括：行銷在今日組織與社會之重要角色、透過品質、服務與價值以建立顧客之滿意、企業與事業部門之策略規劃、行銷管理程序與行銷規劃、行銷資訊系統與行銷研究、分析行銷環境、消費者市場及其購買行為、組織機構市場及其購買行為、產業與競爭者分析、市場之衡量與預測、市場之區隔與目標市場之選擇、差異化與市場定位之行銷策略、新產品之發展、測試與上市、產品生命週期行銷策略、市場領導者、挑戰者、跟隨者及利基者之行銷策略、全球性行銷策略、產品線、品牌與包裝之決策與管理、服務業與輔助性服務之管理、定價決策、行銷通路決策、零售、批發與實價分配系統之管理、行銷溝通與促銷組合決策、廣告計劃之擬定、銷售促進與公共關係、銷售人員之管理、行銷計劃之組織與執行、行銷績效之評估與控制。

**582005 Marketing Management                      3    R                      C. L. Shen, F**

This course is designed to meet the needs of students who wish to understand the basic concepts and techniques of marketing as a foundation for more advanced marketing courses. The major subjects of this course will include as followings: Defining marketing for the twenty-first century, Adapting marketing to the new economy, Building customer satisfaction, value, and retention, Winning markets through market-oriented strategic planning, Gathering information and measuring market demand, Scanning the marketing environment, Analyzing consumer markets and buyer behavior, Analyzing business markets and business buying behavior, Dealing with the competition, Identifying market segment and selecting target markets, Positioning and differentiating the market offering through the product life cycle, Developing new market offerings, Designing global market offerings, Setting the produce and branding strategy, Designing and managing services, Developing price strategies and programs, designing and managing value networks and marketing channels, Managing retailing, wholesaling, and market logistics, Managing integrated marketing communications, Managing advertising, sales promotion, public relations, and direct marketing, Managing the sales force, Managing the total marketing effort.

**582006 統計學實習(2)                                      1    必                                      鄭文英, 下**

統計實習介紹商管科系同學關於統計學的基本應用，包括結合機率推論的資料抽樣設計與資料分析，及基本統計軟體使用。

**582006 Practice of Business                      1    R                                      W. Y. Cheng, S**  
**Statistics (2)**

The practice of business statistics is an introduction to statistics for students of business and economics that is based on data analysis and the design of data production join probability-based inference accompanied by computer software as major content areas.

**582007 生產與作業管理                                      3    必                                      廖世義, 下**

本課程在使學生獲得生產管理之理論及實務之相關知識內容包括：商業計劃、預測、產品發展、資源需求規劃、設備位置與分銷系統設計、過程分析、過程設計與設備佈置、工作設計與工作衡量、集體生產計劃與主排程、存貨政策、投資分析、物料需求規劃、作業排程與生產控制、物料管理、品質管制。

**582007 Production and Operation                      3    R                                      S. Y. Liaw, S**  
**Management**

The objective of this course is designed to teach the related knowledge of the theory and practice of Production Management. The main subjects are summarized as Follows: Business Planning、Forecasting、Product Development、Resource Requirement Planning、Facility Location and Distribution System Design、Process Analysis、Process Design and Facility Layout、Job Design and Work Measurement、Aggregate Production Planning and Master Scheduling、Inventory policy、Investment Analysis、Material Requirements Planning、Operational Scheduling and Production Control、Materials Management、Quality Control。



opportunities & threats, Internal analysis: resources、capabilities、competencies & competitive advantages, Building competitive advantage through functional-level strategies, Business-Level strategy, Competitive strategy and the industry environment, Strategy in the global environment, Corporate Strategy-vertical integration, diversification, and strategic alliances, Building and restructuring the corporation, Designing organizational structure, Designing strategic control systems, Matching structure and control to strategy, Implementing strategic change.

**582012 校外實習(1) 2 必**

為強化學生專業能力，使能理論與實務相結合，特開設此課程。修課學生得選擇本課程所擇定之廠商或研究機構於暑假期間前往實習。

**582012 Internship (1) 2 R, F**

This course is designed to strengthen students' professional capability by combining theoretical and practical aspects. Students taking this course are required to do a summer internship in a selected company or research institute.

**582013 校外實習(2) 2 必**

為強化學生專業能力，使能理論與實務相結合，特開設此課程。修課學生得選擇本課程所擇定之廠商或研究機構於暑假期間前往實習。

**582013 Internship (2) 2 R, F**

This course is designed to strengthen students' professional capability by combining theoretical and practical aspects. Students taking this course are required to do a summer internship in a selected company or research institute.

**582014 校外實習(3) 9 必**

為強化學生專業能力，使能理論與實務相結合，特開設此課程。修課學生得選擇本課程所擇定之廠商或研究機構於暑假期間前往實習。

**582014 Internship (3) 9 R, F**

This course is designed to strengthen students' professional capability by combining theoretical and practical aspects. Students taking this course are required to do a summer internship in a selected company or research institute.

**582015 校外實習(4) 9 必**

為強化學生專業能力，使能理論與實務相結合，特開設此課程。修課學生得選擇本課程所擇定之廠商或研究機構於暑假期間前往實習。

**582015 Internship (4) 9 R, F**

This course is designed to strengthen students' professional capability by combining theoretical and practical aspects. Students taking this course are required to do a summer internship in a selected company or research institute.

## 二. 選修科目 Elective Courses

**582016 企業概論** 3 選 賴鳳儀, 上

本課程主旨在討論將企業經營管理理論與實務之基礎觀念，主要內容涵蓋：企業的本質與型態、企業的營運管理與績效評估、行銷、企業國際化等。

**582016 Introduction to Business** 3 E F.Y. Lai, F

This course focuses on fundamental theories and practices of business management. Main topics of this course include: the nature and types of business, business operation, management, performance assessment, marketing, and internationalization of business.

**582017 企業應用軟體** 3 選 廖世義, 上

電腦之應用科學是令人感到興趣且發展迅速的領域之一，現已被廣泛應用政府、工商業、藝術、教育、研究及服務業等方面。本課程講授重點以商業應用軟體為主，包含資料庫設計與操作、試算表製作與計算、統計分析與圖表製作、文書編輯與排版及多媒體製作等之應用。

**582017 Business Application Software** 3E SS. Y. Liaw, F

The application of computer has extended from simple number crunching to administration processes, industry, art, education, research and public services. The objective of the course is to teach the operation techniques concentrated on current business computer software packages; including database design and operation, spread sheets, statistic analysis and charts design, word processing and multi-media design.

**582018 心理學** 3 選 廖世義, 上

心理學乃是一門以心理學的角度來探討組織中，各個人力資源管制度對員工心理及行為的影響。本課程目標主要讓學習者了解員工在各種不同的人力資源管理制度下，會有何種心理反應，並進而改善其工作行為，以達到最高的生產力。

**582018 Psychology** 3 E S. Y. Liaw, F

The psychology of human resources management is a very important subject in the environment of organizational management setting. However, many teachers do not take this topic as an individual program in the classes design. The present class in to make up this shortcoming in order to offering the wider vision to learners. Through the learning, the students will more clearly understand the psychological operations of employee in the system of organizational management practices.

**582019 流通業概論** 3 選 陳啟政, 下

在現代商業發展中，產品品質、價格、促銷手法等「檯面上」所看到的是愈來愈難有所差異了，所有的競爭成敗之分可能就在於「檯面下」的流通成本和配銷能力。消費者每購買一美元的商品時，可能其中就有 50%是在支付流通的費用，然而流通業者大多屬於小型企業，店面坪數雖然不大，但企管的各功能活動卻缺一不可，藉由本課程的規劃，試圖增加同學之流通業管理的專門知識與實務應用技術，從實務應用的觀點，結合流通業管理的理論，有系統的介紹流通業的規劃、管理、行銷及執行控制等技術，讓同學了解業者如何開創一片新天地。

**582019 Distribution Logistic** 3 E C. C. Chen, S

The aim of this course is to give learners to understand about the skills of logistic management. Logistics is defined as a business planning framework for the management of material, service, information and capital flows. Logistic systems have received considerable attention in the last 10 years, as they constitute one of the cornerstones in the design and control of production systems and the modeling of supply chains. This renewed interest is partly due to the recognition that well-known planning and control systems such as “Manufacturing Resources Planning” and “Just in Time” systems fail



**582022 人際關係****3 選****陳永安, 上**

組織中的人際關係，在現在的社會中，越來越重要，也一直是組織管理學者所著重的領域之一。本課程包含以下幾個主要課目：人際關係概論、團隊管理技巧、組織中之人際關係本質、工作情緒管理、溝通技巧、組織氣候與文化、協調技巧、人際關係的實務設計、衝突管理、敏感性分析、群體動力學、專題討論。

**582022 Interpersonal Relations****3 E****Y. A. Chen, F**

The key purpose of this course is to help students learning academic concepts, knowledge, and practical skills of human relations in workplace. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business professionals' speech of specific subjects. The subjects in this course may include the following issues: foundations of human relations, theories of interpersonal communication, methods and process of communication, interpersonal influence, interpersonal conflict, building and maintenance of human relations, negotiation and group interactions, communication and relations in organizations.

**582023 管理證照專題****1 選****廖世義、謝惠元, 下**

本課程提供學生在國內、外管理智能證照方面之學習、取得、與實務運用之訓練課程。在知識經濟時代，專業知識如何衡量(Measurable)與提高其可見度(Visible)是學生在職場上競爭之利器，尤其管理知識多屬於內隱知識(Tacit)較不易衡量，透過認證之取得確可看出其學習之成效與程度，並提供學習之路徑(Road map)與方向，學生可隨著各學程的相關證照設定目標，朝各種不同等級的證照努力，有方向可供遵循。管理證照可分財務金融、行銷管理、作業管理、與一般管理等四個學程有關認證的課程與實務，對學生專業知識的專精、證照之取得、與實務運用之訓練與教學，期能幫助學生將專業知識轉換成顯性(Explicit)可見度高之證照資格，並能實際應用於實務，這也是目前產業聘用人才之依據，強調實務且易衡量之資格，作為用人之重要參考。惟認證係實際能力之檢定，涉及認證實務，在認證方面有一定之科目與規則，因此必須有計畫之教學並輔以實習訓練，期能以實務之運用為主讓證照所表徵之專業知識與程度能實際發揮於實務工作上，如財務分析師、管理顧問、產業分析等。有關之實務課程內容包括介紹資格評估之標準、評估之專業知識、資格取得過程、評估之單位、應研習之科目、模擬演練、實際企業之分析等。本課程有計畫且具體的將學生由隱性知識提升為顯性資格證照認證，以提升其將來就業之競爭力，是各管理學程不可或缺之橋接課程(Bridge program)。

**582023 Special Topics on Professional****1 E****S.Y. Liaw & H.Y. Hsieh, S****Management Certificates**

This program provides training and learning for students to acquire the qualification of professional international or Taiwan certificates. In knowledge economy era, profession measure and visibility is growing more important for students' competition in human resources market. Especially management knowledge is more inclined to tacit knowledge difficult to measure. The qualification certificating not lonely facilitates measure and visibility of the competence of students' learning but also shows a clear direction of learning rendered as a road map. Student can set up his or her own goals and follow the program step by step to achieve different stages' assessment. Management certificate program includes teaching and intern courses of financial and banking, marketing, operation research, general management programs in order to focus and penetrate student's profession, acquire certificate and participate practices. The objective of the program is to transform implicit profession knowledge to explicit and visible certificates, highly consistent with business practices which are most important factors for business recruiting or promotion. However there are rule and requirements of certificating relating more to real business practices, therefore planned training and teaching is crucial to success. This course includes introduction of the standards and requirements of qualification, profession required, the process and stage of the certification, assessment authority, required completion of subjects, simulation, rehearsal, case study, and game

exercises. This is a planned and substantial bridge program to transform student's tacit knowledge to explicit qualification which is significant to the success of the students in the future and even his or her long-term career.

### 582024 銷售管理

3 選

沈慶龍, 下

本課程的目的，在教導學生有關銷售或行銷主管在銷售力策略的決策範疇，替代方案及其制定之準則。因此，主要的授課內容將包括：銷售管理與企業機構、銷售管理，人員推銷與推銷術、人員推銷的目標、劃定與推銷策略、劃定人員推銷策略、優秀的推銷主管、推銷組織、銷售組織的人事管理、業務員的招募、業務員的甄選、銷售訓練的規則、銷售訓練之執行與績效評估、業務員的激勵、業務員薪資、銷售費用之管理、銷售會議與銷售競賽、業務員的控制、銷售預算、銷售配額、銷售區域的規劃、銷售控制與成本分析、國際銷售管理、個案研討。

### 582024 Sales Management

3 E

C. L. Shen, S

This course is aimed toward accomplishing three objectives: (1) to delineate the areas in which sales executives make decisions; (2) to analyze decision alternatives and criteria in these areas; and (3) to provide cases as real-world illustration of decision situations. The major subjects will cover: Sales management and the business enterprise, Sales management, personal selling, and salesmanship, Setting personal-selling objectives, Determining sales-related marketing policies, Formulating personal-selling strategy, The effective sales executive, The sales organization, Personal management in the selling field, Recruiting sales personnel, Planning sales training programs, Executing and evaluating sales training programs, Motivating sales personnel, Compensating sales personnel, Managing expenses of sales personnel, Sales meeting and sales contests, Controlling sales personnel, The sales budget, Quotas, Sales territories, Sales control and cost analysis, International sales management, Case study.

### 582025 POS 系統概論

隨著資訊科技進步，銷售點系統，是現今餐飲業不可或缺的門市資訊管理系統，銷售點系統的建立雖可提餐飲業提升工作效率與服務品質；但系統在設計上若未考量介面使用性及人機互動，反而會致使諸多問題發生，這些問題包含使用者操作系統之低滿意度及低接受度，以及造成操作錯誤等。本研究之研究目的為透過人機互動觀點，評估銷售點系統之人機互動及介面使用性，針對系統之介面設計問題提出改善方法，並發展一套未來設計、建立及改善銷售點系統介面設計準則的參考依據。

### 582025 POS systems

With the progress of information technology, point-of-sale system is an indispensable information management system in the restaurant industry. Although the establishment of the point-of-sale system can improve the efficiency and service quality of the restaurant industry, the system is not considered in the design And human-computer interaction, but will cause a number of problems, these problems include low satisfaction and low acceptance level of the user's operating system, as well as causing operational errors. The purpose of this research is to evaluate the human-computer interaction and interface usage of the point-of-sale system through the human-machine interaction viewpoint. The improving method of the interface design of the system is proposed and a future design, establishing and improving the interface design Guidelines of the point-of-sale system for reference can be developed.

### 582026 事件管理

3 選

賴鳳儀, 下

本課程設計著重在介紹學生對於特殊事件(如節慶、運動、藝術、觀光、娛樂、慈善)與會議展覽在營利與非營利機構運用之概念，以及在事件規劃之專案管理能力。

### 582026 Event Management

3 E

F. Y. Lai, S

This course emphasizes the development of project management skills for students who





**582034 消費者行為 3 選 洪春吉, 上**

本課程旨在使學生獲得消費者行為之理論及實務之相關知識。內容包括：消費者行為導論、消費者之資訊處理與決策、消費者行為之微觀面、消費者行為之宏觀面。

**582034 Consumer Behavior 3 E C. J. Horng, F**

The main subjects are summarized as follows: the introduction of consumer behavior, consumer information processing and decision, the micro-perspectives of consumer behavior, the macro-perspectives of consumer behavior.

**582035 物流管理 3 選 陳啟政, 上**

本課程的主要目的，在於教導學生物流管理所涉及之相關概念，決策範圍及實務。因此，主要的授課內容將包括：物流導論、顧客服務、供應鏈管理、物流資訊、網際網路與物流整合、全球物流、物流定位與策略、物流組織。

**582035 Logistics Management 3 E C. C. Chen, F**

This course will teach students the related concepts, scope of decision-making and practice of logistics management. Therefore, the major subjects will include: overview, customer services, supply-chain management, business logistic information, internet and logistics resources, inventory management, transport management, warehousing management, logistics integration, global logistics, position and strategies of logistics, organization of logistic.

**582036 整合行銷傳播 3 選 賴鳳儀, 上**

本課著重於如何協調各項促銷元素與行銷活動的整合運用，以在整體行銷策略上達到綜效。從「整體、整合」觀點下規劃相關的行銷計畫與促銷活動，並協調運用各項傳播功能的運用，企業體可因而創造出一個具整體性、一致性形象，而非單靠過去傳統的使用廣告達到而已。

**582036 Integrated Marketing Communication 3 E F. Y. Lai, F**

This course emphasizes on the concept of coordinating various promotional elements and other marketing activities in a more integrated strategic approach. Through using the “big picture” approach to planning marketing and promotion programs and coordinating the various communication functions to create a consistent, unified image of a firm, rather than primarily based on advertising along.

**582037 策略性行銷管理 3 選 沈慶龍, 上**

本課程提供學生以一更具完整性、系統性與策略性的規劃、分析與執行模式，對策略性行銷管理兼具理論與實務上的了解。主要教材內容包括：行銷倫理與社會責任、事業策略上的行銷角色、策略性使命、目的與目標、環境管理、策略性行銷模式與方案選擇、行銷計畫之財務性分析、行銷努力之執行與評估。

**582037 Strategic Marketing Management 3 E C. L. Shen, F**

This course will provide both theoretical and practical approach to planning, analyzing and implementing marketing strategies with a more holistic, systematical and strategical framework. The major subjects of this course will include: marketing ethics and social responsibility, marketing role in the implementation of business strategies, strategic mission, goals & objectives, environmental management, marketing strategy models & selection, financial analysis in marketing plan, implementation and assessing the marketing efforts.

**582038 行銷個案分析 3 選 賴鳳儀, 下**



alliance, relationship marketing in mass markets, membership customers and relationship marketing, relationship marketing and key account management, horizontal alliances for relationship marketing and marketing strategy, organizing for relationship marketing, information technology, customer profitability.

**582042 電子商務與網路行銷 3 選 廖世義, 下**

本課程涵蓋部門間的數位化商業資訊之換資訊與媒體技術的相關性及企業內、組織間的商業活動。討論主題包含：企業與企業、企業與客戶、客戶與客戶、及客戶與企業間的商業模式、網路市場行銷與品牌塑造。經由網際網路和行動通訊技術的應用，行銷組合及電子化廣告已對傳統企業之商業行為及消費者行為產生相當大的衝擊。本課程主題包含資料、一對一線上行銷、無線通訊技術、一對一線上行銷、病毒行銷和網路購物。亦介紹幾種上網路購物。亦介紹幾種線上網路廣告之型態、電子化採購和資料挖掘分析工具於客戶關係管理方面的應用等。最後也針對第三代行動商務對不同產業的創新服務進行個案教學與討論。

**582042 E-Commerce and Internet Marketing 3 E S. Y. Liaw, S**

This course includes breadth of study in the exchange of digitized information between parties, technology-enabled transactions, technology-mediated relationships, and intra- and inter-organizational activities that support exchange. Discussed topics include B2B, B2C, C2C, C2B relationships, e-market communication and branding. Through Internet application and mobile communication technology, marketing mix and e-advertisement affect the traditional business behaviors of enterprises and consumers greatly. Among topics include database marketing, one-to-one on-line marketing, wireless communication technology, virus marketing and E-shopping. By the way, several patterns of on-line advertisement, E-purchasing, and analysis tools of data mining applied into custom relationship management are also introduced. Finally, innovative services of 3G mobile commerce and their impacts on diverse industries are discussed in our case studies.

**582043 管理個案研討 3 選 林鈺琴, 下**

本課程主要教學目的在於透過教師授課、師生互動討論、個案分析與實務界專業人士之專題演講，使修課學生得以將之前所學各種管理課程的學術概念、知識與實務技能，應用至實際國內外管理個案的討論分析演練中。本課程將包含數項主題：行銷管理的個案研討、人力資源管理的個案研討、財務管理的個案研討、資訊管理的個案研討、生產與作業管理的個案研討、研發管理的個案研討、策略管理的個案研討。

**582043 Case Study of Management 3 E C. C. Lin, S**

The key purpose of this course is to help students applying academic concepts, knowledge, and practical skills of each management-related course learned to the analysis and discussion of real domestic and abroad business management cases. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business professionals' speech of specific subjects. The subjects in this course may include the following issues: case studies in marketing management, case studies in human resource management, case studies in financial management, case studies in production and operation management, case studies in information management, case studies in research and development management, case studies in strategic management.

**582044 企業診斷 3 選 謝惠元, 下**

本課程之目的，在教導學生相關的知識與方法，以整體系統的觀點，對企業營運的過程中，不斷地加以觀察、分析與診斷，隨時發掘經營上的缺失，並加以導正，以提高企業經營績效，課程主要內容包括：除神話---及確認需求、管理及營運控制---概論、策略要素、策略目標、計劃報告書、計劃目標、如何設定管理效標、如何衡量行銷管理的績效、如何衡量銷售管理的績效、如何衡量研發管理的績效、如何衡量採購管理的績效、如何衡

量生產規劃與控制之績效、如何衡量生產管理的績效、如何衡量製造、工業工程的績效、如何衡量物料管理的績效、如何衡量維護管理的績效、如何衡量廠房與設備管理的績效、如何衡量品質管理的績效、如何衡量財務管理的績效、如何衡量審計管理的績效、如何衡量行銷資訊系統管理的績效、如何衡量人力資源管理的績效、最後的提醒----人。

**582044 Business Diagnosis**

**3 E**

**H. Y. Hsieh, S**

This purpose of this course seeks to give students a comprehensive understanding on the concepts, principles and methods of performance assessment and management diagnosis. Through the continuous measurement on productivity, objectives and planning for every function and at all levels, the managerial weaknesses can be detected and then the correct actions can be taken to improve the overall performance.

The main subjects of this course will include: Let's Destroy Some Myths--and Identify the Needs. Management and Operating Control: An Overview. The Elements of Strategy. Organizing Strategy Objectives. Plan Statements. Plan Objectives. How To Set Management Performance Standards. How To Measure Marketing Management Performance. How To Measure Sales Management Performance. How To Measure Engineering Research and Development Management Performance. How To Measure Purchasing Management Performance. How To Measure Production Planning and Control Management Performance. How To Measure Production Management Performance. How to Measure Manufacturing, Industrial Engineering Management Performance. How To Measure Materials Handling Management Performance. How To Measure Maintenance Management Performance. How To Measure Plant and Facilities Management Performance. How To Measure Quality Assurance Management Performance. How To Measure the Management Performance of the Treasurer. How To Measure Controller ship Management Performance. How To Measure EDP/MIS Management Performance. How To Measure Personnel Management Performance. A Final Note ...PEOPLE !

傳閱附件 4-106 學年度第 1 學期教師申請開授通識課程案

## 1. 科學與文學

中、英文課程綱要：

本課程以將「科學」與「文學」結合，訓練學生在以科學為主題的散文與小說敘事中，能將敘事力融合到自身的科學專業，也進而省思科學與人的關係。以自然寫作及科幻文學作為兩大主題，強調學生從自身專業出發，能從生命科學的學習及科學方法的運用，到文學的紀錄陳述、人文省思，透過文學的帶動，增加其以科學專業連結文字敘事的能力。以「科學」的邏輯知識融合「文學」的人文思考，建構以下單元主題：

- 1、觀察與紀錄
- 2、博物學與田園的回歸
- 3、靈視自然的土地倫理
- 4、自然寫作的創作與欣賞
- 5、科學幻想與人文精神
  - (1) 未來歷史的想像
  - (2) 人工智慧的衝擊與威脅
  - (3) 反烏托邦
  - (4) 文明崩潰與末日題材

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## 2. 電影、科技與倫理

中、英文課程綱要：

生物學、生物科技、醫療等場域不僅僅是人類智慧的結晶和社會發展的進步動力，這些領域的研究過程涉及許多倫理議題，動物實驗、基因改造、人體試驗、醫療技術等皆牽涉到人與科技、人與動物的關係，其最終的倫理議題即是對生命的關懷，本課程欲透過電影賞析的方式來探究暢銷商業電影裡隱含的科技與倫理議題，培育修課學生的電影敘事涵養及生命倫理關懷。

Bio-technology and medical sciences are scientific fields that lead to a more convenient society. Innovative researches that benefit human species might involve various aspects of ethical issues. This course aims to address ethical issues from animal testing to environmental issues in order to bring humanist concerns to future scientists and engineers. Through analyzing commercial films, the teacher will lead students to not only think through ethical issues but also produce their own audio-visual work.

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## 3. 跨文化溝通

中、英文課程綱要：

本課程為跨文化溝通，旨在幫助學生發展溝通能力與增加文化敏銳度。課程教導學生在與其他文化與社會背景的人互動的情境下，應有哪些角度的觀察，如何了解不同的文化背景對於語言與溝通的行為造成影響，以及應該如何對應以減少溝通誤解。同時以媒體、商業、教育為跨文化溝通情境，進一步了解不同文化在社會符號、人際互動、意識形態、社會族群、文化適應等議題上的差異。

Aims:

1. To help our students develop better communication competence for their future career

involving interacting with people from other cultural or social backgrounds or even for their future pursuit of advanced study abroad.

2. To help students to have greater awareness of cultural differences in various communication contexts.

3. To learn the fundamental notions covered in the study of intercultural communication. To discuss cross-cultural communication, culture is defined not only by national diversity but also broadly in terms of social diversity as derived from gender, ethnicity, or nationality as well as various communication contexts, such as media, business and education. Students will be given lecture to have initial understanding of important theories and concepts in the field of cross-cultural communication and eventually put what they know into practice in the future when they have to interact with people from other countries or those sharing different social/cultural identities. Their awareness and sensitivity as to how to use language with polite and adequate manners are expected to increase upon the completion of the course.

#### 4. 環境經濟

中、英文課程綱要：

本課程藉由藉由環境經濟概念之講授、習題及期末小組報告，讓同學瞭解環境經濟之基礎理論及應用實務。課程內容包括環境與經濟及其相關資料之討論與解釋，以發揮環境經濟學在公共政策及企業決策上的實際應用。

課程的目標在於建立同學們對於環境保護與經濟發展相關議題的分析能力；使同學具有成本分析與選擇較優方案等環境實務問題之能力；培養同學專業倫理、社會責任及具備跨領域之學養及永續經營之能力。

Students will understand the principles, theory, and applications of environmental economics through the lectures, exercises, and group presentation of this course. Issues to be discussed include the discussion and interpretation of environmental and economic data, and the applications of environmental economics on public policy and business decision.

The objectives of this course are to prepare students with the following skills: analytic skills on environmental protection and economic development related issues; the cost-benefit analysis and other project evaluation methods; understanding of business ethics, social responsibilities, and sustainability topics.

#### 5. 創新技術商品化

中、英文課程綱要：

本課程聚焦於將知識轉換為新商品與服務的創新過程，課程將探討智慧財產權、授權、新技術的評估、科技創業、以及創新技術的行銷。同學在這個課程將可學習到從發明、開發、技術取得、智慧財產權的開發管理、到科技行銷的創新技術商品化流程。此外本課程也將採用個案教學來探討創新技術商品化的成敗因素。

This course focuses on the innovative transformation of knowledge into new commercial products and services. This course provides a rigorous study of intellectual property, licensing, the assessment of promising new technologies, technology-based

entrepreneurship, and the marketing of innovative technologies. Students will learn the technology commercialization process, from invention to market entry including the invention, development, acquisition, management, and exploitation of intellectual property in all areas of technology. This course is going to use case studies which will discuss success and failure in technology commercialization.

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## 6. 東南亞經濟

中、英文課程綱要：

本課程將探討東南亞國家的政治經濟體制、經濟發展及企業經營環境。課程涵蓋以下部分：東南亞各國政治經濟制度比較；東南亞的經濟發展經驗；東南亞各國經濟基礎設施現況；東南亞主要產業；能源與環境議題；各國勞動市場；東南亞經濟全球化議題；各國經濟現況。課程中並將討論東南亞國協(ASEAN)的發展與前景。

課程目標在於培養同學的國際觀及競爭力，藉由介紹東南亞區域的整體經濟背景，讓同學熟悉當代東南亞國家的經濟及商業經營環境，並具備討論東南亞相關議題的分析能力，進而促進同學思考台灣與東南亞國家之互動及合作關係。

This course will focus on the political economy, economic development and business environment of Southeast Asian countries. The following topics will be discussed in class: comparison and contrast of political and economic systems; economic development experience; infrastructures; major industries; energy and environment; labor markets; globalization issues; and current economic conditions. The development and future of ASEAN will also be discussed.

The objectives of this course include preparing students' global vision and international competitiveness through class discussions in Southeast Asian economic and business environments. Students can also develop their analytic skills in related issues, and may further study the cooperation and interaction Taiwan and Southeast Asia.

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## 7. 國際智慧財產與競爭法 (英語授課)

Course Objectives:

This course considers legal issues related to innovation markets and intellectual property in an international environment. The course focuses on international intellectual property legislation, rules and practices in the process of globalization. Topics include the use of traditional intellectual property rights protection (patents, copyright) in the innovation markets and the boundaries between competitiveness and intellectual property. The course concludes by examining the interaction between national and international levels of intellectual property protection, and international competitiveness of companies and countries. The main objective of this course is to provide students with technical tools enabling them to efficiently handle, in their professional future, practical and legal intellectual property issues and cases.

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## 8. 智慧財產權 (英語授課)

Course Objectives:

Intellectual Property Rights refers to a number of distinct types of creations of human for which a set of exclusive rights are recognized. Moreover, intellectual property has increasingly been regarded as a vital role with the rapid pace of technological, scientific and medical innovation. This course will discuss various types of intellectual property such as copyrights, trademarks, patents, designs, utility models, and trade secrets. Students will learn the meaning, relevance, business impact, and the protection of intellectual property in this course.