

95 (2) 各系所新增專業選修課程中英文摘要

植物科學研究所新增課程 中英文摘要

菌根學 2

2 選

王均琍

本課程內容包含菌根之形態、解剖、構造與生理，菌根菌對植物生長之效益，菌根菌之分離、培養與接種源生產與施用技術。

**Mycorrhizae**

2 S

**C.L. Wang**

This course introduces the morphology, anatomy, structure and physiology of mycorrhizae; the efficacy of mycorrhizal fungi on the growth of plants; the isolation and culture method, the technique on the production and application of mycorrhizal inocula.

植物組織構造與機能特論

2 選

王均琍

本課程旨在增強研究生對植物組織極其相應機能之瞭解，擬講授植物之各種組織，如分生、輸導，分泌及保護組織等之生長、發育及分化過程；闡明各組織所具有之構造及生理機能。

**Special Topics on the Structure and  
Function of Plant Tissues**

2 S

**C.L.Wang**

This course is designed to acquaint the students with knowledge of plant structures and functions in the meristematic, conductive, secretory and protective tissues. The processes of the growth, development and differentiation in different tissues will also be elaborated to better equip the students with more profound understanding in the said field.

**魚類學實驗**

1 選

曾美珍

本課程提供大學部學生進行魚類學實驗，主要的內容有解剖顯微鏡的操作、魚體外部及內部構造的辨識、軟骨及硬骨魚類外部形質量測及分析、皮膚的觀察、鱗片的觀察、鰓的觀察、食性的分析、標本製作、骨骼的製作、肌肉的觀察、血液的觀察、胃的內容物分析、鰻魚的鑑種及分類和魚市場中魚的多樣性。

**Ichthyology Lab.**

1 R

M.C. Tseng

The course will supply the basic knowledge of ichthyology for undergraduates. Contents of ichthyology experiments contain fundamental skills of anatomic microscope operation, to distinguish external structures and internal organs, measurement and analysis of external characters in bony and cartilaginous fishes, observations of skin, scale, and gill, the food analysis of fishes, manufacture specimen, to piece fish skeletons together, observations of muscle and blood, analysis of stomach contents, taxonomy and systematic of *Anguilla* eels, and the diversity of fishes in fish market.

## 熱帶農業暨國際合作系新增課程 中英文摘要

### 草坪生理及管理

2 選

謝清祥

本課程主要內容在於探討草坪植株(及社區)對環境因子之反應。尤其針對不良環境下植株與社區之內部生理反應及管理操作上之改善對策，溫度、水份、光及土壤之逆境為此課程中主要討論議題。如何針對上述不同環境因子利用管理操作加以改善之模式亦詳加逐一說明。

### **Turf Physiology and Management**

2 S

**C.H. Hsieh**

The main purpose of this course is to discuss the responses of turf plant (and its community) to various environmental factors. Especially, those inner physiological changes of turf plants under unfavorable environmental stresses will be discussed. Temperature, water, light and soil stress are the major topics in this course. The management practices to improve above stress conditions will be introduced.

木材科學與設計特論 (一)

3 選

林錦盛 上

面對 21 世紀，森林被視為是保障地球前途、維持人類生存的重要因素，人們也已意識到破壞環境來謀取發展的代價是一條危險之路，因此本課程著重於強化學生站在木材科學研究的未來與前景，不斷創新理論和發展新技術、高科技之觀念，並使之應用於優質、高效率 and 可永續發展應有的設計理念，即時體認用新的觀念和新的原則來規劃設計 21 世紀之綠色建材。第一學期首先探討木材特性篇，其內容包括林木資源、木材的解剖性質、木材的化學性質、木材的物理性質、木材的環境學特性、木材的力學性質等。

**Special Topics on Wood Science and Design ( I )**

3 S

J. S. Lin, F

To face 21<sup>st</sup> century, to ensure Earth's future and maintain human survival are the important factor in the forest. People who have already realized destroys environment to seek development is a dangerous way too. This course is aim at enhance standing in the future of wood science research, continues newly theory and develop new technique and high-technology, also let it can apply for high-quality, high efficiency and sustainable design ideal. Using newly observed and newly rules to plan green building material of 21st century right now. At first we are discussing wood characteristic during first semester. Its contents forest resource, wood anatomic property, wood chemical property, wood physical property, wood environmental property, wood mechanics property and so on.

木材科學與設計特論 (二)

3 選

江吉龍 下

面對 21 世紀，森林被視為是保障地球前途、維持人類生存的重要因素，人們也已意識到破壞環境來謀取發展的代價是一條危險之路，因此本課程著重於強化學生站在木材科學研究的未來與前景，不斷創新理論和發展新技術、高科技之觀念，並使之應用於優質、高效率 and 可永續發展應有的設計理念，即時體認用新的觀念和新的原則來規劃設計 21 世紀之綠色建材。第二學期則探討木材應用篇，其內容包括木材的改性、木材的科學保存、新型木材與發展、木材科學的研究與設計應用等。

**Special Topics on Wood Science and Design ( II )**

3 S

C.L.Chiang,S

To face 21<sup>st</sup> century, to ensure Earth's future and maintain human survival are the important factor in the forest. People who have already realized destroys environment to seek development is a dangerous way too. This course is aim at enhance standing in the future of wood science research, continues newly theory and develop new technique and high-technology, also let it can apply for high-quality, high efficiency and sustainable

design ideal. Using newly observed and newly rules to plan green building material of 21st century right now. We are discussing wood application in second semester. Its contents wood improved, wood science prevention, newly style wood and development, wood science research and design application, etc.

## 設計行銷特論

2 選

陳啟雄 上

課程內容包含行銷研究的認知、問卷設計研究、樣本與資料分析方法、行銷研究的評量、設計與行銷策略的擬定。經由資料的研讀培育研究生對於行銷研究於設計應用重要性的認知。配合研究生學習的背景及環境因素，探討特定產品行銷方式的調查。透過調查分析與發表培養研究生於行銷研究與分析之寫作能力。並探討行銷市場與產品設計之間的相互關係，促進設計行銷的可行性。

## Special Topics on Design Marketing

2 S

C. H. Chen, F

The course content is composed of the recognition of marketing research, studies on questionnaire design, analytical methods for sampling and data, evaluation of marketing research, and planning of design and marketing strategy. The objective is to help the graduate student to recognize the importance of designing application in marketing research through material reading. In accordance with individual student learning background and his or her environment factors, the course was designed to zoom on surveillance on marketing method of specific products. Our expectation of takers of this course is to improve their capability of doing marketing research and analyses as well as expressing themselves adequately. Another emphasis of the course happens to be the relation between marketing in the market place and product design, which ought to enhance the feasibility of design marketing.

## 生命科學系新增課程 中英文摘要

### 植物解剖學

2 選

徐志宏

本課程主要講授植物體內部之解剖構造與功能。內容包括植物細胞、薄壁組織、厚角組織、厚壁組織、維管組織、分泌組織與分生組織之特性、構造及功能，進而探討高等植物根、莖、葉、花、果實、種子等器官之解剖特性。

### Plant Anatomy

2 S

Shyu Jyh-Horng

The purpose of this course is to acquaint students with the anatomical structure and function of plants. The main topics included in this course are characteristics, structure and function of plant cells, parenchyma, collenchyma, sclerenchyma, vascular bundle, secretory parenchyma and meristem. The anatomical characteristics of root, stem, leaf, flower, fruit and seed of higher plants are also discussed.

### 植物解剖學實驗

1 選

徐志宏

本課程主要透過切片製作與染色技術，利用光學顯微鏡觀察植物體內部之解剖構造，以了解其與功能之間的關係。內容包括植物細胞、薄壁組織、厚角組織、厚壁組織、維管組織、分泌組織與分生組織之特性、構造及功能，進而探討高等植物根、莖、葉、花、果實、種子等器官之解剖特性。

### Plant Anatomy Lab.

1 S

Shyu Jyh-Horng

The purpose of this laboratory is to acquaint students with the anatomical structure and function of plants mainly by slide preparation and staining techniques through light microscopic observation. The main topics included in this course are structure and function of plant cells, parenchyma, collenchyma, sclerenchyma, vascular bundle, secretory parenchyma and meristem. The anatomical characteristics of root, stem, leaf, flower, fruit and seed of higher plants are also discussed.

### 動物解剖學

2 選

許岩得

課程概述：本課程為基本動物解剖學，著重於動物體內各系統的解剖與結構的觀察。包括心臟循環系統、呼吸系統、內分泌系統、神經肌肉系統、消化系統、泌尿生殖系統，期使學生能夠將解剖學與生理學知識相結合並運用於動物科學相關領域，往後修習生物醫學相關課程的基礎。

### Animal Anatomy

2 S

Hsuuw Yan-Der

Lecture provides an anatomy concept that focus on the animal anatomy, and the

observation of systemic structures. Courses contain the heart and circulation, respiration, endocrine system, nerve-muscular system, digestion, the urinary and reproductive system. Following the lectures, student might apply the knowledge on the life science and animal science, or as a fundamental for the biomedical course and research.

### **動物解剖學實驗**

**1 選**

**許岩得**

實習設計主要提供學生實際參與哺乳動物及鳥類的解剖，進而學習動物個體的骨骼肌肉系統、消化系統、內分泌系統、呼吸循環系統、泌尿生殖系統、神經系統等結構及基本生理功能，以作為日後學習生理學、病理學、生物醫學或實驗動物操作技術等相關課程的基礎。

### **Practice of Anatomy**

**1 S**

**Hsuuw Yan-Der**

The course provides the anatomy exercises for students to learn the animal structures on the skeletal and muscular system, digestive system, endocrine system, respiratory and circulatory system, urinary and reproductive system, and neural system, as well as the basic functions on animal physiology. Learning these exercises could be useful for the further studies on the animal physiology, pathology, biomedicine, or manipulation of laboratory animals.

## 機械工程系新增課程 中英文摘要

### 機械工程實習

1 選

輪授、上

此課程為培訓機械系同學在新興科技、機電與自動化、熱流及設計製造等領域上俱有學理與實務兼備之能力，在此課程中以各教學組提供數個實習課程，以補足機械習同學在實務方面的不足。課程之實習單元包括：(1)新興科技組：邁克森干涉光學應用實習、準直儀光學平台之精密量測實習、奈米材料的應用與實習、應力應變、負重、位移量測實習(2)機電整合與自動化組：微米鍍膜實習、鍍膜氧化實習(3)熱流組：冷凍基本循環實習、空調基本循環實習、送風機測試、泵性能實驗、流線觀察(4)設計製造組：鐵基合金材料性質分析與實習、材料顯微分析與實習(含金相與掃描式電子顯微鏡)、金屬鑄造實習、鍛造實習。

### Mechanical Engineering Combination Labs

1 S by several faculties,F

The goal of this course is to offer students with both theoretical and practical capabilities in solving problems of several fields. Each teaching group will provide several experiments related with their expertises to strengthen the students' weakness which is the lack of practical experience in real life engineering. Experiments included are: (1)state-of-art technology: applications of Michelson optical interferometer and practice, Precise measurement practice of collimator optical system, pplications of nano materials and practice, Stress –strain loadcall and displacement measurements.(2) Mechanical-Electrical Integration and Automation technology: Micrometer-thickness thin film deposition, Thin film oxidation(3) Fluid-thermal technology: Refrigeration experiment, air-conditioning experiment, Fan performance test, ump performance test, Flow visualization.(4) Design and Manufacturing technology: Practice of the mechanical properties for the iron-based alloy, Microstructure analysis, Practice of the metal Cast, Practice of the forged process.

### 新興科技工程實習

1 選

輪授、下

近年來新科技不斷快速的發展，給傳統的機械工業與製造技術帶來許多衝擊，工程師現在可以用最新的工具及技術製造或加工出具有微米甚至奈米尺寸的工件，這是前輩工程師所無法想像的。為了讓我們的畢業生能夠跟上科技變化的腳步，本課程以一系列的實驗，介紹重要的新興製造科技。本課程包含五組實驗，並各自含有一到三個實驗。組A為奈米粒子合成，組B為奈米線材，組C為奈米薄膜製備，組D為雷射後處理，及組E為奈米技術太陽能電池應用。學生預期可由本課程學到許多基本新興製造科技知識，以及許多重要的實作、實驗技術。

### The practice of new science and techonoly engineering

1 S

by several faculties, s

New science and technology has been developed quickly in recent decades. It made great impacts on tradition mechanical manufacturing industry. Engineers now make parts with fine details of micro or even nano scale. In order to prepare our graduates to face this new development a new laboratory course is developed and outlined below. This course includes five sections with one to three experiments in each section. These

five sections are: A. nano-particle synthesis; B. nano-tube preparation; C. nano-superlattice film making; D. laser-annealing treatment; and E. nano-particle solar cell. They cover from particle, line, and film preparing to post manufacturing treatment and measurements, then to an application. Students will learn basic knowledge on nano-technology, and many important hand-on experimental technologies.

### **電腦 3D 繪圖輔助自動化設備實務設計      3      選      林宜弘、下**

本課程採用 Autodesk Inventor 3D 繪圖技術，導入自動化機台之實務設計。課程內容包括自動化相關零組件之設計繪製，自動化傳動元件與機構模組織之設計繪製，自動化專用機台之設計繪製，自動化管路配置與配線之設計繪製，自動化系統動畫與採線錄製等。課程主要教學特色為選定產業相關的自動化機台為設計專案，如精密光學檢測設備、產業自動化元件組裝設備、食品機械、農產加工機械等，培訓同學在產業自動化領域具有實務設計能力

### **3D Computer Graphics Aided Design for      3      S      Yi-Hong, Lin ,F Automatic Equipments**

This course uses Autodesk Inventor 3D plotting technique to teach students with the practical abilities in automatic machine design. The contents of this course include the design and plotting of automatic parts, transmission elements, mechanism, piping layout, the record of machine lighting and animation. The especial teaching topics include optical precise inspection machine, assemble machine, agricultural machine, food machine.



Waiting in line is a commonly experience of us in our daily life. Unfortunately, this phenomenon is becoming more and more prevalent in our increasingly congested and urbanized society. We, as customers, do not generally like these waits, and the managers of the establishments at which we wait also do not like us to wait, since it may cost them business. Queueing theory attempts (and in many cases succeeds) to answer those questions related to waiting in system through detailed mathematical analysis.

This course will first introduce characteristics of queueing processes. Topics of queueing systems in different models and areas are provided. The course will also study all the mathematic models and decision analysis related to queueing systems, such as simple Markovian birth-death queueing models, advanced Markovian models, networks and cyclic queues, models with general arrival or service patterns, and so on. In the course, the discussion of the deterministic and stochastic queueing problems will fully provided. This course intends to understand the importance of queueing systems and methods that allow production and other systems to run efficiently and try also to study and implement the results in businesses to get a winning position.

### 排程理論

3 選

黃祥熙、上

排程主要針對需要依序操作之作業或活動進行規劃與排序所構成。排程實為一如何使可用資源獲取最佳化運用之技術與工具。排程將獲致資源效率與產能提昇，以及降低完工所需之時間等效益，因此相對地亦能獲得系統或組織利潤之增加。有效地對如機器、人力、及物料等資源進行安排，為今日處於極度競爭環境下組織所必須從事的。

多年來，排程技術被廣泛地應用及研究。因此，「排程理論」課程之主要目的即在探討如何運用排程相關技術來解決實務上不論是製造業和服務業所遇到的排程相關問題；同時運用排程的技術及觀念以提昇企業之競爭力。本課程除介紹排程運用於不同之領域及在今日現代產業之扮演之角色外，並探討相關之模式與現場控制、單機排程、流程式生產、平行機台、零工式生產、批次作業、及組裝生產等有關的排程決策分析。本課程亦探討現代產業下排程方法之研究與趨勢，期能瞭解透過排程理論提昇企業效率與競爭力之重要性，並探討企業在營運致勝之道。

### Scheduling Theory

3 S

H.H.Huang、F

Scheduling consists of planning and prioritizing activities that need to be performed in an orderly sequence of operation. It is a tool that optimizes use of available resources. Scheduling leads to increased efficiency and capacity utilization, reducing time required to complete jobs and consequently increasing the profitability of an organization. Efficient scheduling of resources such as machines, labor, and material is a must in today's extremely competitive environment.

Over a number of years, scheduling techniques are widely applied and studied. Therefore, the main purpose of this course is to study the relative techniques of solving scheduling problems that encountered in real-life manufacturing and service industries and how to use those techniques and concepts to manage and enhance systems running to be more efficiently and more competitively.

This course will first introduce topics of scheduling applied in different areas and the role of scheduling in modern industry. The course will also study all the models and decision analysis tools related to the sub-systems, such as shop floor control, single machine, flow shop, parallel machines, job shop, batch processing, assembly line, and so on. In the course, the discussion of the deterministic scheduling problems will fully provided. This course intends to understand the importance of scheduling methods that allow production and other systems to run efficiently and try also to study and implement

the results in businesses to get a winning position.

### 機率模型與應用

3 選

黃允成、下

本課程旨在訓練學生，針對各種不確定情況，運用機率理論，建立機率性決策分析模型，尋找不確定情況下之最適決策，或比較不同決策情境與目標下，各種可行方案之利弊得失。本課程之主要內容包括：機率理論、機率模型、抽樣理論、條件機率與隨機獨立、隨機變數與機率分配、間斷型機率分配、連續型機率分配、雙變數機率分配、變數轉換、機率模型之應用與期刊論文研討等。

### Probability Models and

3 S

Y.C.Huang、S

### Applications

The objectives of this course are to enhance the ability of decision-making under uncertainly environment, and to improve the quality of analysis under different conditions and goals. The main topics of this course are as follows: probability theory, probability model, sampling theorem, conditional probability and random independence, random variable and its distributions, discrete distributions, continuous distributions, bivariate distributions, transformations of random variables, applications of probability models and discuss for journal papers.

### 線上品質管制與監控

3 選

何正斌、下

學生將學到生產系統進階之技術觀念，包含設計，衡量及執行生產系統。學生藉由實際工廠案例來分析並討論工作改善，標準工時的量測及應用，人機關係的量測與分析等方法因而提升生產力。

### On Line Quality Control and Monitoring

3 S

Cheng-pin Ho、S

Students will learn advanced technology concepts on manufacturing system, tools and techniques for designing, evaluating and implementing manufacturing systems. They have to discuss and analyze work redesign, standard time measurement and man-machine relationship through the real case from factories and know the way of increase productivity.

### 可靠度工程

3 選

蔡登茂、下

本課程的目的在於教授學生目前應用於設計或可靠度工程分析所需之基本可靠度技術及知識。基本上這門課程以具備機率及統計背景的學生較為適合，本課程

之主要架構包括:1. 可靠度簡介 2. 可靠度演進、歷史背景及應用範圍、成果 3. 可靠度函數及失效模式探討 4. 機率分佈函數及其在可靠度之應用 5. 可靠度在設計上之應用及可靠度試驗。

## **Reliability Engineering**

**3 S**

**D. M. Tsai, S**

The objective of this course is to provide the students a basic knowledge of Reliability theory and techniques that can be used by design or reliability engineers. The material covered in this course will ultimately depend on the student's background in statistics and probability. The course is organized as follows: 1.Introduction 2.History, development, and accomplishments 3.Reliability functions and failure models 4.Probability distribution functions and their application in reliability 5.Reliability design and testing.

## **系統模擬**

**3 選**

**李祥林、上**

本課程在探討以模擬工具建立企業（製造業與服務業）之整體動態模式，分析運作過程中企業內部狀態動態變化狀況，以作為管理者制訂決策之參考與依據。如此則能輔助以數學模式分析企業系統之不足，且能驗證企業數學模式之適用性與正確性，並得以將分析過程與內容含蓋具隨機性之因素及其動態之影響。主要授客內容包括：模擬模式之建立、模式適用性分析、模擬工具與語言之使用、亂數產生器及亂數之檢定、模擬結果分析與應用。

## **Simulation**

**3 S**

**S. Lee、F**

This course provides the students the abilities to construct enterprise dynamic models, covering the probabilistic factors, through simulation and to analyze the changes of dynamic status recorded during the operations in order to enhance the decision-making proficiency. It also serves as an aid to analytical models and as a tool of verifying the validation and correctness of analytical models. The course mainly covers the following topics: the formulation of simulation models, model validation and verification, introduction to simulation languages and tools, pseudo random number generators, tests of random number strings, result analysis and applications.

## 科管所新增課程 中英文摘要

### 創意方法專題

3 選

待聘

本課程主要目的在介紹創意的的方法與運用，課程將建立在問題定義、問題分析、問題解決的架構下，利用結構化的創意工具與方法來進行創意的學習。為了加強修課學生的學習成果，課程將利用最新的軟體工具協助課程進行並展示創意成果。

### Special Topic On Methods of Creativity 3 S

TBA

The purpose of this course is to introduce methods of creativity and their application. Course underlining the framework of problem definition, analysis and solution performs and practices the structural methods and tools of creativity. To enhance performance of the learners, course will demonstrate the students' works of creativity with the modern software.

### 策略性科技管理

3 選

待聘

本課程旨在建立學生策略性科技管理的專業知識。課程主題將包括科技與策略之整合、發展組織創新能力、創造與執行發展策略、面對創新挑戰等課題，目標在使學生將科技管理專業知識融入組織策略思維中。

### Strategic Management of Technology 3 S

TBA

#### and Innovation

The aim of this course is to teach student the professional knowledge of strategic management of technology and innovation. The contents of this course include integrating technology and strategy, developing a firm's innovative capabilities, creating and implementing a development strategy, and innovation challenges in established firms. Course's objective is to build students a general management perspective on management of technology and innovation.

### 產品生命週期管理

3 選

待聘

產品生命週期管理可以縮短產品上市的時間、可以為顧客提供更佳的服務、可以降低生產成本而提升企業的競爭力。本課程將含蓋由策略面到作業面有關產品生命週期管理之核心主題，使得學生能對產品生命週期管理有深入之了解。

### Product Lifecycle Management 3 S

TBA

Product lifecycle management helps bring better products to market faster, and enables better support of customers' use of products. It also helps reduce the cost of products to provide the customers with less expensive products. This course is designed to cover the major issues of product lifecycle management. It is to cover the contents from strategic aspects to operational processes that will provide students with a complete understanding of product lifecycle management.

## 景觀暨遊憩管理研究所新增課程 中英文摘要

### 國際休閒與遊憩產業分析 3 選 羅清吉、下

本課程設計之目的，在於提供研究生一個關於國際休閒旅遊產業發展、經營及趨勢分析研究之平台。本課程之實施配合教師講演、師生分組討論及論文導讀、經驗發表及分析評論等方法，協助研究生對國際休閒旅遊產業發展與趨勢，有深入之了解。

### **Special Topic on Analysis of International Leisure and Recreation Industry** 3 S C.C. Lo, S

This course is designed to provides a forum of discussion on the issues related to development, management and trend analysis on International Leisure and Recreation Industry. This course will use: lecture, discussion, paper reading, sharing experience, comment and analysis method, etc, to teach students to get better understanding about this specific study field.

### 生態旅遊特論 3 選 羅清吉、上

本課程設計之主要目的,在探討生態旅遊之緣起、生態旅遊的基本理念，生態旅遊的特質與內涵，生態旅遊與傳統旅遊之比較，生態旅遊與生態永續發展、生態旅遊規劃與發展之原則，生態觀光遊客之養成與教育；遊客管理與環境衝擊之管理，發展適當的環境教育及解說系統等相關議題與對策。

課程內容包括：生態旅遊之發展緣起,目的效益、生態旅遊的特質與內涵、生態旅遊規範之目的與效益、生態旅遊規範之種類、生態旅遊規範制定的原則、國外生態旅遊規範範例介紹，生態旅遊一般性規範實例，生態旅遊遊客守則及生態旅遊與生態永續經營等。

### **Special Topic on Ecotourism and Sustainable Tourism** 3 S C.C. Lo, F

This course is designed to introduce Eco-tourism History, development, characteristics and planning. The design principles including demand and supply sides will be covered in this course.

The functional systems of supply side in eco-tourism planning- attraction, transportation, services, information,, promotion planning and visitor/ Environmental impact management will be also intensively discussed.

### 景觀生態學特論

3 選

盧惠敏、上

本課程介紹景觀生態學發展的源流與思考的演變以及不同時期的研究重點與方法；引領學生理解景觀生態學相關理論、研究方法、以及相關研究課題與應用；熟悉生態規劃理論、相關案例與操作方法。

### Special Topics on Landscape Ecology 3 S

H.M. Lu, F

This course introduces the related theories, research methodologies and applications of landscape ecology. Besides, an ecological approach to landscape planning is focused and necessary case studies and practices will be applied.

### 文化景觀特論

3 選

盧惠敏、下

本課程將引鑑學生瞭解文化在景觀上的意義與角色，以及作為形塑景觀的一個重要背景。除了針對世界文化景觀的重要場所介紹其形塑的過程之外，也提供學生可以演練對文化景觀形塑的方法。

### Special Topic on Cultural Landscape 3 S

H.M. Lu, S

This course is to lead student to understand the meanings of cultural Landscape and its important role.

It will focuses on the understanding of the formation processes of cultural Landscape of the word. Besides, it will also provide cases for students to familiar with the. Practice on the formation of cultural Landscape.

### 遊憩社會學特論

3 選

毛冠貴、下

本課程介紹休閒社會學的基本概念、休閒與個人的生命週期、休閒的性別與種族分析、休閒與家庭、社區休閒及其發展、休閒的社會網絡與社會組織、休閒的社會功能及休閒的社會特質、休閒與工作、休閒與社會變遷、休閒與社會發展等。

### Special Topics on the Sociology of Leisure and Tourism 3 S

G.G. Mao, S

This courses introduces the basic concept of leisure sociology, leisure and the life cycle of the individual, the gender and racial analysis of leisure, community leisure and its development, the social network of leisure, leisure and the family, the social function of leisure, the social attributes of leisure, leisure and work, the social change and leisure etc.

本課程介紹遊憩市場與組織、遊憩產品市場、需求供給、彈性與定價、生產與成本、遊憩業投資、及遊憩業對全國經濟的影響。

**Special Topic on The Economics of**

**3 S**

**G.G. Mao, S**

**Leisure and Tourism**

This course introduces leisure and tourism organizations, the market for leisure and tourism products, demand and supply, elasticity and price, production and cost, investing in leisure and tourism, leisure and tourism impacts on the national economy.

## 休閒運動保健系新增課程 中英文摘要

### 餐飲服務技術及實習 3 選 待聘、上

本課程主要目的在使學生瞭解餐飲服務的知識及實用技能，培養正確的服務態度及方法。主要內容包括餐飲服務基本概念、常見烹調法、菜單設計、點菜服務技巧、飲料認識與服務、餐廳準備基本技能、收膳服務、結帳、風險管理。

### Foodservice Skill and Practice 3 S TBA, F

The objective of this course is to introduce the knowledge and practical skills of food services as well as to develop correct attitude and method for service. The course includes the fundamentals of food service, food preparation and application, understanding the menu and ordering, beverage service, wine service, farewells, money handing and risk management.

### 客房管理及實習 3 選 待聘、下

本課程主要讓學生瞭解旅館客務及房務部之組織及其功能，包含有：諮詢、預約、接待、總機、服務中心、門僮等工作內容以及旅館電腦訂位與預約訂房之作業流程及注意事項；此外，介紹客房內各項清潔工作之標準流程與要領，以及客房服務中清理客人衣物服務要領。

### Front Office and Housekeeping Management and Practice 3 S TBA, S

The basic premise of this course is to introduce the organization and function of front office and housekeeping department in a hotel, including inquiry, reservation, reception, operator, business service center, bell service as well as the process of check-in and check-out in computer reservation system. In addition, it also introduces the operation procedure and job description of laundry service, and doing laundry. Students will fully understand the operation process of front office and housekeeping department.

### 國際禮儀 3 選 待聘、上

本課程主要目的是希望在培養學生具備國際禮儀簡要而實用的基本知識。主要內容包括粧扮與姿態的禮節、行的禮節、說話禮節、飲食的禮節、宴客的藝術、饋贈禮節、辦公室禮節、旅遊禮節以及各國特殊禮俗等。

### International Etiquette 3 S TBA, F

The purpose of this course was designed to introduce students with the brief and practical knowledge about international etiquette. It includes the following topics: making-up and dressing, the rules of transportation, table manners, the art of talking, the art of banquet, sending gifts, etiquette in office and tourism and those manners should be followed on different nation occasions.

本課程將客家文學在原鄉文化、殖民文化、本土文化不同領域予以分析，以台灣區域文學的歷史為縱軸，配合台灣、社會的變遷，分別探討客家文學思潮與創作的發展與流變。以每一階段文學思想的演繹為主，分析與其息息相關的生活、社會背景及時代議題，並探討文學思潮的內容與意義。藉由代表性作品的分析討論，使同學認知其時代意義與文化思想的意涵，進而省思客家文學的過去、現在與未來的發展。

**Special Topics on Hakka Literature 2 S CHIOU CHUN MEI**

Course this literature in former township culture, colonize culture , native country culture analyse with field Hakkas, regard history of regional literature in Taiwan as the axis of ordinates, cooperate with the changes of Taiwan , society, probe into Hakkas' literature ideological trend and development and rheology creating separately. Rely mainly on deduction of every stage literature thought, analyse the topic instead of closely bound up life , social background and era, and probe into the content and meaning of the ideological trend of literature. Discuss with the analysis of the representativeness works, make classmate cognitive their era meaning and meaning of culture and ideology , think the past , now in literature such as Hakkas and development in the future.

**媒體倡導與社會行銷**

**3 S**

**杜娟娟**

媒體倡導是策略性地運用大傳媒來影響社會政策；社會行銷則是策略性的應用行銷原理來影響人們的行為。二者均是改變人們行為以及促進社會改革的有效途徑。本課程旨在介紹媒體倡導與社會行銷的原理與要素，以及它們如何被運用在一些有效的倡導活動中。

**PRIVATE Media Advocay and**

**3 S**

**Jane Du**

**Social Marketing**

Media advocacy is the strategic use of mass media to influence public policy. Social marketing is the strategic application of marketing principles to influence human behavior. Both are powerful tools to change people's behavior and promote social change. This course will introduce the principles and components of media advocacy and social marketing, as well as how they were applied to some effective campaigns.