

嶺東科技大學111學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2022

Department(系所別):Department of Fashion Business
& Merchandising(時尚經營系)

College(學院):College of Fashion(時尚學院)

Academic Year of Entrance(入學年):2022

Program:Four-year B.D. for Day Division(日間學制四年制)

第一學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(一)	Labor Education I	R	0	2
中文閱讀與思考	Chinese Reading and Thinking	R	2	2
英文(一)	English I	R	2	2
體育(一)	Physical Education I	R	2	2
職涯與職能發展	Career and functional development	R	2	2
時尚產業概論	Introduction of Fashion Industry	R	2	2
企業經營概論	Introduction to Business Management	R	2	2
服飾史	History of Costume	R	2	2
設計基礎	Design Foundation	R	3	3
創意思考	Creative Thinking	E	2	2
繪畫	Painting	E	3	3
第一學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(二)	Labor Education II	R	0	2
中文應用書寫表達	Application of Chinese	R	2	2
英文(二)	English II	R	2	2
體育(二)	Physical Education II	R	2	2
時尚經濟學概論	Introduction to Fashion Economics	R	2	2
時尚色彩計畫	Fashion chromatic scheme	R	2	2
服裝構成(一)	Pattern Drafting and Construction I	R	3	3
時尚與虛實科技應用	Applications of Virtual and Physical Technologies in Fashion	E	1	1
美學風格概論	Aesthetic Style and Culture	E	2	2
織品材料概論	Introduction to textile materials	E	2	2
時尚彩妝	Fashion Makeup	E	3	3
實用華語文	Practical Chinese	E	1	1
第二學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
數位應用	Digital Application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
博雅通識(一)	General Education I	R	2	2
口語溝通	Oral communication	R	2	2
時尚傳播設計	Fashion Communication Design	R	2	2
展示規劃設計	Exhibition Planning	R	2	2
時尚行銷管理	Fashion marketing management	R	3	3
專業形象管理	Professional Image Management	E	2	2
婚禮企劃	Wedding Planning	E	2	2
專業日文(一)	Japanese I	E	2	2
設計師作品分析	Modern Designer	E	2	2
國際見習	International Internship	E	2	2
服飾設計概論	Introduction to fashion design	E	3	3
服裝構成(二)	Pattern Drafting and Construction II	E	3	3
時尚攝影	Fashion Photography	E	3	3
全民國防教育(一)	National Defense Education I	E	2	2
第二學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(二)	General Education II	R	2	2
職場英文	Workplace English	R	2	2
美術史	History of Fine Art	R	2	2
時尚展演	Fashion show planning	R	2	2
時尚成本分析	Cost Analysis and Financial Management	R	2	2

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流行趨勢分析	Analysis of Fashion Trends	R	2	2
消費者行為	Consumer Behavior	R	2	2
品質管制與流通管理	Quality Control and Logistic Management	E	2	2
珠寶賞析	Jewelry Study	E	2	2
專業日文(二)	Japanese II	E	2	2
電腦繪圖設計	Computer illustration Design	E	2	2
流行社會心理概論	Introduction to Social Psychology of Fashion	E	2	2
美髮造型基礎	Introduction to Hairstyle Design	E	2	2
配件設計基礎	Accessory Design	E	3	3
立體裁剪與設計(一)	Draping and Design I	E	3	3
全民國防教育(二)	National Defense Education II	E	2	2
第三學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
專題講座	Seminar	R	1	1
品牌管理	Brand Management	R	3	3
商品企劃實務	Merchandising	R	3	3
時尚產品開發管理	Fashion Product Development Management	E	2	2
精品行銷與管理	Luxury marketing management	E	2	2
人力資源管理	Human Resource Management	E	2	2
專業法文(一)	French I	E	2	2
數位行銷實務	Digital Marketing	E	2	2
跨文化溝通	International Culture and Communication Management	E	2	2
實習	Intership	E	2	2
整合行銷實務	Integrated marketing practices	E	2	2
立體裁剪與設計(二)	Draping and Design II	E	3	3
視覺設計	Visual Design	E	3	3
第三學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
專業英文	English for Specific Purposes	R	2	2
市場調查與統計分析	Market Research and Statistical Analysis	R	2	2
時尚零售實務	Fashion Retail Management	R	2	2
國際行銷管理	Internatioanl Marketing Management	R	3	3
論文寫作	Thesis writing	E	2	2
專業法文(二)	French II	E	2	2
公關實務	Public relations practices	E	2	2
電子商務	e-Commerce	E	2	2
整合行銷專題	Integrated Marketing Project	E	2	2
商務談判	Business Negotiations	E	3	3
第四學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
時尚採購	Fashion Buying	R	2	2
專題(一)	Graduation project I	R	3	3
時尚經營管理策略	Strategic Management for Fashion Businesss	R	3	3
創業與微型公司管理	Entrepreneurship and Micro - Enterprise Management	E	2	2
作品集製作	Protfolio	E	2	2
時尚評論寫作	Fashion Review Writing	E	2	2
顧客關係管理	Customer Relationship Management	E	2	2
時尚經紀制度	Fashion Agency System	E	2	2
整體造形設計	Stylist Design	E	2	2
時尚法律	Fashion Law	E	2	2

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企業實習	Professional Internship	E	2	2
第四學年第二學期	2nd Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
全球時尚供應鏈管理	Global Fashion Supply Chain Management	R	3	3
專題(二)	Graduation project II	R	3	3
行銷企畫撰寫實務	Marketing proposal writing	E	2	2
時尚專案管理	Fashion Project Management	E	2	2
時尚產業專題	Fashion Industry Seminars	E	3	3

備註:R=Required;E=Elective

Regulations

1. A minimum of 128 credits is required for graduation, including 28 University-required credits, 9 College-required credits, 56 Department-required credits, and 35 professional elective credits.
2. Semester credit requirements are as follows: first- to third-year students must complete 16–25 credits per semester, while fourth-year students must complete 9–25 credits per semester. Detailed regulations shall be governed by the University Academic Regulations.
3. In accordance with the University’s “Implementation Regulations for Chinese Language Competency Assessment,” “Implementation Regulations for English Language Competency Assessment,” “Implementation Regulations for Information Competency Assessment,” “Implementation Regulations for Health and Physical Fitness Assessment,” and “Service Learning Implementation Regulations,” students must pass the required assessments in Chinese language, English language, information competency, health and physical fitness, and service learning in order to graduate.
4. Students must meet the assessment standards specified in the Department’s “Regulations for Professional Competency Assessment” in order to graduate.
5. Students may take courses offered by other departments if such courses are not available in this Department. Credits earned from these courses and approved by the Department may be counted toward professional elective credits, up to a maximum of 12 credits. Credits from interdisciplinary programs may be counted separately. Students may also take courses at other universities if such courses are not offered by this Department; however, only one course may be taken. Credits earned from other universities shall be included within the limit for external department elective credits. Enrollment in inter-university courses shall follow the University’s “Inter-University Course Selection Regulations.”
6. For sequential courses offered by the Department, such as *Garment Construction (I)(II)*, *Draping and Design (I)(II)*, *Professional Japanese (I)(II)*, and *Professional French (I)(II)*, students who have not completed the prerequisite course may not enroll in the subsequent course. However, under special circumstances, students may

apply to the Department and, upon approval by the Department Chair, may be permitted to enroll in the subsequent course.

7. Students who have obtained a Level B Technician Certificate (or above) in Women's Dressmaking prior to enrollment may apply for exemption from *Garment Construction (I)(II)* courses.
8. Students who have obtained a Level B Technician Certificate (or above) in Beauty Services prior to enrollment may apply for exemption from the *Fashion Makeup* course.
9. Students participating in the Ministry of National Defense Reserve Officers' Training Corps (ROTC) program who have completed the required winter and summer training and obtained certification may apply for credit exemptions for departmental internship courses. Students applying for exemption from a full-semester internship must complete registration during the internship semester and enroll in at least 3 additional credits.
10. Students admitted in Academic Year 2022 through outstanding athletic performance admission may count credits earned from the Sports and Health Management Program toward graduation credits. Among these, 15 credits of the program's core courses may be recognized as Department-required credits, and 20 credits of elective courses may be recognized as professional elective credits.