

「國際貿易及電子商務」全英微學分學程修課參考表

※每學年各系課程科目表均會有異動，此表僅供修課參考

備註：(1)學程最低總學分 9 學分，含基礎課程 3 學分，核心課程 3 學分，應用課程 3 學分。

(2)學程主辦學系為財析學程；詳細課程請上網參考「國際貿易及電子商務」微學程。

課程說明			財析學程	國企學程	觀餐學程	傳娛學程
基礎課程	3 學分	該系科目	管理學與管理實務	管理學與管理實務	管理學與管理實務	管理學與管理實務
核心課程	3 學分	該系科目	國際貿易理論與實務	行銷研究	行銷管理	數位行銷與社群媒體
應用課程	3 學分	該系科目	國際商務概論 國際金融與貿易 雲端程式設計	電子行銷 策略管理與行銷 服務業行銷	生成式 AI 活動企劃與行銷 網路行銷與電子商務	電子商務與網路行銷
備註			一、 學生必須完成基礎課程3學分、核心課程3學分及應用課程3學分，總計完成學分為9學分。 二、 除基礎課程3學分外，學生需從其他學程選6學分，其他學程修習學分得計入畢業學分。			

「 International Trade and e-Commerce 」 micro-credit course matrix table

※Every school year, each department's curriculum subject table will be changed, this table is for reference only

Remarks:

(1) The minimum total credits for the course are 9 credits, including 3 credits for basic courses, 3 credits for core courses, and 3 credits for applied courses

(2) It is mainly organized the BSc Program in FBA ; please refer to the "International Trade and e-Commerce" micro course online for detailed courses.

Explanation			FBA	IBA	ITHM	IMEM
Basic	3 credits	Course listed	Management and Managerial Practice	Management and Managerial Practice	Management and Managerial Practice	Management and Managerial Practice
Core	3 credits	Course listed	Theory and Practice of International Trade Management	Marketing Research	Marketing Management	Digital Marketing and Social Media
Apply	3 credits	Course listed	<ul style="list-style-type: none"> ● Introduction to International Business ● International Finance and Trade ● Cloud Programming 	<ul style="list-style-type: none"> ● E- Marketing ● Strategic Management and Marketing ● Services Marketing 	<ul style="list-style-type: none"> ● Applying Generative AI to Event Planning and Marketing ● Internet Marketing and E-Commerce 	Electronic Commerce and Internet Marketing
Remark			<p>1. The credit requirement of this program is 9 credits, including at least 3 credits of a basic course, 3 credits of a main course, and 3 credits of a practical course.</p> <p>2. The total credits should be at least 6 credits for non-original department courses (the compulsory courses of the original college are regarded as original department courses), and they must be included in the graduation credits.</p>			