

Chang Jung Christian University Department of Innovation Application and Management Curriculum List

Print Date 2021/1/14 上午09:46:

Page 1 / 3

obligatory / elective course	No.	course name(ch)	course name	grade	semester	credit	hours/week		Remark
							instruction	parctice	
common course-obligatory	MT00085	全民國防教育軍事訓練-國際情勢	All-out Defence Education Military Training - International Situations	1	1	0	2	0	
	MT00086	全民國防教育軍事訓練-國防政策	All-out Defence Education Military Training - National Defense Policies	1	2	0	2	0	
	PE00217	體育 I	Physical Education I	1	1	0	2	0	
	PE00218	體育 II	Physical Education II	1	2	0	2	0	
	PE00219	體育 III	Physical Education III	2	1	0	2	0	
	PE00220	體育 IV	Physical Education IV	2	2	0	2	0	
language course-obligatory	GE00561	國文	Chinese	1	1	2	2	0	
	LE00297	英文 I	Freshman English I	1	1	2	2	0	
	LE00298	英文 II	Freshman English II	1	2	2	2	0	
	LE00299	外語初級 I	Foreign Language (basic)I	2	1	2	2	0	
	LE00300	外語初級 II	Foreign Language (basic)II	2	2	2	2	0	
language course-elective	LE00301	外語中級 I		3	1	2	2	0	
	LE00302	外語中級 II		3	2	2	2	0	
general course-obligatory	GE00206	音樂欣賞	Music Appreciation	1	1	2	2	0	
	GE00537	服務學習	Service-Learning	3	1	1	1	2	
	GE00562	長榮精神	University and Holistic Pastoral Education	1	2	2	2	0	
	GE00567	通識課程		0	1	8	2	0	
	GE00656	體驗學習	Experience Learning	1	1	1	1	2	
	GE00663	經典99	Classics 99	0	1	2	2	0	
	IA00001	企業倫理	Business Ethics	4	1	2	2	0	
dep. course-obligatory	IA00000	創業家講座	Lectures of Entrepreneurship	1	1	3	3	0	
	IA00002	管理學	Management	1	1	3	3	0	
	IA00003	行銷管理	Marketing Management	1	1	3	3	0	
	IA00005	管理英文 I	Management English I	1	2	1	2	0	
	IA00006	影片行銷	Video Marketing	1	2	3	3	0	
	IA00018	創新與創意	Innovation and Creativity	1	2	2	2	0	
	IA00007	經濟學	Economics	2	1	3	3	0	
	IA00008	會計學	Accounting	2	1	3	3	0	
	IA00019	管理英文 II	Management English II	2	1	1	2	0	
	IA00009	管理經濟	Managerial Economics	2	2	3	3	0	
	IA00010	應用統計	Application Statistics	2	2	3	3	0	
	IA00011	作業管理	Operations Management	2	2	3	3	0	

Chang Jung Christian University Department of Innovation Application and Management Curriculum List

Print Date 2021/1/14 上午09:46:

Page 2 / 3

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dep. course-obligatory	IA00012	管理會計	Managerial Accounting	3	1	3	3	0	
	IA00015	組織行為	Organization Behavior	3	1	3	3	0	
	IA00014	畢業專題實作 I	Graduation Project I	3	2	1	1	0	
	IA00021	策略管理	Strategic Management	3	2	3	3	0	
	IA00016	財務管理	Financial Management	3	2	3	3	0	
	IA00020	畢業專題實作II	Graduation Project II	4	1	1	1	0	
	IA00073	創業基地實習	Startup land internship	4	1	3	3	0	
dep. course-elective	IA00069	管理學院微學分	Micro Credit Ponits in College of Management	0	1	2	2	0	
	IA00017	網路平台模式	Network Platform Model	1	1	3	3	0	
	IA00022	創意企劃寫作	Creative Proposal Writing	1	2	3	3	0	
	IA00023	簡報技巧	-Presentation Skills	1	2	3	3	0	
	IA00030	網路行銷	Internet Marketing	1	2	3	3	0	
	IA00031	商業模式	-business model	1	2	3	3	0	
	IA00038	應用軟體	Application Softwares	1	2	3	3	0	
	IA00039	管理心理學	Managerial Psychology	1	2	2	2	0	
	IA00024	網頁設計	Web Page Design	2	1	3	3	0	
	IA00032	企業資源規劃	Enterprise Resources Planning	2	1	3	3	0	
	IA00040	智慧財產管理	Intellectual property management	2	1	3	3	0	
	IA00041	服務業行銷	Service Business Marketing	2	1	3	3	0	
	IA00025	網路媒體製作	-making internet media	2	2	3	3	0	
	IA00033	財務報表	Financial Statement	2	2	3	3	0	
	IA00042	商用英文	Business English	2	2	3	3	0	
	IA00043	創意思考與實踐	Creative Thinking and Practice	2	2	2	2	0	
	IA00044	企業資源規劃實作	Enterprise Resources Planning Implementation	2	2	3	3	0	
	IA00045	消費者行為	Consumer Behavior	2	2	3	3	0	
	IA00046	畢業專題研討I	Graduation Project Seminar I	2	2	1	1	0	
	IA00027	創意實務I	-Creative Practice I	3	1	3	3	0	
	IA00035	電子商務I	Electronic Commerce I	3	1	3	3	0	
	IA00048	商業英語寫作I	Business English Writing I	3	1	2	2	0	
	IA00050	創意生活產業講座	Seminar of Lifestyle Industry	3	1	2	2	0	
	IA00051	金融市場	Financial Markets	3	1	3	3	0	
	IA00047	畢業專題研討II	Graduation Project Seminar II	3	1	1	1	0	
	IA00013	創新管理系統	Innovation Management Systems	3	1	3	3	0	
	IA00074	社會創新	Social Innovation	3	1	2	2	0	
	IA00028	創意實務II	-Creative Practice II	3	2	3	3	0	
	IA00036	電子商務II	Electronic Commerce II	3	2	3	3	0	

Chang Jung Christian University Department of Innovation Application and Management Curriculum List

Print Date 2021/1/14 上午09:46:

Page 3 / 3

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dep. course-elective	IA00049	商業英語寫作II	Business English Writing II	3	2	2	2	0	
	IA00055	創意表達與溝通	-Creative expression and communication	3	2	2	2	0	
	IA00052	投資學	Investment	3	2	3	3	0	
	IA00053	事業經營講座I	Business Management Lecture Series I	3	2	2	2	0	
	IA00075	社會企業	Social Enterprise	3	2	2	2	0	
	IA00056	職場英文	English in workplaces	4	1	2	2	0	
	IA00057	創新實作與應用	-	4	1	2	2	0	
	IA00058	民法	Civil Law	4	1	3	3	0	
	IA00059	統計軟體專題	Special Topic: Statistic Software Practice	4	1	3	3	0	
	IA00054	事業經營講座II	Business Management Lecture Series II	4	1	2	2	0	
	IA00060	顧客關係管理	Customer Relationship Management	4	1	3	3	0	
	IA00061	產品與品牌管理	Product and brand management	4	1	3	3	0	
	IA00062	專業倫理實作專題	Seminars on Professional Ethics Practices	4	1	1	1	0	
	IA00071	管理講座 I	Seminar in Management I	4	1	3	3	0	
	IA00077	校外實習 I	Internship I	4	1	3	0	3	
	IA00078	校外實習 II	Internship II	4	1	3	0	3	
	IA00079	校外實習 III	Internship III	4	1	3	0	3	
	IA00063	創新創業導向實習	-	4	2	2	2	0	
	IA00064	商事法	Commercial Law	4	2	2	2	0	
	IA00065	廣告學	Advertising and Promotion Management	4	2	3	3	0	
	IA00072	管理講座 II	Seminar in Management II	4	2	3	3	0	
	IA00080	校外實習 IV	Internship IV	4	2	3	0	3	
	IA00081	校外實習 V	Internship V	4	2	3	0	3	
	IA00082	校外實習 VI	Internship VI	4	2	3	0	3	
obligatory 76 elective course 52 credit sum 128									