

101 學年第 1 學期 校課程委員會會議 傳閱附件

目 錄

| | |
|------------------------------------------------------|----|
| 傳閱附件一、農學院新增、更名變更課程中英文摘要..... | 1 |
| 傳閱附件二、工學院新增、更名變更課程中英文摘要..... | 12 |
| 傳閱附件三、管理學院新增、更名變更課程中英文摘要..... | 13 |
| 傳閱附件四、人文學院新增、更名變更課程中英文摘要..... | 16 |
| 傳閱附件四(一)、教育部「幼兒教育幼兒保育相關系所科與輔系及學位學程 學分學程認定標準」..... | 21 |
| 傳閱附件五、農園系 101 學年度產學攜手合作計畫專班課程案中英文摘要..... | 24 |
| 傳閱附件六、農企業管理系新增設產學四技專班課程規劃案中英文摘要..... | 47 |
| 傳閱附件七、企業管理系境外專班碩士在職專班課程規劃案中英文摘要..... | 61 |
| 傳閱附件八、餐旅管理系精緻餐旅恆春專班四年制課程規劃案中英文摘要..... | 66 |

一、農學院

(一) 農園生產系：

植物環境自動化監測與控制

2 選

謝清祿、上

本課程主要介紹大氣及溫室環境中溫度、濕度、照度、氣體等環境因子，進行感測、監視、記錄與控制等不同層次的自動化工程基本原理，並以植物栽培對象，進行植物生長與環控互動的介紹。課程內容包括大氣濕空氣熱力特性與設施、植物與環境的傳導、對流、輻射熱等互動工程，溫室或植物工廠的環控策略。

Automatic monitoring and control of environment for plants

2 S

C. L. Hsieh, F

This course introduces automatic engineering on sensing, monitoring, recording and controlling especially for environmental factors, such as temperature, relative humidity, luminance, and air components. Interaction of plant growth and environment factors will also be presented. Thus, the contents include psychrometrics and greenhouse, heat transfer of conductance, convection, and radiation with plants, and control strategies for plant factory.

植物環境自動化監測與控制實習

1 選

謝清祿、上

本課程配合「植物環境自動化監測與控制」，讓學生實際練習溫度、濕度、照度等不同的環境因子感測器，配合資料記錄器(datalogger)、個人電腦等進行感測與紀錄。另配合繼電器、簡單電路、定時開關、簡單閥值開關、PLC (可程式邏輯控制器)及個人電腦等，分別進行不同自動化層次的植物栽培環境控制實作。

Practice of automatic monitor and control on environment for plants

1 S

C. L. Hsieh, F

This course is to let student to practice automatic elements and instruments for environmental monitor and control, especially in temperature, relative humidity, and luminance. Practice topics include datalogger, PC, relay, electrical circuits, simple switch, timer, PLC, etc. Integrate these elements to form environmental monitor and control system will also be presented.

養液栽培管理技術

2 選

何韻詩、上

本課程討論在環控條件下，養液栽培的種類，養液配方組成，養液配製、檢測和管理技術，作物養液栽培管理和營養診斷技術。其中由業界專家參與指導實務經驗，並且安排參觀實習。

Nutrient culture and management

2 S

Y. S. Ho, F

This course is introducing different types of nutrient culture systems applied in the commercial productions; techniques of composing nutrient formulas and solutions, testing and managing nutrient solutions; techniques of greenhouse soilless crop production and

plant disorder diagnosis. Guest instructor from the industry or experimental institute is invited to join the classes. The field trips are arranged to visit companies of important plant products.

養液栽培管理技術實習

1 選

何韻詩、上

本實習課程在環控條件下，分配學生養液栽培作物和方法、實際操作養液配方組成，養液配製、檢測和管理技術，作物養液栽培管理和營養診斷技術。其中由業界專家參與指導，並且安排參觀實習。

Practice of nutrient culture and management

1 S

Y. S. Ho, F

The practicing is operated in the controlled environment. Students are assigned to different crops using nutrient culture systems and methods to practice the techniques of composing nutrient formulas and solutions, testing and managing nutrient solutions; techniques of greenhouse soilless crop production and plant disorder diagnosis. Guest instructor from the industry or experimental institute is invited to join the classes. The field trips are arranged to visit companies of important plant products.

作物分子育種學

2 選

李鎮宇、上

本課程將由系上提供經費聘請優良業界人才參與。作物分子育種課程主旨在於教授學生如何整合作物基因轉殖、雜交育種、生物資訊與核酸分子技術，其中包含聚合酶鏈鎖反應、即時定量聚合酶鏈鎖反應以及生物晶片等技術，將親代與子代之間選育性狀調查與分子數據進行比較分析，以達到作物育種性狀之基因定位，而能有效率地進行田間作物各項育種目標性狀之品種選育工作。

Molecular crop breeding

2 S

C. Y. Lee, F

In the department of plant industry, we invited the experts for advanced study in this course. The course is aimed at organized the knowledge of transgenic crop, cross-breeding, bioinformatics, and molecular technologies including PCR (polymerase chain reaction), real-time qPCR (Real time quantitative PCR), and microarray. For genetic mapping of molecular markers, the relationships are established between the character of crop and genetic data from the parent lines and their progeny. The learning objectives may translate into greater efficiency and accelerated development for crop breeding with target-characters in fields.

作物分子育種學實習

1 選

李鎮宇、上

本系提供優良之 e 化環境與設備，提升學生學習效率。作物分子育種學實習課程主旨在於讓學生學習操作並整合作物基因轉殖、雜交育種、生物資訊與核酸分子技術，其中包含聚合酶鏈鎖反應、即時定量聚合酶鏈鎖反應以及生物晶片等技術，另外學習親代與子代之間選育性狀調查與分子數據進行比較分析，藉由實務操作及親身體驗，獲得深刻學習經驗，並了解職

場未來發展趨勢，有助於學生論文研究與業界之發展。

Practice of Molecular crop breeding

1 S

C. Y. Lee, F

For the improvement of learning efficiency, we will support the equipment and E-learning service on this course in the department of plant industry. In this class, the students will study current techniques such as the transgenic crop, cross-breeding, bioinformatics, and molecular technologies including PCR (polymerase chain reaction), real-time qPCR (Real time quantitative PCR), and microarray. For genetic mapping of molecular markers, the students will learn about the relationships between the character of crop and genetic data from the parent lines and their progeny. The students can learn the core theory and experience to deal properly with the master thesis and future work from this course.

校外實習

2 選

顏昌瑞、上

本課程提供學生在校外之實習，以了解產業之現況。

- 1.使學生了解相關產業的範圍。
- 2.培養學生具備相關產業實務操作及基本能力。
- 3.培養學生對相關產業之專業及敬業態度。
- 4.瞭解相關產業之發展現況

Industrial Practice

2 S

C. R. Yen, F

The course is designed for the external and industrial training of undergraduate student to realize current status of agricultural industry.

高等香草科學

2 選

傅炳山、上

香草自古以來即隨著人類生活演進而存在。近年來，香草在台灣推廣下日漸普及加上國人歐美化趨勢，對香草的認知愈來愈強，可見其蓬勃發展之勢。本課程主要由科學觀點來講解，包括香草歷史、品種演進、栽培技術、植物特性及精油萃成分變化等，及對生物性、化學性、安全性、香精利用內容及台灣目前發展對農業衝擊效應及未來趨勢逐一說明。

Advanced Aromatic Herbs

2 S

B. S. Fuh, F

Aroma-herbs are a glorious group of plants with fragrance and delicious air .The point of this course is under scientific view , the texture contains history, meaning, variety and propagation techniques of aroma herbs .The utility of aroma herbs like essential oil, spicy, food and aromatherapy will be introduced. The extraction methods of essential oil also discuss . At last, the extension on resort business and its future in Taiwan will predict and explain to students.

能源草類管理

2 選

謝清祥、上

本課程主要介紹具能源轉換潛力之禾本科草類，其植物特性，生長生理、育種目標及栽培管

理制度等。課程內容含冷季型草類，且具高酒精發酵潛力之蘆草(Canarygrass)、梯牧草(Timothy)、軟莖黍(Switchgrass)、芝草(Miscanthus)、小麥草、黑麥草、果園草及高狐草等；及暖季型草類如：百慕達草、甜高粱、象草(Elephant)熱帶芒草等之各作物特性草坪社區建立、草場管理及收穫貯藏等方式講授。此外，草類資源之能源轉換方式及步驟亦將進行介紹。

Management of Bioenergy Use Grasses

2 S

C. H. Hsieh, F

This course will introduce the highly potential energy transfer grasses on their plant characters、growth and physiology、breeding goals and cultural systems for bioenergy production. The course contents include lectures on cool-season grasses such as : Canary grass、Timothy、Switchgrass、Miscanthus、Wheat、Ryegrass、Orchardgrass and warm-season grasses such as : Bermudagrass、Sweet sorghum、Elephant grass and tropical miscanthus ; their plant characters、grass establishment、grass management and post-harvest treatments. And, the fermentation process to produce ethanol and process to other bioenergy sources will also be introduced.

能源草類管理實習

1 選

謝清祥、上

本實習課程將介紹具能源轉換草類禾本科草類之植物特性，其繁殖與建立方式，田間栽培管理草類內含糖分分析、生質量分析、育種方法、採收處理方式及能源轉換基本步驟之了解等，期能讓學生實際了解能源草類之基本生產模式。

Practice of Management on Bioenergy Use Grasses

1 S

C. H. Hsieh, F

The laboratory practices will include: introduction of plant characters on grasses for bioenergy uses, the propagation and establishment, field cultural management practices, sugar content analysis, biomass analysis, breeding methods、post-harvest practices. The practices on processes on fermentation for energy transfer will also be performed. The students can acknowledge the basic production model for management on grasses for bioenergy uses.

(二) 生物科技系

校外實習

3 選

徐睿良等合授、上

本課程的目的為使學校課程內容與企業需求間更加緊密結合，透過校外實習之過程，讓學生熟悉研發、生產、品管及行銷等企業運作流程並瞭解企業制度與產業趨勢。進一步地，協助學生從實習經驗中充實專業技能、培養獨立思考、協調溝通的能力及敬業態度。

Practice of Industrial Training

3 S

JL Hsu, etc. F

This course aims to establish close correlation between course contents in this department and industrial needs. Through the industry internship, students will be more familiar with business trends and key industrial components such as research and development, manufacturing, quality assurance, marketing, and so on. In addition, this course also aims to help students not only enrich job skills, but develop independent thinking, coordinating and communication ability, and professional attitude.

備註：修習本課程的同學將於屏東農業生技園區內之企業進行實習。

保健食品生理之功效

2 選

黃卓治、上

討論蔬菜、水果、豆科與穀類的特殊及保健功能之成份，包括 anthocyanin、flavonoid、isoflavone 等，東方保健食材(中草藥、菇蕈類等)所含多醣及植物鹼等，在生物體中之吸收性，在肝臟中之生物轉化作用，轉化後之代謝產物在細胞內進一步之代謝物與基因之作用，討論此等化學物質與基因之交互作用而誘發之抗氧化及解毒酵素系統與慢性病之關係，主要探討糖尿病、心血管疾病、高血壓及癌症等之形成機制與預防及膳食療養。討論食品包括香草類、中草藥、膠原蛋白、生肽類、酵素類、乳酸製品、果寡糖、幾丁聚糖、蜂膠、營養補充劑如維生素、亞麻油酸、DHA、卵磷脂等。

Functional Food

2 S

T. C. Hung, F

Lecture will discuss functional components such as anthocyanin, flavonoid, isoflavone, alkaloid, polysaccharide in food raw materials. The bioavailability, biotransformation in liver, metabolism in cell of the food components will be included. The interaction of the metabolites with DNA leads to the induction of antioxidant and detoxifying enzyme systems will be involved. The chemopreventive effects of these function components will be emphasized.

備註：本課程將於屏東農業生技園區上課，除授課老師講授外也請業界教師協同教學。

中型實驗動物學

3 選

許岩得、大碩
合班

本課程將幫助學生了解有關中型實驗動物(如犬、豬及非人類靈長類)的基本概念，包括動物倫理與福利、飼養與營養、食物與環境豐富化、健康與行為、正向增強訓練、解剖生理及在生物醫學上之應用(如退化性疾病、再生醫學及藥物開發)。

Mid-size laboratory Animal

3 S

Yan-Der HSUW,
Post-undergraduate

The lectures will provide a general concept of the mid-size laboratory animal (such as dog, pig and nonhuman primate) for student to understand the animal ethics and welfare, feeding and nutrition, food and environmental enrichment, health and behavior, positive reinforcement training, physiology and anatomy and applications in biomedical researches(including, degenerative diseases, regeneration medicine and drug development).

中型實驗動物學實習

1 選

許岩得、大碩
合班

本實習課程將提供學生有關中型實驗動物(如犬、豬及非人類靈長類)的基本實習，包括動物倫理與福利教學與討論、飼養與營養、食物與環境豐富化設計、健康與行為觀察、正向增強訓練、解剖生理及生化分析。

Practice of Mid-size laboratory Animal

1 S

Yan-Der HSUW,
Post-undergraduate

The lectures will provide a general practices of the mid-size laboratory animal (such as dog, pig and nonhuman primate) for student to teaching and discussion in animal ethics and welfare, feeding and nutrition, design of food and environmental enrichment, health and behavior observation, positive reinforcement training, physiology and anatomy and biomedical analysis.

水生寵物育種與繁養技術

2 選

胡紹揚、大碩
合班

本課程開設乃結合地方水生觀賞產業的發展，邀請業界資深實務主管授予專業知識與實務操作技術，市場貿易與行銷，分享創業經驗，培育學生實務技能，以符合產業人才需求及拓展學生創業基礎，增加學生就業機會與強化職場競爭力。課程以水生觀賞動物(斑馬魚、水晶蝦、神仙魚及基轉觀賞魚)為主，內容涵蓋育種繁殖技術、觀賞魚飼料製備技術、觀賞魚貿易與行銷及基轉觀賞魚轉殖技術等，期望讓學生對水生觀賞產業有基本知識與技能，未來能投入水生觀賞產業之發展。

Breeding and Culture Techniques of Aquatic Pet

2 S

Shao-Yang Hu,
Post-undergraduate

This course combines the domestic development of ornamental fish industry to strengthen the cooperation of industry and academia. Several director or practical managers in industry would be invited to lecture about expertise, practiced operation, and marketing. This course use zebrafish, crystal red shrimp, angelfish and transgenic medaka as ornamental model animals to introduce the breeding and culture techniques. After complete this course, students will possess the basic knowledge and skills of aquatic ornamental industry and ability to pursue a career in aquatic ornamental industry in the future.

(三) 木材科學與設計系

3D 繪圖應用

4 選

江吉龍、上

本課程以教導參訓學生學習與使用電腦 3D 繪圖軟體，諸如 AUTODESK AMP、Rhino 3D 等，由基本之 3D 繪圖指令練習入門，而到以實際圖例之繪製與應用，建立各式各樣的電腦 3D 模型，進而可對未來從事建築繪圖、室內設計、服裝設計、家具設計、文創商品設計及工業繪圖…等，理論與實際並重，以符合社會就業之需求。

Computer 3D Drawings and Applications

4 S

C. L. Chiang, F

This course is intended for training student who will be specializes in using the computer 3D drawings software, such AUTODESK AMP, Rhino 3D. The themes would cover the basic 3D drawing, the scale drawing, and 3D computer model. Futhrmore, both theory and practice of th technical drawing would be satisfied the the employment requirements in the architectural, interior design, fashion design, furniture design, cultural and creative goods design.

創意設計與應用

2 選

王耀俊、上

本課程邀集創意設計相關業者，講述其事業經營與經驗的主題，諸如東方家具之風韻、展場設計與實務、DIY 活動市場行銷、傳統創新之實務以及文創產業行銷通路等，讓參訓學生由業者之體驗說明，了解創意設計之運用經驗。

Creative Design and Application

2 S

Y. J. Wang, F

The main content of the course would invite the creative designer in the industry. The themes would cover their career and work experiences which include in the charm of oriental furniture, exhibition design and practice, DIY activities marketing, the traditional innovation of practice, and cultural and creative industries marketing. However, the students could understand the creative design industry by participated the experiences.

產品設計實踐法

4 選

待聘、下

本課程將幫助學生了解有關中型實驗動物(如犬、豬及非人類靈長類)的基本概念，包括動物倫理與福利、飼養與營養、食物與環境豐富化、健康與行為、正向增強訓練、解剖生理及在生物醫學上之應用(如退化性疾病、再生醫學及藥物開發)。

Executed Product Design Method

4 S

S

The main content of the course would invite the creative designer in the relative industry. The themes would cover the product design processing, such as cultural and creative commodity markets, international design trends, exquisite design practice law, timber and environmental design law, science and technology, and processing systems. However, the students could understand the product design processing by participated the experiences.

核心職能

2 選

林錦盛、上

本課程安排諸如工作願景與工作倫理、專業精神與自我管理、工作團隊與團隊協作方法、環境知識的學習與創新、問題反應與分析解決、群我倫理與績效表現方法、職場與職務之認知與溝通協調技能、工作夥伴關係與衝突化解能力以及價值概念與成本意識等系列講座，以協助參訓學生建立正確工作態度，以及增加有助於學生職涯發展相關學習。

Cultivation of Vocational Ability

2 S

J. S. Lin, F

The main content of the course would introduce the career in the future, such as the vision and work ethics, professionalism and self management, teamwork, learning and innovation of works, problem reaction and analysis solution, group ethics, performance, duties of cognitive, communication & coordination skills, partnership, the conflict resolution of capabilities, value and cost. Furthermore, the students could be established a correct work attitude by participated the lecture series.

職場體驗

4 選

待聘、下

本課程安排參訓學生至業者公司實際學習體驗，諸如中華民族龍文化圖騰、展場規劃、展場櫥窗設計、CNC 數位創作等實作練習主題，以熟悉職場施作與體驗學習。

Practical Training of Professional Workplace

4 S

S

The main content of the course would arrange the practical training of the students who become familiar with workplace facilities, such as the totem of the chinese nation dragon culture, exhibition planning, exhibition design & showcase, CNC exercises.

(四) 動物科學與畜產系

豬隻人工授精標準作業技術

4 選

張秀鑾、劉世華、上

本課程將幫助學生了解有關中型實驗動物(如犬、豬及非人類靈長類)的基本概念，包括動物倫理與福利、飼養與營養、食物與環境豐富化、健康與行為、正向增強訓練、解剖生理及在生物醫學上之應用(如退化性疾病、再生醫學及藥物開發)。

Assessment of Boar Semen

4 S

**H. L. Chang,
S. H. Liu, F**

This course provides much material for the students who will gain comprehensive knowledge and skills to precisely handle boar semen. Subjects of the course include semen collection, sperm count, assessment of semen quality, microbiological and virus detection, bio-security, and semen dilution and processing.

豬隻人工授精標準作業技術實習

2 選

張秀鑾、劉世華、上

本課程提供修課學生反覆練習機會，使學生具備專正確處理公豬精液的業技術與經驗。課程主題包括：公豬精液採集實習、精子計數實習、精液品質評估實習、精液微生物與病毒檢測實習、生物安全性實習、精液稀釋實習、以及稀釋精液包裝、儲存與運送實習等。

Practice in Boar Semen Assessment

2 S

**H. L. Chang,
S. H. Liu, F**

This course provides abundant opportunity for the students to practice skills so they will gain expertise and experience to handle artificial insemination in pigs. Subjects of the course include semen collection practice, sperm count practice, practice of semen quality assessment, practice of microbiological and virus detection, practice of bio-security maintenance, and practices of semen dilution and processing.

職場倫理與管理

2 選

張秀鑾、劉世華、上

本課程介紹職場培養修課學生具備職場倫理與管基本概念。透過修課，學生將學習如何建構與實踐職場願景、如何將個人能力融入團隊、如何培養專業精神並達成自我管理。

Workplace ethics and management

2 S

**H. L. Chang,
S. H. Liu, F**

This course introduces basic concepts of workplace ethics and management. Students will learn how to build and fulfill business vision, how to incorporate one's capability into teamwork, how to attain a high levels of self-management professionalism.

稀釋精液之利用

2 選

張秀鑾、劉世華、下

本課程提供學生關於人工授精實際運用在豬隻的基本知識，同時也使學生瞭解人工授精對養豬效率帶來之影響。課程內容包括：人工授精與豬隻育種之關係、母豬生殖系統的解剖生理學、母豬發情偵測以及執行母豬人工授精等。

The Utilization of Extended Boar Semen

2 S

H. L. Chang,
S. H. Liu, S

This course provides students with basic knowledge of utilization and outcome of artificial insemination in pigs. Contents of the course includes relationship between swine breeding and artificial insemination, anatomy and physiology of the reproductive system in sows, estrus detection, and performing artificial insemination in pigs.

稀釋精液之利用實習

1 選

張秀鑾、劉世華、下

本課程提供修課學生反覆練習機會，使學生具備獨立執行豬隻人工授精之專業技能。課程內容包括：母豬發情偵測、公豬稀釋精液保存與使用、以及以人工授精方式為母豬配種等。學生必須通過術科測驗，以證明他們有能力正確有效的執行這些技術。

Practice in the Utilization of Extended Boar Semen

1 S

H. L. Chang,
S. H. Liu, S

This course is designed for students to be specially trained, by providing lots of opportunity to practice artificial insemination in pig barns, so they can carry out this work independently. After received the intensive training, students need to prove they are capable to conduct estrus detection precisely, to handle extended boar semen correctly, and to perform artificial insemination effectively in pigs.

知識職能與 ISO 品管

2 選

張秀鑾、劉世華、下

本課程為共通核心職能課程的連續性課程，將繼續介紹職場職場倫理與管理的其他基本概念。內容包括環境知識的學習與創新、價值概念與成本意識、問題反映與分析解決等。此外，亦將簡單介紹 ISO 品質管理系統的概念，以及如何將其應用在人工授精站的管理。

This course is a continuance of the *Workplace Ethics and Management* course. It will introduce other concepts of workplace ethics and management, including knowledge learning and innovation, value concept and cost consciousness, problem tackling and solving. In addition, the concepts of International Organization for Standardization (ISO) and their application in management in AI stations will also be briefly introduced.

(五) 食品科學系

活性天然物技術與實習

2 選

下

學程設計理念為培養學生認識大環境，透過活性天然物相關產業業者具實務經驗之講師，介紹當前活性天然物相關產業之就業現況及未來發展願景，提供「食品生物技術產業與經營」課程。

為完成「活性天然物技術實習」學程，要求學生完成必選「分子生物學或分子生物概論」，以具備相關現代分子生物基礎知識，為完整活性天然物在生物技術領域應用作準備。相關基礎學科尚包括「動物生理學」、「免疫學概論、免疫學或免疫學」、「植物生理學」及「食品生物化學」等，培養學生相關生物技術知識，作為應用於產品開發前之學理基礎之建立。有關技術養成之相關課程，包括「發酵生產技術」、「食用菌栽培或食藥用菌菇栽培」、「食品儀器分析、食品儀器分析實習」、「生物顯微鏡技術或生物儀器分析」等之相關應用課程及天然物純化分離相關課程，包括「天然物化學天然物化學實驗」、「特藥用作物之利用、特藥用作物之利用實習」及擬於暑期開課之「活性天然物技術實習」及假日開課之「生物技術實習」，可提供學生攝取相關實務經驗，作為畢業後就業之準備。

為培養學生認識大環境，透過活性天然物相關產業業者具實務經驗之講師，介紹當前活性天然物相關產業之就業現況、專利佈局及未來發展願景。學習創意及思維方式之建構，培養學生由實務層面，思考活用天然物之各種可能性。學習分光光譜儀、氣相層析儀、液氣相層析儀、流式細胞儀等在活性天然物之成分分析及生理活性評估之應用，並學習基礎之分子生物基因及蛋白質之操作，作為活性天然物應用於產業之入門課程。

Bioactive natural product development lab.

2 S

S

Through the experienced instructors from biotechnology industry the student will get a brief description of the current status and future possibility of bioactive natural products development. Creative idea to the best utilization of natural resource will be introduced. By using instruments such as spectrophotometer, gas chromatography, high performance liquid chromatography, flow cytometry, the students will be trained to access the basic techniques to investigate and apply the natural bioactive resources. In addition, basic molecular technologies such as RT PCR and protein analysis will involved in this class to access the evaluation of functional properties of some natural products.

二、工學院

(一) 土木工程系：

地工合成材料防災工程之應用

3 選

謝啟萬、上

地工合成材料家族包括地工織布、地工格網、地工止水膜、地工格柵、地工合成管、地工發泡材、地工複合材、其它型式地工合成材料等，其應用功能包括分離、加勁、排水、濾水、阻隔、防沖蝕及保護等，本課程將介紹地工合成材料於大地、水利、環境、水土保持、道路、橋樑等工程之應用，以達預防工程災害之發生及於災害發生後有效及快速達成災後整治及維護之工作，並說明地工合成材料工程應用之分析、設計、選材等相關資訊及應用實例之探討。

The application of geosynthetics for disaster prevention Engineering

3 S

C. W. Hsieh, F

The family of geosynthetics includes geotextiles, geogrids, geomembranes, geonets, geo-pipes, geofoams, geo-composites, and geo-others. The functions of geosynthetics consist of separation, reinforcement, filtration, drainage, barrier, erosion control, and protection. The course will cover the engineering applications in geotechnical, hydraulic, environmental, soil water conservation, roadway, and bridge engineering in order to prevent and resolve engineering disaster in a fast and effect approach. The analysis, design, selection of geosynthetics for these applications will also be discussed.

三、管理學院

(一) 景觀暨遊憩管理研究所：

專業實習

2 選

上

本課程主要目的是提供學生藉由校外專業實習，將所學之知識應用於實際工作上。教師與提供學生實習的機構討論後，帶領學生至校外實習機構進行實習，學生實習結束後，提出書面及口頭之心得報告，並由教師評量學生在該課程之學習績效。

Practice of Special Project

2 S

, F

The objective of this course is to provide students an opportunity to apply their knowledge to off-campus practice work. Teachers discuss with the off-campus internship agencies, and lead students to the internship agencies for practice work. Students are requested to submit a report and oral presentation for evaluating their learning performance.

(二) 企業管理系：

國際行銷實務

3 選

趙雨潔、上

本課程主要介紹大氣及溫室環境中溫度、濕度、照度、氣體等環境因子，進行感測、監視、記錄與控制等不同層次的自動化工程基本原理，並以植物栽培對象，進行植物生長與環控互動的介紹。課程內容包括大氣濕空氣熱力特性與設施、植物與環境的傳導、對流、輻射熱等互動工程，溫室或植物工廠的環控策略。

International Marketing Practice

3 S

Y. C. Chao, F

The main objective in this course is to provide an overview of the trend of contemporary international marketing management. Different theories and practices for conducting international marketing will be introduced. This course includes topics such as international business management, international marketing, international logistics, international market expansion, international exhibition management, international sales and customer relationship management, and international public relations.

(三) 資訊管理系：

資訊管理個案專題

3 選

蔡玉娟、上

本課程主要目的在於透過教師授課與師生互動方式進行資訊管理案例的分析討論及資訊管理在實務上的應用，期使學生更加了解現行資訊科技與資訊資源之管理與應用。授課方式包括教師授課、師生互動討論、個案分析及業界參訪。課程著重於分析資訊系統成功及失敗案例，以培育學生應用於企業實務的能力。

Special Topics on Case Study of

3 S

Y. J. Tsay, S

Information Management

The main purpose of this course is through interactive teaching of management information system cases to understand the application of information system concepts. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business visit. It emphasizes on examining information system success and failure cases to cultivate students' abilities in business practices.

(四) 時尚設計管理系：

專業實習

7 選

待聘、下

本課程涵蓋織品、服飾、美容美髮設計與管理等時尚領域之專業實習。透過校外專業之實習，提供學生與業界實際連結，使本系學生有機會接觸實習公司或工作室的實務專業，了解實務運作、材料運用與製作系統。實習處所涵蓋紡織公司、成衣公司、百貨公司、服飾商品店、時尚創意工作室、服飾工坊、創意設計公司、展覽與文化機構…等時尚相關業界。藉此課程使本系學生兼具時尚設計創意的涵養與業界實務經驗。

Internship

7 S

TBA, S

This course includes professional practices in fields of fashion and management of textile, apparel, makeup and hairdressing. Through off-campus professional internship, the course offers students opportunities of actually connecting with industry, in order that the students have accesses to internship companies or studios concerning practical professions, and to understand the practical operations, the use of materials and production systems. Internship places include textile companies, apparel companies, department stores, fashion merchandise stores, fashion creative studios, costume workshops, creative design companies, exhibitions and cultural institutions ... and other fashion-related industries. Through this course, students will be trained to have both the ability of fashion design creativity and the experiences of practical work.

(五) 餐旅管理系：

餐旅產業實習(1)

3 選

合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hospitality Industry Internship(I)

3 S

, F

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

餐旅產業實習(2)

3 選

合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hospitality Industry Internship(II)

3 S

, F

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

餐旅產業實習(3)

3 選

合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hospitality Industry Internship(III)

3 S

, F

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

四、人文學院

(一) 客家文化產業研究所：

語言與文化專題

3 選

、下

本課程主要在教導學生認識語言與文化的相關知識與學理。意圖透過文化語言學、社會語言學的理論與方法，探討語言、文化之間的關連性，包含語言與思想、民俗、社會、信仰、性別、文學、族群關係等層面，藉以喚起學生對語言學習、保存的重視，進一步增強語言表達運用之能力。

Special Topics on language and culture

3 S

， S

The primary goal in this class is to help students understanding the theory of knowledge of language and culture. Through reading relevant culture linguistics, sociolinguistics articles and discussion, students should be able to gain an initial understanding of the relationship of language and culture, including thought, folklore, society, belief, gender, literature, ethnic group etc. It can also let students experience the importance and interest in learning and preservation , and will promote the ability of applying language.

民俗藝術專題

3 選

、下

本課程經由各種民俗藝術的介紹、欣賞與探討，使學生對民俗藝術的形式、內涵有具體而深層的體會，進而培養民俗藝術的鑑賞素養、多元的文化視野，並學習將本土民俗藝術資源，應用於觀光旅遊產業、社區發展之上。探討主題包括：傳統工藝、民間技藝、戲曲歌謠、建築藝術、民間信仰與藝術等面向。

Special Topics on Folk arts

3 S

， S

The primary goal in this class is to help students understanding the form and connotation of folk arts, in order to improve the ability and literacy of appreciation, multicultural perspective. After the learning, the students will have a few basics about the management of folk arts resources and could applied them to the Hakka tourism industry and community development. The course will focus on the following faces: traditional crafts, folk arts, drama, folks songs, architectural art, religion and arts etc.

人地關係與客家專題研究

2 選

、上

客家族群在千餘年來遷徙發展的歷史洪流中，歷經與生存環境的衝突、調適與融合的過程，先民學會了人地共生、善用自然資源、擇良地(環境)而居。客家可謂最了解如何與環境共存、善用地理條件的族群。從人口遷徙選擇可供生存的土地(如桃竹苗的林業、礦業；南部的優沃農地)，其後資源開採快速的衰減，促使族群的再次遷徙(如苗栗南庄)，善用自然資源的先民也建立融入環境的客家庄，例如埤塘、水圳兼具灌溉、防災、生態與今日休閒功能，並利用在地資源發展出地方特色的建築、美食、手工藝等客家文化。

「人」與「地」是地理學的兩大基本要素，「人地關係」一向被認為是地理學研究三大傳統之一。客家庄與水共生、客家族群與環境共存，實因「人地關係」乃形成「客家人文地理景觀」的原因，但在「客家文化」的研究上，「人地中的【地】」的主體角色常被簡化了。

本課程重點：「客家文化研究中」對人地關係理論的「新考量」。

- 1.培養學生在客家研究中對人地關係的正確認識，選擇合適的研究切入點。
- 2.訓練學生在田野實務中，對人地關係的觀察能力及分析能力。
- 3.培養學生由人地關係的具體發展內容，推演客家地域生活的特色，歸納客家地域文化的特質。

Topics in Man-Land Relation and Hakka

2 S

, F

This course will cover following topics: 1. Introduction - Man-Land Relation ; 2. to study the related issues about Hakka and Settlement, including the history of settlements, the development of settlement, spatial organization, and their conservation and adaptive use;3.A Theoretical Study of hakka on the Regional System Coordination and Lasting Development Between man and Land, 4. with development of economy and society, people should reconsider the relation of nature and human and put the coordinated and harmonious theory of human nature symbiosis into practice.

專案計劃管理與實務

3 選

、上

本課程在促使在學同學，能夠充分了解我國公、私部門中各類型專案研究計畫之緣起、成果經過、競標方式、議價簽約程序、計畫執行與管制、專案簡報製作、審查與 QA、專業經理人(專案經理)的、計畫財務效益與管理、結案與驗收等之整個計畫生命週期；以強化畢業後在職場上，應付此類挑戰之技能與經驗，期誘發學生潛在對就業市場的瞭解，發掘(潛在)學生朝實務界發展的一個平台。

Project management and Case Practices

3 S

, F

Students will understand the fundamental concepts of Project Management and learn basic knowledge and skills about the conventional and advanced Project Management practices.

(二) 幼兒保育系：

幼兒園教材教法導論

2 選

、下

本課程主要是以「統整課程」之理念，依據幼兒園教保活動與課程大綱之六大領域，培養學生具備編寫教學活動設計的能力。本課程主要內容包含認識幼兒園教材及教具、幼兒園教學型態與教學方法、幼兒各領域(含社會、情緒和語文)之能力發展與學習理論，據以編寫活動設計，並進行試教或口頭報告，然後撰寫省思和修正教學活動設計。

Introduction to the Teaching Materials and Methods in Preschool

2 S

, S

and Kindergarten

This course is to introduce to the concept of integrated curriculum and the form of compiling teaching plan, based upon the Curriculum Outline of the Learning and Care Activity in the Kindergarten. The main topics include teaching materials and aids, teaching patterns and teaching methods social, learning theory and knowledge of social, emotion, and language development of young children. The emphasis is on practical teaching, oral reports, reflections and remediation to the designed teaching plan.

幼兒園教材教法實作

2 選

、下

本課程主要是以「統整課程」之理念，依據幼兒園教保活動與課程大綱之六大領域，培養學生具備編寫教學活動設計的能力。主要內容包含認識幼兒各領域(含身體動作、美感和認知)之能力發展與學習理論，據以編寫活動設計，並進行試教或口頭報告，然後撰寫省思和修正教學活動設計；最後以統整六大領域之主題，撰寫跨領域之教學計劃，並加以省思和修正教學活動設計。

Application of the Teaching Materials and Methods in Preschool and Kindergarten

2 S

， S

This course is to introduce to the concept of integrated curriculum and the form of compiling teaching plan, based upon the Curriculum Outline of the Learning and Care Activity in the Kindergarten. The main topics include teaching materials and aids, teaching patterns and teaching methods social, learning theory and knowledge of cognition, aesthetic, and physical movement development of young children. The emphasis is on practical teaching, oral reports, reflections and remediation to the designed teaching plan. The final goal is the capability of students to writing the teaching plan integrating six areas in one theme, and reflections and remediation the designed teaching plan.

幼兒健康與安全

3 選

、上

本課程的設計重點，在於引導學生認識個別的幼兒健康與合宜的健康環境，在課程結束後，能執行幼兒健康與安全的照顧活動。課程涵蓋教保人員的健康信念、幼兒生理發展與保育、幼兒健康促進、幼兒營養需求、幼兒常見健康問題、感染與身體防禦，以及健康安全的環境等理論知識；在技術層面，則以示範方法教導清潔衛生、幼兒餐點配製、安全給藥、一般外傷、緊急事故處理。以問題解決及生理發展理論的觀點，提升教保專業服務品質。

Health and Safty for Young Children

3 S

， F

The purposes of this course are to facilitate students' awareness and knowledge of healthy developmental environment for young children. After the class, students will be able to provide healthy, safe, and developmentally appropriate environment for young children. Course contents include health beliefs of early childhood care providers, physiological development and care of young children, health promotion for young children, nutritional requirements for young children, common childhood illnesses and care, infectious diseases

and prevention, and safe environment for young children. Skills related to personal hygiene, nutritional food choices and preparation, medication administration, minor trauma management, and emergency process steps will be stressed in this course in order to heave the quality of professional chi

幼兒園課室經營

2 選

張富萍、下

本課程旨在幫助學生營造及維護一個良好教學及學習環境的能力。本課程內容涵蓋瞭解學校法規對班級經營的影響、班級常規與程序之建立、行為偏差等問題之處理、獎勵及權宜管理之運用和教學策略。

Classroom Management

2 S

Ping –Fu Chang,S

The goal of this course is to help students to create and maintain environments in which teaching and learning can occur. The contents of this course include school law and classroom management, rule and process, reacting to misbehavior and other problems, the use of praise and contingency management, and teaching strategies.

幼兒園教保活動課程設計

2 選

張富萍、上

本課程旨在培養學生課程設計的能力，以便日後勝任幼教的教學工作。其主要的內容包含課程設計的基本概念、課程設計與教學活動、課程設計的理論取向幼兒教育課程之內容與組織、課程設計的模式及幼兒教育單元活動示例。

Curriculum Design for Young Children

2 S

Ping –Fu Chang,F

The purpose of this course is to increase the students' ability in curriculum design and train students to become a competence teacher in the future. The main contents of this course contain the basic concepts of curriculum design, teaching activity, and the curriculum patterns in childcare center.

教保實習

1 必

輪授、下

本課程旨在藉由實際參觀及訪問，使學生瞭解和認識各類型之幼兒保育相關機構的服務性質、對象和工作內容，一方面了解幼兒保育機構的運作情形，一方面藉由實地的參訪，了解幼保人員的角色與工作。

Child Care Practicum

1 R

Take turn, S

Students will visit and evaluate different types of programs available for young ren to exposure to actual on-the-job experiences. On one hand learning the poeration of Young chindren institutions and on the other hand understanding the roles and function of Young children by participating in actual work.

幼兒園教保實習

4 必

輪授、上

本課程主要目的是提供學生於幼兒保育相關機構中，實地觀摩與試教的機會，俾使學生能將課堂所學之幼保專業知識及技巧，實際的運用於幼保實務活動中，結合理論與實務，驗證幼保專業知能。

Child Care Practicum and Methods in Prescho

4 R

Take turn , F

The aim of this course is mainly to let students understand the Interaction with young children in child care programs under qualified supervision, develops an understanding of the child care profession and effective teaching techniques for guiding children.

幼兒教育幼兒保育相關系所科與輔系及學位學程學分學

程認定標準

第一條 本標準依幼兒教育及照顧法（以下簡稱本法）第二十一條第二項規定訂定之。

第二條 專科以上學校（以下簡稱學校）幼兒教育、幼兒保育相關系、所、學位學程、科、輔系或學分學程（以下簡稱教保系科），應申請中央主管機關認可後，始得招收學生，培育其為教保員。前項教保系科學生，依規定修畢教保專業知能課程至少三十二學分，且成績及格，經學校發給學分證明，並取得專科以上學校畢業證書者，認定其具教保員資格。前項學分證明，應註記已修畢之教保專業知能課程科目。第二項教保專業知能課程，其科目與學分數之對照如附表。

第三條 學校依前條第一項規定提出申請，應填具申請書，並檢附下列資料：一、計畫書：包括目標、簡史、特色、申請認定之班級數及學生數。二、各年級開設課程之架構及其明細：應依附表所定教保專業知能課程之科目名稱及學分數，擬具課程大綱。三、師資：包括教授教保專業知能課程之專（兼）任教師名單、各科目之任教師資、學經歷及師資員額。四、已具教保員資格或專科以上學校畢業且曾修習部分教保專業知能課程之學生，其抵免教保專業知能課程科目及學分數之相關規定或提供其修習之課程內容。五、學校無法開設完整教保專業知能課程者，並應檢具協助學生至他校教保系科修習教保專業知能課程之配套方案及合作契約。但學生於本校修習之學分數，至少應達三分之二以上。六、幼兒教育及照顧相關圖書、專業期刊、教學設備及器材之清冊。七、相關專業教室及其設備與儀器清冊。

第四條 前條第二款所定課程，其認定原則如下：一、科目名稱及學分數符合附表規定者，予以認定。二、科目名稱符合附表所定科目名稱，其學分數少於附表規定者，得以二科目以上並列，審核其課程大綱；課程重點相符者，予以認定。三、科目名稱符合附表所定相似科目名稱，其學分數不少於附表規定者，應審查其課程大綱；課程重點相符者，予以認定。四、科目名稱符合附表所定相似科目名稱，其學分數少於附表規定者，得以二科目以上並列，審核其課程大綱；課程重點相符者，予以認定。

第五條 第三條第六款所定圖書、專業期刊、教學設備及器材，應符合下列規定：

- 一、具幼兒教育及照顧相關之圖書、視聽資料及電子資源等出版品一千冊以上。 二、具幼兒教育及照顧相關之專業期刊或報紙十五種以上。 三、具配合教學或研究用之教學設備及器材。

第六條 中央主管機關受理第二條第一項申請後，應於二個月內完成審查。但情形特殊者，不在此限。前項申請經審查未通過者，中央主管機關應將結果連同其理由通知申請學校；通過者，發給認可證明文件。

第七條 經認可為培育教保員之教保系科，有違反本標準規定之情事者，得撤銷或廢止其認可。

第八條 本標準適用於中華民國一百零二年八月一日起入學之教保系科學生。

中華民國一百零二年七月三十一日前培育教保員之幼兒教育、幼兒保育相關學院、系、所、學位學程、科，其認定，依一百零一年五月三十日修正施行前之兒童及少年福利機構專業人員資格及訓練辦法第三條第一款及第十七條之一第二項規定辦理。

第九條 本標準自中華民國一百零一年一月一日施行。 附表：

| 教保專業知能課程科目名稱 | 相似科目名稱 | 學分數 |
|--------------|-------------------------------------------------------------------------------------------------|-----|
| 幼兒發展 | 幼兒發展與保育、兒童發展、兒童發展與保育、嬰幼兒發展與評估、兒童發展與輔導、人類發展、幼兒發展與學習。 | 3 |
| 幼兒觀察 | 幼兒行為觀察、兒童行為觀察、嬰幼兒行為觀察與紀錄、行為觀察與紀錄、兒童行為觀察與紀錄、嬰幼兒發展與行為觀察、兒童行為觀察與實習、兒童行為觀察與評量、嬰幼兒行為觀察。 | 2 |
| 特殊幼兒教育 | 特殊幼兒教保服務、特殊兒童教育、特殊幼兒發展與輔導、特殊幼兒心理與教育、嬰幼兒特殊教育概論、特殊教育導論、特殊需求幼兒發展、特殊幼兒發展與輔導、特殊教育、特殊兒童心理與教學、特殊兒童心理學。 | 3 |
| 幼兒教保概論 | 幼兒教育概論、兒童教保概論、嬰幼兒教保概論、教保概論、嬰幼兒教保理論與實務。 | 2 |
| 幼兒學習評量 | 幼兒評量與輔導、幼兒發展與學習評量、幼兒發展測驗與評量、幼兒適性發展評量與應用、兒童評量、兒童學習評量、嬰幼兒發展與學習評量、嬰幼兒發展與評估。 | 2 |

| | | |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------|---|
| 幼兒園教保活動課程設計 | 幼兒園課程設計、幼兒園活動設計、幼兒園教保活動設計、嬰幼兒課程設計、教保課程活動設計與實習、教保活動設計、教保課程模式、幼兒教育課程、幼兒教育課程設計、教保課程與活動設計、教保課程活動設計與實作、教保課程與教學、教保課程理論基礎。 | 3 |
| 幼兒健康與安全 | 幼兒健康教育、嬰幼兒健康與安全、嬰幼兒照護、兒童健康照顧、兒童健康與安全、嬰幼兒健康評估、嬰幼兒保健、嬰幼兒保育、嬰幼兒疾病與照護、嬰幼兒疾病預防與護理。 | 3 |
| 幼兒園、家庭與社區 | 親職教育、親職教育方案規劃與評估、親師合作與溝通、親職教育方案設計、家庭與親職、親職教育與實務、親師關係與溝通、親職教育研究。 | 2 |
| 幼兒園課室經營 | 幼兒班級經營、幼兒園班級經營、幼兒活動室經營、幼兒園活動室經營、幼保班級經營與管理、嬰幼兒班級經營、幼兒園課室管理、幼兒園班級經營與環境規劃。 | 2 |
| 幼兒園教材教法 I (包括幼兒教保活動六大課程領域) | 幼兒園教材教法、幼兒教育教材教法、幼兒教材教法與實習。 | 2 |
| 幼兒園教材教法 II (包括幼兒教保活動六大課程領域) | 幼兒園教材教法、幼兒教育教材教法、幼兒教材教法與實習。 | 2 |
| 教保專業倫理 | 教保人員專業倫理、幼保人員專業發展、幼保人員專業倫理、專業倫理、幼兒保育專業倫理、嬰幼兒教保專業倫理、教保人員專業成長與倫理。 | 2 |
| 幼兒園教保實習 | 教保機構實習、嬰幼兒保育實習、幼兒園教學實習、嬰幼兒教保實習、教保活動設計實習、教保專業實習、教保實習。 | 4 |

農園生產系(產學攜手專班)

Department of Plant Industry

一、必修科目 Required Courses

- 園藝學 2 必 何韻詩、 下

這是門概論課程，介紹園藝作物：果樹、蔬菜、花卉的生產、處理、和利用原理；觀賞植物在景觀和環境上的運用。認識相關的科技與產業，它們在經濟上的重要性和在國內的分布情況。了解園藝栽培在世界上對於提供養分和食物，改善環境生活品質，美化景觀，及醫藥利用上所扮演的角色。

- Introduction to Horticultural Science 2 R Y. S. Ho, S

Basic principles of production, processing and utilization of fruit, vegetable, flower and ornamental crops are introduced in this course. The economic importance and distribution of horticultural enterprises, roles of horticulture in world nutrition and food supply, improvement of environmental quality in the landscape, aesthetic values, and medicinal uses are also covered.

- 作物學 2 必 古明萱 上

本課程主要在使學生對農藝作物之生長發育與環境因子之關係及對栽培管理技術有一整體性之瞭解。內容包括介紹農藝作物之分類、生理、生長與環境之關係，以及栽培與管理技術，包括繁殖、施肥、灌溉、病虫害及採收貯藏等。

- Science of Field Crops 2 R M. S. Guu F

The major objectives of this course are to introduce the growth and development of different agronomic crops and their relationships with different environmental factors. Also, the cultural system for each crop including propagation, fertilizing, irrigation, pest management and postharvest techniques etc, will be introduced.

- 植物繁殖技術 2 必 傅炳山、 上
陳幼光

本課程旨在介紹植物繁殖的原理和技術。主要的內容涵蓋植物繁殖的生物學、繁殖的環境、種子繁殖的方法，包括種子的發育、生產和處理技術，以及無性繁殖方法，包括扦插、嫁接、壓條和特化莖或根的繁殖等。

- Plant Propagation Techniques 2 R B. S. Fuh、 F
Y. K. Chen

The objective of this course is to introduce the principles and techniques of plant propagation. The main content will cover the biology of plant propagation, propagation environment, seed propagation including seed development, seed production and handling techniques and vegetative propagation methodology, which includes cuttings, grafting, layering and propagation by specialized stems and roots.

- 植物繁殖技術實習 1 必 傅炳山、 上
陳幼光

此乃配合植物繁殖技術講授課程之一應用的繁殖課程。學生將可從實際的操作過程中來學習到如何利用種子繁殖的方法、種子發芽率的測試、扦插、嫁接、壓條、特化莖和根以及其他的繁殖方法。

- **Practice of Plant Propagation Techniques** 1 R B. S. Fuh 、 F Y. K. Chen

This is an applied propagation course, which accompanies the Plant Propagation lecture. This is a hands-on course, where the students will learn and practice propagation techniques such as propagation from seeds, seed germination tests, cuttings, grafting, layering, specialized stems and propagation through as well as other propagation methods.

- **植物生理學** 3 必 古明萱、 下 王均琍 蔡秀隆

本課程在使學生獲得有關植物生理學之基本知識，課程內容包括植物生理之概念、植物之吸水及蒸散作用、礦物營養及養分之吸收輸送、光合作用、呼吸作用、氮素、脂質及其他二次代謝物之代謝。

- **Plant Physiology** 3 R M. S. Guu 、 S C. L. Wang 、 S. L. Tsai

The purpose of this course is to acquaint students with knowledge of basic principles and the application of plant physiology on the agricultural system. The contents include: Introduction of concepts in plant physiology, the process of water absorption and transpiration, absorption and translocation of mineral, nutrient, photosynthesis, respiration, metabolism of nitrogen, lipid and secondary metabolites .

- **植物生理學實驗** 1 必 古明萱、 下 王均琍 蔡秀隆

本實驗課程在使學生能以實驗印證理論，增進學生對理論之瞭解。實驗內容包括擴散作用、滲透作用、原生質分離之觀察、水勢、滲透勢、蒸散作用及根壓之測定，礦物營養診斷、輸導作用、呼吸作用、呼吸酵素之一般檢驗，植物蛋白質之抽取及分析、光補償點之測定及利用薄層色層分析法分離光合色素、葉綠素吸收光譜與定量之測定、植物生長調節劑生理功能之觀察等。

- **Plant Physiology Lab.** 1 R M. S. Guu 、 S C. L. Wang 、 S. L. Tsai

The laboratory work is to acquaint students with understanding of both practical operation as well as theoretical aspects of the lecture subjects. The contents include the observation of diffusion, osmosis and plasmolysis, measurement of water potential and transpiration, plant nutrition and symptoms of mineral deficiency , measurement of root pressure, translocation of organic solutes in phloem, quantity of respiratory enzymes, extraction and quantitative determination of plant protein, separation of photosynthetic pigments by TLC, chlorophyll absorption spectrum and quantitative determination, physiological functions of growth regulators.

- **農業經營** 2 必 上

本課程主要在使學生除具備農園藝作物栽培之理論與技術外，尚具有新的農、園藝場規劃經營管理技能，以提昇生產與經營效率。因此本課程內容涵蓋農、園藝作物生產與經營類型、經營原則、規劃與設計、生產與環境保護、運銷成本、記帳與財務、營業登記與檢疫法規。此外，本課程亦介紹歐美日與本國等農企業管理的案例，以使學生具備國際觀與本土化的實務經驗。

- **Agri-Business** 2 R F
This course offers students with theory and techniques on the concepts and efficiency of crop cultivation of farm and agribusiness. The topics include types of crop production management, field selection, principles of management, design, crop production and environmental conservation, principles of cultivation and management, cost and transport of marketing, accounting, registration and quarantine rules. In addition, this course will introduce the cases of agribusiness management of Europe, America, Japan and Taiwan in order to offer students with international and native practical experiences.

- **花卉學** 2 必 何韻詩、 上

本課程旨在介紹與花卉生產相關的科技、產業和應用範圍。內容包括定義，相關學科，分類，產業概況，花卉應用，植物生長發育及開花生理：營養生長與生殖生長的轉變機制、環境因子的影響，產期調節，採收後處理和運銷。並將主要作物依其特性分為：短日植物、日中性植物、球根植物、觀葉植物、花壇植物，簡介其商業化生產方式。

- **Floriculture** 2 R Y. S. Ho、 F
L. Y. Chen

The objective of this course is to introduce floriculture related sciences, technologies, and businesses. Included topics are: definition, classification, and scopes of floriculture; floral utilization; flowering physiology and induction; postharvest management; introduction to commercial production of major short-day plants, day-neutral plants, bulbs, foliage plants and bedding plants.

- **花卉學實習** 1 必 何韻詩 上

本課程以實際操作訓練不同階段及型態的花卉之栽培管理基礎技術。實習單元共有：穴盤育苗、田間及盆栽作物的栽培管理、草花辨認、花卉的利用設計及英文論文研讀。

- **Practice of Floriculture** 1 R Y. S. Ho F

This course offers hands on practices of techniques about flower culture and management in different production stages and systems. Topics of activities are: plug production, outdoor plants and potted plants growth and management, plant identification, floral utilization, and literature review.

- **蔬菜學** 2 必 金石文 上

本課程之目的，在使學生獲得有關蔬菜栽培及生產之基本原理與技術等知識，講授內容包括：蔬菜園藝之性質及利益、蔬菜之效用、蔬菜之種類及分類、蔬菜生產之類型、氣候及土壤與蔬菜生產之關係、蔬菜之育苗及塑膠布之應用、肥料及水分之管理、蔬菜生產之栽培管理、蔬菜採收及收穫後處理、蔬菜病蟲害防治、蔬菜品種與生產、蔬菜各論，就目前台灣所栽培之重要蔬菜種類加以闡述。

- **Olericulture** 2 R S. W. Chin F

The goals of this course are to acquaint students with knowledge of basic principles and techniques of vegetable production. The topics include: Introduction of properties and benefits of vegetable production, Food value of vegetables, Classification of vegetables, Types of vegetables production, The relationship between soil and weather condition of vegetables production, Vegetables seedling growing and the application of mulching with PE, Fertilizers and irrigation, Cultivation management, Control of disease and insects, Varieties of vegetables and Introduction of the individual vegetable crops in Taiwan.

● **蔬菜學實習** 1 必 金石文、 上

使學生實際練習蔬菜之栽培及管理技術，包括蔬菜種類及種子之認識，整地、播種、灌溉、施肥、中耕除草、病蟲害防治、育苗、採收等生產技術之練習。期能使每一位學生栽培不同蔬菜，互相觀摩學習並提出栽培心得。

● **Practice of Olericulture** 1 R S. W. Chin、 F

The objective of this course is to acquaint students practice the methods and technique of vegetable crop production, including identification of vegetables varieties and seeds, soil preparation, nursery, fertilizing, irrigation, cultivation, weed and pest control and harvest etc. Through discussion and practice of individual vegetables crop, let students understanding of both practical operation as well as theoretical aspects of the lecture subjects.

● **有機化學** 2 必 下

本課程乃著重於重要之碳化合物（包括烷、醇、醚、有機鹵化物，芳香族化合物、醛、酸、酯、胺）之命名、分類以及官能基，包括有機物之基本反應，各類之合成方法，相互間之關係以及其實際之應用。

Organic Chemistry 2 R S

A systematic study of the important classes of carbon compounds (alkanes, alcohols, ethers, organic halides, aromatic compounds, aldehydes, ketones, carboxylic acids, esters and amines) is emphasized including the nomenclature, classification and functional groups. The basic reactions, methods of synthesis, interrelations, and application of organic compounds are also discussed.

● **有機化學實驗** 1 必 下

本課程為配合非主修有機化學者之教材而開設，期促使學生熟悉一般實驗技術，並從實驗中增加對教材之了解，除物理常數之測定外，並依各官能基之不同化合物逐一實驗：烷、烯、炔、苯、有機鹵化物、醇、醚、醛、酸、酸衍生物及胺等，每一實驗的重點是在不同官能基所產生的不同化學反應試驗。

● **Organic Chemistry Lab.** 1 R S

This course is designed in conjunction with the lectures for the non-organic chemistry majors. It intends to provide students a profound understanding of the subjects from laboratory practices and to familiar with basic laboratory techniques. In addition to the measurements of physical constants, the course is carried out according to the functional groups which are alkanes, alkenes, alkynes, benzenes, organic halides, alcohols, ethers, aldehydes, ketones, carboxylic acids, the derivatives of carboxylic acids, and amines. Each experiment emphasizes on the common chemical properties corresponding to the functional groups.

● **校外實習** 2 必 未定 上

本課程提供學生在校外之實習，以了解產業之現況。

● **Practice of Industrial** 2 R Not Yet Assigned F

The course is designed for the external and industrial training of undergraduate student to realize current status of agricultural industry.

● **土壤與肥料** 2 必 王鐘和 下

本課程的目的，在使學生認識土壤與肥料，並瞭解它們在地球上所扮演的角色。土壤部份的課程內容有認識土壤、土壤的生成與分類、土壤的物理與化學、土壤有機質與生物、土壤水份、土壤與植物及土壤管理。肥料部份的課程內容有認識肥料、肥料元素、有機質肥料與化學肥料、肥料需要量的決定及肥料施用法。

● **Soil and Fertilizer** 2 R C. H. Wang S

遺傳訊習簡介--包括儲存、轉移及表現。

● **Biochemistry** 2 R M. L. Wu S

The course is to offer concepts of biochemistry, including the following topics: Macromolecules-carbohydrates, proteins. lipids. Biochemical reactions, their catalysis and regulation. Biosynthesis and storage of biological energy. Genetics-storage, transfer and expression of genetic messages.

● **生物化學實習** 1 必 吳美莉 下

此實習之內容包括：PH 值之測定法、緩衝溶液之製備、氨基酸之滴定曲線。蛋白質一般反應、氨基酸及蛋白質之定性分析、蛋白質之定量分析。醣類之定性分析與定量分析。

● **Practice of Biochemistry** 1 R M. L. Wu S

The course contains the following categories: Determination of pH values, preparation of buffers, titration curve of amino acids. General reactions of proteins, qualitative and quantitative determination of amino acids and proteins and quantitative and qualitative determination of carbohydrates.

● **作物病害管理與診斷技術** 2 必 鄭光哲 上

課程目的在讓學生瞭解各種作物病原及害蟲之診斷及管理技術，其內容包括作物病蟲害種類特性、病原、害蟲為害症狀、致病機制以及管理方法，並以數種具有代表性的病蟲害，討論病原及害蟲特性、致病與為害過程、管理方法選擇、使用及效果評估等。

● **Management and Identification Techniques of Plant Diseases on Crop Plant** 2 R K. C. Cheng F

The purpose of the course is to offer knowledge on techniques of plant disease and insect pests management and identification. The topics cover different kinds of plant diseases and insect pests, pathogen, symptoms, mechanism of pathogenesis and injury of insect pests. Representative plant diseases and insect pests are used as examples to explain the above topics.

● **作物病害管理與診斷技術實習** 1 必 鄭光哲 上

主要配合正課安排實習內容，期能以實際操作了解病原菌與害蟲的為害及診斷與管理技術的效果。內容包括室內的基本操作、病蟲害辨識、網室內的接種及防治實驗，以及田間的作物病害蟲診斷與管理方法等。

● **Practice of Management and Identification Techniques of Plant Diseases on Crop Plant** 1 R K. C. Cheng F

The purpose is to cope with the lecture course, to learn the practice and techniques of management and identification on plant pathogen and insects pests The topics include basic operation, identification and control techniques of plant diseases and insect pests on crop.

● **農園產品處理學** 2 必 柯立祥 下

本課程主要在介紹果園產品收穫後之生理變化及處理與貯運技術，包括選別、分級、包裝、預冷、貯藏及運輸等等。

● **Postharvest Technology of Agricultural Products** 2 R S. L. Ke S

This course is to offer knowledge on postharvest physiological changes and factors affecting losses of horticultural products. Various postharvest handling techniques and storage methods to reduce postharvest losses are also introduced.

- **農園產品處理學實習** 1 必 柯立祥 下

本實習主要在使學生熟悉農園產品採收後處理之有關技術，內容包括包裝、果品處理、貯藏、品質分析、呼吸率及乙烯發生率測定...等等，使學生能將理論與實習實際結合。

- **Practice of Postharvest Technology of Agricultural Products** 1 R S. L. Ke S

This course is to make students practice the various postharvest handling and storage techniques, including packaging, handling, storage, quality analysis, and determination of respiration rate and ethylene production, among others to let students understand both practical operation as well as theoretical aspects of the lecture subjects.

- **特用作物學** 2 必 賴宏亮、林素汝 下

本課程目的在培養嗜好作物之生產、改良人才。主要內容在敘述特用作物之意義、範圍及研究方法。選擇特用作物中之一類-嗜好作物如茶、菸、可可和咖啡等說明其栽培改良方法。

- **Special Crops Science** 2 R H. L. Lay、S. J. Lin S

The objective of this course is to give students more confidence in their ability for producing and improving the recreation crops. The main contents of this course will describe the definition, sort, and study method of special crops. We will describe the cultivation and improvement of the recreation crops, such as tea and tobacco plant etc.

- **特用作物學實習** 1 必 賴宏亮、林素汝 下

本課程共包括：菸草、茶及咖啡等嗜好類作物之植株性狀，苗床之準備，播種，苗床管理，定植，田間管理，施肥，病蟲害防治，採收，調製方法，貯藏，產品品評及成分的分析等。

- **Practice of Special Crops Science** 1 R H. L. Lay、S. J. Lin S

The course includes tobacco, tea and coffee on their plant characteristics, seedbed preparation, sowing, seedbed treatment, transplanting, field management, fertilization, control of disease and pest, harvesting, preparation method, storage, tasting of products, and component analysis.

- **作物蟲害管理與診斷技術** 2 必 下

課程目的在讓學生瞭解各種作物病原及害蟲之診斷及管理技術，其內容包括作物病蟲害種類特性、病原、害蟲為害症狀、致病機制以及管理方法，並以數種具有代表性的病蟲害，討論病原及害蟲特性、致病與為害過程、管理方法選擇、使用及效果評估等。

- **Management and Identification Techniques of Plant Insect Pests on Crop Plant** 2 R S

The purpose of the course is to offer knowledge on techniques of plant disease and insect pests management and identification. The topics cover different kinds of plant diseases and insect pests, pathogen, symptoms, mechanism of pathogenesis and injury of insect pests. Representative plant diseases and insect pests are used as examples to explain the above topics.

- **作物蟲害管理與診斷技術實習** 1 必 下

主要配合正課安排實習內容，期能以實際操作了解病原菌與害蟲的為害及診斷與管理技術的效果。內容包括室內的基本操作、病蟲害辨識、網室內的接種及防治實驗，以及田間的作物病害蟲診斷與管理方法等。

- **Practice of Management and Identification Techniques of Plant Insect Pests on Crop Plant** 1 R S

The purpose is to cope with the lecture course, to learn the practice and techniques of management and identification on plant pathogen and insects pests. The topics include basic operation, identification and control techniques of plant diseases and insect pests on crop.

- **糧食作物學** 2 必 蔡秀隆 上

使學生瞭解食用作物之意義、種類、起源、分佈、產銷供需情形、生理、生態、生育之環境、栽培之方法、輪作制度、收穫調製、儲藏及利用之方法，結論中包括食用作物增產方法與國計民生、社會治安、國家前途及世界和平之關係。

- **Food Crop** 2 R S. L. Tsai F

The meaning, kind, origin, distribution, production and marketing, supplying and demanding, characteristics of crop physiology and ecology, growth environment, cultivated method, rotation farming system, method of harvest and manufacture, storage and utilization of edible crops are introduced in this course. The techniques of increasing crops production, the relationship among people life, social security, country future and world peace are discussed in conclusion.

- **糧食作物學實習** 1 必 蔡秀隆 上

實際田間主要種類之糧食作物生產操作，使學生了解其植株生長特性，栽培方式及收穫，調製等技術，並於室內辨認不同作物之種子特性、植株各部位特性及生理、生態結構。

- **Practice of Food Crop** 1 R S. L. Tsai F

All students will attend the field practice of major food crops to understand the plant growth characters, culture methods, management and harvest techniques. In the laboratory: seed characteristics, plant characters, physiological and ecological structures will also be studied. affecting losses of horticultural products, Various postharvest handling techniques and storage methods to reduce postharvest losses are also introduced.

- **遺傳學** 2 必 陳福旗、 下
陳幼光

本課程的目的在介紹遺傳的基本原理及其應用。主要內容包含孟德爾遺傳定律、有絲分裂和減數分裂、基因的連鎖和遺傳定位、DNA 的構造及複製、突變的機制及 DNA 修補、基因的表達、和族群遺傳等。

- **Genetics** 2 R F. C. Chen、 S
Y. K. Chen

This course is aimed at introducing the basic principles and applications of Genetics. The main content includes mendelian genetics, mitosis and meiosis, gene linkage and genetic mapping, the structure and replication of DNA, mechanisms of mutation and DNA repair, gene expression, and population genetics.

- **遺傳學實習** 1 必 陳福旗、 下
陳幼光

本實習課程的目的在訓練學生關於遺傳基本的原理與實驗操作技術。主要內容包含性狀的遺傳、染色體結構和計數、有絲分裂與減數分裂、統計方法、細菌遺傳、質體抽取、限制酶切割及電泳分析、

● **Practice of Genetics** **1** **R** **F. C. Chen、** **S**
Y. K. Chen

● **Practice of Genetics** **1** **R** **F. C. Chen、** **S**
Y. K. Chen

The purpose of this laboratory is to train undergraduate students with the basic principles and practices used in genetics, including trait inheritance, chromosome structure and counting, meiosis, statistical methods, bacterial genetics, plasmid isolation, restriction enzyme digestion and gel electrophoresis, blood typing, and human genetics.

● 專題討論 2 必 全系老師 上、下

本課程擬經由報告之收集、研讀與彙整，除令學生從而習得相關之專業知識外，亦期能由之獲得資料之分析、歸納與邏輯思考之能力，並藉由書面報告、口頭發表及討論之歷練，以培養學生之論文撰寫能力及口頭表達能力。

● Seminar 2 R Faculties F、S

The purpose of this course is to give students training on searching information, reviewing references, designing experiment, collecting and analyzing data. The subjects cover modern aspects of animal science and farm operation. Students must give oral presentation and dissertation.

| | | | |
|---------|-----|---------------------|---|
| ● 作物育種學 | 3 必 | 謝清祥、 陳幼光、 金石文 | 上 |
|---------|-----|---------------------|---|

作物育種技術主要介紹無性繁殖作物、自交、異交作物育種原理及方法，熟悉各種不同之育種理論及技術。講授內容計有以下之章節：緒論：介紹育種史及育種之重要性、作物育種之遺傳學基礎、自交不和合及雄不稔性、引種法、純系育種法、選拔育種法、雜交育種法、回交育種法、雜種優勢(F1)育種技術、抗病品種之育成、遠緣雜交、抗蟲育種、誘變育種、遺傳工程之現況及在農園作物上之應用。

- **Crop Breeding** **3 R** **C. H. Hsieh 、 F**
Y. K. Chen 、
S. W. Chin

The goals of this course are to acquaint students with knowledge of principles and techniques used in crop breeding. Course contents include: Introduction: history and importance of crop breeding, Genetic background of breeding, Self-incompatibility and male sterility, Crop introduction, Pure-line breeding, Selection, Hybridization, Back cross, F1 hybrid breeding, Breeding for disease resistance, Interspecific hybridizations, Breeding for insect resistance, Mutation breeding and Genetic engineering in crop improvement.

| | | | |
|-----------|-----|-------------|---|
| ● 作物育種學實習 | 1 必 | 金石文 陳幼光、 | 上 |
|-----------|-----|-------------|---|

作物育種實習，主要介紹各農園藝作物之育種方法及育種技術，如豆科作物、禾本科作物、十字花科、茄科及瓜類等之育種技術，包括花器構造之認識，雜交方法，多倍體處理及後裔之處理等項目。

| | | | | | |
|---------------|----------------------------------|----------|----------|-------------------|----------|
| 112034 | Practice of Crop Breeding | 1 | R | S. W. Chin | F |
| | | | | Y. K. Chen | |

In this course important agronomic and horticultural crops are introduced. Crops include legume crops, cereals, crucifecae vegetables, solanaceae vegetables and cucurbitaceae vegetables. Contents of laboratory exercises include observation of flower structure, hybridization methods, colchicine treatment and progeny selection etc...

● **農園藝場實習（一）** **1 必 上**

本課程係透過實地操作，使學生熟悉作物栽培之基本技能，諸如：作物種類及栽培方法之選定、農地整備、堆肥製作、生長管理、病蟲害及雜草防治實務等，使學生具備作物栽培之基本能力，並特別加強無農藥栽培技術之訓練，以建立未來從事清潔栽培或有機栽種之能力。

● **Practice of Agri-Horticulture Farm (1)** **1 R F**

Students learn the basic farming techniques through field training, such as the selection of crops and culture methods, land and manure preparation, crop management, disease and weed control etc. Students will also enrich their knowledge in clean culture and organic farming.

● **農園藝場實習（二）** **1 選 上**

本課程係透過實地操作，使學生熟悉作物栽培之基本技能，諸如：作物種類及栽培方法之選定、農地整備、堆肥製作、生長管理、病蟲害及雜草防治實務等，使學生具備作物栽培之基本能力，並特別加強無農藥栽培技術之訓練，以建立未來從事清潔栽培或有機栽種之能力。

● **Practice of Agri-Horticulture Farm (2)** **1 S F**

Students learn the basic farming techniques through field training, such as the selection of crops and culture methods, land and manure preparation, crop management, disease and weed control etc. Students will also enrich their knowledge in clean culture and organic farming.

二、選修科目 Selective Courses

● 農業氣象學 2 選 唐 琦 下

本課程先介紹各種氣象要素（如日射、日照、溫度、氣壓、風、雲、霧、降水、蒸發等）應用於農業生產環境之測定方法介紹，其次對於大氣主環流、次環流（季風、氣團、鋒、氣旋）、局部環流（海風、陸風、山風、谷風）、劇烈天氣、颱風、農業氣象災害、農地微氣候形成過程逐章闡述，並由天氣變化觀察，進而使習者將相關氣象學相關知識融入農業耕作及環境關懷。

● Agricultural Meteorology 2 S C. Tang S

This course will introduce the meteorological elements such as solar radiation, sunshine duration, temperature, humidity, air pressure, wind, cloud, fog, precipitation and evaporation in the initial stage. Then the main circulation of the atmosphere, secondary circulation (monsoon, air masses, front, cyclone), local circulation (sea breeze, land breeze, uphill breeze, downhill breeze), violent weather, typhoon, agricultural meteorological disaster, process of microclimate formation on farmland, will be explain chapter by chapter. By means of weather observation is helpful for the learners to apply the knowledge of meteorology in agricultural cultivation and then will be concerned the environment.

● 農業機械 2 選 下

本課程內容是使學生瞭解各種農業機械的特性及用途，內容包括農業動力與作業機二部份，農業動力主要介紹發動機、耕耘機，曳引機及電力馬達。作業機則介紹整地播種、灌溉、病蟲害防治、施肥、收穫等機具及農產品處理加工機具，另外其他工程機械在農業上應用的介紹。

● Agricultural Machinery 2 S S Operation

This course is for students to understand the character and use of all kinds of Farm-machinery. This Farm-machinery course includes two parts: Farm-power and their implements. Farm power introduces engine, power tiller, tractors and electric motor; The implements introduce tillage planting, irrigation, insect and disease protection, fertilizer and harvesting equipment and agricultural products processing equipment, as well as other machines used in farm-land.

● 農業機械實習 1 選 下

本實習是讓學生實際瞭解各種農業機械的構造與功能，並學習農機的操作與維護保養。內容包括引擎耕耘機，曳引機，馬達及整地、播種、灌溉、病蟲害防治，施肥、收穫等，農產品處理加工機械及工程機械在農場上的利用。

● Practice of Agricultural 1 S S Machinery Operation

This practice is for student to understand the structure and performance of all kinds of farm-machinery. and learn to operate and maintain ,including engine, power-tiller, tractor, electric motor and tillage, planting irrigation, plant protection, fertilization and harvesting of produces and other machines used in farm.

● 香草科學 2 選 傅炳山 上

香草自古以來即隨著人類生活演進而存在。近年來，香草在台灣推廣下日漸普及加上國人歐美化趨勢，對香草的認知愈來愈強，可見其蓬勃發展之勢。本課程主要由科學觀點來講解，包括香草歷史、品種演進、栽培技術、植物特性及精油萃成分變化等，及對生物性、化學性、安全性、香精利用內容及台灣目前發展對農業衝擊效應及未來趨勢逐一說明。

● Science of Aromatic Herbs 2 S B. S. Fuh F

Aroma-herbs are a glorious group of plants with fragrance and delicious air .The point of this

course is under scientific view , the texture contains history, meaning, variety and propagation techniques of aroma herbs .The utility of aroma herbs like essential oil, spicy, food and aromatherapy will be introduced. The extraction methods of essential oil also discuss . At last, the extension on resort business and its future in Taiwan will predict and explain to students.

● **香草科學實習** **1 選** **傅炳山** **上**

本實習課程主要由實際操作使學生瞭解香草的歷史及未來台灣發展的潛力外，最重要的是由田間認識香草的種類，由實驗室瞭解精油的特性及萃取方法，並體驗香草香精的香味。

● **Practice of Aromatic Herbs** **1 S** **B. S. Fuh** **F**
Science

This course provides practical techniques for aromatic herbs in Pingtung area. Not only to recognize the varieties but also the propagation skills will be practiced on different kinds of aromatic herbs . For more understanding about the utility of aromatic herbs , the essential oil extraction and the character of flavor on each herbs will practice in this class. The extension of spicy industry and garden resort in Taiwan will be introduced respectively.

● **有機農業概論** **3 選** **王鐘和** **上**

本課程主要介紹有機農業的理念，國內外有機農業的發展及其重要性，以及達成有機農業經營的管理策略。

● **General Discussion of** **3 S** **C. H. Wang** **F**
Organic Farming

The course is mainly to recognize organic farming, introducing its importance and development in different countries, and the management strategy of organic farming.

● **食藥用菌菇栽培** **2 選** **王均琍** **下**

本課程主要在講授有關新興之食藥用菌菇，如巴西洋菇、鮑魚菇、金頂側耳等，其形態、構造、生態及栽培方法。栽培方法包括菌種之分離、純化、培養及栽培管理技術。

● **Cultivation of Edible and** **2 S** **C. L. Wang** **S**
Medicinal Mushroom

This course is designed to acquaint students with knowledge of the morphology, structure, ecology and cultivation techniques of some edible, medicinal, and novelty mushrooms. The isolation, purification, preparation of spawn and the cultivation techniques, growing room management for *Agaricus blazei*, *Pleurotus cystidiosus*, *Agrocybe aegerita*, etc. are discussed.

● **食藥用菌菇栽培實習** **1 選** **王均琍** **下**

本實習主要在使學生理論與實習相互配合，認識食藥用菌菇之構造，並學習其栽培技術。內容包括菌種之分離、純化、培養與太空包栽培管理技術。

● **Practice of Cultivation of** **1 S** **C. L. Wang** **S**
Edible and Medicinal Mushroom

This practice is to acquaint students with the practical operation as well as the theoretical aspects lectured in class. Applied techniques designed are the isolation, purification, and culture of mushroom spawn. The bag cultivation and management technique of mushrooms are also practiced.

● **設施園藝** **2 選** **何韻詩** **上**

本課程主要介紹園藝設施種類、構造規劃和材料選擇。此外討論設施內光線、溫度、溼度、空氣等微氣候之特性、管理控制方法和作物的反應。並以水耕栽培為例、深入介紹無土栽培的運用和施肥、灌溉技術。另外簡介溫室病蟲害防治的使用、穴盤育苗等及相關的機械化設備。

● **Horticultural Production** **2 S** **Y. S. Ho** **F**

under Structures

This course is designed for students planning careers in commercial horticultural production under structures. The contents include types of structures and materials; microclimate in the greenhouse and its management; techniques of watering, fertilization; media and growth regulator handling; disease and pest control. Hydroponics, plug system and related appliances are also briefly introduced.

- **設施園藝實習** **1 選** **何韻詩** **上**

實習以循環式水耕栽培為主要項目，同時練習養液配製、設施內環境變化觀察及管理，並做合理的病蟲害防治。另外練習孵豆芽；實際觀測各種設施架構、栽培方式和灌溉系統，了解其特色、優缺點和價格。

- **Practice of Horticultural Production under Structures** **1 S** **Y. S. Ho** **F**

Circulated hydroponic production is the major topic of this course, which includes nutrient solution composing, environmental management and pests control. Projects also content bean sprout production, greenhouse structure and irrigation system measuring, and evaluating, as well as price estimation of irrigation systems.

- **造園學** **2 選** **呂廷森、林雅文** **上**

本課程包含 1.緒論：造園的意義、範圍、分類、人與自然的關係 2.造園史：東洋造園史、西洋造園史、中國造園史。 3.造園設計基礎 4.基地測量 5.基地分析 6.造園規劃和設計 7.植栽和植栽設計 8.造園材料 9.庭園管理與維護。

- **Landscape Architecture** **2 S** **T. S. Lu、Y. W. Lin** **F**

This course includes : 1.Introduction ,2.The garden in history, 3.Basis of landscape architecture, 4.Site survey, 5.Site analysis, 6.Planning and design, 7.Plants and planting design, 8.Landscape materials, 9.Landscape maintenance and conservation.

- **造園學實習** **1 選** **呂廷森、林雅文** **上**

本實習包含：1.造園設計實務（1）園地測量（2）繪製設計圖樣 2.造園施工實物（1）土工（2）木工（3）石工（4）水電工 3.庭園管理與維護實務（1）器具之使用（2）樹木植栽之修剪及維（3）草皮之管理及維護。

- **Practice of Landscape Architecture** **1 S** **T. S. Lu、Y. W. Lin** **F**

This course includes : 1.Practices of landscape design(1)Site survey (2)Drawinglandscape map.2.Practices of landscape construction(1)Earth-work(2) Wood-work(3)Rock-work(4) Water and electric power 3.Practices of gardenmaintenance and conservation(1)Using and maintenance of instruments (2)Pruning (3)Maintenance and management of lawn.

- **作物營養管理與診斷技術** **2 選** **柯立祥、王鐘和** **上**

本課程最主要是在闡明台灣耕地土壤的一些重要土壤問題及其解決之要領，同時說明作物營養管理的原則與方法，並介紹作物無機營養失調症狀及其診斷技術與改善方法。

- **Crop Nutrition Management and Diagnostic Techniques** **2 S** **L. S. Ke、C.H. Wang** **F**

The course emphasizes the problems of cultivated soil in Taiwan and their amendment

methods, the principle and methods of crop nutrition management, symptoms of nutrient disorders, diagnostic techniques and amendment methods.

- **作物營養管理與診斷技術實習** 1 選 柯立祥、王鐘和 上

本實習主要在使學生認識作物無機營養，包括大量元素及微量元素失調的症狀，以及熟悉作物無機營養：氮、磷、鉀、鈣、鎂、硫、銅、鐵、錳、鋅及硼的診斷技術與分析方法。

- **Practice of Crop Nutrition Management and Diagnostic Techniques** 1 S L. S. Ke、C. H. Wang F

The course offers hands-on practices on identifying symptoms of crop nutrient disorders including macro-elements and micro-elements and other diagnostic techniques, especially on plant and soil analysis including N, P, K, Ca, Mg, S, Cu, Fe, Mn, Zn, and B.

- **觀賞植物生產技術** 2 選 陳麗筠 上

本課程旨在講授適合盆栽之觀賞植物之生產，經營管理及其應用與銷售。授課內容涵蓋：
1. 觀賞花木之定義與範圍。2. 觀賞花木生產技術：觀花盆栽生產—玫瑰、聖誕紅、繡球花、杜鵑、朱槿、九重葛等。3. 經營管理與銷售。

- **Ornamental Plants** 2 S L. Y. Chen F

This course aims at providing students with the knowledge and skills of producing ornamental plants either culturing in pots or in the field. Techniques dealing with the production, uses, design, maintenance and marketing of ornamental plants are introduced. The following topics are included: 1. Definition and scope of ornamental plants. 2. Production techniques of various ornamental plants, such as rose, poinsettia, hydrangea, azalea, hibiscus and bougainvillea etc. 3. Management and marketing.

- **觀賞植物生產技術實習** 1 選 陳麗筠 上

本實習針對下列觀賞植物，令學生自繁殖、栽培、病蟲害綜合管理，採後處理及市場銷售等各層面，親自操作及體驗。俾能生產高品質的觀賞植物—玫瑰、聖誕紅、繡球花、杜鵑、朱槿、九重葛等。

- **Practice of Ornamental Plants** 1 S L. Y. Chen F

The objective of this course is to provide students with practical training of propagation, growing, forcing, integrated pest management, postharvest handling, and marketing for following ornamental plants: rose, poinsettia, hydrangea, azalea, hibiscus and bougainvillea etc.

- **熱帶亞熱帶果樹學** 2 選 傅炳山 上

本課程乃著重於廣泛討論熱帶、亞熱帶果樹之特性及栽培技術，包括適宜風土、整枝修剪、水份與肥料之管理、產期調節、植物生長調節劑之應用、病蟲害防治。並輔以最新有關文獻之新技術或知識，以印證研討重點。內容涵蓋檬果、荔枝、龍眼、蓮霧、香蕉、鳳梨、番石榴、木瓜、番荔枝、楊桃等，使學生對熱帶果樹之生產技術有更深入之瞭解。

- **Tropical and Subtropical Fruit Production** 2 S B. S. Fuh F

This course is to cover the culture practices and management of mango, litchi longan, wax-apple, banana, pineapple, guava, papaya and carambola etc...

- **熱帶亞熱帶果樹學實習** 1 選 傅炳山 上

本實習包括芒果、荔枝、龍眼、蓮霧、香蕉、鳳梨、番石榴、木瓜、番荔枝、楊桃等之栽培管理實務。除協助果農在果園實際進行疏果、修剪、套袋及採收等作業外並與果園討論

果樹生產實際問題。

- **Practice of Tropical and Subtropical Fruit Production** 1 S B. S. Fuh F

This course covers cultural practices and management of mango, litchi, longan, wax-apple, banana, pineapple, guava, papaya and carambola etc. The techniques for students include thinning, cutting, bagging and harvest must be carried not only in university farm but also usual orchards.

- **微生物在農園作物之應用** 2 選 王均琍 下

本課程主要在講授有益於作物生長與產量提升之微生物，介紹其種類、特性及應用方法。內容包括：1.微生物肥料，如固氮菌、菌根菌與溶磷菌等。2.微生物殺蟲劑，如蘇力菌與黑殭菌等。3.微生物殺菌劑，如木黴菌與螢光菌等。

- **Application of Microorganisms on Crop Production** 2 S C. L. Wang S

The course is designed to acquaint students with knowledge of classes, characteristics and applied techniques of microorganisms that is beneficial for crop production. The contents include mainly 1.microbiofertilizer, such as nitrogen fixation microorganisms, mycorrhizal fungi and phosphorus solubilizing microorganisms 2.microbiotic insecticides, such as *Bacillus thuringiensis*, *Metarhizium anisopliae* and 3.microbiotic fungicides, such as *Trichoderma* sp. and *Pseudomonas fluorescens*.

- **微生物在農園作物之應用實習** 1 選 王均琍 下

本實習主要在使學生理論與試驗相互配合，認識有益微生物並學習其應用於作物生產之技術。內容包括應用固氮菌、菌根菌與溶磷菌等作為微生物肥料，觀察對作物生長之促進作用；蘇力菌與黑殭菌製劑作為微生物殺蟲劑之功效，木黴菌與螢光擬球菌作為微生物殺菌劑之方法等。

- **Practice of Application of Microorganisms on Crop Production** 1 S C. L. Wang S

This practice is to acquaint students with practical operation as well as theoretical aspects of the lectured subjects. Applied techniques designed for students are nitrogen fixation microorganism, mycorrhizal fungi and phosphorus soluble microorganism as microbiofertilizer, *Bacillus thuringiensis*, *Metarhizium anisopliae* as microbiotic insecticide, *Trichoderma* spp. and *Pseudomonas fluorescens* as microbiotic fungicide.

- **經濟果樹** 2 選 顏昌瑞 下

本課程著重於各種重要經濟果樹之特性及栽培技術、包括育種，適應風土，整枝及修剪等栽培管理。以台灣經濟果樹如柑橘類、芒果、荔枝、龍眼、蓮霧、番石榴、木瓜、番荔枝、梨、桃、李、梅等為主。

- **Economic Fruit Crops** 2 S C. R. Yen S

The course emphasizes on characteristics and cultural management of important fruit crops in Taiwan. The techniques of breeding, pruning, application of fertilizer and plant regulators, forcing culture, and bagging are discussed. The important fruit crops such as citrus, mango, litchi, longan, wax-apple, sugar-apple, guava, papaya, pear, peach and plum are included.

- **經濟果樹實習** 1 選 顏昌瑞 下

本課程配合經濟果樹課程，提供栽培技術及管理之實際操作，以加強學生對重要果樹之

了解，每種果樹均包括品種、育種、整枝修剪、灌溉施肥、病蟲害防治、採收後處理、分級包裝及市場分析等。

● **Practice of Economic Fruit Crops** **1 S C. R. Yen S**

The course includes field demonstration and practices of cultural techniques of economic important fruit crops. The topics for each cover variety and breeding, and training, irrigation and fertilizer application, pest control, post harvest handling, grading and marketing.

● 植物生長調節劑應用 2 選 傅炳山 下

本課程主要在介紹植物生長調節劑包括生長素(Auxin)、激勃素(Gibberellin)、細胞分裂激素(Cytokinin)、離層酸 (Absciscic acid)、乙烯(Ethylene)、矮化劑及其他種類等在農、園藝作物生產之應用。包括果樹之開花調節，蔬菜花卉生產及處理。如蓮霧、釋迦、檬果、葡萄、梨等之開花調節、釋迦之貯藏及花卉之保鮮等。

| | | | | | |
|---|-----------------------------------------------|---|---|------------------|----------|
| ● | Application of Plant Growth Regulators | 2 | S | B. S. Fuh | S |
|---|-----------------------------------------------|---|---|------------------|----------|

This course is to discuss the usage of plant growth regulators, including indole acetic acid (IAA), gibberellins (GA), cytokinins, abscisic acid, ethylene, growth retardants and others in crop production. The applications of these growth regulators are mainly to promote fruit trees to flowering, such as wax-apple, lemon, sugar-apple, mango, grape and pear. The other uses of plant growth regulators on flower production and keeping quality, and vegetable production, are also discussed.

● 雜草管理 1 選 鄭秋雄 下

本課程主要介紹雜草之認識、分類、鑑定、生理、生態及對作物、環境、人類之影響，繼而說明草害管理之演變及主要管理技術。主要內容包括雜草之起源、雜草之危害與利用、雜草之生理特性與生態、雜草防治、殺草劑之劑型、特性、殺草機制與施用方法。

- **Weed Management** 1 S **C. C. Cheng** S

This course is mainly to recognize weeds and introduce the classification, identification, physiology, ecology of weeds, effects on crops, environment and humanity, and instruct the evolution and management technologies of weeds. The main content includes the origin of weeds, the harm and use of weeds, the physiological characters and ecology of weeds, weed control, and the form, properties, weed control mechanism and use methods of herbicide.

● 雜草管理實習 1 選 鄭秋雄 下

本實習主要介紹認識雜草及雜草生態相，進而了解各種雜草的管理技術，包括生物性、化學性殺草劑特性及應用。主要內容包括雜草形態、生理、生態環境之觀察、雜草分類、雜草標本製作及殺草劑之施用方法。

| | | | | | |
|---|-----------------------------|---|---|-------------|---|
| ● | Practice of Weed Management | 1 | S | C. C. Cheng | S |
|---|-----------------------------|---|---|-------------|---|

The purposes of this course are to make students understand weeds and ecological distribution, and introduce each management technologies of weeds, which include the properties and application of biological and chemical herbicides. The main content includes the observations of morphology, physiology and ecology of weeds, weed classification, the manufacture of weed specimens and spray methods of herbicide

● 農園產品分析與檢驗技術 2 選 未 定 下

本課程主要介紹一般農產成份之分析方法，包括水分含量、蛋白質、糖類、維生素 C、有機酸、胡蘿蔔素、花青素、顏色、多酚類、無機成份及各種酵素活性等，並介紹常見儀器的分析與應用如 HPLC、GC、A.A.、分光光度計色差計等。讓學生實際分析各類產品主要成

份項目，使學生瞭解一般農產品成份分析的基本概念及技術。

- **Analytical Techniques for Agricultural Products** 2 S Not Yet Assigned S

The class provides introductory analytical methods for quality aspects of agricultural products. Items for analysis include water content, sugars, carbohydrate, protein, vitamin C, organic acids, carotenoid, anthocyanin, color, phenolic compounds, enzyme activities, etc.

- **農園產品分析與檢驗技術實習** 1 選 未 定 下

本實習課程主要讓學生親自實習各種農園產品分析項目的操作，例如 HPLC，GC，分光光度計，色差計等儀器之操作原理及方法，花青素、糖類、維生素、酸、水分含量、酵素活性等各種農園產品成份之測定。

- **Practice of Analytical Techniques for Agricultural Products** 1 S Not Yet Assigned S

The course emphasizes hands-on practice on quality analysis of agricultural products. Items for analysis include water content, carbohydrate, total soluble protein, vitamin C, organic acids, carotenoids, anthocyanins, color, phenolic compounds, enzyme activities, etc. Instruments used are HPLC, color and color difference meter, AA, spectrophotometer, etc.

- **草坪管理** 2 選 謝清祥 上

本課程介紹草坪之種類及用途；適用於草坪之溫、熱帶各類草種，及其植株特性與繁殖方法。另，草坪之設計、規劃、整地、栽植、管理、維護、病虫害種類及其防治方法，均逐一說明。

- **Turf Management** 2 S C. H. Hsieh F

The course will introduce different types of turfgrasses and their uses especially those adapted to the temperate and tropical areas. On major turfgrass species, the plant characteristics and propagation techniques will be discussed. Turf establishment and management, design, preparation, maintenance, pest management techniques will also be discussed.

- **草坪管理實習** 1 選 謝清祥 上

認識草坪、草類、植物學特徵及各類溫、熱帶草坪之草種、植株特性、繁殖方法，並實際讓學生進行草坪之整地、栽植、施肥、割草、通氣操作、病虫害認知與防治等，並配合實地參觀以加深印象。

- **Practice of Turf Management** 1 S C. H. Hsieh F

The practical field culture and management techniques on turf will be conducted by students to know the turfgrass plant characters, how to prepare turf sites, turfgrass propagation techniques, use of fertilizers, mowing and aerification techniques, and pest control on our practice turf farm. Field trips to golf course and seminar on turf management will also be conducted.

- **經濟蔬菜生產** 2 選 上

本課程係介紹蔬菜作物中，對人類經濟關係重要之蔬菜，瞭解其種類、生理、品種，特殊之栽培管理及病虫害之防治等，內容包括：台灣蔬菜產業之現況、台灣蔬菜產業面臨之困難、多年生蔬菜：蘆筍、竹筍、根菜類：蘿蔔、胡蘿蔔、莖菜類：洋蔥、大蒜、綠葉蔬菜：菠菜及小白菜、結球蔬菜：甘藍、結球萵苣及結球白菜、花菜類：花椰菜及青花菜、果菜類：蕃茄及青椒、豆莢類：菜豆及黃秋葵、蔓性蔬菜：西瓜及胡瓜、其它蔬菜：草莓及甜玉米等。

- **Economic Vegetable Crops** 2 S F

Economic vegetable production is focus on the major vegetables crops which are useful and important to human beings, This course puts great emphasis on the understanding of their taxonomy,

| | | | |
|------------|-----|-------------|---|
| ● 園藝種苗生產技術 | 2 選 | 呂廷森、 金石文 | 上 |
|------------|-----|-------------|---|

| | | | | | |
|---|------------------------------------------------------|---|---|-----------------------|---|
| ● | Seeding Production Techniques of Horticultural Crops | 2 | S | T. S. Lu 、 S. W. Chin | F |
|---|------------------------------------------------------|---|---|-----------------------|---|

● 園藝種苗生產技術實習 1 選 呂廷森、 上
金石文

● Practice of Seeding 1 S T. S. Lu 、 F
Production Techniques of S.W. Chin
Horticultural Crops

● 蘭花栽培 2 選 陳福旗 上

● **Orchid Culture** **2** **S** **F. C. Chen** **F**

41

● 蘭花栽培實習 1 選 陳福旗 上

研習各主要蘭屬如蝴蝶蘭、文心蘭、嘉得利亞蘭、石斛蘭、萬代蘭、蕙蘭等之繁殖方法、肥培管理、病蟲害防治、育種技術等。訓練學生對從事蘭花栽培及生產更具信心。

● Practice of Orchid Culture 1 S F. C. Chen F

This course introduces the cultural techniques of different orchids, including *Phalaenopsis*, *Oncidium*, *Cattleya*, *Dendrobium*, *Vanda* and *Cymbidium*. The propagation, fertilizer management, disease control, breeding and technique of building orchid greenhouse are also practiced in the class.

● 行銷學 3 選 未 定 上

本課程旨在瞭解滿足社會各階層對商品或勞務需求所做的研究、分析、預測、產品發展、訂價、推廣、交易及實體配銷等系列的人類活動。包括：行銷之基本觀念、行銷體系與行銷環境、策略性行銷規劃與行銷管理、各種市場與購買者行為分析、市場需要之測定與市場區隔、產品決策、價格決策、溝通與促銷組合決策、通路決策。

- **Marketing** 3 S Not Yet Assigned F

The major goal of this course is to understand a series of human action about all social stratification by making study, forecasting, product development, pricing, promotion, trade and physical distribution to satisfy needs of goods and services. It includes: The concept of marketing, The marketing environment, Strategic marketing planning and management, Different kind of markets and consumer behavior analysis, Market demand forecasting and segmenting, Product decision, Pricing decision, Communication and promotion mix decision and Place decision.

● 休閒農業 2 選 未 定 上

針對休閒農業之發展背景、農村文化、投資規劃、經營管理、法規與政策、永續發展及農、林、漁、牧等休閒農場經營相關內容，並提供休閒農場經營管理之知識。

- **Leisure Agriculture** **2** **S** **Not Yet Assigned** **F**

The course is a survey of development, rural culture, investment and planning, management, regulations and policy of leisure agriculture. Leisure farming management of crop cultivation, forest, live stock and fishery are involved.

● 農園產品加工學 2 選 未 定 上

本課程主要包含穀類加工及蔬果加工二部分。第一部分介紹穀類之種類、特性及加工原則，並說明各種穀類之處理、貯存，一次加工與再加工成品及利用，第二部份則介紹蔬果中影響色香味質地相關成份與其在加工貯存過程中之變化與防止方法。

| | | | | | |
|---|----------------------------------|---|---|------------------|---|
| ● | Process of Agricultural Products | 2 | S | Not Yet Assigned | F |
|---|----------------------------------|---|---|------------------|---|

The class includes two part of lessons. Part I emphasizes on the variety, characteristics and principles of processing in cereals. All the handling, storage, preliminary processing of the materials and further utilization of the above products, such as bread, cake, noodle etc. are also mentioned. Part2 emphasizes on the characteristic of constituents related to the color, flavor and texture of fruits and vegetables. The quality change during processing and storage and prevention of it are also introduced.

● 農園作物採種技術 2 選 呂廷森 上

本課程主要介紹重要農藝及園藝作物之育種及採種知識及技能，分總論及各論兩部分、總論部份介紹：自花不親合及雄不稔在育種、採種上之應用、授粉之控制及雜交、環境因子與育種、採種之關係、種子及種子活力測定、種子採收、清潔及包裝、採種母體之選擇及維持；各論部份園藝作物包括介紹主要之利用 F1 蔬菜，如西瓜、甜瓜、胡瓜、甜玉米、甘藍、

- **Crop Seed Production Techniques** **2 S T. S. Lu F**

● 有機農業之土壤管理 2 選 王鐘和 上

| | | | | | |
|---|------------------------------------|---|---|------------|---|
| ● | Soil Management of Organic Farming | 2 | S | C. H. Wang | F |
|---|------------------------------------|---|---|------------|---|

● 有機質肥料生產 2 選 王鐘和 四上

- **Production of organic fertilizers**

● 有機質肥料生產實習 1 選 王鐘和 四上

● **Practice of Production of Organic Fertilizers** **1 S C. H. Wang**

● 生技產業校外實習 1 選 陳幼光 四上

- **Biotechnology industry internship** 1 S Y. K. Chen

- 植物組織培養技術 2 選 陳福旗、陳幼光 下

- **Plant Tissue Culture Techniques** 2 S **F. C. Chen**、**S**
Y. K. Chen

- 植物組織培養技術實習 1 選 陳福旗、陳幼光 下

● **Practice of Plant Tissue Culture Techniques** 1 S **F. C. Chen 、 Y. K. Chen** S

● 特藥用作物之利用 2 選 賴宏亮 下

| | | | | | |
|---|------------------------------------------|---|---|-----------|---|
| ● | Utilization of Special & Medicinal Crops | 2 | S | H. L. Lay | S |
|---|------------------------------------------|---|---|-----------|---|

● 特藥用作物之利用實習 1 選 賴宏亮 下

44

法(CC)，高效液相層析法(HPLC)，傳統軟膏劑之製作，傳統蜜丸之製作，藥膳之製作及產品品評。

● **Practice of Utilization of Special & Medicinal Crops** 1 S H. L. Lay S

The course includes special crops and medicinal crops on their anatomy, identification of botanical origin, thin layer chromatography, column chromatography, high performance liquid chromatography, manufacture process of traditional ointment, manufacture process of traditional pill, preparation of medicinal food, and tasting of products.

● **花卉利用** 2 選 呂廷森 下

本課程旨在講授花卉於日常生活之應用範疇，從美學原理，利用新鮮花材、盆栽植物、各種草花、小型庭園植物等，創造植物各種美化生活空間之裝飾品，以美化綠化生活環境，增加花卉用途，並實際操作，以熟悉各種裝飾品之操作方法，俾能充分發揮花卉於改善生活環境，提高生活品質之功能。課程內容涵蓋：色彩學原理、色彩效果與應用、插花史及花藝設計、東西方插花方式、花材處理方法、花卉加工—押花及乾燥花、組合盆栽設計原則、組合盆栽之應用、室內植栽設計與應用。

● **Flower Design and Decoration** 2 S T. S. Lu S

The objective of this course is to impart principles and application of decorating with growing plants and fresh flowers to make students familiar with the basics and techniques of floral application. Course contents include: Principles and application of colors, Application of color effect, Principles and application of flower design and decoration, Asian and western style flower arrangement, Preparation of floral materials, Flower processing—Dried flowers and pressed flowers, Elements of container garden design, Application of container garden and Interior landscaping.

● **花卉利用實習** 1 選 呂廷森 下

本課程旨在配合花卉利用課程所傳授之知識與技術，讓學生實際練習，俾體會其原理並熟習各種操作技術，以期相輔相成。課程內容涵蓋：乾燥花栽培及製作、東方式花藝設計、西洋式花藝設計包括花束、花圈及胸花製作、押花製作、花卉禮品包裝、組合盆栽設計與應用。

● **Practice of Flower Design and Decoration** 1 S T. S. Lu S

This course aims at providing students with the knowledge and skills of decorating with growing plants and fresh, processed flowers. Course contents include: Culture and application of dried flowers, European and American style flower arrangements, Asian style flower arrangements, The making of bouquets, leis and corsages, Pressed flower techniques, Package of flower gifts and Container garden techniques.

● **園藝作物產期調節** 2 選 顏昌瑞 下

本課程主要在使學生瞭解園藝作物產期調節之重要性，現況與展望及技術。內容分調節產期之理論應用及實際技術兩方面。理論應用包括環刻、日照及低溫處理、嫁接、修剪、水分管理，實際技術包括蘭花、百合、菊花等花卉及蓮霧、芒果、鳳梨、梨、葡萄等果樹及蔬菜之產期調節方法。

● **Forcing Culture of Horticultural Crops** 2 S C. R. Yen S

This course covers basic knowledge and practical technology on forcing culture of horticultural crops. Theoretical and practical topics such as girdling, chilling, grafting, pruning, drought stress are included. Individual horticultural crops such as fruit crops, ornamentals, and

vegetable will be discussed.

農企業管理系(產學四技專班)

Department of Agribusiness Management

一、必修科目 Required Courses

502001 農企業概論 3 必 彭克仲 上

本課程旨在使學生瞭解農企業基本概念。其授課內容包括：(1)農企業意義、範圍、重要性 (2)農企業演變與發展(3)農企業特性(4)農用品企業(5)農場生產企業(6)農產品加工業(7)食品行銷企業(8)農業服務業(9)農企業與環保(10)農企業政策與法規。

502001 Introduction to Agribusiness 3 R K.C. Peng, F

The contents of the course include the followings: (1)What is Agribusiness; (2)Agribusiness History; (3)Agribusiness features; (4)Input section of Agribusiness; (5)Farming Section of Agribusiness; (6)Processing Section of Agribusiness; (7)Food Marketing Section of Agribusiness; (8)Service Section of Agribusiness; (9)Agribusiness V.S. Environment protection; (10)Agribusiness V.S. Policy & Rules.

502002 微積分 3 必 蔡月香 上

本課程之目的在使學生了解函數之行為與應用，其課程內容包含微積分概說、函數的極限與連續、導數、導數之應用、積分、積分的方法、定積分的應用、偏導數及重積分等題材。

502002 Calculus 3 R G.Y.H. Tsai, F

The purpose of this course is concerned with the behavior and application of functions. Course contents include introduction to Calculus, limits and continuity of functions, the of the definite integral, partial derivatives, and double integrals.

502003 農企業管理 3 必 彭克仲 下

本課程乃系統性地介紹一個農企業經理人應具備之技能，包括：(1)農企業管理學內涵(2)農企業經營規劃與決策(3)消息收集與分析(4)預測方法(5)農企業產品與生產規劃(6)農企業資金與預算(7)農企業成本與收益觀念(8)不同評價之成本項目與效益分析(9)農企業行銷(10)農業政策與環保問題(11)農企業組織(12)人力資源(13)農企業控制原則(14)農企業經營目標之設計。

502003 Agribusiness Management 3 R K.C. Peng, S

The course gives a systematic knowledge for agribusiness manager includes as follows:(1)The contents of Agribusiness; (2)Planning and Decision; (3)Information collection and Analysis; (4)Forecasting; (5)Products and Production planning; (6)Capital and Budget; (7)Cost and Revenue; (8)Cost evaluation and Benefit analysis; (9)Agribusiness marketing; (10)Agricultural policy and Ecosystem protection; (11)Agribusiness Organization; (12)Manpower Resources; (13)Controlling; (14)Management Indicators.

502004 經濟學 (2) 3 必 鄭秋桂 下

本課程旨在介紹總體經濟表現及測度、金融體系、貨幣創造與政策、財政政策、均衡所得決定、總合供需、通貨膨脹與景氣循環、失業率與經濟成長、國際金融等方面之基礎概念。

C.K. Cheng, S

The purposes of this course is to provide the basic concepts in measuring nation's production and income, banking system, money creation and monetary policy, fiscal policy, equilibrium income decision, aggregate demand and supply, inflation and business cycle, unemployment and economic growth, and international finance.

林永順 下

本課程主要在提供一般基本會計實務之訓練，除了讓學生了解會計理論與技術外，亦能熟稔實際帳務之處理。本課程包括：(1)會計科目與借貸法則應用(2)會計處理程序之練習(3)買賣業會計之練習(4)帳簿組織之練習(5)資產：現金與銀行存款，短期投資及應收帳款等會計處理練習。

Y.S. Lin, S

It includes: 1.Application of Account Titles and the formula of Debit and Credit; 2.Practice of Accounting procedure; 3.Practice of Commerce-Accounting; 4.Journals and Ledgers; 5.Assets, Liabilities and Owner's equity.

黃文琪 上 下

本課程將配和統計學的教授，作為統計學的支援課程。期以實作與練習增加同學對統計方法之瞭解與認識。本課程內容將包括敘述統計、機率、機率分配、抽樣、抽樣分配、估計、假設、假設檢定、變異數數分析、迴歸分析、相關分析、卡方檢定、指數和時間數列等之習作。

W.C. Huang, F, S

This course mainly goes with Statistics as a supporting course. This course includes cases and problems practice of contents of Statistics.

蔡青園 上

本課程旨在使學生瞭解如何有效且經濟的提供農企業產品之生產及服務，授課內容包括：生產與作業之重要性、農企業產品之分類、工業性產品之製造途程、農業性產品之生產途程、服務性產品之 4P's 技術。

C.Y. Tsai, F

Contents Abstract: The Importance of Production; The classification of Agribusiness Products; Industrial Products - Routing; Farming Products - Routing; Service Products - 4P'S Techniques.

林豐瑞 上

本課程將以農場投入部門、農產品生產與加工部門、及食品部門等三大部門之行銷管理學與技術作一深入探討。其中包括：行銷規劃、市場區隔、行銷組合、農產品的行銷特質、運銷職能、運銷成本、運銷制度、消費市場之變化、國際貿易等；本課程以討論方式進行。

F.J. Lin, F

This course targets at the theory and technique of marketing management for the department of the agricultural inputs, farming and agricultural product processing, and food marketing agribusiness. The content investigates the marketing planning, market segmentation, marketing mix, marketing attributes of agricultural products, marketing functions, marketing costs, marketing system, changes of consumer market, and international trade. The course is in a free discussion format.

段兆麟 下

本課程之目的在培養學生認知人力資源管理之意義及重要性，熟悉人力資源管理之規劃與實施方法，以為將來擔任農企業主管及從事人力資源管理工作之用。內容包括：(1)人力資源管理的意義、目的、功能(2)人力資源之羅致管理：人力需求預測、人力規劃、甄選等(3)人力資源之開發管理：教育訓練、績效考核、升遷等。(4)人力資源之報償管理：薪資、福利、非財務之誘因等(5)人力資源之維護管理：人際關係、勞資關係、勞工安全與健康等(6)農企業人力資源管理工作之實地觀摩。

502009 Human Resources Management 3 R C.L.Tuan, S

The contents are as follows:(1)The Meaning, Objectives, and Functions of H.R.D.; (2)Acquisition of H.R.: Job Analysis, Personnel Planning and Recruiting, and Employee Testing and Selection; (3)Development of H.R.: Education and Training, Performance Appraisal, and Promotion; (4)Compensation of H.R.: Financial Incentives, Benefits and Services and Nonfinancial Motivation Techniques; (5)Maintenance of H.R.: Human Relation, Labor Relation, and Employee Safety and Health; (6)A H.R.M. Practice in Agribusiness.

502010 財務管理 3 必 蔡月香 上

本課程以探討農企業之財務政策與金融系統（市場、機構、工具）為主。授課內容包括：(1)代理問題與公司目標(2)金融市場(3)貨幣時間價值(4)風險報酬分析(5)長期融資管理(6)營運資金管理(7)資本預算程序(8)財務規劃(9)合併與併購(10)農企業財務管理之實例介紹。

502010 Financial Management 3 R G.Y.H. Tsai, F

The major goal of this course is to investigate financial policy of Agribusiness and financial environment (markets, institutions and instruments). The contents of this course are:(1)Agency Problem and Corporate Goals; (2)Financial Markets; (3)Time Value of Money; (4)Risks & Returns; (5)Long Term Financing Management; (6)Working Capital Management; (7)Capital Budget Process; (8)Financial Planning ; (9)Mergers and Acquisition; (10)Financial Case Studies for Agribusiness.

502011 策略管理 3 必 陳淑恩 上

本課程旨在使學生了解，管理者在面臨快速變遷及競爭劇烈的環境中，如何採取有效的管理策略。內容包括：(1)策略管理概論(2)內外部環境分析(3)競爭策略(4)策略的執行與控制(5)農企業經營策略管理。

502011 Strategic Management 3 R S.E.Chen, F

This course gives students the knowledge of business strategic management. It includes: (1) the concept and structure of strategic management, (2) the analysis of internal and external environments, (3) competitive strategy, (4) strategic implementation and control, and (5) agribusiness strategic management.

5020012 農業經營組織管理 3 必 陳淑恩 上

本課程旨在探討農業組織行為，幫助學生瞭解、預測和控制農業組織中，個人、群體（團體）、組織系統的行為。授課內容包含：(1)農業經營組織組織行為之基本概念與特質 (2)個體行為：個體價值觀、態度、性格、知覺、學習、激勵、工作壓力、創造力與創新，及個體差異 (3)群體行為：群體結構、決策與任務、凝聚力、領導與溝通、權力與政治、衝突管理 (4)組織系統：組織結構與設計，績效評估與酬償制度，組織文化，組織變革與發展。

5020012 Agribusiness Organization 3 R S.E.Chen, F

industry The objective of this course is to discuss agribusiness organizational behavior and to teach students how to understand, to predict and to control individual, group, and organizational

system behavior. The contents of this course are as follows: (1) the basic concepts and characteristics of agribusiness organizational behavior; (2) the individual behavior: value, attitude, personality, perception, learning, motivation, job pressure, creativity and innovation, and individual difference; (3) the group behavior: group structure, group decision making and tasks, communication and leadership, power and politics, conflict management; (4) the organizational system: organizational structure and design, performance evaluation and reward systems, organizational culture, organizational change and development.

502013 農企業研究法

3 必

蔡月香 下

本課程之教學目的在於使學生具有從事農企業研究的基本程序概念與知識，以培養學生日後有獨立進行研究之能力。為達本課程之教學目的，課程內容之安排如下：
1.農企業研究之科學基礎 2.研究的基本要素與研究程序 3.研究問題與假設 4.文獻參考與研究變數 5.測量 6.研究設計 7.資料收集方法 8.資料分析與解釋 9.研究報告之撰寫。

502013 Agribusiness Research Methods 3 R

G. Y.H. Tsai, S

1.The Scientific Foundation of Agribusiness Research; 2.Elements of Research & Research Process; 3.Research Problems & Hypotheses; 4.Literature Review & Variable of Research; 5.Measurement; 6.Research Design; 7.Data Collecting; 8.Data Analysis & Interpretation; 9.Reporting the Results.

502014 農企業法規

3 必

陳淑恩 下

本課程主要目的在使學生認識農企業的相關法規，以配合農企業在經營管理上可能面臨的法律規範。授課內容包括：(1)法學緒論(2)農業發展條例(3)農產品市場交易法(4)農會法(5)休閒農業相關法規(6)世界貿易組織之相關規定。

502014 Agribusiness Law

3 R

S.E. Chen, S

The major objective of this course is to teach students the associated agribusiness regulations which an agribusiness owner or manager will need to deal with. It includes: 1. juristic introduction; 2. Act of Agricultural Developments; 3. Act of Agricultural Market Exchange; 4. Act of Farmers' Association; 5. regulations of leisure agriculture; 6. regulations of WTO.

502015 農企業管理資訊系統

3 必

黃文琪 上

農企業管理資訊系統是使農企業能以有系統的方式，有效收集相關資料，以提供管理決策的依據。本課程從農企業資源規劃的觀點介紹其管理資訊系統的系統架構、基本功能、系統的建立，以及決策資訊的提供。課程內容包含：(1)緒論(2)資訊系統的組織架構(3)資訊系統之建立(4)現代農企業管理資訊系統。

502015 Agribusiness Management Information Systems

3 R

W.C. Huang, F

The purpose of agribusiness management information systems is to systematically and effectively collects relevant information for agribusiness management decision-making. From the integrated enterprise information planning perspective, this course introduces the architecture, functions, and establishment of agribusiness management information systems to provide decision information.

The focus of this course is on the information technologies and the resources that organizations provide and alternative approaches to managing them; and what the user-manager needs to know to make effective use of these technologies. It contains:(1) Introduction; (2) Organization of Information Systems; (3) Buildup of the Information Systems; (4) Modern Management Information Systems for Agribusiness.

502016 農企業管理實習

2 必

指導老師 上

本課程目的在使學生了解農企業實際的營運狀況，學習經營管理的實際技能，以求理論與實務的結合。實施方式是由學生實務專題的指導老師依據專題的性質，選擇適當的農企業機構，分派學生前往實習。實習期間至少一個月，老師與實習單位共同負責輔導並考評。

502016 Practice of Agribusiness Management **2 R** **Major Advisor, F**

The purpose of this course is to understand the practical affairs of agribusiness management, in order to integrating the theory and practice of agribusiness management. The main learning way of the course is to go to the agribusiness to practice in the fields at least one month.

502017 農企業社會責任與倫理 **3 必** **洪惠貞 下**

企業所獲得的利潤，不僅是企業經營的結果，而且是公眾消費及企業所處的社會環境、文化、政治等因素互動的結果。要塑造一個生生不息、永續經營的現代農企業，經營者不但得從「利己」的社會責任做起，更要從「利己」的責任提昇到「利他」的倫理層次。本課程主要內容涵蓋如下：（1）倫理道德觀念與社會責任的意義；（2）倫理議題與決策環境關係；（3）社會責任的分類與作法；（4）企業倫理與社會責任的關係；（5）農企業經理人的倫理原則；（6）企業倫理的應用與養成。

502017 Agribusiness Ethics **3 R** **H.J. Hong, S**

What the business earned is not just come from the business's effort, but also from the results that customers consumed and the environmental factors such as culture, political, interacted. As a modern manager hoped to run an agribusiness vigorously and perpetually, he should begin the responsibility on "egoism", then, sublimate "egoism" into "altruism" an ethical level. The main content of this course including: (1) the basic concept of ethics and social responsibility; (2) the relationship between ethic issues and decision environment; (3) the category and methods about social responsibility (4) the relationship between agribusiness ethics and social responsibility; (5) the ethic rules for agribusiness managers; (6) the application and cultivation of agribusiness ethics.

502018 產業組織實務 **2 必** **鄭秋桂 上**

本課程旨在教授產業組織的基本理論，並說明農企業的市場結構、行為和績效的實證研究，其內容包括：(1)產業組織的基本概念(2)市場佔有率和集中度(3)進出市場條件(4)購併和規模經濟(5)寡佔定價與差別定價(6)產品差異及產品增值(7)聯合行為(8)利潤及價格績效(9)技術效率(10)公平績效(11)實例分析。

502018 Industrial Organization Practice **2R** **C.K. Cheng, F**

The objective of this course is to teach the basic theory of industrial organization, and interpret the market structure, conduct, and performance of agribusiness. It contains:1.Basic Concepts of Industrial Organization; 2.Market Share and Concentration; 3.Market Entry Conditions; 4.Merger and Economic Scale; 5.Monopolistic Pricing and Price Discrimination; 6.Product Differentiation and Added Value; 7.Collusion; 8.Profits Performance; 9.Technical Efficiency; 10.Equity Performance; 11.Case Study.

502019 農場企業經營實務 **2 必** **段兆麟 下**

本課程內容在於介紹目前我國台灣地區主要農場企業之經營管理。包含：1.農作物：花卉、蔬菜、果樹、特用作物 2.林產物 3.水產養殖 4.畜產 5.休閒農業。

502019 Farm Business Management Practice **2R** **C.L. Tuan, S**

This course introduces management practices for the major enterprises of farms in Taiwan. The enterprises which will be of major concerns are: 1.Major Crops: Flowers, Vegetables, Orchards, and Special crops; 2.Forest Farming; 3.Agriculture; 4.Livestock farming; 5.Leisure Farming.

502020 國際貿易實務

2 必

彭克仲 上

本課程旨在使學生瞭解：國際間交易如何進行、處理國際間交易的技術、獲得國際間交易的知識。內容包括：(1)國際貿易的交易程序(2)交易前的準備(3)國際交易條件及其解釋規則(4)國際商會貿易條件解釋規則(5)美國對外貿易條件解釋規則(6)華沙牛津規則及其他貿易條件(7)基本交易條件(8)一般交易條件的協議(9)報價與接受報價(10)貿易契約(11)進口簽證(12)信用狀(13)進口結匯(14)進口報關、檢驗與提貨(15)出口簽證、檢驗與報關(16)出口結匯(17)定期船運輸(18)不定期船運輸(19)提單(20)貨物運輸保險(21)輸出保險(22)匯票(23)貿易索賠與糾紛(24)國際交務仲裁(25)三角貿易。

502020 International Trade Practice

2R

K.C. Peng, F

This course gives the a technique of international trade for students, including as follows: (1)Procedure of Trade and Delivery; (2)Preparation for Trade; (3)Rules of Terms and Conditions of Trade; (4)INCOTERMS; (5)American Definition; (6)Warsaw Oxford Rule; (7)Terms and Conditions of Trade; (8)Negotiation for Trade; (9)Offer and Acceptance; (10)Contract; (11)Import permit; (12)Letter of credit ; (13)Import Negotiation ; (14)Import-Customs, Inspection; (15)Export-Customs and Inspection; (16)Export Settlement ; (17)Conference Vessel; (18)Non-conference Vessel; (19)Bill of Landing; (20)Insurance; (21)Export Insurance; (22)Draft; (23)Claim and Dispute; (24)Arbitration; (25)Triangle trade.

502021 農用資材企業經營實務

2 必

鄭秋桂 下

本課程目的主要讓學生了解農用資材企業經營所據為何？及農用資材企業經營的重要性。1.緒論：農用資材企業經營包含的範圍、特色及定位 2.農用資材企業經營的SWOT分析：針對農藥業、肥料業、飼料業、種苗與種畜禽業、農機業等農用資材企業經營之優劣勢、威脅與機會等，作一綜合性的分析 3.農用資材企業經營的經營管理：著重農用資材企業經營的組織、生產規劃與決策、原料的進口、產品製造及加工等作業管理、產品行銷投資報酬、資訊與預測等方面 4.國內外農用資材企業經營成功與失敗之個案分析。

502021 Management of Agricultural Input Sector Practice

2R

C.K. Cheng, S

The purpose of this course is to let students understand what's Agri-Material Business: 1.Introduction to Agri-Material Business: It' Specialty and Role; 2.SWOT analysis for Agribusiness; 3.Agri-Material Business Management; ①Organization ② Planning and Decision ③ Staple Import ④ Production, Manufacture, and Processing Management ⑤ Marketing ⑥ Investment Analysis ⑦ Information and Forecast; 4.Case Studies.

502022 國際農企業實務

2 必

林永順 上

本課程係為使小型農企業發展成為跨國性農企業，具經營管理上的必要途徑考量，其目的有 1.充分利用國際資源：原料、人才、資金、機器、管理。2.擴大市場：台灣只有二千三百萬人口，唯有跨國性企業才具規模經濟，以提昇競爭力。其重點包括：1.跨國性農企業的基本概念 2.跨國性農企業的理論及環境 3.跨國性農企業的策略 4.跨國性農企業的組織、領導及文化 5.跨國性農企業的管理。

Practice

The purpose of Transnational Agribusiness is to fully use of informational resources and market. It includes: 1. Transnational Agribusiness basic concepts; 2. Transnational Agribusiness theories and environment; 3. Transnational Agribusiness strategy; 4. Transnational Agribusiness organization, leadership and culture; 5. Transnational Agribusiness management.

502023 農企業投資管理實務**2 必****陳淑恩 下**

本課程主要包括實質資本投資與證券投資，授課內容有：1. 農企業投資概說 2. 企業投資計畫形成之過程 3. 投資可行性分析 4. 資本預算 5. 投資規畫 6. 證券與市場 7. 風險與報酬 8. 投資組合概念 9. 資本資產訂價模式 10. 證券報價 11. 國際投資管理概念。

502023 Agribusiness Investment**2R****S.E. Chen, S****Management Practice**

This course contains both real capital investment and security investment. The major contents are as follows: 1. introduction to agribusiness investment; 2. the formation of investment plan; 3. investment feasibility analysis; 4. capital budgeting; 5. investment plan; 6. securities and security markets; 7. risks and returns; 8. the concept of portfolio management; 9. capital asset pricing models; 10. security evaluation; 11. the introduction to international investment management.

502024 農企業營運計畫撰寫實務**2 必****洪惠貞 下**

本課程主要在教導學生如何撰擬「農企業營運計畫書」；藉由「營運計畫書」管理者可檢視其創業目標、產品、定位、市場分析等是否詳實；更攸關其創業的可行性與成功機率。課程內容包括下列主題之撰寫：(1) 摘要 (2) 營運動機與產業背景 (3) 農產品或服務之經營概況；(4) 市場研究與分析 (5) 行銷計畫 (6) 營運計畫 (7) 管理團隊 (8) 財務規劃 (9) 結論與願景。

502024 Writing for Agribusiness**2R****H.J. Hong, S****Operate Prospectus Practice**

This course is teaching students how to write an operating plan for an agribusiness. By 'operate prospectus', administrator can look over their goal, products, making a reservation, market analysis, etc. are full and accurate to start an undertaking; Concern feasibility that start an undertaking its and succeed in probability even more. The course content includes the writing of the following themes: (1) Summary (2) Operation motive and industry's background (3) Management overview of agricultural products or the service; (4) Market survey and analyzing (5) Marketing plan (6) Operation plan (7) Management group (8) The financial affairs planning (9) The conclusion and scene of wishing.

二、選修科目 Elective Courses**502025 社會學****3 選****林豐瑞 上**

本課程旨在介紹社會學的理论與觀點，以培養學生對社會現象、社會關係、社會問題的觀察及解釋能力。主要內容包括：社會學的觀點、社會化、社會團體、社會階層、社會制度、會變遷等。

502025 Sociology**3 S****F.J. Lin, F**

This course is going to introduce the theories and perspectives of Sociology. The main objective of this course is to increase the student's abilities of observing and explaining social phenomena, social relationship and social problems. The major topics of this course are: the perspectives of sociology, socialization, social group, social stratification, social institution social change, etc.

502026 管理心理學

3 選

洪惠貞 上

明瞭行為是管理自我及他人的主要關鍵。本課程希望藉由對人類行為有系統的認識，使學習者能更有效地運用基本的心理學知識與技巧，以改進管理的效能。授課過程中，將就個人、二人、群體及組織等不同的層面，漸次介紹相關知識；並透過個案討論與練習活動等方式，期能強化學習效果。教學的內容包括：人類行為的理論、感知、挫折、衝突、壓力、學習、問題解決、價值觀、決策、權力與影響力、領導、溝通、群體關係、組織變革及個人生涯規劃等議題。

502026 Managerial Psychology

3 S

H.J. Hong, F

Understanding of human behavior is the key to effective management. The main purpose of this course is to help the individual to utilize managerial skills more effectively, through a thorough understanding of human behavior, in order to enhance management efficiency. Topics regarding individual, small group and up to the entire organization will be covered. Case studies and in-class activities will also be employed to motivate student learning. Topics will include: theories of human behavior, perception, frustration, conflict, stress, value, learning, problem solving, decision making, power and influence, leadership, communication, group relationship, organization related issues as well as personal career planning.

502027 鄉村社會學

3 選

林豐瑞 下

先介紹農村社會學之特質與其研究方法，接而講述有關農村家族生活、村落社會、鄉村政治等之社會結構與教育、經濟、宗教、家庭等社會制度，社會組織、人際關係、社會階層等等介紹，最後說明如何建立一現代化之農村社會，其應有之作法與方向。

502027 Rural sociology

3 S

F.J. Lin, S

First, introduces the characteristics and research method of rural sociology. Then, describes social structure related with rural family living, village society and country politics, social system of education, economics, religion and family, social organization, human relation, social rand, and so on. Lastly, explains how to build a modern rural society and the way and direction to achieve it.

502028 生物科技產業概論

3 選

蔡青園 下

課程目標：1.生物科技產業在國內外發展之現況 2.各種產業特性 3.關鍵技術之專利 4.生技產品開發及投資所面臨的問題。課程內容：1.生物技術概論 2.生物技術在產業之發展與應用 3.先進國家及我國生技產業在技術研發之現況及展望 4.生技產業的商業行為 5.生技產品開發及市場需求。

502028 Introduction to Biotechnology industry

3 S

C.Y. Tsai, S

Course objectives : 1.To discuss the development of Bioindustry in Taiwan and advanced countries in the world; 2.The characteristics of Bioindustry in different kind of domain; 3.The special technology in Bioindustry for patent; 4.The problems of exploitation in Bioindustry product and investment for Biotechnology. Course contents : 1.Outline of this Bioindustry; 2.The development and application of biotechnology in Bioindustry; 3.The current situation and perspective of Biotechnology industry exploitation in Taiwan and advanced countries in the world; 4.Business behavior in Bioindustry; 5.Market demand and development of Bioindustry products.

502029 商業軟體之應用**3 選****黃文琪 下**

本課程主要在提昇學生對目前在農企業管理相關領域使用之商用軟體的能力，講授內容如下：(1)統計分析軟體 (SPSS) (2)進出口貿易系統(3)產銷班經營管理系統(4)POS 系統。

502029 Business Software Applications 3 S**W.C. Huang, S**

The major goal of this course is to enhance the students' capability on using business software in the area agribusiness management. Four sections are included in this course:(1) Statistical Software (SPSS) ; (2) Export and Import System Software; (3) Management System for the P&M Team; (4) POS system.

502030 商事法**3 選****洪惠貞 上**

本課程教授的目的在使學生熟悉商事法知識及應用，以配合農企業經營上可能面臨的商事法規。包括：(1)公司法 (2)票據法(3)海商法(4)保險法。

502030 Business Law**3 S****H.J. Hong, F**

This course is to teach business law, which an agribusiness owner or manager will need to deal with. It includes:1.Company Law; 2.Law of Negotiable Instruments; 3.Marine Commerce Law; 4.Insurance Law.

502031 農場企業經營**3 選****段兆麟 上**

本課程內容在於介紹目前我國台灣地區主要農場企業之經營管理。包含：1.農作物：花卉、蔬菜、果樹、特用作物 2.林產物 3.水產養殖 4.畜產 5.休閒農業。

502031 Farm Business Management 3 S

This course introduces management practices for the major enterprises of farms in Taiwan. The enterprises which will be of major concerns are: 1.Major Crops: Flowers, Vegetables, Orchards, and Special crops; 2.Forest Farming; 3.Agriculture; 4.Livestock farming; 5.Leisure Farming.

502032 個體經濟學**3 選****鄭秋桂 上**

本課程旨在介紹一般個體經濟理論之觀念，及其在農企業管理問題研究上之應用。其內容主要包括：1.消費者理論:包含效用需求函數、確定及不確定性下之選擇 2.生產者理論:包含生產函數與成本函數 3.市場理論:包含完全競爭、獨占、寡占、不完全競爭等市場型態 4.資訊經濟學:包含道德危險與反向選擇。

502032 Microeconomics Cheng 3 S**C.K. Cheng, F**

The purpose of this course is to study the theory of microeconomics and its application to the problems in agribusiness management. The major contents include:1.The theory of consumer choice and demand, including utility and demand function, choice under certainty and uncertainty; 2.The theory of the firm, including the production and cost functions; 3.The theory of markets, including the perfect competition, monopoly, oligopoly, and imperfect competition; 4. Topics in information economics, including the moral hazard and adverse selection.

502033 總體經濟學**3 選****鄭秋桂 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。

502033 Macroeconomics**3 S****C.K. Cheng, S**

The purpose of this course is to provide the theoretical models and their empirical studies in consumption, investment, demand for and supply of money, inflation, unemployment, and

economic growth. The effects of monetary and fiscal policy in the extended models are also discussed. In addition, the theory of rational expectation and its effect on macro economy are explained in the last part of the course.

502034 產業組織

3 選

鄭秋桂 下

本課程旨在教授產業組織的基本理論，並說明農企業的市場結構、行為和績效的實證研究，其內容包括：(1)產業組織的基本概念(2)市場佔有率和集中度(3)進出市場條件(4)購併和規模經濟(5)寡佔定價與差別定價(6)產品差異及產品增值(7)聯合行為(8)利潤及價格績效(9)技術效率(10)公平績效(11)實例分析。

502034 Industrial Organization

3 S

C.K. Cheng, S

The objective of this course is to teach the basic theory of industrial organization, and interpret the market structure, conduct, and performance of agribusiness. It contains: 1. Basic Concepts of Industrial Organization; 2. Market Share and Concentration; 3. Market Entry Conditions; 4. Merger and Economic Scale; 5. Monopolistic Pricing and Price Discrimination; 6. Product Differentiation and Added Value; 7. Collusion; 8. Profits Performance; 9. Technical Efficiency; 10. Equity Performance; 11. Case Study.

502035 農用資材企業經營

3 選

鄭秋桂 下

本課程目的主要讓學生了解農用資材企業經營所據為何？及農用資材企業經營的重要性。1.緒論：農用資材企業經營包含的範圍、特色及定位 2.農用資材企業經營的SWOT分析：針對農藥業、肥料業、飼料業、種苗與種畜禽業、農機業等農用資材企業經營之優劣勢、威脅與機會等，作一綜合性的分析 3.農用資材企業經營的經營管理：著重農用資材企業經營的組織、生產規劃與決策、原料的進口、產品製造及加工等作業管理、產品行銷投資報酬、資訊與預測等方面 4.國內外農用資材企業經營成功與失敗之個案分析。

502035 Management of Agricultural Input Sector

3 S

C.K. Cheng, S

The purpose of this course is to let students understand what's Agri-Material Business: 1. Introduction to Agri-Material Business: It's Specialty and Role; 2. SWOT analysis for Agribusiness; 3. Agri-Material Business Management; ① Organization ② Planning and Decision ③ Staple Import ④ Production, Manufacture, and Processing Management ⑤ Marketing ⑥ Investment Analysis ⑦ Information and Forecast; 4. Case Studies.

502036 消費者行為

3 選

林豐瑞 下

本課程主要目的在學習消費者決策過程及其影響因素，並強在農企業行銷上之應用。主要內容包含：1.消費者行為與行銷策略 2.外部影響 3.內部影響 4.消費者決策過程 5.農企業的消費者特徵衡量 6.農企業的消費者行為與市場區隔。

502036 Consumer Behavior

3 S

F.J. Lin, S

The purpose of the course is to understanding the concept of consumer decision process and the factors that influence on consumer decision & behavior and emphasize the applications in agribusiness marketing. It contains: 1. Consumer behavior and Marketing Strategy; 2. External influences; 3. Internal influences; 4. Consumer Decision Process; 5. Characteristics measurement; 6. Market Segmentation in agribusiness.

502037 食品企業經營

3 選

林永順 下

本課程主要在提昇學生對農產加工企業之管理能力。就農、林、漁、牧四類農產加工企業，分別講授下述內容：(1)企業環境與現況(2)企業特質與未來(3)企業的企業功

能如何運作(4)企業的管理功能如何運作。

502037 Food Business Management 3 S Y.S. Lin, S

The major goal of this course is to enhance the students' capability on managing food processing of agribusiness. Four sections are included in this course: (1)Business Environment; (2)Business Characteristics & It's Future Insight; (3)How to Operating the Business Function; (4)How to Operating the Management Function.

502038 市場調查與分析 3 選 黃文琪 上

本課程的目的在於介紹進行市場調查與分析的原理及方法。學習者可以透過實際進行資料收集、問卷設計及調查、資料回收、進行資料整理、分析，並利用各種不同統計的方法以及統計軟體輔助資料分析。本課程的主要內容包含：1.緒論 2.市場調查之範圍 3.市場調查方法與技巧 4.資料的整理與分析 5.市場調查報告。

502038 Market Survey and Analysis 3 S W.C. Huang, F

The purpose of this course is to provide technique of market survey to the undergraduate students. The principle of market survey and procedure will be introduced in this course. In addition, technique for data processing and analysis as well as preparation for final survey report will also be introduced. Common spreadsheet software and other statistical software will be used in this course. Outline of the course includes: 1.Introduction; 2.The scopes of market survey; 3.Methods and technique for market survey; 4.Data processing and analysis; 5.Market survey report.

502039 生鮮物流管理 3 選 陳淑恩 上

本課程旨在學習於供應鏈的跨組織中，如何管理農企業生鮮產（商）品之物流活動內容。主要內容如下：1 生鮮供應鏈 2 顧客服務 3 物流資訊管理 4 生鮮處理 5 存貨管理 6 運輸管理 7 物流委外管理 8 全球運籌。

**502039 Fresh-Product Logistics 3 S S.E. Chen, F
Management**

The purposes of this course focus on how to manage logistics activities of raw and fresh products within and across companies. This course will discuss the following topics for raw and fresh products: 1. supply chain of raw and fresh products; 2. customer service; 3. logistics information systems; 4. raw and fresh product process; 5. inventory and warehousing management; 6. transportation management; 7. outsourcing management; 8. global logistics management.

502040 休閒農場經營 3 選 段兆麟 下

本課程目的在讓學生了解休閒農場的規劃和經營管理實務。內容包括：1.休閒農場的規劃 2.生產管理 3.行銷管理 4.人力資源管理 5.財務管理 6.教育宣導 7.民宿經營 8.田園餐飲管理 9.環境管理 10.安全管理 11.經營診斷 12.觀摩休閒農場實務。

502040 Leisure Farm Management 3 S C.L.Tuan, S

The purpose of this course is to let students understand the planning and Management of leisure farm. The contents include:1.The planning of leisure farm; 2.Production management; 3.Marketing management; 4.Human resource management; 5.Finance management; 6.Education; 7.Housing management; 8.Restaurant management; 9.Environmental management; 10.Safety management; 11.Managerial diagnosis; 12.Visiting leisure farms.

502041 行銷通路管理 3 選 陳淑恩 下

行銷通路管理是一種以跨組織的行為管理。本課程旨在提昇學生行銷通路管理之能力，並具備有效落實行銷策略的潛能。本課程內容包含：(1)行銷通路導論：結構、功能與合作 (2)行銷通路的要素：零售、批發、實體配銷 (3)通路規劃 (4)通路組織系

統的類型 (5)通路成員的夥伴關係 (6)通路溝通與資訊系統 (7)行銷通路之績效評估 (8)國際行銷通路 (9)服務業行銷通路。

502041 Marketing Channel Management 3 S S.E. Chen, S

Marketing channel management is a behavior management within and across channel partners. The objectives of this course are to enhance the students' abilities on marketing channel management and to have the competence efficiently to implement the marketing strategy. The course contents include: 1. introduction to marketing channel: structure, functions and partnerships; 2. components of marketing channels: retailing, wholesaling and physical distribution; 3. channel planning; 4. channel systems; 5. partnerships of channel members; 6. channel communication and information systems; 7. performance evaluation of marketing channel; 8. international marketing channels; 9. marketing channels for services.

502042 農企業投資管理 3 選 陳淑恩 上

本課程主要包括實質資本投資與證券投資，授課內容有：1.農企業投資概說 2.企業投資計畫形成之過程 3.投資可行性分析 4.資本預算 5.投資規畫 6.證券與市場 7.風險與報酬 8.投資組合概念 9.資本資產訂價模式 10.證券報價 11.國際投資管理概念。

**502042 Agribusiness Investment 3 S S.E. Chen, F
Management**

This course contains both real capital investment and security investment. The major contents are as follows: 1. introduction to agribusiness investment; 2. the formation of investment plan; 3. investment feasibility analysis; 4. capital budgeting; 5. investment plan; 6. securities and security markets; 7. risks and returns; 8. the concept of portfolio management; 9. capital asset pricing models; 10. security evaluation; 11. the introduction to international investment management.

502043 國際農企業 3 選 林永順 上

本課程係為使小型農企業發展成為跨國性農企業，具經營管理上的必要途徑考量，其目的有 1.充分利用國際資源：原料、人才、資金、機器、管理。2.擴大市場：台灣只有二千三百萬人口，唯有跨國性企業才具規模經濟，以提昇競爭力。其重點包括：1.跨國性農企業的基本概念 2.跨國性農企業的理论及環境 3.跨國性農企業的策略 4.跨國性農企業的組織、領導及文化 5.跨國性農企業的管理。

502043 International Agribusiness 3 S Y.S. Lin, F

The purpose of Transnational Agribusiness is to fully use of informational resources and market. It includes: 1.Transnational Agribusiness basic concepts; 2.Transnational Agribusiness theories and environment; 3.Transnational Agribusiness strategy; 4.Transnational Agribusiness organization, leadership and culture; 5.Transnational Agribusiness management.

502044 農企業營運計畫撰寫 3 選 洪惠貞 上

本課程主要在教導學生如何撰擬「農企業營運計畫書」；藉由「營運計畫書」管理者可檢視其創業目標、產品、定位、市場分析等是否詳實；更攸關其創業的可行性與成功機率。課程內容包括下列主題之撰寫：(1)摘要(2)營運動機與產業背景(3)農產品或服務之經營概況；(4)市場研究與分析(5)行銷計畫(6)營運計畫(7)管理團隊(8)財務規劃(9)結論與願景。

**502044 Writing for agribusiness 3 S H.J. Hong, F
operate prospectus**

This course is teaching students how to write an operating plan for an agribusiness. By 'operate prospectus', administrator can look over their goal, products, making a reservation, market analysis, etc. are full and accurate to start an undertaking; Concern feasibility that start an undertaking its and

succeed in probability even more. The course content includes the writing of the following themes: (1) Summary (2) Operation motive and industry's background (3) Management overview of agricultural products or the service; (4) Market survey and analyzing (5) Marketing plan (6) Operation plan (7) Management group (8) The financial affairs planning (9) The conclusion and scene of wishing.

502045 大陸經貿與農企業

3 選

段兆麟 上

大陸是台灣農企業重要的投資市場。台灣廠商前往大陸的投資件數已達二萬餘件，總金額達百餘億美元。隨著台灣經濟的全球化，兩岸經貿互動將更密切。本課程旨在講述大陸各類型農企業的發展環境，農企業經營與管理，問題與展望等內容。期使學生熟悉大陸農企業的發展條件，經營管理的方法，以裨益經營決策。課程內容大要：1.兩岸經濟與貿易現況 2.大陸農業發展與政策 3.大陸鄉鎮企業 4.大陸農業產業化經營 5.大陸農企業發展現況 6.大陸農企業土地取得與管理 7.大陸農企業人力管理 8.大陸觀光休閒農業 9.大陸農業經營問題探討 10.大陸農企業出國觀摩。

502045 The Economy and Agribusiness 3 S in Mainland China

C.L. Tuan, F

This course provides a comprehensive introduction to the management of agribusiness in China Mainland. The content is as following: 1. The cross-strait economy and trade at present stage; 2. Agricultural development and policies in Mainland China; 3. Country business in Mainland China; 4. Industrialization of agriculture in Mainland China; 5. Development of agribusiness in Mainland China; 6. The acquirement and management of land in Mainland China; 7. Human resources management in Mainland China; 8. Tourism and leisure agriculture in Mainland China; 9. Issues of agribusiness in Mainland China; 10. Visiting abroad to the agribusiness in Mainland China .

502046 農企業經營診斷

3 選

蔡月香 下

本課程乃使學生將經營診斷的原則運用在農企業上，並以個案方式來探討與解決農企業的管理問題。內容包括：1.營分析與農企業診斷之基本概念 2.分析篇 ① 經營分析之方法② 經營計畫與預算控制③ 資金與利益管理④ 營運特性分析 3.診斷篇 ① 策略管理② 組織診斷③ 企業功能查核④ 企業績效評估 4.整合篇 ① 環境分析② 農企業經營與資訊③ 危機管理。

502046 Agribusiness Diagnosis 3 S

G.Y.H. Tsai, S

The course provides students with detailed case studies and practical rules in agribusiness to do agribusiness diagnosis more properly and to solve problems in a more effective way. The contents of the course are as follows:1.Basic concepts: ① Introduction to operation analysis ② Introduction to agribusiness diagnosis; 2.Analysis: ① The method of operation analysis② Operation planning and budgeting control③ Capital and benefit management④ Analysis of financial statement; 3.Diagnosis: ① Strategy management② Organizational diagnosis③ Agribusiness functional diagnosis④ Agribusiness performance diagnosis; 4.Integration: ① The analysis of agribusiness environment② Agribusiness management and information③ Crisis of management.

502047 危機管理

3 選

林豐瑞 下

本課程之目的旨在探討企業面對重大危機時之診斷、組織、處理及公共關係等。此外，也會探討面臨危機時各階段作法及如何進行預防管理。

502047 Crisis Management 3 S

F.J. Lin, S

The purpose of this course is to discuss the diagnose of crisis, organization, treatment and public relationship for an enterprise when encountering the crisis. The course also explains the actions should be taken during the different stages of crisis and how to prevent crisis for an

enterprise.

502048 農業政策

3 選

黃文琪 下

本課程目的在向學生介紹我國農業發展和政策的內容、相關的理論基礎、以及其對農業經濟與整體鄉村社會之影響。包括(1)緒論(2)農業發展情勢(3)產業政策(4)農漁民政策(5)農地政策(6)資源管理政策(7)科技發展政策(8)國際農業合作。

502048 Agricultural policy

3 S

W.C. Huang, S

The purpose of this course is to introduce agricultural development and policy, the related theories, and the effects on agricultural economics and rural society. It contains: (1) Introduction (2) A Perspectives of Agricultural Development (3) Industrial Policy of Agriculture and Food (4) Farmers and Fisher Policy (5) Farmland Policy (6) Policy of Agricultural Resources Management (7) Policy of Science and Technology Development (8) Cooperation of International Agriculture.

502049 休閒農場規劃與體驗設計

3 選

段兆麟 上

休閒農場規劃，完成經營計畫書，是休閒農場申請登記的必要步驟；而體驗活動是休閒遊憩最主要的部份，是遊客能否獲得滿足的關鍵。因此休閒農業經營必須特別注重整體規劃與體驗活動的設計。本課程目的在講授休閒農場規劃的原理，及體驗活動設計的知識與能力。課程內容包含下列單元：休閒農場規劃的方法、籌設與登記的程序、體驗經濟理論、體驗活動的資源、體驗活動設計的方法、休閒農業體驗活動觀摩等。

502049 Planning and Experience Activities Designing of Leisure Farm

3 S

C.L.Tuan, F

The contents of the course are as follows : the skill of planning of leisure farm, the process of applying for allowance, the theory of experience economy, the resources of experience activities designing, the skill of experience activities designing, leisure farms visiting etc..

企業管理系境外專班碩士在職專班中英文課程內容摘要

一、必修科目 Required Courses

組織理論與管理 3 必

本課程旨在使學生獲得組織理論與管理之相關知識。內容包括：開放系統設計之元素、組織之目的與結構設計、管理動態之過程、內部設計元素。同時針對特定專題，分組討論。

Organization Theory and Management 3 R

The main subjects are summarized as follows: open system design elements, organizational purpose and structural design, managing dynamic processes, and internal design elements.

企業研究方法 3 必

本課程的目的，在讓學生學習如何以一科學的程序與方法，來蒐集和分析企業經營管理上相關的資訊，以協助企業擬定決策，解決其經營管理上，所面臨的問題。主要內容包括：研究程序、初級資料蒐集方法、概念的衡量，抽樣與現場作業管理、資料整理與分析、研究報告。

Business Research Methods 3 R

This course will provide a comprehensive coverage of the research process and methods in the business settings to improve the quality of business decision-making and solve the management problems in a scientific way. The major subjects will cover: introduction, research process, research methods for collecting primary data, measurement concepts, sampling and fieldwork, data analysis and presentation.

碩士論文 6 必

本課程主要是在於訓練碩士班研究生正確的研究態度與研究能力，經由對專業方向的研究，期使培養研究生的獨立研究能力。

Master Thesis 6 R

The main purpose of course is to train the learners to be independent researchers. Through taking this course, the students will have correct research attitude and ability, and to be an excellent independent researcher.

二、選修科目 Elective Courses

統計方法與資料分析 3 選

本課程主要目的，在介紹學生有關學術研究中最常使用的統計方法與資料分析策略，經由課程內容的講授，將使學生更加了解有關管理領域中基本的研究技能。

Statistical Methods and Data Analysis 3 S

The main purpose of this course is to introduce basic knowledge and skill in research. The scope includes theoretical field and practical application of statistics and strategy. Through this course, the students will have more clear understanding and skill to conduct a research design.

行銷管理專題 3 選

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

Special Topics on Marketing Management 3 S

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.

國際企業經營管理專題 3 選

本課程旨在介紹國際企業經營環境、企業進行國際化策略以及多國籍企業營運與其功能性之議題。期使同學瞭解當代企業國際化營運的重要性與其內涵，並建立整體的概念。同時，藉由實務案例的探討，使同學了解企業進行國際化與國際營運管理相關的實務作法，並將理論與概念運用於實際案例分析。

Special Topics on International Business Management 3 S

This course aims to introduce the topics of international environments, internationalization strategy, operations and functional activities (value chain activities) of multinational corporations. Students can comprehend the importance and impacts of international operations of contemporary firms, and learn to formulate an integrated framework of international business. In addition, by

discussing real cases, the students also can understand the practices of internationalization strategy and international operations of firms. By doing so, the students can apply the concepts of international business in analyzing real cases

產業分析與研究專題

3 選

本課程主要乃對產業分析方法與模式加以探討，使學生具有產業經濟與分析之能力，同時，本課程也對產業競爭分析之相關議題進行研析，課程討論主題著重在產業結構—行為—績效模式、產業群聚效應、產業集中度、獨佔競爭、寡佔市場、專利權、價格理論、微笑曲線、產業技術擴散及臺灣產業政策等議題。這些議題可供學生在未來制定公司策略之重要參考。此外，本課程也透過不同產業之個案研究與討論，增進同學對這些產業之整體狀況之瞭解。

Special Topics on Industry Analysis and Research

3 S

The main purpose of this course is to instruct the methodologies and models of industry analysis, in order to enhance the student's research ability on industry economics. In addition, we will discuss the relative issues of industry and competitive analysis. Discussed issues emphasize on structure-conduct-performance model, industrial clustering effect, degrees of industry concentration ratio, industry life cycle, industrial construction, monopolistic competition, oligopoly marketing, patent, price theory, smile curve, industry technological diffusion and Taiwan industry policy. These topics could provide the students with valuable references to make a company strategic approach in the future. Furthermore, some cases of industry analysis will be studied to reinforce the student's comprehension.

生產與作業管理專題

3 選

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、品質管制與供應鏈管理。

Special Topics on Production and Operation Management

3 S

The objective of this course is designed to teach the related knowledge of the theory and practice of Production and Operation 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 and Supply Chain Management。

管理個案與文獻導讀

3 選

本課程藉由管理個案研究與探討相關管理文獻，進一步了解管理理論與其實務應用，並進而熟悉如何完成管理研究之必要技術與技巧。於學期中，選修學生必須繳交個案研究書面與口頭報告；於期末時，必須完成研究書面與口頭報告。

Case Studies and Literature

3 S

Review in Business Management

The course is designed for students to have a better understanding of the theory and practice in business management through case studies and, in addition, to learn the fundamental technique and skills for the completion of research reports through literature reviewing. In this course, students are required to submit report and to have an oral presentation for each case as well as to complete research reports and have oral

presentation at the end of the course.

企業品質策略管理專題 3 選

持續降低成本，生產力與品質改善已被證明是組織持續發展所必需的，我們無可避免地看到品質已是如何的被發展成為最重要的競爭武器，並且有更多的企業已了解到全面品質管理是未來的經營之道。策略性品質管理應用上遠超過一般保證產品或服務品質的思維—它是一種管理企業在改善內外、所有觀點的績效之方法。

Special Topics on Enterprises' Strategic Quality Management 3 S

Continuous cost reduction, productivity and quality improvement have proved essential for organization to stay in operation. We cannot avoid seeing how quality has developed into the most important competitive weapon, and many organizations have realized that TQM is the way of managing for the future. TQM is far wider in its application than assuring product or service quality – it is a way of managing organizations to improve every aspect of performance, both internally and externally.

財務報表分析專題 3 選

本課程之主要教導學生如何使用財務報表評估管理當局之經營成果、財務狀況及現金流量，瞭解財務報表分析方法及使用工具，使同學具備財務分析的能力、以達理論與實務並重之目標。藉由實例資料說明財務報表各數據代表之意義與變動原因，期由制度面與經濟面因素解釋企業財務報表透露的經營訊息，剖析報表各科目入帳原則對報表揭露事實的影響效果，期使學習者具備研判報表品質的能力。

Special Topics on Financial Statement Analysis 3 S

The major objective of the course is to present a comprehensive and up-to-date treatment of the analysis of financial statements as an aid to decision making. It focuses on understanding the data that are analyzed as well as the methods by which they are analyzed and interpreted. Analytical tools designed to shed light on the impact of the alternative accounting methods are also emphasized. It is essential for students to read the assigned materials in advance, prepare notes for class discussion. By completing the course, students will learn how knowledge of the accounting framework is integrated with the best tools and techniques available for the analysis and interpretation of financial statements.

公司理財專題 3 選

本課程主要探討公司理財的投資決策與融資決策二大主題，讓學生對公司理財有更進一步的瞭解。

Special Topics on Corporate Finance 3 S

This course discusses two key issues in the field of corporate finance, namely investment and financing decisions in order to make students have a better understanding of corporate finance.

人力資源管理專題 3 選

本課程主要的目的在於介紹有關人力資源管理相關實務。藉由個案學習法，本課程將介紹學生有關實務界在人力資源管理上的做法。

Special Topics on Human Resource Management 3 S

This course is focus on the practices of human resource management. Because the importance of this issue, we will introduce this course through case study.

競爭環境的改變與白熱化，傳統管理型態亦必須隨著做改變。本課程旨在如何利用資訊科技技術以達到新型的管理模式。課程內容包含 1.資訊管理，2.科技管理，3.資訊與科技管理整合，及 4.資訊科技管理運用層面。課程將以理論與實務整合，說明資訊管理與科技管理發展趨勢，透過案例提供資訊與科技管理結合運用，對企業發展提升更高的競爭力。

Competitive environment has great changed, and traditional management style must also be changed. The purpose of this course is how to use information technology to achieve the new management model. Course contents include information management, science and technology management, information and technology management, and information technology utilization . The courses will be integrated theory and practice, to introduce trends of information management and technology management. Using practice cases combine with information technology management, to enhance the higher competitiveness for development of enterprises.

餐旅管理系(精緻餐旅恆春專班)

Department of Hotel and Restaurant Management

一、必修科目 Required Courses

餐旅管理概論

3 必

鍾辰英、上

本課程旨在介紹學生有關餐旅事業的基本認識。課程內容包括餐旅業起源與發展、飯店業的開發與分類、飯店與客房部門的經營管理；餐廳事業的發展與分類、餐廳的經營；非營利性餐飲服務管理；會議管理；人力資源管理。

Introduction to Hospitality Management

3 R

C. Y. Chung, S

This course introduces the basic concept in Hospitality Industry. The contents includes the following topics: the evolution of the hospitality industry; the hotel development and classification, a hotel and rooms division operation; the restaurant development and classification, the restaurant operations; noncommercial food service operations; meetings and conventions; marketing; human resources management.

餐旅服務技術及實習

3 必

待聘、上

本課程主要目的在使學生瞭解餐飲服務的知識及規範，熟練餐旅服務之能，培正的服務態度及職業道德。主要內容包括旅館櫃檯服務、旅館預約服務、旅館服務中心服務、旅館房務服務、餐飲服務基本概念、基本烹調法原理及其應用、菜單之認識與點菜服務、飲料單之認識與飲料服務、餐廳準備基本技能、收善餐務、結帳、消防與逃生。

Hospitality Service Skill and Practice

3 R

TBA, S

The objective of this course is to introduce the underpinnings of a style of professional service that enhance the hotel and restaurant business. These underpinnings help students to learn how to provide the professional service in hotels restaurants. The course includes the fundamentals of front office services, reservations, uniform services, housekeeping operations, food and beverage service skills, food preparation and application, understanding the menu and ordering, beverage service, wine service, farewells, special service challenges, money handling, safety, and sanitation.

餐飲衛生與安全

3 必

待聘、下

本課程旨在協助學生瞭解有關飲食之直接或間接引起危害健康的原因，並設法加以預防、減少或去除該等危害因素，以確保大眾飲食生活的安全。主要內容為：食品衛生之概念及管理概要、食品與微生物之關係、食品之腐敗、食品中毒、寄生蟲及有害動物之防治、危害分析及主要管制、食品良好衛生規範、食品衛生法規。

Food Safety and Hygiene

3 R

TBA, F

This course will teach students the reasons why some food are harmful to consumers and how harmful the effects will be so that they can learn how to minimize the food harmful effects. The contents of this course are: the concepts of food hygiene and safety, the relationships between food and microorganisms, the prevention of food from parasites, food decaying and poisoning, HACCP, GHP and regulations of food hygiene, etc.

中餐烹調及實習

3 必

陳文東、下

這課程是有關中餐的各式烹調方法的介紹，包括炒、燉、蒸、炸....等，以及刀工、火候、調味、盤飾技巧之運用練習。預期學生可以瞭解中國各地之餐飲文化，並能應用那些技巧於日常三餐及職場上。

Chinese Cooking and Practice 3 R

W. D. Chen, F

The aim of this course is to equity students with some major cooking skills of Chinese food, such as, skills of saute, stew, steam and frying. In addition, stress will be on knife use skills, doneness, seasoning, and tray ornaments. Students are expected to have a broad understanding the variety Chinese of food culture and to have the ability to apply these skills to cooking their daily meals.

西餐烹調及實習

3 必

洪志鴻、下

本課程是有關西餐的各式烹調方法的介紹，包括炒、燉、蒸、炸....等，以及刀工、火候、調味、盤飾技巧之運用練習。預期學生可以瞭解西洋各國之餐飲文化，並能應用那些技巧於日常三餐及職場上。

Western Cooking and Practice 3 R

C. H. Haung, F

The aim of this course is to equity students with some major cooking skills of western food, such as, skills of sauté, stew, steam and frying. In addition, stress will be on knife use skills, doneness, seasoning, and tray ornaments. Students are expected to have a broad understanding the variety western of food culture and to have the ability to apply these skills to cooking their daily meals.

旅館管理

3 必

劉敏興、上

本課程介紹國內外旅館經營概況、組織架構,學生經由課堂解說清楚了解旅館業與觀光產業的關係,經由新的概念,使其了解學習後,在興趣、需求、技能、個人特質上如何符合產業的需求。

Hotel Management

3 R

M. H. Liu, S

This course introduces the operation and organization structure of students will have a clear view of the hotels. Vibrant hotel/motel business and its relationship to other segments of the tourism industry. New doors of opportunity will open up for them and give them confidence to identify positions that fit their interests, needs, skills, and personality.

消費者行為

3 必

范慧華、上

了解導致消費者購買過程的每一階段和在各購買過程中適當的使用行銷組合。認識消費者如何來決定購買,為何個人與群體做不同的購買決定,且以行為科學原理應用來研討個人、次文化、文化等各不同階層。

Consumer Behavior

3 R

H. H. Fan, S

Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make buying decisions, and why different individuals/groups make buying decisions. Application of behavioral science concepts at individual, subculture and cultural levels; effects of consumerism and regulation also are considered.

餐旅行銷管理

3 必

范慧華、下

本課程主旨在介紹餐旅行銷管理之相關知識。其內容包括：餐旅行銷概論、行銷學概論、餐旅環境與同業之分析、餐旅業市場區隔與定位、餐旅業消費者行為、餐旅業行銷研究、餐旅業之產品、定價策略、餐旅業個別銷售、餐旅業之行銷溝通、餐旅業之組織行銷。

Hospitality Marketing Management

3 R

C. H. Huang, F

The objective of this course is to introduce the basic knowledge of hospitality operation marketing. The contents include as followings: introduction to hospitality marketing, the concept of marketing, environmental scanning and competitive analysis in hospitality industry, segmentation and positioning for hospitality operation, consumer behavior in hospitality industry, marketing research, hospitality, hospitality product, hospitality pricing strategy, personal selling in hospitality industry, marketing communications in hospitality industry, and marketing organization in hospitality industry.

餐廳管理

3 必

劉敏興、下

本課程介紹一個成功餐廳的經營管理，在本餐廳管理課程中，學生將學習到餐廳的演變，餐廳各單位人員之職掌如何點菜及正確服務技能，良好顧客關係，菜單計畫及如何計算出銷售金額，經由以上課程介紹使其了解成功餐廳利潤的形成。

Restaurant Management

3 R

M. H. Liu, F

This course introduces how to manage a successful restaurant. In restaurant management, the students will learn about the aspects of food service management throughout the history of good service, the responsibilities of many types of food service employees, order taking and professional service skills, good customer relations, menu planning and how to correctly calculate selling prices to produce a profit.

餐旅資訊系統及實習

3 必

張慧珍、下

本課程主要目的再讓學生熟悉餐旅資訊系統並能進一步加以有效運用管理。包括：定義餐旅資訊系統之基本名詞及軟硬體設備介紹，餐廳電腦化管理系統、旅館業電腦化管理系統，並說明資訊系統在餐旅業應用現況與重要性。

Hospitality Management Information System and Practice

3 R

H. C. Chang, F

To let students are familiar with the fundamental features of computer systems and managing the information systems within Hospitality industry is the goal of this course. It includes: Defining basis terms and describing hardware and software components、Computers in the Hospitality industry、Computerized Restaurant Management Systems、Computers Hotel Management Systems、Essentials of computer systems、Food and beverage management applications (recipe management, sales analysis, menu management)、Accounting applications for hospitality industry (monitoring and processing accounts receivable and accounts payable transactions, payroll accounting and financial reporting).

人力資源管理

3 必

李一靜、下

本課程主要目的在使學生習得餐旅人力資源管理之理論和實務相關知識。講授內容包括：餐旅人力資源管理現況與發展，飯店組織管理與發展，人力資源規劃，員工招募與任用，員工薪資與福利，員工績效評估與升遷，員工培訓計劃，員工關係，飯店安全衛生管理，部門組織與工作職能。

Human Resource Management

3 R

Y. C. Li, F

The major objective of this course is to give students the related knowledge of the basic theory and practice of hotel human resource management. Lecture contents include: current and future development of hotel human resource management; hotel management and organizational development; human resource planning; recruitment and selection; compensation benefits;

performance appraisal and promotion; orientation and training; employee relation; safety and sanitation management; as well as departmental organization and job description.

餐旅英語

3 必

黃靖淑、下

本科目之目標在協助學生了解餐旅業之專有名詞與常用之服務對話內容，並希望學生能應用餐旅英文於職場之需要。主要內容包括餐旅業內、外場服務流程常用之對話練習、專有名詞之認識等，方法宜間重教師講課、錄音(影)帶之播放、學生角色扮演活動與對話練習，以加強學生餐旅業專業英文之聽力與溝通的能力。

English for Hospitality Industry

3 R

C. H. Huang, F

Today's diverse workplace presents diverse challenges for the hospitality industry. Language training has proven to improve the employee performance in hospitality industry. The purposes of this course concentrate on knowing the hospitality terminology, the communication competence in hospitality workplace such as English listening comprehensive, reading knowledge, and the retrieving skill/speaking skills in hospitality industry. Video playing, role-playing and conversation practices are used to enhance the ability of listening and communication.

客房管理及實習

3 R

賴佩均、余惠喜、下

本課程主要介紹國內外旅館客務及房務部之組織及其功能如：諮詢、預約、接待、總機、工商服務中心及門僮等工作與職務、一般旅館遷入、遷出的電腦訂位與預約訂房之作業流程；此外，了解飯店客房內清潔之標準流程與動作，介紹清潔工作之要領，並介紹洗衣房之工作流程及其職責與其清理客人衣物與員工被服之清理要領，使同學了解客務及房務部之工作型態。

Front Office and Housekeeping 3 R Management with Practice

P. C. Lai, H. S Yu, F

The basic premise of this course is to introduce the organization and function of front office and housekeeping in a hotel, such as inquiry, reservation, reception, operator, business service, bell service, check-in and check-out 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.

餐旅服務品質管理

3 必

蘇衍綸、上

本課程從餐旅相關產業和學術觀點介紹顧客服務的理論原則及其應用。內容包括創造高品質顧客服務的 15 項超越顧客期望的作法及介紹如何建立一套有系統的觀察、分析和評估服務品質的方法。

Service Quality Management 3 R in Hospitality

Y. L. Su, S

This course is designed to facilitate a comprehensive customer service review of any hospitality operation from a workplace point of view and an academic perspective. It reviews the fifteen components of customer expectations for hospitality quality service. The framework of these components provides a useful tool for observing, analyzing, and critiquing actual customer service encounters in an ongoing hospitality organization. This course also provides a framework by which the management of an entire hospitality organization or a targeted service unit can also be studied and analyzed.

飲食文化

3 必

鍾辰英、下

本課程旨在增進學生有關飲食文化的認識。主要內容包括不同國家飲食文化的起源與特性、民俗上的飲食禁忌、以及茶文化、酒文化等。

Dietary Culture

3 R

C. Y. Chung, F

The aim of this course is to introduce students the concept about the dietary culture. It includes the origin and characterization of the dietary culture in different countries; some dietary taboos about folk custom. It also includes tea culture and wine culture.

餐旅日文

3 必

張慧珍、上

本課程主要介紹餐旅服務業之日語會話與應用，學生修習本課程，主要在學習如何將日語運用於各類服務過程與接待場合，如飯店、餐廳、...等，並藉由不同的模擬練習角色，讓同學可以達到「聽得懂並且輕鬆說日語」之目的。

Japanese for Hospitality

3 R

H. C. Chang, S

This course introduces the Japanese of hospitality industry; the students attend this course, mainly about Japanese how to use in process for Communication and services, such as hotels, restaurants, etc. By the different case studies, students can become " Easy to understand and easy to speak Japanese "

實務實習(1)

2 必

合授、上

此課程提供學生有機會去認識真實旅館工作的世界，提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hotel and Restaurant

2 R

,S

Management off-campus

Internship(I)

This course provides the students a chance to know the "real world ". The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(2)

2 必

合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hotel and Restaurant

2 R

,S

Management off-campus

Internship(II)

This course provides the students a chance to know the "real world ". The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

| | | | |
|-------------------------------------------------------------------|----------|----------|-----------|
| Hotel and Restaurant Management off-campus Internship(III) | 2 | R | ,S |
|-------------------------------------------------------------------|----------|----------|-----------|

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(4) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

| | | | |
|------------------------------------------------------------------|----------|----------|-----------|
| Hotel and Restaurant Management off-campus Internship(IV) | 2 | R | ,S |
|------------------------------------------------------------------|----------|----------|-----------|

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(5) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

| | | | |
|-----------------------------------------------------------------|----------|----------|-----------|
| Hotel and Restaurant Management off-campus Internship(V) | 2 | R | ,S |
|-----------------------------------------------------------------|----------|----------|-----------|

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(6) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

| | | | |
|------------------------------------------------------------------|----------|----------|-----------|
| Hotel and Restaurant Management off-campus Internship(VI) | 2 | R | ,S |
|------------------------------------------------------------------|----------|----------|-----------|

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(7) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界，提供學生在旅館房務部、櫃

檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hotel and Restaurant 2 R ,S
Management off-campus
Internship(VII)

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(8) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hotel and Restaurant 2 R ,S
Management off-campus
Internship(VIII)

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(9) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hotel and Restaurant 2 R ,S
Management off-campus
Internship(IX)

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

實務實習(10) 2 必 合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

Hotel and Restaurant 2 R ,S
Management off-campus
Internship(X)

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

二、專業選修科目 Elective Courses

食物製備原理及實習

3 選

陳文東、上

此課程是介紹食物材料的特性，包括糖、澱粉、蔬菜、肉、蛋、豆、奶和油脂。以及製備過程中的化學、物理變化，預期學生在製備餐飲時，可以應用這些理論獲致好品質，讓學生在實際操作中，觀察並比較食物材料在烹製過程中發生的變化，期能印證理論。實習內容包括：糖的褐變，澱粉的糊化，蛋的起泡力、乳化力，油溫與炸物質地的關係....等等。

Foundation of Food

3 S

W. D. Chen, S

Preparation and Practice

This course will concentrate on the introduction of basic properties of food ingredients and the chemical, physic change at the process of preparation. The aim of this course is to provide students with the opportunity to observe and to compare the change of food ingredients in the process of preparation. The practice includes of the browning of sugar, gelatinization of starch, beating foam and emulsification of egg, etc.

異國料理及實習

3 選

洪志鴻、上

本課程著重亞洲、歐洲、地中海及美洲地區傳說及區域的異國料理烹調技術。課程強調中華、台灣、韓國、日本、泰國、印尼、印度、法國、義大利、中東、東歐及美國等國料理所使用的材料、香料、調味料及烹調技術得介紹。

International Cuisine & Practice

3 S

C. H. Haung, S

Prepare, taste, serve, and evaluate traditional, regional dishes of Asia, Europe and the Mediterranean and the Americas. Emphasis will be placed on ingredients, flavor profiles, preparations, and techniques representative of the cuisines of China, Taiwan, Korea, Japan, Thailand, Indonesia, India, France, Italy, Middle Ease, Eastern Europe and the United States.

創意料理及實習

3 選

洪志鴻、上

選用最佳品質的食物材料、尊重食物材料的原味，不受限於傳統的規矩與食譜，而發揮其個人的才華與勇於創新的烹飪。本課程設計的主要目的使學生學習技巧。

Art of Modern Cookery

3 S

C. H. Haung,S

The main purpose of this course is to assist students learn, discern, understand, and be excellent in making innovative cuisine. Students can display their individual talents and dares to make innovative cuisine.

烘焙原理及實習

3 選

待聘、下

本課程讓學生瞭解有關烘焙食品的知識，包括材料的特性，配方的平衡，操作的技巧，失敗的原因。藉由實際操作讓學生了解材料經由攪拌、發酵、整形、烤焙、裝飾等等技巧並能判別成品優劣，檢討原因。

Foundation of Baking and Practice

3 S

TBA,F

This course is to provide students with the opportunity to practice some baking techniques. From measuring ingredients, mixing, fermentation, bread dough making up, baking, cake

decorating and then scoring.

飲料管理及實習

3 選

劉敏興、下

本課程介紹如何計畫、經營，定位一個飲務單位，內容介紹飲料相關的內容，如製作、採購、照顧與製作飲料，其他如吧台服務之標準，測量，酒杯之選擇與酒單之製作都是確認飲料品質管理之基本概念。

Beverage Management and Practice

3 S

M. H. Liu, F

This course introduces student how to plan, equip, staff, operate and market a beverage facility. It tells all about the issues of beverages: how they are made, purchased, watched over, and mixed into the different kinds of drinks. Standards of bar service include beverage measurement, standard glassware selection, and standard beverage recipes. By establishing and implementing these three standards, total beverage quality management can be ensured.

餐旅採購

3 選

黃裕智、下

本課程將以管理的角度來瞭解採購的基本概念與應用。課程將著重於採購過程中產品與供應商的評估及選。並根據餐旅業中主要的採購項目(如食品、飲料、設備等)，及其產品區別、驗收、及儲存來做深入討論。本課程主要學習目標包括：1. 瞭解採購的流程及應用採購基本原則在餐旅採購中，2. 確保最佳採購價格、訂定支付政策，3. 應用採購科技與技術，4. 認識產品特性及其規格標準、產品性差別和其他選擇，5. 建立採購流程及採購政策系統。

Hospitality Industry Purchasing

3 S

Y.C.Huang, F

This course is designed to promote an understanding of the managerial aspects of the hospitality purchasing activity. Strategic selection and procurement considerations based on item need, value, and supplier information are the main emphases of this course. The purchasing targets are food, beverage, supplies, equipment, services, and furnishings. Particular attention will also be given to product identification and to the receiving, storing, and issuing sequence, as well as to the technological applications and concepts in purchasing.

國際禮儀

2 選

鍾辰英、上

本課程旨在增進學生有關國際禮儀方面的基本認識。主要內容包括生活禮儀、職場禮儀、觀光禮儀、以及各國特殊禮俗等。

The Etiquette

2 S

C. Y. Chung, S

This course introduces students the concept about the etiquette. It includes the following topics: good living manners, the etiquette in business; the etiquette for tourists; and some special ceremonies in different countries.

餐旅講座

2 選

待聘、下

本課程為安排餐旅相關業者、專家及學者，就其工作經驗、研究心得、或平日對餐旅業業界之觀點與看法，對同學們做一正式之演講或座談。以期瞭解業界動態及未來就業方向。

Hospitality Seminar

2 S

TBA, F

The purpose of this course is to familiarize the student with the hospitality environments through attending the discourses given by guest speakers in the hospitality industry. Guests

speakers will be invited to share their hospitality careers with students. It provides students the opportunity to develop professionalism and employability concepts.

宴會管理及實習

3 選

待聘、陳文東、上

本課程介紹宴會的計畫者必須要有組織領導的能力，必須能夠指定服務的組別，確保整個操作流程平順並滿足客人需求。成功的宴會必須要依靠過去的經驗與周詳的計畫，每一個宴會都要靠計畫者的周詳組織與創意才能達成任務。

Banquet Management

3 S

TBA, W. D. Chen, S

This course introduces the banquet planners the concept of organizational talent and leadership capabilities. They must be able to assign and lead the service brigade to ensure a smooth running operation and ultimate guest satisfaction. Successful banquets are the result of a very detailed planning system which draws upon the property's past experiences, every banquet requires creativity when planners organize it to make it a special event.