

## 103 學年度第 1 學期 第 2 次校課程委員會議

### 提案傳閱附件 目錄

傳閱附件 1-1--本校各學院所屬各系(所)課程中英文摘要-農學院.....	1
傳閱附件 1-2--本校各學院所屬各系(所)課程中英文摘要-工學院.....	5
傳閱附件 1-3--本校各學院所屬各系(所)課程中英文摘要-管理學院....	7
傳閱附件 1-4--本校各學院所屬各系(所)課程中英文摘要-國際學院....	8
傳閱附件 2-1--「食品生技碩士學位學程在職專班」104 學年度課程 必選修科目表 .....	10
傳閱附件 2-2--「食品生技碩士學位學程在職專班」104 學年度課程 與核心能力關聯表 .....	13
傳閱附件 2-3--「食品生技碩士學位學程在職專班」104 學年度課程 與核心能力之檢核表 .....	16
傳閱附件 2-4--「食品生技碩士學位學程在職專班」104 學年度中英 文課程大綱 .....	18
傳閱附件 3-1--餐旅管理系 104 學年度產學攜手專班「實用餐旅恆春 專班」四年制必選修科目表.....	27
傳閱附件 3-2--餐旅管理系 104 學年度產學攜手專班「實用餐旅恆春 專班」四年制課程中英文摘要.....	32
傳閱附件 4-1--時尚設計與管理系之四年制產學攜手「時尚設計專 班」必選修科目表 .....	43
傳閱附件 4-2--時尚設計與管理系之四年制產學攜手「時尚設計專 班」中英文摘要 .....	50

傳閱附件 1-1--本校各學院所屬各系(所)課程中英文摘要-農學院

## 各系(所)新增課程中英文摘要

### 一、農學院

#### (一) 農園生產系：

##### 校外實習 9 選 ,上

本課程為學生前往農園藝相關產業進行校外實習 4.5 個月，以了解農園產業之現況，提昇實務經驗及強化學生專業能力。

##### Practice of Industrial Practice 9 E ,F

The course is designed for the external and industrial training about 4.5 months for undergraduate student, to know the status of plant industry, and to enhance industrial and practical experience, strengthen student's professional capability.

#### (二) 水產養殖系：

##### 校外養殖實務實習 9 選 ,下

透過本課程讓學生有機會實際進行水產養殖相關實務訓練，並根據學生需求及興趣分配至不同實習場所，如飼料廠、養殖場、育苗場、水產加工廠等，使學生瞭解產業脈動及做好職前準備。

##### Extracurricular practice training of aquaculture 9 E ,S

This course would provide an opportunity for students to do the different practice training of aquaculture depend on their requirement and interest, like feed processing plant, aquafarm, hatchery, fisheries product processing factory and so on. This would help students understand industry trends and do well in pre-vocational preparation.

#### (三) 植醫醫學系：

##### 植物醫學校外實習 9 必 陳文華,上

本課程內容主要是安排學生至植物醫學相關研究機構或私人企業進行實務操作，以提升學生之實務經驗及技能，達到學理及實務並重之目的，並可使學生瞭解相關產業動態，為就職前整備。修習本課程，可以使學生體認植物醫學產業中的實務工作，回到學校後能自我要求加強專業知識的學習。

##### Off-Campus Internship of plant medicine 9 R W. H. Chen, F

This course is for students to take internship at plant medicine related organizations and private companies. The goal is to enhance students' practical experience and skills in plant medicine which will help them combining theory learning with skills, understating the industrial dynamics, and preparing for employment. After having this course, students will understand workplace situation in the plant medicine industry, and will push themselves to learn and strengthen needed professional knowledge

(四) 食品科學系：

**食品廠務實習**

**2 選**

**黃卓治、許祥純,下**

本課程主要目的在於訓練食品廠務人才，教導學生具備食品工廠生產規劃、生產實務、品質管制、營運業務及廠務障礙排除等之能力，使學生進入食品工廠後，立刻能夠加入生產行列。課程內容包括：原料採購、工廠管理的制度、GMP 制度、品質管制、工廠衛生的管理。

**Food Plant Management and Practice 2 S T. C. Huang、C. Sheu, S**

The course aims to train professionals of food factory, to teach students with ability of production planning, task, quality control, business and troubleshooting, the students are able to join the production immediately. Course contents include the raw material procurement, plant management, GMP, quality control system, plant sanitation.

(五) 生物科技系：

**自由基生物學**

**2 選**

**顏嘉宏,下**

自由基指的帶有未配對電子的原子、離子或分子，而在使用氧作為代謝的生物體中，都會有自由基的產生。自由基在生物體內的角色很多元化。在植物方面，植物與病原菌的交互作用中，不管是造成植物罹病或引起植物的防禦反應，都有自由基有關。此外植物在逆境中成長或植物的衰老也與植物體內的自由基有關，而且在植物體內有一套抗氧化的系統，可以抵抗自由基所帶來的傷害。在動物方面，巨噬細胞內產生的自由基有助於加強動物體的防禦能力。然而在血管細胞產生的自由基則可以當做血管收縮或血管舒張的訊號傳遞物質。此外，動物體內產生過多的自由基與疾病及老化有很大關聯性，而且動物體內有抗氧化系統可以減弱自由基所帶來的傷害。由於自由基的研究已持續多年，理論基礎已趨穩定，而且已深入一般日常生活中，因此，我們擬開設此課程介紹學生基礎的自由基生物學概念及其應用。

**Free Radical Biology**

**2 S**

**C. H. Yen. S**

A free radical is defined as any atom, ion or molecule with unpaired electron, and it is unavoidably produced in an organism that has the ability to utilize oxygen as an energy source. Free radicals play important multiple roles in an organism. In plants, free radicals are involved in growth, disease, immunity, apoptosis or environmental stress. In vertebrates, free radicals act as second messengers mediated inflammation, cardiovascular function, immune responsiveness, aging and so on. However, there is an antioxidant system in an organism to regulate the free radicals-induced effects. Since the study of free radical biology have been explored for a long time and the fundamental knowledge or theory is well established, we will introduce the concepts and application of free radicals in plants and vertebrates to undergraduates (fourth-degree) in Department of Life Sciences.

**酵素學**

**3 選**

**顏嘉宏,下**

本課程主要分為三大部分：第一部份是敘述有關酵素學的基本概念，如：分類、構造、功能及活性調控，第二部份是強調有關酵素研究之技術，包括酵素活性分析、

純化及特性之研究，最後是介紹酵素於各種不同工業之應用。

**Enzymology 3 E C. H. Yen. S**

Three sections are included in this course. The first part is to introduce the basic concepts of enzymology, such as: classification, structure, function and regulation. The second part contains assay of enzyme activity, purification, and characterization. Finally, the application of enzymes in different industries will be introduced.

**腫瘤生物學 2 選 顏嘉宏,下**

課程的設計主要是介紹腫瘤細胞發生的概論，包括基因跟腫瘤關係、腫瘤起源、基因表達與調控、致癌基因與腫瘤抑制基因的表現、訊息傳遞途徑、基因的突變等。

**Cancer Biology 2 S C. H. Yen. S**

The course will introduce the general concepts of oncogenesis, such as the mutation, oncogenes and tumor suppressor genes, cell cycle regulation, apoptosis, and cancer therapy.

**動物幹細胞建立與應用 2 選 許岩得、上**

「動物胚胎幹細胞建立與應用」課程中教授與胚胎幹細胞建立與應用之學理與目前在生物科技、藥物及再生醫學之應用，包括介紹胚胎學、胚胎幹細胞之建立與最新胚胎幹細胞相關科技應用等內容。

**Application and Establishment of Stem Cells 2 S Y. D.Hsuuw, F**

The course will present the establishment of embryonic stem cells from preimplantation embryos, and its new insights of applications in biotechnology, pharmaceuticals and regenerative medicine. Lectures include the embryology, embryo culture, establishment of embryonic stem cells, and the current cell biology and biotechnology in embryonic cell differentiations..

**動物幹細胞建立與應用實習 1 選 許岩得、上**

「動物胚胎幹細胞建立與應用實習」課程中，以實際操作方式讓學生學習實驗動物飼養、超級排卵、麻醉藥之配製及注射、體外取胚技術、體外胚胎培養、胚胎內細胞發育能力檢測及胚胎幹細胞之分離與培養觀察等各項技術。

**Application and Establishment of Stem Cells Practice 1 S Y. D.Hsuuw, F**

The practice course will present the fundamental of animal breeding, manipulation of superovulation, Recovery of preimplantation embryos from pregnancy, embryo culture in vitro, morphological observation on embryo development, isolation of the inner cell mass from blastocysts, establishment of embryonic stem cells, embryonic stem cell culture and stem cell differentiation.

**專題研究(1) 2 選 輪授、上**

本課程由教師輔導學生選定其有興趣之研究題目，進行文獻收集、討論及實驗或設計，並將研究結果撰寫報告。

<b>Independent study (1)</b>	2	S	assigned, F
------------------------------	---	---	-------------

Each student will select his/her research topic of interest and be requested to search literatures, discuss with faculty members, and design experiment. Finally, a report of research results will be required.

## 專題研究(2) 2 選 輪授、上

本課程由教師根據研究主題，輔導學生進行特定文獻收集、討論及方法設計，並將研究結果撰寫報告。

<b>Independent study (2)</b>	2	S	assigned, S
------------------------------	---	---	-------------

Student will be requested to study advisory reference , discuss with faculty members, and design methods. Each student is required to submit a final report of research results

碩士技術報告 6 必 各教師上、下

每位碩士班研究生選定技術報告題目，在指導教授指導下進行研究，並依據研究結果完成技術報告。

**Technical Report for the Degree of Master**      6      R      **All Teachers, S**

Graduate students propose their technical report project, complete research and write a technical report under advisors supervision

(六) 動物科學與畜產系

畜產短期實務實習 1 選 全系教師 下

本課程旨在提供大學部學生短期專業實習，以瞭解產業現況與加強畜產專業能力之養成，進而培養良好工作態度與增進現場實作能力。本課程之安排，於事先經系務會議篩選具規模且經營上軌有制度之畜產企業單位，包括公、民營機構，雙方取得共識，安排必要之實習項目與進度，於寒、暑假期間實習一個月，完成預定進度，繳交報告，並經實習單位及任課老師共同考核合格者，始給予學分。

## Short-term Practice of Livestock Enterprises

The aims of this course are designed for the short-term training of animal science undergraduate students to realize current status of animal industry, enhance professional capacity, educate working attitude, and improving practical ability. Students in this course will be appointed to some selected enterprises or companies with livestock production units during summer or winter vacations for one month of training program. Students who complete the practical training program with writing reports and pass the evaluation by both the department and the subject teacher will be granted the credit.

傳閱附件 1-2--本校各學院所屬各系(所)課程中英文摘要-工學院

## 二、 工學院

### (一) 環境工程與科學系：

#### 校外實習

9 選

指導老師,下

本課程旨在提升學生實做能力，使大學部學生在畢業時能根據所學知理論基礎而立即進入職場崗位，為企業所用。學生可依自己興趣選擇與本系相關之產業，如環境檢測公司、工程顧問公司、污水處理廠、資源回收公司與環境影響評估公司等，進行 4.5 個月的職場實習，並在實習結束後提出心得報告，以取得學分。

#### Off-campus practice

9 E

advisor, S

The purposes of this course are to increase the ability of operation skill in technology and to be immediately employed after graduation for bachelors in accordance with the study fundamentals in the compus. The learners may enter any industry depending on their interests for a 4.5 month practice. However, the industry should be related to the teaching contents of the department, which includes environmental analysis company, engineering consultant institute, wastewater treatment plant, resource recycle company, environmental impact assessment agency, etc. The study scores will be obtained after finishing the report in the end of practice .

### (二) 土木工程系：

#### 土木施工法

3 選

陳政治、下

本課程主要講授工程施工的一般概念與方法，課程內容包括：1.土木工程之特質 2.土工作業與土石開挖、搬運等 3.砌磚施工 4.混凝土施工 5.基礎施工 6.涵渠施工 7.施工管理。

#### Civil Engineering Construction

3 E

C.C.Chen , S

The course is to provide common concepts and methods for proceeding construction. In order to let students briefly understand its application on the Civil Engineering field, the course not only introduces basic concepts of proceeding construction, but discusses some practical application illustrations with each topics such as the construction of concrete, foundation, canal, etc.

#### 中等結構學 3 選 吳志興、上

本課程主要介紹結構分析之基本方法。課程大綱包括：序論，靜不定結構分析之基本概念，變位諧和法，傾角變位法，彎矩分配法，矩陣分析法(勁度法、柔度法)。

#### Secondary Structural Analysis 3 E C.H.Wu , F

This course presents the basic principles of structural analysis in engineering. The main contents of this course include : introduction; basic concept of statically indeterminate structural analysis; method of consistent deformations; slope deflection method; moment distribution method; matrix methods of analysis (stiffness method, flexibility method).



## **中等鋼筋混凝土設計**

**3 選**

**蔡孟豪、下**

本課程主要之目標在訓練一位工程學生以基本的靜力學理論與經由實驗結果所發展之規範公式為基礎下，對於不同形態的鋼筋混凝土結構承受不同的負荷時之分析與設計能力。課程大綱：長柱之分析及設計，基角之設計，扭力之分析及設計，雙向板之設計，剪力牆之設計。

## **Secondary Reinforced Concrete Design**

**3 E**

**M.H.Tsai , S**

The main objective of the course is to develop, the engineering student, the ability to analyze and design a reinforced concrete member subjected to different types of forms in a simple and logical manner using the basic principles of statics and some empirical formulas based on experimental results. It contains the following sections : analysis and design of long columns, analysis and design of footings, analysis and design of beams under torsion, analysis and design of two-way plates, analysis and design of shear walls.

傳閱附件 1-3--本校各學院所屬各系(所)課程中英文摘要-管理學院

### 三、 管理學院

#### (一)管理學院

##### **進階專技英文寫作                      2    選    Sean Francis O'Keefe、王秀華,上、下**

為提升學生閱讀英文專業文獻及專作英文摘要之能力而設計此一課程。內容分兩部分，先自國內學子易犯之造句錯誤著手，繼而要求短句之寫作練習，第二部分則是文獻之分析式導讀，期使學生修完課後極易瞭解英文專業文獻並能述寫短文。

##### **Advanced Scientific Writing in English for Chinese Authors    2    E    Sean Francis O'Keefe、Hsiu Hwa Wang ,F、S**

To enhance students' ability accurately and clearly understand scientific papers published in English language journals. Particular emphasis will be given to the analysis of subject and verb use in the sentences. Short writing assignments will be given to assess student understanding.

#### (二)資訊管理系：

##### **資管產業實習                                      9                      選                      未定,上、下**

本課程要透過實習，使學習者學習有關資訊管理之實務，以求理論與實務的結合。從實習的訓練中，同學可學習到管資訊理的工作態度、技能與知識。

##### **International Marketing Workshop    9                      E                      Uncertain,F、S**

This course is designed to induce the business practices to the students who wish to understand the basic management concepts and information techniques, in order to integrating the theory and practice of management information systems. From the practical training, the students can learn about working attitude, skills and knowledge of the management information system.

#### (三)工業管理系：

##### **校外實習(2)    9                      選**

為強化學生專業能力，使能理論與實務相結合，特開設此課程。修課學生得選擇本課程所擇定之廠商或研究機構於暑假期間前往實習。

##### **Practice of Industrial Training(2)    9                      E**

This course is designed to strengthen students' professional capability by combining theoretical and practical aspects. Students taking this course are required to do a summer internship in a selected company or research institute



傳閱附件 1-4--本校各學院所屬各系(所)課程中英文摘要-國際學院

#### 四、國際學院

##### (一) 熱帶農業暨國際合作系：

校外實習(1) 2 選 , 下

本課程提供學生在校外之實習，以了解產業之現況。

Practice of Industrial Training (1) 2 E , S

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

校外實習(2) 2 選 , 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 Training (2) 2 E , F

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

校外實習(3) 2 選 , 下

本課程提供學生在校外之實習，以了解產業之現況。

Practice of Industrial Training (3) 2 E , S

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

肉品原料與利用 2 選 陳志銘, 上

本課程介紹肉品原料的種類與特性，使學生對肉及禽肉與副產物的特性有概括認識，並可提供往後研習肉品加工之參考。主要內容包括各種畜產食品原料之構造、特性、組成營養價值、影響產品原料之因素以及原料之貯存與處理等。並進一步，介紹畜產品加工利用的方式與種類，使學生對肉及禽肉與其副產物利用有概括認識，並可提供往後研習肉品加工之參考。主要內容包括各種畜產食品之原料特性、加工原理、以及加工步驟等。

Raw Material Quality and Utilization of Meat 2E C. M. Chen, F

This course will discuss the types and characteristics of animal product materials, in order to give students a basic insight into the materials of meat and poultry meat and their by-products, and for the further study of meat processing technique. The major contents conclude structure, characteristics, and composition of materials, functional properties of raw materials of animal products quality influencing factors, storage and handling of materials, and etc. As well as this course will also discuss the methods and type of animal products utility, in order to give students a basic insight into the meat and poultry meat and their by-products utilization, and for the further study of meat processing technique. The major content concludes animal food on structure and composition, functional properties of raw

material of animal products, processing principles and procedures.

**肉品安全與衛生管理新技術及其應用      2      選      陳志銘, 上**

本課程主要討論肉品之安全與衛生管理新技術及品質管制，家畜健康對肉品品質的關係。主要內容包括有關屠前家畜的處理，肉品工廠中肉品管理，肉品處理與肉品工廠清潔的肉品安全與衛生管理新技術介紹、討論及其應用。同學將討論食品安全管制系統在肉品工業之應用及肉品安全與衛生管理計劃（HACCP）實務練習。

**Applications of New Technologies on Meat Safety and Sanitation Management      2      E      C. M. Chen, F**

This course will discuss the new technologies of meat safety, sanitation management and quality control. Inspection of animal products, animal health in relation to the quality of animal products is included. The major chapter contents will introduce and discuss the new technologies of meat safety, sanitation management and quality control which are related to transportation and handling of livestock prior to slaughter, meat inspection, handling of meat, quality control of meat and meat plant cleaning, collection and application of those in meat industry. The attending students will discuss the application of “Food Safety Control System (HACCP)” in meat industry and practice meat safety and sanitation management plans by the project of term paper.

**(二) 食品科學國際碩士學位學程：**

**食品包裝特論      3      選      馮臨惠, 下**

本課程提供學生有關食品包裝技術的概念。其內容包括(1)認識不同的食品包裝系統原理與限制；(2)探索食品包裝系統的關鍵問題；(3)瞭解食品包裝系統的應用範圍；(4)探討食品包裝技術領域發展中的議題

**Special Topics in Food Packaging      3      E      L.H. Ferng, S**

This course provides students with the basic concepts of food packaging technology. It includes (1) The principle and limitation of various food packaging systems; (2) The key aspects of packaging science and technology and its future directions; (3) The practice and application of food packaging systems; (4) The packaging needs and development of the food industry.

傳閱附件 2-1--「食品生技碩士學位學程在職專班」104 學年度課程必選修科目表

## 食品生技碩士學位學程在職專班必選修科目表

## (一)教育目標

本學程從食品產業的原料生產階段循序的介紹到消費者之購買與食用階段，希望讓學習者了解食品市場的構成要素、市場目標的確認、企業在市場中的定位、消費者行為、市場規劃策略的步驟等。

## (二)必修科目

中 文科目名稱 英	學	第一學年		第二學年		備註
		上	下	上	下	
專題討論 Seminar	4	1	1	1	1	
食品科技研究法 Methodology for Food Research	2	2				
食品法規和食品衛生與安全 Food Law and and Food Hygiene and Safety	2		2			
碩士論文/碩士技術報告 Thesis and technique report	6			3	3	
合 計	14	3	3	4	4	

## (三)選修科目

中 文科目名稱 英	學	第一學年		第二學年		備註
		上	下	上	下	
生物技術與產業實務 Special Topics in Bioactive Natural Products	2	2				
食品行銷特論 Special Topics in Food Marketing	2	2				
組織及人力資源管理 Organizational Theory and Human Resource Management	2	2				
策略性行銷理論 Theory of Strategic Marketing	2	2				
流通業概論 Distribution Logistic	2	2				
消費者行為 Consumer Behavior	2	2				
產品語意 Product Semiotics	2	2				
食品包裝設計實務 Packaging Design Practice of Paper Products	2	2				
創新食品開發與實習 Food products development and lab	3	3				
保健食品概論 Introduction to functional food	2	2				
食品產業技術 Food Technology and Food industry	3	3				
食品風險管理 Risks management of food	2	2				
食品工廠經營特論 Special Topics in Food Factory Management	2		2			
顧客關係管理 Customer Relationship Management	2		2			

零售管理 Retailing Management	2		2			
電子商務與網路行銷 E-Commerce and Internet Marketing	2		2			
設計導論 Theory of programming	2		2			
整合行銷傳播 Integrated Marketing Communication	2		2			
應用微生物特論 Applied Microbiology	2		2			
活性天然物技術 Special Topics in Bioactive Natural Products	3		3			
食品產業發展趨勢 Development tendency of food industry	3		3			
合 計	46	26	20			

傳閱附件 2-2--「食品生技碩士學位學程在職專班」104 學年度課程與核心能力關聯表

## 食品生技碩士學位學程在職專班 課程與核心能力關聯表

專業必修					
科目名稱	核心能力項目	食品科學專業能力	具備人力資源、行銷策略、產品設計等功能之規劃、整合能力	具備領導、溝通、協調與團隊合作之能力	具備外國語文及國際視野能力
專題討論 Seminar		◎	◎	◎	◎
食品科技研究法 Methodology for Food Research		◎			◎
食品法規和食品衛生與安全 Food Law and and Food Hygiene and Safety		◎			◎
碩士論文/碩士技術報告 Thesis and technique report		◎	◎	◎	◎



食品生技碩士學位學程在職專班 課程與核心能力關聯表

專業選修					
科目名稱	核心能力項目	食品科學 專業能力	具備人力 資源、行銷 策略、產品 設計等功 能之規 劃、整合能 力	具備領 導、溝通、 協調與團 隊合作之 能力	具備外國 語文及國 際視野能 力
生物技術與產業實務 Special Topics in Bioactive Natural Products		◎		◎	◎
食品行銷特論 Special Topics in Food Marketing		◎	◎	◎	◎
組織及人力資源管理 Organizational Theory and Human Resource Management			◎	◎	◎
策略性行銷理論 Theory of Strategic Marketing			◎		◎
流通業概論 Distribution Logistic			◎		◎
消費者行為 Consumer Behavior			◎		◎
產品語意 Product Semiotics			◎		◎
食品包裝設計實務 Packaging Design Practice of Paper Products		◎	◎	◎	◎
創新食品開發與實習 Food products development and lab		◎		◎	◎
保健食品概論 Introduction to functional food		◎			◎
食品產業技術 Food Technology and Food industry		◎			◎

食品風險管理 Risks management of food	◎			◎
食品工廠經營特論 Special Topics in Food Factory Management	◎	◎	◎	◎
顧客關係管理 Customer Relationship Management		◎	◎	◎
零售管理 Retailing Management		◎		◎
電子商務與網路行銷 E-Commerce and Internet Marketing		◎		◎
設計導論 Theory of programming		◎		◎
整合性銷傳播 Integrated Marketing Communication		◎		◎
應用微生物特論 Applied Microbiology	◎			◎
活性天然物技術 Special Topics in Bioactive Natural Products	◎			◎
食品產業發展趨勢 Development tendency of food industry	◎			◎

傳閱附件 2-3--「食品生技碩士學位學程在職專班」104 學年度課程與核心能力之檢核表

## 食品生技學位學程碩士班在職專班 課程與核心能力之關聯檢核表

核心能力	能力指標與 核心素養	對應課程	檢核機制
食品科學專業能力	1. 具食品科技研究、產品開發與專業管理人才之能力 2. 具理論及實務並重之食品專業人才。	專業必修：專題討論、食品科技研究法、食品法規和食品衛生與安全、碩士論文/碩士技術報 專業選修：生物技術與產業實務、創新食品開發與實習、保健食品概論、食品產業技術、食品風險管理、應用微生物特論、活性天然物技術、食品產業發展趨勢、食品工廠經營特論、食品行銷特論、食品包裝設計實務	1. 專題報告審查、專題實作 2. 儀器操作與分析 3. 實作訓練 4. 考試/隨堂測驗
具備人力資源、行銷策略、產品設計等功能之規劃、整合能力	1. 具理論與實務性專業，開發創新思維、領導與國際觀之能力 2. 具研發生產、產品設計及行銷策略之能力	專業必修：專題討論、碩士論文/碩士技術報 專業選修：食品工廠經營特論、食品行銷特論、組織及人力資源管理、策略性行銷理論、流通業概論、消費者行為、產品語意、食品包裝設計實務、顧客關係管理、零售管理、電子商務與網路行銷、設計導論、整合性銷傳播	1. 專題報告審查、專題實作 2. 實習訓練 3. 考試/隨堂測驗
具備領導、溝通、協調與團隊合作之能力	1. 團隊組織的管理與領導 2. 良好的溝通能力	專業必修：專題討論、碩士論文/碩士技術報 專業選修：創新食品開發與實習、食品工廠經營特論、食品行銷特論、組織及人力資源管理、顧客關係管理、生物技術與產業實習、食品包裝設計實務	1. 專題報告審查、書面報告 2. 實習訓練 3. 小組討論及協辦研討會

<p>具備外國語文及國際視野能力</p>	<p>1. 具備外語聽說讀血能力 2. 掌握國際資訊</p>	<p>專業必修：專題討論、食品科技研究法、食品法規和食品衛生與安全、碩士論文/碩士技術報</p> <p>專業選修：生物技術與產業實務、創新食品開發與實習、保健食品概論、食品產業技術、食品風險管理、應用微生物特論、活性天然物技術、食品產業發展趨勢、食品工廠經營特論、食品行銷特論、組織及人力資源管理、策略性行銷理論、流通業概論、消費者行為、產品語意、食品包裝設計實務、顧客關係管理、零售管理、電子商務與網路行銷、設計導論、整合性銷傳播</p>	<p>1. 專題報告審查、書面報告 2. 實習訓練 3. 文獻解讀及協辦研討會 4. 外語檢定合格</p>
----------------------	------------------------------------	--	---

## 傳閱附件 2-4--「食品生技碩士學位學程在職專班」104 學年度中英文課程大綱

## 食品生技學位學程碩士在職專班

## 一、必修科目 Compulsory

001	專題討論	4	必	輪授、上下
本課程擬指導學生由最新生物技術相關期刊中，挑選最新而重要的論文提出報告，並由全體教師、學生共同研討，讓學生學習到如何尋找資料、論文寫作、實驗設計與結果討論等實驗研究工作相關的技術。				
001	Seminar	4	R	Rotation, F S
This course is designed to advise students to search for update papers from Biotech related journals, to make a presentation in class, and to discuss with teachers and classmates.				
002	食品科技研究法	2	必	
探討和食品研究相關之方法與技術、包含實驗的設計、結果的闡釋及論文寫作技巧等一系列的課程。其主要目的在於使學習者在食品領域中熟悉一般的研究方法與技術，並學得基本實驗設計原理應用到實際的食品問題。同時也可深入了解目前食品研究領域中的最新動向。從適當的實驗設計到資料的分析與解釋並將成果發表作一貫式的養成訓練，乃此課程安排的終極目標。				
002	Methodology for Food Research	3	R	
Describe experimental designs, general techniques and methodologies in related to Food Researches. To understand the basic principles of experimental design and be able to apply them to realistic food problems. Also to have a familiarity of general techniques and methodologies in a specific field. To have a knowledge of the state of the art of current research efforts relating to carbohydrates, lipids, proteins, and other components in foods. To be able to design an appropriate experiment to solve the problems we proposed. To be able to collect, analyze and interpretate the data and able to organize the results and have a paper publication.				
003	食品法規和食品衛生與安全	2	必	
本課程包括食品衛生相關法規之內涵、特色及適用範圍，並介紹食品良好作業規範之精神、執行方法，讓學生瞭解食品工廠之設立、經營管理相關之規定。衛生安全即講授食品從生產原料，經加工過程、包裝，直到人類攝食為止之各階段過程中，確保人類食生活上之衛生與安全的問題；食品與微生物、食品之腐敗、食物中毒、食品添加物，經口傳染病、人畜共通傳染病、食品與寄生蟲、食品之放射線能污染、食品衛生上之對策以及食品法規等。				
003	Food Law and and Food Hygiene and Safety	2	R	
This course offers to cover the history, philosophy of food safety related Acts, Laws and Regulations. Emphasis on the background of food				

regulation and laws. Help the students to understand the regulations and laws required for a food processing and related company. Food hygiene and safety is to teach the means necessary for ensuring the hygiene and safety of human being, the food at all stages from its growth, products or processing, packaging, until its final consumption. It contains food and microorganisms, food deterioration, food poisoning, food additives, oral infection, zoonosis, food and parasite, food and sanitary insects, contamination of radiation substance, the measurement of food hygiene and the laws and regulations of food.				
004	碩士論文/碩士技術報告	6	必	
利用完整執行之試驗、觀察或實務操作，使學生能徹底了解並應用修課之知識、練習口頭報告、與論文之寫作。老師則藉由討論，提供改進之意見。				
004	Thesis and technique report	6	R	
After a well-designed project being properly conducted by students, he/she will be asked to give a oral presentation and submit the thesis before a deadline. Knowledge acquired during the study should be made use of sufficiently in the preparation of the thesis. Frequent and intensive discussions among teachers and students will be arranged to improve the quality of his/her research.				

## 選修科目 Optional Courses

005	生物技術與產業實務	3	選	輪授、上下
本課程旨在加強學生對生物技術的瞭解，其範圍涵蓋遺傳工程技術、細胞融合技術和蛋白質工程技術等三大領域的理論和臨床上應用。				
005	Special Topics in Bioactive Natural Products	3	E	輪授、上下
The course will emphasizes three major areas, including genetic engineering, hybridoma techniques and protein engineering. This class is going to train students to understand the concepts and applications of biotechnology.				
006	食品行銷特論	2	選	
課程內容首先介紹食品工廠或經營之主要因素一人之相關問題，如員工、顧客心理、人際關係、溝通技巧、領導統御。進而說明企業單位人事組織、架構與運作方式。另外涵概產品行銷策略、食品市場特色、市場調查技巧及生產管理，讓學生培養未來在管理階層中，應具備之決策能力、財務報表、成本會計之基礎理論與運作方法，了解企業之財務狀況、經營成果，建立成本概念。				
006	Special Topics in Food Marketing	2	E	
The objective of this course is to teach Food Industry Management. The key topic are Organization, Communication, Sales & Marketing, Financial and Accounting, Human				



Resources and Production Management. The major goals are to teach the students Decision Making ability, to understand Financial with strong sense of cost.				
007	組織及人力資源管理	2	選	
本課程旨在使學生獲得人力資源管理之相關知識。內容包括：人力資源管理導論、招募與遴選、職涯發展、薪酬與福利、人力資源管理之未來發展。本課程主要在教導與探討有關組織理論相關的學理與課題，期使選修同學對企業管理有更進一步的認識。其組織管理課程則安排組織結構、組織設計、組織變化、與組織學習等議題。				
007	Organizational Theory and Human Resource Management	2	E	
The main subjects are summarized as follows: the introduction of human resource management, recruiting and selection, career development, compensation and benefit, the future development of human resource management. The main purpose of this course is discussing and comprehending the related knowledge and issues about organizational theory. The major contents will cover: Organizational Structure, Organizational Design, Organizational Change and Organizational Learning. Through this course, the students will have more clear understanding about the development of management.				
008	策略性行銷理論	2	選	
本課程提供學生以一更具完整性、系統性與策略性的規劃、分析與執行模式，對策略性行銷管理兼具理論與實務上的了解。主要教材內容包括：行銷倫理與社會責任、事業策略上的行銷角色、策略性使命、目的與目標、環境管理、策略性行銷模式與方案選擇、行銷計畫之財務性分析、行銷努力之執行與評估。				
008	Theory of Strategic Marketing	2	E	
This course will provide both theoretical and practical approach to planning, analyzing and implementing marketing strategies with a more holistic, systematical and strategical framework. The major subjects of this course will include: marketing ethics and social responsibility, marketing role in the implementation of business strategies, strategic mission, goals & objectives, environmental management, marketing strategy models & selection, financial analysis in marketing plan, implementation and assessing the marketing efforts.				
009	流通業概論	2	選	
在現代商業發展中，產品品質、價格、促銷手法等「檯面上」所看到的是愈來愈難有所差異了，所有的競爭成敗之分可能就在於「檯面下」的流通成本和配銷能力。消費者每購買一美元的商品時，可能其中就有 50% 是在支付流通的費用，然而流通業者大多屬於小型企業，店面坪數雖然不大，但企管的各功能活動卻缺一不可，藉由本課程的規劃，試圖增加同學之流通業管理的專門知識與實務應用技術，從實務應用的觀點，結合流通業管理的理論，有系統的介紹流通業的規劃、管理、行銷及執行控制等技術，讓同學了解業者如何開創一片新天地。				
009	Distribution Logistic	2	E	
The aim of this course is to give learners to understand about the skills of logistic management. Logistics is defined as a business planning				

framework for the management of material, service, information and capital flows. Logistic systems have received considerable attention in the last 10 years, as they constitute one of the cornerstones in the design and control of production systems and the modeling of supply chains. This renewed interest is partly due to the recognition that well-known planning and control systems such as “Manufacturing Resources Planning” and “Just in Time” systems fail to establish a sound integration of lead time management, capacity planning and quality considerations.				
010	食品工廠經營特論	2	選	
本課程主要係培養學生食品經營之能力，以提升產業之競爭力和應付社會之多元化，其內容如下：1.總論：包括食品產業經濟、文化與環境、政策及相關法規、企業管理。2.農業：農業概況與發展、農業的經營管理。3.食品工業：食品工業概況與發展、食品工業的經營管理。4.食品流通：食品流通概況與發展、食品流通的經營管理。5.食品服務業：食品服務業的概況與發展、食品服務業的經營管理。				
010	Special Topics in Food Factory Management	2	E	
The objective of this course is to train the student getting the ability to manage the food business. The efficiency of the food business will be increased under their management. The contents of this course are as following: 1. Introduction: It includes the economics of food business, the culture and environment of the food, business management. 2. Agriculture: The general situation and the development of agriculture, agriculture management will be included in this sector. 3. Food industry: This sector contains the general situation and the development of food industry, the management of food industry. 4. Food distribution: The general situation and development of food distribution, the management of food distribution will be talked in this sector. 5. Food Service: It includes the general situation of food service.				
011	顧客關係管理	2	選	
本課程之主要在教導學生有關顧客關係管理相關的學理與概念，使其對關係行銷之概念有深入的認識與了解。主要授課內容將包括：關係行銷的範疇及概念，企業關係的資產與負債，服務業的關係行銷、買賣雙方關係的整合性模式，大眾市場的關係行銷，會員制顧客與關係行銷，全國性大型客戶管理，關係行銷的水平式聯盟，關係行銷與行銷策略，關係行銷的組織，資訊科技的應用與顧客獲利力。				
011	Customer Relationship Management	2	E	
The main purpose of this course is discussing and comprehending the related knowledge and issues about Customer Relationship Management. The main subjects are summarized Follows: the domain and conceptual Foundations of relationship marketing, the evolution of relationship marketing, relationship marketing of services, relationship marketing				

and distribution channels, an integrated model of buyer-seller relationships, strategic alliance, relationship marketing in mass markets, membership customers and relationship marketing, relationship marketing and key account management, horizontal alliances for relationship marketing and marketing strategy, organizing for relationship marketing, information technology, customer profitability.				
012	零售管理	2	選	
本課程旨在使學生獲得零售管理之理論及實務之相關知識。內容包括：零售的本質與發展、今日的零售業、零售環境、零售型態、零售策略、消費者的心理因素、消費者行為、商店的位置、商店設計、零售業的人力資源管理、零售業員工的領導統御、商品計劃、商品的管理及控制、零售訂價、零售採購、零售服務、零售業的推廣活動、零售業的廣告、零售展示、商店人力銷售。				
012	Retailing Management	2	E	
The objective of this course is designed to teach the related Knowledge of the theory and practice of Retail Management The main subjects are summarized as follows: The Nature of Development of Retail, Present Retailer, Retail Environment, Retail Type, Retail Strategies, The Psychological Factor of Consumer, Consumer Behavior, The Location of Shop, The Design of Shop, Human Resource Management of Retailer, Leadership of Retailer, Product Planning, Product Management and Control, Retail Pricing, Retail Purchasing, Retail Service, Retail Promotion, Retail Advertisement, Retail Display, Retail Personal Selling.				
013	電子商務與網路行銷	2	選	
本課程涵蓋部門間的數位化商業資訊之換資訊與媒體技術的相關性及企業內、組織間的商業活動。討論主題包含：企業與企業、企業與客戶、客戶與客戶、及客戶與企業間的商業模式、網路市場行銷與品牌塑造。經由網際網路和行動通訊技術的應用，行銷組合及電子化廣告已對傳統企業之商業行為及消費者行為產生相當大的衝擊。本課程主題包含資料、一對一線上行銷、無線通訊技術、一對一線上行銷、病毒行銷和網路購物。亦介紹幾種上網路購物。亦介紹幾種線上網路廣告之型態、電子化採購和資料挖掘分析工具於客戶關係管理方面的應用等。最後也針對第三代行動商務對不同產業的創新服務進行個案教學與討論。				
013	E-Commerce and Internet Marketing	2	E	
This course includes breadth of study in the exchange of digitized information between parties, technology-enabled transactions, technology-mediated relationships, and intra-and inter-organizational activities that support exchange. Discussed topics include B2B, B2C, C2C, C2B relationships, e-market communication and branding. Through Internet application and mobile communication technology, marketing mix and e-advertisement affect the traditional business behaviors of enterprises and consumers greatly. Among topics include database marketing, one-to-one on-line marketing, wireless communication technology, virus marketing and E-shopping. By the way, several patterns of on-line advertisement, E-purchasing, and analysis tools of data mining applied into custom relationship management are also introduced. Finally,				

innovative services of 3G mobile commerce and their impacts on diverse industries are discussed in our case studies.				
014	設計導論	2	選	
本課程主要目的是探討不同類型產品設計的方法與問題對策，課題包括設計風格、創意思考、機能與文化特性，並以電腦輔助設計的操作。教學輔以實際的產品設計案例解析來配合設計理論與設計方法的學習，並進行產品設計的實作演練，使學生將所學設計理論與實務應用相結合。				
014	Theory of programming	2	E	
The main objective of this course is to explore the method and improvement countermeasure in the different types of product design. The course content includes the theories of design style, creativity, function, culture, and computerized design tools. The course goal at the end of the term is the design practice of a product, which will allow the students to combine the design principles acquired in class with actual design.				
015	整合行銷傳播	2	選	
本課著重於如何協調各項促銷元素與行銷活動的整合運用，以在整體行銷策略上達到綜效。從「整體、整合」觀點下規劃相關的行銷計畫與促銷活動，並協調運用各項傳播功能的運用，企業體可因而創造出一個具整體性、一致性形象，而非單靠過去傳統的使用廣告達到而已。				
015	Integrated Marketing Communication	2	E	
This course emphasizes on the concept of coordinating various promotional elements and other marketing activities in a more integrated strategic approach. Through using the "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions to create a consistent, unified image of a firm, rather than primarily based on advertising along.				
016	消費者行為	2	選	
本課程旨在使學生獲得消費者行為之理論及實務之相關知識。內容包括：消費者行為導論、消費者之資訊處理與決策、消費者行為之微觀面、消費者行為之宏觀面。				
016	Consumer Behavior	2	E	
The main subjects are summarized as follows: the introduction of consumer behavior, consumer information processing and decision, the micro-perspectives of consumer behavior, the macro-perspectives of consumer behavior.				
017	產品語意	2	選	
本課程以介紹產品語意學(Product Semantics)的理論架構為基礎，並引介美術、工藝與設計領域的著名案例與作品。授課內容包含關於產品「實用性」、「辨識性」、「創新性」、「文化性」、「裝飾性」與「價值感」等面向之探討。使學生了解產品語意的認知是人與產品在象徵意義上的造形創造活動。				
017	Product Semiotics	2	E	
This course is to introduce the product semantics based on the theoretical framework, and introducing art, craft and design works which are well-known cases. Teaching content contains information about the concept of product's "usability", "identification				



of styling" and "innovation", "cultural elements", "decorative elements" and "perceived value". Focus on shape study in creative activities, this course will enable students to understand the product semantics of cognition which is related to a symbolic meaning about people and products.				
018	食品包裝設計實務	2	選	
本課程著重於訓練學生瞭解各種不同食品該用何種包裝材料方能保護食品;另外訓練食品包裝設計, 針對消費者之需要, 而設計出各種商品的包裝。因為消費者到市場上購買食品, 已經從以前生理上的需要演變成心理上的需求。因此今日食品包裝在食品之銷售上佔了很重要的地位。食品包裝技術講授內容包括:各類食品之包裝材質、食品包裝之管理、最新食品包裝設計以及某些特殊功能食品在特殊用途上之包裝發展、貯存、市場。				
018	Packaging Design Practice of Paper Products	2	E	
The course is designed to train students to understand "the packaging needs of foods "and the package design . Contents of the course includes packaging material of food; the packaging needs of foods ,the restriction of food packaging, the new food package design and aspects of packaging technology that are relevant to the preservation, distribution and marketing of a specific food.				
019	應用微生物特論	2	選	
本課程主要介紹食用真菌與其他可應用於農工業的微生物。授課內容主要包括靈芝、巴西蘑菇、香菇、雲芝、蟬花、蟲草、茯苓等菌類, 其形態分類、有效成分分析, 並介紹其調節身體機能的可能機制; 此外, 酒類釀造、乳製品發酵、有機酸與甜味劑之生產, 其相關微生物與生理特性, 及工業中微生物可開發生產的酵素及其作用機制, 也將在課程中介紹。				
019	Applied Microbiology	2	E	
For the demanded safety and functional food products that meet the challenge of virus, bacteria, pollution and environmental hazards unconventional processing will be developed and discussed in this course. Knowledge from nutrigenomics that can be applied to enhance the functionality of the final products will be introduced. The characterization of active components and its metabolite in human body and the chemical as well as biochemical reaction occurs during the processing will be included. Advanced techniques including ultra high pressure, liposome, cryopreservation and bioconversion that can be applied to develop the unconventional safe and health beneficial foods for human will be included in this lecture.				
020	創新食品開發與實習	3	選	
為對未來營養及安全需求, 本課程主要介紹開發新產品之步驟與方法。結合基本的食品化學、微生物和加工技術, 及引用營養基因體學知識, 利用精密儀器分析食品材料與活性成分應用於新食品之加工過程中。				
020	Food products development and lab	3	E	
For the future and safty, the objectives of this course included procedure new product				

development and the approach to achieve the R&D. the use of food chemistry, microbiology, food processing techniques, gene of nutrition knowledge and precision instruments analysis were combined with the development of new products.				
021	保健食品概論	2	選	
講授保健食品相關知識，說明其定義、發展歷史及國際現況，比較各國保健食品相關申請認證文件內容及規定，介紹保健食品範圍，專有名詞法規，健康食品申請流程與內容，說明功能性原料之化學組成及生理功能，介紹食品安全性評估技術及其應用，內容包括食品毒理學，並由食品營養學觀點，說明保健食品之理論基礎與其在加工上之應用。				
021	Introduction to functional food	2	E	
Definition and range of functional food will be discussed. The initiation, development and future trend of functional food industry will be introduced .The terms, systems of health food certification and related regulation of health food of various countries will be included and compared. The principle or active components and their functionalities on human body will be interpreted. Toxicology concerns about major compounds in functional products will be included. Nutritional point of views will be applied to explain the role and bioactivities of functional foods.				
022	活性天然物技術	3	選	
本課程將介紹生物鹼、類黃酮、萜類等重要活性天然物之生合成、純化技術、構造決定與生物活性資訊，內容亦配合期刊論文等資料，對這些天然資源在保健食品與新藥開發之應用進行討論。				
022	Special Topics in Bioactive Natural Products	3	E	
The course will introduce the biosynthesis, purification, structural determination and biological activities of some important bioactive natural products, including alkaloids, flavonoids and terpenoids. The topics also discuss the applications of healthy food in human diet and new drugs derived from natural resource using recent scientific literature.(journals, reviews, books, etc)				
023	食品產業技術	3	選	
本課程為發展食品產業，需與各領域知識一併應用，如加強生物技術研發創新性，分析市場發展趨勢，瞭解我國特色食品研發大量生產、外銷國際所需之技術，加強國際及學研合作，以提升產業競爭力。				
023	Food Technology and Food industry	3	E	
This course that development of food industry requires the interdisciplinary knowledge including biotechnology and industry manufacturing, tendency of marketing. This curriculum is designed to fulfill the interdisciplinary trainings with food technology, food developing, food marketing, and industrial manufacturing, as well as other skills such as project management and regulation for biotechnology industry.				
024	食品風險管理	2	選	
本課程講授食品安全風險評估訓練課程。課程會先簡介風險分析（risk analysis），風險分析之內容包括風險評估（risk assessment）、風險管理（risk management）及風險溝通（risk communication）三個部分，接者針對風險評估進行介紹，並講				



授風險評估之定量技術—Stochastic modeling。此外，本次課程亦會分別介紹微生物性及化學性風險評估，並舉實例探討。				
024	Risks management of food	2	E	
The course content will first cover frameworks for food safety risk analysis, and continue with a discussion of national food safety risk management. The workshop will emphasize quantitative risk assessment, and will use quantitative microbiological risk assessments as a platform to discuss basic concepts of food safety risk assessment and focus on the application of statistical tools and quantitative risk assessment methods. Participants will be trained in basic concepts involved in conducting risk analysis in order to be gain skills necessary to conduct risk analyses following the completion of the workshop.				
025	食品產業發展趨勢	3	選	
本課程內容主要介紹國內外食品生物技術產業的現況與發展、新穎保健食品的開發與應用、基因改造食品的過去與未來、台灣食品生技產業的規範與智財權、以及經營策略等。				
025	Development tendency of food industry	3	E	
This course will provide an overview of global food biotechnology businesses, critical developments of novel healthy foods and genetically modified foods, regulations and intellectual property protections of food biotechnology businesses, and strategy and management for running a food biotechnology business.				

## 進修部四年制 餐旅管理系「產學攜手合作計畫專班」(104 入學)

## (一)教育目標

1. 培育具備餐旅專業知識與技能之管理人才
2. 強調餐旅理論與實務結合之實用教學
3. 加強人文素養、外國語文及運用資訊科技於餐旅管理的能力
4. 注重倫理道德及敬業精神的培養
5. 培養學生成為具宏觀視野及人文關懷之餐飲旅館專業人才

## (二)校定共同必修科目

中 文 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
通識課程 General Education	12	2	2	2	2	2			2	人文學科：2 門 社會科學：2 門 自然與生命科學：1 門 數理與應用科學：1 門
國文 Chinese	4	2	2							國文(閱讀與寫作)(1) 國文(閱讀與寫作)(2)
大一英文 Freshman English	4	2	2							大一英文(1) 大一英文(2)
英語聽講練習 101~102 Oral-Aural Training in English	2	1	1							英語聽講練習 101 英語聽講練習 102
憲法 Constitution	2			2						
體育 Physical Education	2	1	1							一年級： 大一體育(1)、大一體育(2)
通識教育講座 Lectures on General Education	1				1					各系依序開課，開課學期不定
外語實務 Foreign Language Proficiency Test	0	0								畢業前修畢 通過標準依「外語實務課程實施要點」規定
生活服務教育 Student Life Service Education	0	0	0							
合 計	27	8	8	4	3	2	0	0	2	

## (三) 管理學院共同必修科目

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
管理學 Management	3	3								
經濟學 Economics	3			3						
會計學 Accounting	3				3					
統計學 (1) Statistics (1)	2			2						
統計學 (2) Statistics (2)	2				2					
電子計算機概論 Introduction to Computers	0			0						
合 計	13	3	0	5	5	0	0	0	0	

## (四)專業必修科目

中 文 科 目 名 稱  英	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
餐旅管理概論 Introduction to Hospitality Management	3	3								
中餐烹調及實習 Chinese Cooking and Practice / 西餐烹調及實習 Western Cooking and Practice	3		3							2 選 1
客房管理及實習 Room-division Management - Skill and Practices	3		3							
消費者行為 Consumer Behavior	3			3						
旅館管理 Hotel Management	3			3						
餐旅資訊系統及實習 Hospitality Management Information System and Practice	3				3					
餐旅服務品質管理 Service Quality Management in Hospitality	3					3				
餐廳管理 Restaurant Management	3				3					
餐旅日文 Japanese for Hospitality	3					3				
餐旅英語 English for Hospitality Industry	3				3					
實務實習(1)~(10) Hotel and Restaurant Management off-campus Internship	20						10	10		
餐旅行銷管理 Hospitality Marketing Management	3					3				
宴會管理及實習 Banquet Management – Skills and Practices	3								3	

傳閱附件 3--餐旅管理系 104 學年度產學攜手專班「實用餐旅恆春專班」四年制課程規劃案

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
人力資源管理 Human Resource Management	3								3	
餐旅講座 Hospitality Seminar	2								2	
合 計	61	3	6	6	9	9	10	10	8	

## (五)專業選修科目

中 文 科 目 名 稱  英	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
食物製備原理及實習 Foundation of Food Preparation and Practice	3	3								
餐旅服務技術及實習 Hospitality Service Skill and Practice	3	3								
國際禮儀 International Etiquette	2		2							
餐飲衛生與安全 Food and Beverage Hygiene and Security	3		3							
異國料理及實習 The culture and Practices of Western Cuisine	3			3						
烘焙原理及實習 Foundation of Baking and Practice	3				3					
飲料管理及實習 Beverage Management and Practice	3					3				
餐旅採購 Hospitality Industry Purchasing	3					3				
創意料理及實習 Art of Modern Cookery	3					3				
進階餐旅英語 Advanced Hotel and Restaurant English	3					3				
飲食文化 Dietary Culture	3				3					
合 計	32	6	5	3	6	12	0	0	0	



## 餐旅管理系

### Department of Hotel and Restaurant Management

#### 一、必修科目 Required Courses

632001 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產業的基本認識。課程內容包括餐旅產業的精神與範疇、觀光業與旅行、旅館產業、餐飲產業、會議產業、溫泉產業概要、以及餐旅業倫理、餐旅生涯規畫。

632001 Introduction to Hospitality Management 3 R C. Y. Chung, F

This course introduces the basic concepts of the Hospitality Industry. The content includes the following topics: hospitality spirit, tourism and travel, lodging industry, food and beverage industry, convention industry, ethics in hospitality, and professional plans in hospitality.

632002 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。

632002 Chinese Cooking and Practice 3 R W. D. Chen, S

The aim of this course is to acquaint students with some of the major cooking skills behind Chinese food, such as, sautéing, stewing, steaming and frying. In addition, focus will also be given to knife skills, doneness, seasoning, and tray ornaments. Students are expected to have a broad understanding of a variety of Chinese food cultures and the ability to apply these skills to cooking their daily meals.

632003 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。

632003 Western Cooking and Practice 3 R C. H. Hung, S

The aim of this course is to acquaint students with some of the major cooking skills behind Western food, such as, sautéing, stewing, steaming and frying. In addition, focus will also be given to knife skills, doneness, seasoning, and tray ornaments. Students are expected to have a broad understanding of a variety of Western food cultures and the ability to apply these skills to cooking their daily meals.

632004 客房管理及實習 3 必 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。

632004 Room-division Management - Skill and Practices 3 R P. C. Lai, H. S Yu, S

The basic premise of this course is to introduce the organization and function of the front office and housekeeping in a hotel, such as inquiries, reservations, reception, operator services, business services, bell services, and check-in and check-out computer reservation systems. In addition, it also introduces the operation procedures and job description of laundry services and doing laundry. Students will fully understand the operation process of the front office and housekeeping department.

632005 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。

632005 Hotel Management 3 R M. H. Liu, F

This course introduces the operation and organization structure of foreign and domestic hotels, providing students will a clear view of the relationship between vibrant hotel/motel businesses and their relationship to other segments of the tourism industry. New doors of opportunity will open up for students and they will gain confidence to identify positions that fit their interests, needs, skills, and personality.

632006 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。

632006 Restaurant Management 3 R M. H. Liu, S

This course introduces how to manage a successful restaurant. In restaurant management, the students will learn about of the evolution of food service management, the responsibilities of various 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.

632007 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。

632007 Hospitality Management Information System and Practice 3 R H. C. Chang, S

This course familiarizes students with the fundamental features of computer systems and

information system management within the hospitality industry. It includes: defining basic terms, describing hardware and software components, use of computers in the hospitality industry, computerized restaurant management systems, hotel management computer systems, computer systems essentials, food and beverage management applications (recipe management, sales analysis, menu management), accounting applications for the hospitality industry (monitoring and processing account receivable and payable transactions, payroll accounting and financial reporting).

### 632010 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。

### 632010 Consumer Behavior

3 R H. H. Fan, F

Understand the processes that lead to purchases in order to improve decisions on segmentation and the appropriate marketing combination for each segment. Understand how consumers and households make buying decisions, and why different individuals/groups make the buying decisions they do. Learn how to apply behavioral science concepts at individual, subcultural and cultural levels. The effects of consumerism and regulations are also taken into consideration.

### 632011 餐旅行銷管理

3 必 范慧華、上

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。

### 632011 Hospitality Marketing Management

3 R H. H. Fan, F

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

### 632013 宴會管理及實習

3 必 待聘、陳文東、下

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。

### 632013 Banquet Management – Skills and Practices

3 R W. D. Chen, S

This course introduces necessary banquet planning of organizational skills and leadership capabilities. Planners must be able to assign and lead a service brigade to ensure for smooth running operations and ultimate guest satisfaction. Successful banquets are the result of very

detailed planning systems which draw upon past experiences. Every banquet requires creativity on the part of the planners who are organizing every detail to create a special event.

632014 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。

632014 Human Resource Management

3 R Y. C. Li, S

The major objective of this course is to give students relevant knowledge of basic theory and practices 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 relations; safety and sanitation management; as well as departmental organization and job description.

632015 餐旅英語

3 必 賴佩均、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，方法宜兼重教師講課、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。

632015 English for Hospitality Industry

3S P. C. Lai, S

Today's diverse workplace presents diverse challenges for the hospitality industry. Language training has proven to improve employee performance in the hospitality industry. This course focuses on professional hospitality terminology and communication competence in hospitality workplaces, developing students' English listening comprehension, reading knowledge, and retrieving/speaking skills relevant to the hospitality industry. Videos, role-playing and conversation practices are used to enhance students' listening and communication abilities.

632016 餐旅講座

2 必 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。

632016 Hospitality Seminar

2 R TBA, S

This course invites guest speakers in the hospitality industry to host discussions which will help familiarize students with hospitality environments. Guest speakers will share different aspects of their hospitality careers with students. Students will be provided with the opportunity to explore concepts of professionalism and employability.

632029 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。內容包括餐旅服務品質管理基本概念、高服務品質的企業文化、服務品質的定義及各種衡量方法及處理

顧客抱怨的要領與技巧。

632029 Service Quality Management in Hospitality 3 R Y. L. Su, F

This course is designed to facilitate a comprehensive customer service review of hospitality operations from a workplace point of view and an academic perspective. It reviews the fifteen components of customer expectations for quality hospitality services. 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..

632043 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。

632043 Japanese for Hospitality 3 R H. C. Chang, F

This course provides students with an introduction on how to use Japanese in the hospitality industry. Students who attend this course will mainly learn about how to use Japanese for communication and services purposes, such as in hotels, restaurants, etc. By applying different case studies, students learn to "understand and speak Japanese with ease".

632018 實務實習(1) 2 必 合授、下

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。

632018 Hotel and Restaurant Management off-campus Internship (I) 2 R TBA, S

This course provides students with a chance to get to know the "real world" of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry

632018 實務實習(2) 2 必 合授、下

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。

632018 Hotel and Restaurant Management off-campus Internship(II) 2 R TBA, S



This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry

**632018 實務實習 (3) 2 必 合授、下**

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。

**632018 Hotel and Restaurant Management off-campus Internship (III) 2 R TBA, S**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry

**632018 實務實習 (4) 2 必 合授、下**

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。

**632018 Hotel and Restaurant Management off-campus Internship (IV) 2 R TBA, S**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

**632018 實務實習 (5) 2 必 合授、下**

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。

**632018 Hotel and Restaurant Management off-campus Internship (V) 2 R TBA, S**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

**632018 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。

**632018 Hotel and Restaurant Management  
off-campus Internship (VI) 2 R TBA, F**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

**632018 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。

**632018 Hotel and Restaurant Management  
off-campus Internship (VII) 2 R TBA, F**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

**632018 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。

**632018 Hotel and Restaurant Management  
off-campus Internship (VIII) 2 R TBA, F**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

**632018 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。

**632018 Hotel and Restaurant Management  
off-campus Internship (IX) 2 R TBA, F**

This course provides students with a chance to get to know the “real world” of the hotel and

restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

**632018 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。

**632018 Hotel and Restaurant Management off-campus Internship (X) 2 R TBA, F**

This course provides students with a chance to get to know the “real world” of the hotel and restaurant management industry. Students will have a chance to work in hotels, performing such tasks as housekeeping, front office work, food and beverage service, and administration. Through practical training, the students will learn about the right working attitude, skills and knowledge for the hospitality industry.

## **二、專業選修科目 Selective Courses**

**632019 餐旅服務技術及實習 3 選 待聘、上**

本課程主要目的在使學生瞭解餐飲服務的知識及規範，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。

**632019 Hospitality Service Skill and Practice 3 S TBA, F**

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

**632020 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。

632020 Foundation of Food Preparation and Practice 3 S W. D. Chen, F

This course will concentrate on the introduction of basic properties of food ingredients and the chemical, physic changes they experience during the process of preparation. The aim of this course is to provide students with the opportunity to observe and to compare the changes that occur in food ingredients as a result of the preparation process. Practical work includes the browning of sugar, gelatinization of starch, beating of foam, emulsification of egg, etc.

632022 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。

632022 The Culture and Practices of Western Cuisine 3 S C. H. Hung, F

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, the Middle East, Eastern Europe and the United States.

632023 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。

632023 Art of Modern Cookery 3 S C. H. Hung, F

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

632024 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。

632024 Foundation of Baking and Practice 3 S TBA, S

This course provides students with the opportunity to practice various baking techniques. From measuring ingredients, mixing, fermentation, on to making bread dough, baking, cake decorating and then scoring.

632025 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。

632025 Beverage Management and Practice 3 S M. H. Liu, S

This course introduces students to how to plan, equip, staff, operate and market a beverage facility. It discusses all issues related to beverages: how they are made, purchased, monitored, and how ingredients are mixed to create different kinds of drinks. Standards for bar services include beverage measurement, standard glassware selection, and standard beverage recipes. By establishing and implementing these three standards, total beverage quality management can be ensured.

632026 餐飲衛生與安全 3 選 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。

632026 Food and Beverage Hygiene and Security 3 S TBA, S

This course will teach students the reasons why some foods are harmful to consumers and how harmful the effects will be so that they can learn how to minimize or eliminate associated problems. The contents of this include: concepts of food hygiene and safety; relationships between food and microorganisms; prevention of food parasites, spoiling and poisoning; and HACCP, GHP and regulations on food hygiene.

632028 飲食文化 3 選 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。

632028 Dietary Culture 3 S C. Y. Chung, S

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

632034 餐旅採購 3 選 黃裕智、上

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。

632034 Hospitality Industry Purchasing 3 S Y.C. Huang, F

This course is designed to promote an understanding of the managerial aspects of 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, beverages, supplies, equipment, services, and furnishings. Particular attention will also be given to product identification, receiving, storing, and issuing sequence, as well as to purchasing concepts and technological applications.

632036 國際禮儀 2 選 鍾辰英、下

本課程旨在增進學生有關國際禮儀方面的認識。主要內容包括食、衣、住、行、社交等基本禮儀，職場禮儀，以及各國禮俗與禁忌。

632036 International Etiquette 2S C. Y. Chung, S

This course introduces students to concepts central to international etiquette. It includes the following topics: good living manners, business etiquette, various special ceremonies and taboos in different countries.

632042 進階餐旅英語 3 選 黃靖淑、上

此選修課程旨在訓練已稍具餐旅英語基礎的學生學習日常實用之餐旅英語會話。教學活動包括角色扮演、口頭配對練習、上台即席表演、閤家歡遊戲及經過設計之教室活動。學生可藉此廣泛學習不同情境(如：在餐廳、廚房、櫃檯、服務中心、點餐、和預約等各樣餐旅業服務場合)之應對用語。學生在各類餐旅服務情境之角色扮演中，漸能具備實用之餐旅英語會話能力及更有自信之人際關係。

632042 Advanced Hotel and Restaurant English 3 S C. H. Huang, F

This selective course aims to provide students with better skills in making daily English conversation for practical use in hospitality. Via role playing, oral pair practice, spontaneous on-stage presentations, the Appreciation Game, as well as well-designed classroom activities, students are given broad exposure to practical English in a variety of hospitality settings such as restaurants, kitchens, front desks, or concierges; performing such tasks as ordering food and beverages, taking reservations, etc. As a result, students' language abilities will be reinforced, preparing them to enter the hospitality world with better conversational skills and greater interpersonal relationship confidence.



傳閱附件 4-1—時尚設計與管理系之四年制產學攜手「時尚設計專班」必選修科目表

**104-106 時尚設計與管理系 產學攜手 時尚設計專班(四年制)****(一)教育目標**

- 1.提升流行機能性紡織品及美容產品研發與品質分析之能力。
- 2.配合國際時尚、服飾發展趨勢，融入台灣族群文化元素，強化織品、服飾及時尚整體造型設計人才之培育。
- 3.順應國際時尚產業結構之變遷以及資訊化的時代，提升時尚行銷及經營管理能力。
- 4.將學術研究、教學成果與產業界互相交流，擴大學生參與社區、族群及產業界之機會，培養具多元能力之時尚專才。

**畢業學分總表**

必修科目總稱 Names of Courses in Chinese and English	學 分 數 No. Credits	第一學年 1 <sup>st</sup> Academic Year		第二學年 2 <sup>nd</sup> Academic Year		第三學年 3 <sup>rd</sup> Academic Year		第四學年 4 <sup>th</sup> Academic Year		備註 Remarks
		1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	
校定共同必修 學分（一） Required credits for the university	27	8	8	4	2	2	2	0	0	學生於畢業 前需修習 「通識教育 講座」1 學 分課程。各 系依序開 課，開課學 期不固定。
管理學院共同必修 學分（二） Required credits for the college	13	6	3	2	2	0	0	0	0	
系共同必修學分 （三） Required credits for the department	60	9	12	12	6	3	2	8	8	
畢業學分 Credits counted for graduation	必修學分數 Required Credits for Local Students 99+1									合計 Total 133
	選修學分數 Elective Credits for Local Students 33									

## (二)校定共同必修科目 (Required credits for the University)

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
體育選項 Physical Education	2	1	1							一下修游泳
通識選項課程 General Education	12	2	2	2	2	2	2			人文學科：2 門 社會科學：2 門 自然與生命科學：1 門 數理與應用科學：1 門
國文 Chinese	4	2	2							國文(閱讀與寫作)(1) 國文(閱讀與寫作)(2)
大一英文 Freshman English	4	2	2							大一英文(1) 大一英文(2)
英語聽講練習 101~102 English Listening & Speaking Practice	2	1	1							英語聽講練習 101 英語聽講練習 102
外語實務 Foreign Language Proficiency Test	0	0								畢業前修畢 通過標準依「外語實務課程實施要點」規定
憲法 Constitution	2			2						
生活服務教育 Student Life Service Education	0	0	0							
通識教育講座 Lectures on General Education	1									各系依序開課，開課學期不定
合 計	27	8	8	4	2	2	2	0	0	



## (三) 學院共同必修科目 (Required Courses for the College)

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
管理學 Management	3	3								
經濟學 Economics	3	3								
會計學 Accounting	3		3							
統計學 (1) Statistics (1)	2			2						
電子計算機概論 Introduction to Computers	0			0						
統計學 (2) Statistics (2)	2				2					
合 計	13	6	3	2	2	0	0	0	0	

## (四) 系共同必修 (Required Courses for the Department)

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
色彩學與實習 Practice and Color Theory	3	3								
基礎設計概論 Introduction of Basic Design	3	3								
美容造型與實務 Internship and Beauty modeling	3	3								
服裝畫 Fashion Illustration	3		3							
美髮造型與實習 Practice and Hair Design	3		3							
服裝材料學與實驗 Lab. of Textiles and Clothing Materials	3		3							
服飾行銷學 Fashion Marketing	3		3							
人體工學 Human Factors Engineering	3			3						
服裝設計與實習 Practice and Fashion Design	3			3						
時尚彩妝設計與實習 Practice and Makeup Design	3			3						
消費者行為學 Consumer Behavior	3			3						
創意彩妝學與實習 Internship and Creative make-up	3				3					
服飾商品企劃 Fashion Merchandising	3				3					
流行產業研究法 Fashion Apparel Market Research	3					3				
實務專題	2						2			
專業實習合作廠商 專業實務實習(一)	4							4		
專業實習合作廠商 專業實務實習(二)	4							4		

## 傳閱附件 4--時尚設計與管理系之四年制產學攜手「時尚設計專班」課程規劃案

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
專業實習合作廠商 專業實務實習(三)	4								4	
專業實習合作廠商 專業實務實習(四)	4								4	
合 計	60	9	12	12	6	3	2	8	8	

## (五)專業選修 (Elective Courses)

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
時尚美學 Fashion (Culture) Aesthetics	3	3								
時尚設計史 History of Fashion	2		2							
電腦輔助成衣設計打版與實習 Practice and Computer-Aided-Design in Apparel	3			3						
流行飾品設計與應用 Practice and Fashion Accessory	3			3						
電腦輔助設計與實習 Practice and Computer-Aided-Design in Apparel	3			3						
創意染色設計與應用 Dyeing of Textile Goods	3			3						
藝術美甲設計與實務 Internship and Nail Art Design	3			3						
進階髮型設計與實習 Practice and Advanced Hair Design	3			3						
品牌經營管理 Branding Management	3				3					
時尚專業英文 Fashion English	2				2					
服務業管理 Service Management	3				3					
高科技織品研發與實習 Practice and Develop of High Technology Textile	3				3					
特殊功能性服裝設計與實習 Special functioned clothes design and practice	3				3					
網路行銷經營管理與實習 Practice and E-marketing management Intern	3				3					
織品整理學與實習 Practice and Finishing of Textile Goods	3				3					

中 英 文 科 目 名 稱	學 分 數	第一學年		第二學年		第三學年		第四學年		備 註
		上	下	上	下	上	下	上	下	
立體剪裁與實習 Practice and Garment Draping	3				3					
服裝構成學與實習(1) Practice and Clothing Construction (1)	3				3					
織品品質鑑定學與實習 Lab. and Textile Goods with Quality	3					3				
美姿美儀 Posture	2					2				
時尚商品陳列與實習 Practice and Fashion Window Display Intern	3					3				
服裝構成學與實習 (2) Practice and Clothing Construction (2)	3					3				
創意髮型 Creative Hair	3					3				
成衣打版與實習 Practice and Pattern Making	3					3				
整體造型設計與實習 Practice and Overall Shape Design	3					3				
多媒材表現技法 Techniques of Multi-media Presentation	3						3			
民族織品服裝創新設計與實習 Practice and Ethnic Textiles and Clothing Innovation	3						3			
時尚展演規劃實務與實習 Practice and Planning of Fashion Performance	3						3			
生產作業與管理 Production Management	3						3			
時尚產業經營與管理 Fashion Industry Management	3						3			
特效彩繪設計與實習 Internship and Effects Painted makeup design	3						3			
合 計	87	3	2	18	26	20	18	0	0	

## 時尚設計與管理系

### Department of Fashion Design and Management

#### 一、必修科目

##### 1. Required Courses

#### 762001 色彩學

2 必 葉曾欽、上

講授有關色彩應用上的基本法則，期使學生經由認識色彩、欣賞色彩，並能利用色彩美化人生。課程之主要內容包括色彩的本質、色彩的體系、色彩的感覺、色彩的混合與配色聯想、色彩的視覺效果及安全色彩。

#### 762001 Color

2 R Tseng-Chin Yeh、F

This course focuses on the basic rules of color applications, including the nature of color, the system of color, sense of color, combination of color, and color selection. Students are expected to be able to recognize, appreciate, and eventually beautify their lives throughout the course.

#### 762002 色彩學實習

1 必 葉曾欽、上

教導學生製作十二色相色卡、無彩色十一階明度色相、十階彩度色相、色立體色相面、色彩對比 color contrast、色彩的感質、分析服飾配色之色彩調和等，使利用色彩擁有美麗的人生，利用色彩美化居住環境、衣著以及生活。

#### 762002 Practice of Color

1 R TsengChin Yeh、F

The course concentrates on how to make color schemes (12-color cards), colorless lightness hue (11 levels), colored lightness hue (10 levels), three-dimensional color scheme, contrast, and analyzing the color harmony of apparels. The theories can be applied to beautifying students' living environment, dressing and their daily lives.

**762003 美容造型**

**2 必 陳秀足、上**

以培育優秀之彩粧工作人材為目標，將課程由淺入深將彩粧技術運用靈活呈現。教學內容含括工具使用、色彩搭配、彩妝平面與立體設計圖、專業精緻彩妝認知與流行文化結合運用、具變化性並有別於高職所學習之彩粧技巧。

**762003 Beauty modeling**

**2 R Hsiu- Tsu Chen、F**

Course content covers will make up the use of flexible presented as the goal, to foster excellent work of make-up talent. Teaching content encompasses tools, color matching makeup of plane and solid design, professional the delicate makeup cognitive and popular culture combined use with variability and different from the Vocational learn makeup techniques.

**762004 美容造型實務**

**2 必 陳秀足、上**

以培育優秀之彩粧工作人材為目標，將課程由淺入深將彩粧技術運用靈活呈現。教學內容含括工具使用、色彩搭配、彩妝平面與立體設計圖、給予學生正確之臉型修飾、專業精緻彩妝認知與流行文化結合運用、化妝技巧之運用具變化性並有別於高職所學習之彩粧技巧。

1.以培育優秀的彩妝專業人才為目標 2.培養彩妝專業人才應具備的專業素養與注重品德教育 3.具備未來就業市場競爭能力 4.培養設計美感激發創造潛力。

**762004 Internship in Beauty modeling**

**2 R Hsiu- Tsu Chen、F**

Course content covers will make up the use of flexible presented as the goal, to foster excellent work of make-up talent. Teaching content encompasses tools, color matching makeup of plane and solid design, professional the delicate makeup cognitive and popular culture combined use with variability and different from the Vocational learn makeup techniques.

1. To nurture outstanding professional make-up target 2. Cultivate professional make-up should have the professionalism and attention to moral education 3. With



the future job market competitiveness 4. Cultivate the creative potential of design aesthetic inspired

**762005 基礎設計概論**

**3 必 黃淑芳、上**

本課程透過理論與實務的演練，著重設計思考與設計感知之啟發。藉由對於色彩、圖案、造型、空間、裝飾等單元之練習，引導學生熟練於材料之運用、以及美的形式之呈現，以期能夠達到掌握設計的方法與敏感性。

**762005 Introduction of Basic Design**

**3 R Shu-fang Huang F**

Through theoretical and practical experiments, this course focuses on inspirations of design thinking and design perception. Practicing on the units of colour, pattern, form, space and decoration, etc., students will be guided to learn proficiently the use of materials, as well as to the presentation of aesthetic forms, to achieve the mastery of design method and practice sentivity.

**762006 服裝畫**

**3 必 柯雪琴、下**

介紹基本服裝畫技法及各種服裝素材的畫法，學習在人體上著裝時的各種形態畫法，運用各種不同的畫材呈現各種不同的風格，引導利用配色及著色技法做服裝設計的呈現並學習靜態展的呈現方法。

**762006 Fashion Illustration**

**3 R Hsueh Chin Ko、S**

Introduce the basic dress painting skill method and various techniques of painting clothing material. Learn to apply various techniques of human body painting, make use of various different painting materials to present various styles, learn the skill of using nuance and applying color in costume design, and learn method of presentation in the static state exhibition.

**762007 美髮造型**

**2 必 謝清秀、上**

學習髮型設計首先要先了解整個頭髮的狀況，頭髮就像一般人，它有顏色，有不同的型態與尺寸，還有成份、結構組織、生長狀況，以及如何保健，維護它的健

康亮麗。其次是頭髮的造型，即髮型，髮型是運用各種剪髮工具如剪刀、削刀、打薄刀等及技巧，配合頭型、髮質、髮量、髮流、臉型以及個人習性、生活習慣，來達到頭髮造型的效果。

**762007 Basic Hair Design**

**2 R Hsieh Ching Hsiu、F**

The contents of this course include the introduction of hair structure, sculpting concepts-four basic hair cutting forms, finger position, design line, and texturizing. Throughout this course students will be able to understanding the foundation, and to achieve the predictable results by using the proper tools and skills

**762008 美髮造型實務**

**2 必 謝清秀、上**

此課程將藉由剪、燙、染、整的基本理念與技術，再將髮型與臉型、頭型的相互配合關係，做一組合搭配設計，包括流行性剪髮設計、燙髮設計與染髮設計，將髮型的形狀、線條和裝飾效果作一適當的安排，使髮型設計造型趨向高流行感與變化性，以期符合教學目標。

**762008 Practice of Hair Design**

**2 R Hsieh Ching Hsiu、F**

The concepts of this course are a perfect blend of fashion and hair design. Cutting ,is considered a sculptural technique. Perming , is to create a personal hair design. Coloring, is to realize that nature creates such an endless variety of haircolors. Throughout this course, students will be able to stay informed of the latest hair trends by following the fashion scene.

**762009 服裝材料學**

**2 必 賴顯松、上**

講述服裝原料之纖維、紗線、織物、編織物、不織布等的製法，以及物理的、化學的、機械的特性。課程內容包括纖維結構、纖維密度、濕、熱性質、抗張性質、時間效應及纖維化學特性等。

**762009 Textiles and Clothing Materials**

**2 R Sang Song Lai、F**

Study of textile materials such as fiber, yarn, woven fabric, knitted fabric, nonwoven fabric production techniques and their physical, chemical, and mechanical properties. The course covers fiber structure, fiber density, moisture, thermal property, tensile property, time effect, fiber chemical property, etc.

**7620010 服裝材料學實驗**

**1 必 賴顯松、上**

練習纖維製品之定量、定性鑑別，以及物理、化學及力學性能實驗。課程內容包括實驗概論、纖維結構與品質、紗結構性能、織物結構性能、抗張強度實驗及纖維化學特性等。

**7620010 Lab. of Textiles and Clothing Materials**

**1 R Sang Song Lai、F**

Practice of quantitative and qualitative materials validation on properties of material in terms of physics, chemistry, and mechanics. Course contents include the introduction to experimentation, fiber structure and quality, yarn structure, fabric structure and properties, tensile strength experiment, and fiber chemical properties.

**762011 服飾行銷學**

**3 必 徐秀如、下**

了解紡織及服裝工業與行銷的關係。學習發展，促銷，廣告與零售技巧之需求，以便學生能成功進入就職市場。主要目的是整合其創造力和服裝產業的商業型態，結合專業的流行教育及結實的行銷與管理的背景。

**762011 Fashion Marketing**

**3 R Hsiu Ju Hsu、S**

Fashion Marketing investigates the relationship between fashion industry and marketing. Learning the development, promotion, advertising, and retailing skills needed to enter the marketplace and succeed. The major integrates the creative and business aspects of the Fashion industry, combining a specialized education in Fashion with a solid background in Marketing and Management.

**762012 人體工學**

**3 必 柯雪琴、下**

講述人體工學之定義，人體計測法，人體因素計測法，和從人體因素看被服構成。藉由理解人體型態的基礎結構及人體機能的需求，掌握服裝與人體之間的合理條件，再注入服裝設計與製作，境而達到穿衣的舒適性及提升服裝學術研究領域。

**762012 Human Factors Engineering**

**3 R Hsueh Chin Ko、S**

The course covers the definition of human factors engineering, body measurement method, human factors measurement method, and human factors that constitute clothing construction. Anatomy and physiological needs are incorporated in the apparel design and production to provide 'dressing for comfort' and advance in academic research.

**762013 服裝設計**

**2 必 柯雪琴、上**

引導學習對現今流行動向的分析方法及解讀方式，指導使用多彩布料作配色調色及圖案設計練習方法及學習意義，探討學習用各種不同材質做引導設計的方法及

成果評價方式。講解以視覺所感受的結果學習做有型的服裝創意設計的方法。

**762013 Fashion Design**

**2 R Hsueh Chin Ko、F**

Learn the analytical method and reading method of the present popular trend, receive instruction on the use of colorful cloth to make nuance, color adjustment, and pattern design practice method, and learn the method and result of guiding the design evaluation method with different materials. Explain in detail the result learning and the envisioned clothing creativity through the design method.

**762014 服裝設計實習**

**1 必 柯雪琴、上**

配合服裝設計理論課程，做流行動向分析報告的實習、布料配色計畫實習、各種素材的組合創意服裝設計實習及主題引導式服裝創意設計的實習，實際練習服裝設計技能與表達能力。

**762014 Practice in Fashion Design**

**1 R Hsueh Chin Ko、F**

Put the costume design theories in the curriculum into practice, such as analysis of fashion trends, matching colors of the cloth, combinations of creative fashion designs with various materials, and theme-based designs. Actual practices will help improve designing skills and the ability to express.

**762015 消費者行為學**

**3 必 徐秀如、上**

了解消費者和家庭單位如何作購買決策，及為何不同的獨立個體/團體作不同的購買決策。以行為及心理理論概念應用在個人(個性、知識、動機、涉入、態度、信念和感覺)，次文化(種族、社會階層、家人及家庭單位、團體及個人影響)及文化層次。

**762015 Consumer Behavior**

**3 R Hsiu Ju Hsu、F**

Understanding how consumers and households make decisions, and why different individuals/groups make different decisions. The behavioral and psychological science concepts apply at individual (personality, knowledge, motivation, intentions, attitudes, beliefs, and feelings), subcultural (ethnicity, social class, family and household, group and personal influence) and cultural levels.

**762018 時尚彩妝設**

**2 必 陳秀足、上**

1.以培育優秀之彩粧專業人材為目標，將課程彩粧創造力與運用能力發揮為教學內容。 2.課程內容包含進階彩妝工具使用方法、進階色彩搭配、高階彩粧技巧等學習為主；同時加入專業彩粧人員應俱備之基本素養教育訓練，讓學生以多元方式接觸學習『時尚彩妝設計』，且能正確表達專業知識為目標。

**762018 Fashion make-up design**

**2 R Hsiu- Tsu Chen、上**

1. Take cultivates the outstanding color make up specialized capable person as the goal, curriculum color make up creativity and utilization ability display for course content 2. The curriculum content contains each kind of cosmetics tool application method, the color to match, the color make up skill and so on for the study main foundation; Simultaneously joins the specialized color make up personnel should the ready basic accomplishment education and training

**762019 時尚彩妝設計實務**

**1 必 陳秀足、上**

1.以培育優秀之彩粧專業人材為目標，將課程彩粧創造力與運用能力發揮為教學內容。 2.課程內容包含進階彩妝工具使用方法、進階色彩搭配、高階彩粧技巧等學習為主；同時加入專業彩粧人員應俱備之基本素養教育訓練，讓學生以多元方式接觸學習『時尚彩妝設計』，且能正確表達專業知識為目標。

流行性，舞台性，各式實用但技巧難度較深之進階彩妝課程。提高學生實務技巧並且符合業界所需之人才。

**762019 Internship in Fashion make-up design**

**2 R Hsiu- Tsu Chen、F**



1. Take cultivates the outstanding color make up specialized capable person as the goal, curriculum color make up creativity and utilization ability display for course content 2. The curriculum content contains each kind of cosmetics tool application method, the color to match, the color make up skill and so on for the study main foundation; Simultaneously joins the specialized color make up personnel should the ready basic accomplishment education and training.

Fashion , Stagecraft , Various types are practical, but the skillful difficulty compares the depth to enter the step cosmetics curriculum. Improve students' practical skills and talents to meet industry required.

#### 762022 流行產業研究法

3 必 徐秀如、上

課程提供學生有演練有關服飾市場調查之問題形成、問題確定、操作定義、研究設計、研究方法、問卷設計、資料蒐集及分析的經驗。行為研究的哲理及方法包括實驗法設計和進階研究技巧的評估，是課程所包含的一部分之一。

#### 762022 Fashion Apparel Market Research

3 R Hsiu Ju Hsu、R

This study provides the student with practical experience in research process of problem identification, problem definition, alternative identification, research design, methodology, questionnaire design, data collection and analysis in the apparel marketing. Philosophy and methods of behavioral research including experimental design and advanced evaluation research techniques are part of this study.

#### 762023 實務專題

1 必 指導教授、上

本課程在訓練學生運用適當之研究方法完成專題計畫。學生將以團隊合作方式進行資料蒐集、分析、論文撰寫、與專題發表。

#### 762023 Graduation Project

1 R Major Advisor、F

This course aims to develop students ability in completing research as well as cooperation work. Students will have to work as a group to finish a study with a special topic they choose. A final oral presentation will be held later this year.

#### 762024 成衣打版

2 選 柯雪琴、上

本課程講授涵蓋一般設計打版與工業用打版的差異、工業用版子的記號、縫份尺寸的設定、版子放縮尺寸理論、排版策略；原型打版理論、胸褶轉移方法。



**762024 Pattern Making**

**2 E Hsueh Chin Ko、F**

**This course demonstrates the function to create the original vectored patterns and to input the paper patterns for later alteration and grading by using the professional apparel industrial. Through the marker making, it enables the students to manipulate the material savings for the high apparel productivity.**

**762025 成衣打版實習**

**1 選 柯雪琴、上**

本課程主要讓學生學習一般設計打版與工業用打版的差異、設定工業用版子的記號、縫份尺寸的設定練習、設定版子放縮尺寸、排版、原型打版理論、胸褶轉移方法。

**762025 Practice of Pattern Making**

**1 E Hsueh Chin Ko、F**

**This course demonstrates the function to create the original vectored patterns and to input the paper patterns for later alteration and grading by using the professional apparel industrial. Through the marker making, it enables the students to manipulate the material savings for the high apparel productivity.**

**762026 服飾商品企劃**

**3 必 徐秀如、下**

以認知整個服裝產業流程為學習出發點，學習以如何運用評估模式做企劃執行前評價，指導產業界目前執行的商品企劃模式，並與業界廠商直接做產學合作讓學生學習業界現場的企劃方法與企劃條件。

**762026 Fashion Merchandising**

**3 R Hsiu Ju Hsu、S**

To understand the entire clothing industry process as the starting point of study, learn how to utilize the model of evaluation to evaluate before implementation of the scheme, to guide the merchandizing model that is currently implemented by industry field, and engage in industry-school collaboration directly with the industry field to allow students to learn schematic method and schematic condition at industrial scenes.

762027 實務實習

2 R 待聘、上

給予學生在他們所興趣的服飾領域範圍能實際的在業界有實習的機會,以增加專業的經驗。實習處所包括紡織公司、成衣公司、百貨公司、服飾商品店及飾領相關業界。

762027 Internship in Fashion Design

2 R TBA、F

To offer students the opportunity at work in established internship settings to gain professional experience in their areas of study. Internship place include textiles companies, ready-made clothes companies, general merchandise companies, and apparel commodities stores.

762044 創意彩妝學

2 必 陳秀足、下

1. 以培育優秀之彩粧專業人材為目標,將課程彩粧創造力與運用能力發揮為教學內容。2. 課程內容包含各類彩妝工具使用方法、色彩搭配、彩粧技巧等為學習主要基礎,藉由不同的主題讓學生以多元方式學習各種不同的彩妝技巧以激發學生的想像力及創作能力。

762044 Creative make-up

2 R Hsiu- Tsu Chen、S

1. Take cultivates the outstanding color make up specialized capable person as the goal, curriculum color make up creativity and utilization ability display for course content 2. The curriculum content contains each kind of cosmetics tool application method, the color to match, the color make up skill and so on for the study main foundation; Simultaneously joins the specialized color make up personnel should the ready basic accomplishment education and training.

762045 創意彩妝學實習

1 必 陳秀足、下

利用光影.明暗.線條的技巧運用方式,教導學習彩繪與彩妝間之關聯性與不同點.並利用骨骼之構造性完成修飾之技巧並教導各類型之彩繪技術與運用方式.

流行性彩妝之運用,具實用性及創意之進階性技巧,創意時尚彩繪化妝是彩妝加上彩繪技術,結合多元化妝技術與材質之運用,創造高階技術的研發。課程有年代創意彩妝、創意時尚彩繪化妝、噴槍創意彩妝等創新技術與設計。

762045 Internship in Creative make-up

1 R Hsiu- Tsu Chen、S

The use of light and shadow. Shading lines techniques use way to teach the correlation between different points in the study painted with makeup. Bones structure to complete the modification of the skills and teach various types of painted and use.

Fashion , Stagecraft , Various types are practical, but the skillful difficulty compares the depth to enter the step cosmetics curriculum. Improve students' practical skills and talents to meet industry required.

## 二、選修科目

### —? 2. Elective Courses

#### 762028 時尚美學

3 選 陳唯珍、下

美學作為一種學問，旨在探尋有關美與藝術的知識，就像所有其它的學問一樣，也有其獨特的方法。本課程首先針對美學加以闡述藝術、科學與倫理三者間的知識內容，進而指出科學真理中所隱含的藝術特質。其次探討傳統美學與當代美學家的不同觀點，以及其存在的意義與價值。

#### 762028 Fashion Aesthetics

3 E Wei-Chen Chen、S

The study of aesthetics is to discover all knowledge regarding beauty and art. Like any other study, aesthetics has its own learning methods. The course will look at art, science, and ethics and how art exists in science. Then the course will discuss the different perceptions on traditional aesthetics and contemporary aesthetics, as well as the significance and value of its existence.

#### 762029 時尚設計史

2 選 陳唯珍、下

本課程主要在探討從古代文化的時尚樣式到法國誕生女裝高級訂製服的時尚演變內容。本課程通過文化和歷史的介紹，提供回顧時尚樣式的週期本質，以及其

本身視覺語言的意涵。從本課程中經過時尚歷史的回顧、以及其過去的影響，藉以反映在當代的時尚設計，以致創造一番新審美型態的時尚業表現。

762029 History of Fashion

2 E Wei-Chen Chen、S

The course highlights key moments in the history of fashion and the evolution of the silhouette from the ancient civilization style to the birth of haute couture. This course will provide a visual language of fashion reviewing the cyclical nature of styles through a solid grounding in cultural and historical studies. The course aims to reflect upon the influence of the past upon contemporary fashion design. The recycling of styles is a phenomenon of the fashion industry, referring to the past to create a new aesthetic.

762030 藝術美甲設計

2 選 陳秀足、上

個人自我形象隨著流行衍生出美的觀念，指甲護理與彩繪更可增添個人的魅力與氣質，希望傳達美化手足及保養的方式和觀念，讓更多人重視個人的另一張臉，在整體造型上具畫龍點睛之功效，美甲將能創造經濟美學的時代。美甲工作已經是一項獨立服務的行業，不再是附設在美髮沙龍裡的小角色，而是能在美容領域中與美膚美體、美髮並駕齊驅的一項工作。

課程內容包含手足部保養、指甲彩繪、手繪技巧、人造指甲技術，主要是教導學生手足美化的專業知識與技能，並且符合業界所需之人才。

### **762030 Nail Art Design**

**2 E Hsiu- Tsu Chen、F**

Personal self-image as fashions derived from the concept of beauty, nail care and painted more to add personal charm and temperament, I hope to convey the beautification of hand-foot-and maintenance concept, allowing more people to the other face of the emphasis on the individual, in the overall Modeling with the finishing touch of the effect, the nail will be able to create the era of economic aesthetics. The nails has been an independent service industry, is no longer attached to the hair salon in a small role, body and skin, but in the field of beauty salon to keep pace with a job.

The course includes hand and foot care, nail painting, hand-painted skills, Nail Design, professional knowledge and skills to teach students to hand, foot and landscaping, and in line with the industry required talent.

### **762031 藝術美甲設計實務**

**1 選 陳秀足、上**

培養人造指甲製作與設計技術能力，激發學習興趣與美甲設計的藝術美感，訓練指尖肢體靈活與細膩度，提升了解市場趨勢，增加就業競爭力。1. 學生能瞭解美化指甲的專業知識 2. 學生能操作手足部保養的的專業技巧及工具與材料的運用方法 3. 學生能操作美甲的各種專業技巧及工具與材料的運用方法 4. 學生能欣賞並培養指甲美化的審美觀念與設計能力。課程內容除了理論基礎外包含目前業界常用的人造藝術指甲技術(1.人造水晶指甲 2.人造纖維指甲 3.人造光療指甲 4.3D 水晶指甲 5.漸層、夾心人造指甲)，學習人造指甲技術還可運用在配飾設計及手機、眼鏡框的美化設計，可提昇多元化能力。

### **762031 Internship in Nail Art Design**

**2 E Hsiu- Tsu Chen、F**

Cultivate of artificial nails making and design technical capacity, to stimulate interest in learning the artistic beauty and nail design, training fingertip the limbs flexible with delicate, to enhance the understanding of market trends, increase their competitiveness in the job market.1.The student can understand that beautifies nail's specialized knowledge 2.The student can the operator foot maintenance specialized skill and tool and material utilization method 3.The student can operate the nail-painting on pottery each specialized skill and the tool and the material utilization

method 4.The student can appreciate and raise the esthetic idea which and designed capacity the nail beautifies.The Manicure Arts is designed to teach students are able to gain the professional knowledge and techniques in manicure technology. The content of this course is included:1. Nail Design by using Acrylic power 2. Glass fiber 3.Ultraviolet ray illumination 4. 3-D Nail Design by using Acrylic power 5. patch、remove and decorative design on Crystal Nail

**762032 時尚推廣學**

**3 選 王韻、下**

教導學生在全球市場下，廣告促銷對流行產品的意義，以及對消費者、行銷市場所造成的影響。瞭解實上促銷學包含：促銷活動、公共關係、服裝秀、人員銷售、櫥窗佈置、廣告等等內容。

**762032 Fashion Promotion**

**3 E Yun Wang、S**

Impart the significance of product advertising promotion in global markets and its effects on consumers and marketing segments. Students are expected to learn about Fashion Promotion including, promotional activities, public relations, fashion shows, sales personnel, window display, advertising, etc.

**762033 進階髮型設計**

**2 選 謝清秀、上**

此課程目標設定在運用剪、燙、染、整、梳髮等各技巧組合搭配與多元化的學習。強調髮型整體設計，配合設計造型實務，以現場示範教學方式，引導學生在理論與實務上能掌握與設計具流行感的髮型。

**762033 Advanced Hair Design**

**2 E Hsieh Ching Hsiu、F**

This course is aimed to apply the combinative techniques and comprehensive study through hair cutting, perming, colouring, combing etc into hairstyle. By using practical teaching method of demonstration emphatic the whole hairstyle in order to lead students are able to handle and design fashionable hair styling in the theoretical and practical practice.

**762034 進階髮型設計實習**

**1 選 謝清秀、上**

此課程目標設定在運用剪、燙、染、整、梳髮等各技巧組合搭配與多元化的學



習。強調髮型整體設計，配合設計造型實務，以現場示範教學方式，引導學生在理論與實務上能掌握與設計具流行感的髮型。配合共同實際參與資料整理運用於髮型設計中，已達成學術並重的目的。

<b>762034</b>	<b>Practice of Advanced Hair Design</b>	<b>2</b>	<b>E</b>	<b>Hsieh Ching Hsiu 、F</b>
---------------	---	----------	----------	----------------------------

**This course is aimed to apply the combinative techniques and comprehensive study through hair cutting, perming, colouring, combing etc into hairstyle. By using practical teaching method of demonstration emphatic the whole hairstyle in order to lead students are able to handle and design fashionable hair styling in the theoretical and practical practice. Operation with research and arranging the information to apply into the hairstyle to conclude the balance of the theoretical and practical purpose.**

## 762035 流行飾品設計實習 2 選 陳唯珍、下

學習各種流行裝飾物件的製作原理、方法與設計理念、廣泛地應用於流行款式上。並實際操作各種裝飾物件的製作方式，爾後製作成成品，推廣應用於流行產品上。

## 762035 Practice of Fashion Accessory 2 E Wei-Chen Chen、S

Learn the production principles, methods, and design concepts of a variety of fashion accessories and apply them in designing fashion styles. Engage in hands-on productions and apply the skills in fashion product making.

762036 電腦輔助設計 2 選 陳唯珍、下

操作使用電腦輔助設計工具(CAD)，以進行服飾等相關設計的基礎知識。本課

程內容主要為電腦輔助之設計與繪圖功能介紹和運用方式(CADD)，共包含 12 個學習單元。教學內容主要包括：(1)電腦繪圖介紹和電腦輔助設計或草圖製作；電腦輔助軟體、功具系統的操作與個人電腦的聯結使用和 Epson 印表機的輸出；一般操作步驟和主要 CADD 作用；教導課程內容的操作和主工具箱的應用；CADD 作用－功能，文件處理，編輯，輸入與輸出方法，以及提供 3D 立體構圖方法等。每個學習單元的教育目的之說明和可開發能力的介紹，包含例證說明、繪圖講解等，以及一些透明度的使用解說。教學內容也包含被推薦方法的介紹、功能清單內容、參考資料、分組活動和關鍵問題建議的方法說明等。

762036 Computer-Aided-Design in Apparel

2 E Wei-Chen Chen、S

Basic knowledge of the use of Computer-Aided-Design (CAD) in fashion apparel designing. This instructional manual contains 12 learning activity packets for use in a workshop in computer-aided design and drafting (CADD). The lessons cover the following topics: introduction to computer graphics and computer-aided design/drafting; coordinate systems; advance space graphics hardware configuration and basic features of the PC microcomputer and the Epson printer; general operating procedures and the major CADD functions; tutorial lesson and the main menu; CADD functions--transformation, file handling, editing, input methods, output methods; and dimensioning and documenting. Each learning activity packet

lists prerequisites, purpose, and competencies to be developed and contains information sheets and illustrations, some of which can be used for transparencies. The lecturer's guide also contains a suggested method of introducing the lessons, a checklist, references, group activities, and problem keys.

#### 762037 電腦輔助設計實習

1 選 陳唯珍、下

操作使用電腦輔助設計工具(CAD)，以進行服飾等相關設計的基礎知識。本課程內容主要為電腦輔助之設計與繪圖功能介紹和運用方式(CADD)，共包含 12 個學習單元。教學內容主要包括：(1)電腦繪圖介紹和電腦輔助設計或草圖製作；電腦輔助軟體、功具系統的操作與個人電腦的聯結使用和 Epson 印表機的輸出；一般操作步驟和主要 CADD 作用；教導課程內容的操作和主工具箱的應用；CADD 作用—功能，文件處理，編輯，輸入與輸出方法，以及提供 3D 立體構圖方法等。每個學習單元的教育目的之說明和可開發能力的介紹，包含例證說明、繪圖講解等，以及一些透明度的使用解說。教學內容也包含被推薦方法的介紹、功能清單內容、參考資料、分組活動和關鍵問題建議的方法說明等。

762037 Practice of Computer-Aided-Design in Apparel 1 E Wei-Chen Chen  
、S

Basic knowledge of the use of Computer-Aided-Design (CAD) in fashion

apparel designing. This instructional manual contains 12 learning activity packets for use in a workshop in computer-aided design and drafting (CADD). The lessons cover the following topics: introduction to computer graphics and computer-aided design/drafting; coordinate systems; advance space graphics hardware configuration and basic features of the PC microcomputer and the Epson printer; general operating procedures and the major CADD functions; tutorial lesson and the main menu; CADD functions--transformation, file handling, editing, input methods, output methods; and dimensioning and documenting. Each learning activity packet lists prerequisites, purpose, and competencies to be developed and contains information sheets and illustrations, some of which could be used for transparencies. The lecturer's guide also contains a suggested method of introducing the lessons, a checklist, references, group activities, and problem keys.

762038 創意染色設計與應用

2 選 葉曾欽、上

講授各種織品與染料之特性，染色用水、各種染色用之助劑、染料與纖維染色之理論，以及各種織品之精練、漂白與創意染色加工法、染色堅牢度之應用，織品之創意印花設計等。

762038 Dyeing of Textile Goods

2 E Tseng-Chin Yeh、F

The course emphasizes on the characteristics of textile and dyestuffs. The aim of the module is to explore the essential theories of scouring, bleaching, dyeing, color fastness of watering, medicine mixing, theory of dyeing and a variety of dyeing techniques and printing of textile.

**762039 創意染色設計與應用實習**

**1 選 葉曾欽、上**

學習及熟練各種織品（棉、麻、螺縐、羊毛、聚酯、尼龍等）之精練、漂白加工實驗，各種織品之浸染及壓染創意染色加工實習、染色堅牢度之應用試驗，織品之創意印花設計等。

**762039 Practice of Innovative Dyeing of Textile Goods 1 E Tseng-Chin Yeh、F**

This course takes practices and experiments on various mechanisms, including dip dyeing, pad dyeing, scouring, bleaching, dyeing of cotton and nylon fiber, printing, colorimetry, color testing, and the level of robustness test.

**762040 商品開發與市場採購**

**2 選 王韻、上**

教導學生服飾零售業對商品的基本知識且在基於滿足消費者及維持一定利潤水準的前提下，作商品開發及採購的決策。同時了解服飾採購員的責任含跨至服飾產品陳列於店面所進行的過程。服飾採購員必須與設計師溝通以確定他們的品牌符合時下的最流行的趨勢，能與販賣商洽商成本，與打版設計師合作，以確定服裝適

合消費者的喜愛及確定販售商能在期限內送達貨物。

**762040 Product development & Fashion Buying                      2    E    Yun Wang、F**

This course teaches student current retailing's product knowledge base on make decisions on merchandise development and buying to satisfy customer and maintain an adequate profit level. Understanding of a fashion buyer (merchandiser) is responsible for the process that allows the final clothing line to appear in a store. Buyers work with designers to ensure that their brand will represent the most recent trends, negotiate costs with vendors, work with technical designers to ensure the garment fits the customer perfectly, and makes sure the vendors meet the delivery deadline.

**762041 商品開發與市場採購實習    1    選    王韻、上**

讓學生有實際參與操作的商品開發過程的體驗，如：商品與品牌建立到市場通路與廣告促銷的了解，以及採購服飾相關配件的經驗

**762041 Practive of Product development & Fashion Buying    1    E    Yun Wang、F**

Practice of how apparel brand development from product to placement and promotion. In addition, practice the apparel purchase process for different types of apparel stores.

**762042 服裝構成學（2）    2    選    柯雪琴、下**

結合服構成學（一）的基礎，講解新文化式原型的基本結構理論，依服裝種類學習打版方法及完成後的樣式認知，學習一般成衣生產流程及縫製管理方式與精品服飾的構成條件及構成方法。

**762042 Clothing Construction （2）    2    E    Hsueh Chin Ko、S**

Combine the foundation of Clothing Construction I to explain the basic structure theory of the new cultural type prototype, study the method of

pattern making and style cognition after completing in accordance with clothing category and learn general clothing production process and stitching management, constitution condition and constitution method of exquisite clothing.

**762043 服裝構成學實習 (2)**

**1 選 柯雪琴、下**

結合服構成學 (二) 理論基礎，前半段分組練習設計製作高級套裝(設計、選購材料、打版、管理流程、製作流程、成品呈現)，後半段練習設計製作中高年服裝(設計、選購材料、打版、管理流程、製作流程、成品呈現)。

**762043 Practice of Clothing Construction (2)**

**1 E Hsueh Chin Ko、S**

Combine the theoretical foundation of Clothing Construction II, former section to practice in group to make deluxe suits (design, selection of materials, pattern making, management process, production process, finished product presentation), and latter section to practice design of making clothing for the middle-aged and seniors (design, selection of materials, pattern making, management process, production process, finished product presentation).

**762046 織品整理學**

**1 選 葉曾欽、上**

講授各種織品之柔軟、絲光、撥水、防水、防皺、防縮、靜電防止、防污(SR)、抗菌、香味加工等整理加工之原理、污垢的附著機構及有關織品洗濯的基礎理論、靜電防止、抗菌防臭、防霉、熨燙加工、去漬、防污、保管、保存的知識。

**762046 Finishing of Textile Goods**

**1 E Tseng-Chin Yeh、F**

This course focuses on the fundamental principles of finishing (softness, mercerization, water repellence, waterproof, anti-wrinkle, anti-shrink, soil release and antimicrobial) and Last Phase Processing, Soil Adhesion Mechanics and Theories of Washing, Bleaching, Whitening, Iron, Stain Removal, Safekeeping, Mercerization and Conservation of Textile Goods, Antimicrobial and Antifungal et al.

**762047 織品整理學實習**

**2 選 葉曾欽、上**

學習有關各種織品之柔軟、絲光、撥水、防水、防皺、防縮、靜電防止、抗菌防臭、香味加工等整理學的基礎和織品之絲光、柔軟、撥水、防水、防皺、防縮、抗菌(antimicrobial)、靜電防止、防污(Soil Release)、永久免燙、香味加工等加工



之實驗操作及功能技巧。

**762047 Lab. of Finishing of Textile Goods                      2    E    Tseng-Chin Yeh、F**

The purpose of the course is to apply laundering and finishing theories learned through the Lab class. Students can deepen and reinforce the concepts of Laundering and Finishing by practicing and experimenting in the procedures of Bleaching, Mercerization, Shrink Resist Finishing, Permanent Press, Mothproof Finishing, Water Repellence, Water Resistance, Fireproof Finishing, Antimicrobial and Antifungal.

**762048 時尚專業英文    2        選            待聘、上**

本課程旨在訓練服飾系學生能以英文為工具，快速獲得服飾方面的專業知識與訊息。同時，學生也將能以英語文表達其專業知能。

**762048 Foreign Language for Professional Knowledge            2        E        TAB、F**

This course aims at training students who study in the Department of Apparel to use English as a tool to rapidly acquire the knowledge and information of apparel. Meanwhile, students will be able to use English (oral or written) to express their apparel knowledge and competence.

**762049 服務業管理    3        選            王韻、上**

首先了解服務的特色，並加入全球的觀點。接著從行銷的角度深入探究，包含溝通策略、服務品質、市場區隔、顧客導向、實體環境設計、人員銷售及相關服務業的管理研究等內容。

**762049 Service Marketing    3        E        Yun Wang、F**

Teach students understand the service marketing characteristics in both Taiwan and global view. Teach students know the personnel sales of promotion, and satisfy customers. Understand how to investigate the service quality,

the difference of service in culture, the new technology of service marketing.

**762050 高科技織品研發**

**2 選 葉曾欽、下**

講授高科技織品之研發程序及新機能性、功能性織品的介紹。課程內容包括功能性纖維、生醫環保用織品、運動保健用織品、安全防護與交通用織品、遠紅外線蓄熱保溫織品、抗紫外線織品、智慧型織品等的特性。

**762050 Development of High Technology Textile**

**2 E Tseng-Chin Yeh、S**

This is the study of development of high technology textile and function man-made fibers introduction. Course contents include the function fiber, new synthetic fiber, environmental-friendly fiber, sports use fiber, safety and transportation use fiber, far-infrared heat insulation fiber, anti-UV fiber, and intelligent fiber.

**762051 高科技織品研發實習**

**1選葉曾欽、下**

本課程旨在進行高科技織品研發過程之定量、定性鑑別，以及物化性實驗。課程內容包括織品之抗紫外線性能、織品之遠紅外線蓄熱保性能、織物之透濕防水性能、織物之防電磁波性能及各種織品機能性實驗等。

**762051 Practice of Development of High Technology Textile**

**1 E**

**Tseng-Chin Yeh、S**

The course is the introduction of qualitative and quantitative analysis of the development high technology textile and function man-made fibers. Course contents

include studying the UV-cut function fibers, fabrics of the far-infrared heat storage security performance, waterproof breathable fabrics on the performance of anti-electromagnetic properties of fabrics, new synthetic fibers, environmental-friendly fibers, and staple fibers for non-woven.

**762052 特殊功能性服裝設計**

**2 選 柯雪琴、下**

依據人體工學理論為基礎與各種特殊功能性服裝的需求，學習各種特殊功能性服裝設計，如特殊體型的服裝構成設計、特殊工做服的設計等基本知識及設計重點。

**76205 Clothing Design with Special Functions**

**2 E Hsueh Chin Ko、S**

Students learn to design clothes with special functions based on theories of ergonomics and market demand, such as basic knowledge and design focuses on clothing construction design for special figures or special work clothes.2

**762053 特殊功能性服裝設計實習**

**1 選 柯雪琴、下**

依據各種特殊功能性服裝的需求，探討基本知識及設計重點的合理範圍，學習設計規劃與服裝設計實習。學習對特殊功能性服裝設計有正確合理的設計能力。

**762053 Practice in Clothing Design with Special Functions**

**1 E**

**Hsueh Chin Ko、S**

Students explore the basic knowledge and design focuses, learn to undertake design planning and participate in clothing design practice according to the demands for various clothing with special functions. Students acquire the ability to design clothes with special functions in a correct and rational manner.

**762054 特效彩繪設計**

**2 選 陳秀足、下**

利用光影.明暗.線條的技巧運用方式,教導學習彩繪與彩妝間之關聯性與不同點.並利用骨骼之構造成完成修飾之技巧並教導各類型之彩繪技術與運用方式。

特效化妝師運用影劇特效技巧將使劇情更加逼真，特殊效果更讓整部影片真實感倍增，提昇劇情品質及高潮，以滿足聆賞者需求。

**762054 Effects Painted makeup design**

**2 E Hsiu- Tsu Chen、S**

The use of light and shadow. Shading lines techniques use way to teach the correlation between different points in the study painted with makeup. Bones structure to complete the modification of the skills and teach various types of painted and use.

The use of motion picture special effects special effects make-up artist skills will make the story more realistic special effects but also doubling the realism of the whole film, to enhance the plot quality and climax, to meet to enjoying those needs.

**762055 特效彩繪設計實習**

**1 選 陳秀足、下**

近幾年來台灣對於具備特殊效果造型這方面的專才有日漸提高的需求，在一些表演會上，都會配合化妝的目的，以特殊的化妝加強演出的效果。例如電視、電影、戲劇等劇情內容所需及秀場活動、公司跨年晚會等活動內容所需。希望學生能將所學融會貫通多元化運用，提升技術與創作能力。主要是教導學生製造特殊效果造型的專業知識與技能，主要的內容包含：1.受傷妝 2.老妝 3.毛髮特效造型 4.皮膚蠟的使用 5.光頭套 6.創意特效假皮與彩繪

**762055 Internship in Effects Painted makeup design**

**1 E**

**Hsiu- Tsu Chen、S**

Taiwan in recent years, with expertise in this area of the special effects modeling only the rising demand in some of the performances at the meeting will be with the purpose of make-up, special make-up to enhance the performance results. Such as television, film, theater and story content required to show activities, New Year's Eve activities required. I hope the students can learn mastery diversified use to upgrade their skills and creativity. The special effect course is designed to teach students the professional knowledge and techniques of making special effect. The content of this course is included: 1. Being injured Make-up. 2. Old skin making. 3. Crepe wool special effect. 4. Face and Body Wax. 5. Bald sets. 6. Woochie Pro & Paint. 7. Dream stage painted makeup

**762056 品牌經營管理**

**3 選 徐秀如、下**

探討國內外服裝品牌特色，學習代理品牌的經營管理企劃，預測品牌經營管理的風險處理，及自創品牌經營管理策略，學習製作品牌經營管理時間計劃表等。

**762056 Branding Management**

**3 E Hsiu Ju Hsu、S**

Discuss special features on domestic and international clothing brands, learn the management of being a brand agent, predict risks in brand management, and management from self-created brands. In this course students will learn to use time sheets for branding management.

**762057 網路行銷經營與管理**

**2 選 王韻、下**

教導學生了解網路行銷背景，行銷計畫；認識網路行銷環境與機會；網路行銷研究與消費者行為，並且做到網路行銷管理，如：線上供給產品、網路配銷、網路行銷傳播與新數位媒體，客戶關係管理等。

**762057 Internet marketing management 2 E Yun Wang、S**

This course will include background of internet marketing, internet marketing plans, online marketing themes, customer support and online quality, pricing and new product development, traffic and brand building, and online community.

**762058 網路行銷經營與管理實習 1 選 王韻、下**

利用電腦教室的軟體作網站設計聯結與網路行銷經營管理練習

**762058 Practice of Internet marketing management 1 E Yun Wang、S**

Use computer classroom's software to practice the internet webpage design and internet marketing and management.

**762059 織品品質鑑定學 2 必 賴顯松、下**

學習織品品質鑑定的原理、方法和應用。課程內容包括基礎統計、檢驗樣本選擇、實驗設計、檢驗方法、標準與儀器使用、纖維品質鑑定、紗線品質鑑定、織物品質鑑定等。

**762059 Textile Goods with Quality 2 R Sang Song Lai、S**

Learn quality identification of textile goods in terms of principles, methodology, and application. Course contents include the elements of statistics, test design, the selection of samples for testing, and a method of assay, standard and instrument, fiber quality identification, yarn quality identification, fabric quality identification.

**762060 織品品質鑑定學實習 1 選 賴顯松、下**

實驗操作布料成份的分析、組織的測定、各種布料物性的測試，增加學生的研判性。課程內容包括織物瑕疵檢驗、染色堅牢度檢驗、纖維結構及種類鑑定、紗線結構與性質檢驗。

**762060 Lab. of Textile Goods with Quality**

**1 E Sang Song Lai、S**

Test validation on quality identification of textile goods in organization measurement and property of material. Course contents include the woven fabric defects, color fastness, fiber structure, type quality, and yarn structure and properties.

**762061 美姿美儀**

**2 選 柯雪琴、上**

本課程主要目的為教導學生瞭解站姿、日常動作、走姿、坐姿、手姿及個人應對禮儀，化妝及整體儀態的技巧，西餐禮節的實習、學習服裝秀的編排演練方法及服裝表演的企劃製作。

**762061 Posture**

**2 E Hsueh Chin Ko、F**

The main purpose of this curriculum is to help the student to understand the different postures of standing, acting, walking, sitting, hand gestures and to reply graciously. Learn makeup techniques, overall appearance and demeanor, western meal etiquette, and study fashion show scheduling training methods and performance apparel production planning.

**762062 整體造型設計**

**3 選 待聘、下**

培養學生具備時尚造型設計的知識及技能，個性化創作設計的能力，並具備掌握流行的敏感度，熟練各種化妝造型與服裝顧問的技巧，以培養整體造型專業人才。

**762062 Overall Shape Design**

**3 E TBA、S**

This course trains students to have the knowledge for fashion styling



and design, as well as sensitivity to fashion trends and the skills to create individualistic designs. The course trains students with various makeup skills and wardrobe consultant skills in order to become a top professional fashion stylist.

762063 整體造型設計實習

2 選 待聘、下

培養學生具備時尚造型設計的知識及技能，個性化創作設計的能力，並具備掌握流行的敏感度，熟練各種化妝造型與服裝顧問的技巧，以培養整體造型專業人才。

762063 Practice of Overall Shape Design

2 E TBA、S

This course trains students to have the knowledge for fashion styling and design, as well as sensitivity to fashion trends and the skills to create individualistic designs. The course trains students with various makeup skills and wardrobe consultant skills in order to become a top professional fashion stylist.

762064 電腦輔助成衣設計打版

2 選 柯雪琴、上

運用法國力克系統專業成衣打板與馬克軟體，示範電腦讀版與裁片的製作、修改和放縮等功能。再經由成衣檔的建立，教導電腦馬克排版的製作、用料預估和繪圖機操作等功能。授課時，可依教學單元主題，搭配台灣內外銷服裝公司打版實例



講解，以達理論與實例配合的目標。

**762064 Computer-Aided-Design in Pattern Making      2 E Hsueh Chin Ko 、 F**

This course demonstrates the function to create the original vectored patterns and to input the paper patterns into the computer for later alteration and grading by using the professional apparel industrial CAD/CAM software from the Lectra System. Through the marker making software, it enables the students to manipulate the material savings for the high apparel productivity. Also, the lectures compile the cases from the Lectra's customers during the class practice to give the students a better understanding on the apparel industry in Taiwan.

**762065 電腦輔助成衣設計打版實習**

**1    選   柯雪琴、上**

運用法國力克系統專業成衣打板與馬克軟體，使學生學習電腦讀版與裁片的製作、修改和放縮等功能。再經由成衣檔的建立，使學生學習電腦馬克排版的製作、用料預估和繪圖機操作等功能。

**762065    Practice of Computer-Aided-Design in Pattern Making**

**1    E**

**Hsueh Chin Ko 、 F**

This course instructs the students to have the ability to create the original vectored patterns and to input the paper patterns into the computer for later alteration and grading by using the professional apparel industrial CAD/CAM software from the Lectra System. Through the marker

making software, it enables the students to manipulate the material savings for the high apparel productivity.

**762066 時尚商品陳列**

**2 選 王韻、下**

教導學生如何準備櫥窗的視覺創意設計，例如：色彩、平衡、比例、強調等技法；現場樓層的練習與販售策略，含零售商店種類、服飾店面的背板牆壁、配件等陳列；了解櫥窗陳列的工具與技巧、以及零售店面氣氛的營造。

**762066 Visual Merchandising**

**2 E Yun Wang、S**

Teach students the reparation for visual creativity, including: color, balance, rhythm, proportion, texture, harmony and emphasis. Practices and strategies for the selling floor, including the types of retail stores, fashion apparel wall setups, and fashion apparel and accessory coordination. The tools and techniques for merchandise display, and communicating retail atmospherics

**762067 時尚商品陳列實習**

**1 選 王韻、下**

讓學生有實際櫥窗操作布置的機會，包含利用課堂所學習的核心設計策略繪出與櫥窗同等大小的設計圖稿，櫥窗背景的布置與服飾、配件的搭配組合。

**762067 Practice of Visual Merchandising**

**1 E Yun Wang、S**

Students practices in real window display, including creative the design in paper use the core design strategies, follow the fashion apparel wall setups with fashion apparel and accessory coordination.

**762068 專業實習**

**1 選 指導教授、上**

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。

**762068 Professional Practice**

**1 E Major Advisor、F**

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.

**762069 多媒體表現技法**

**3 選 黃淑芳、下**

本課程學習多媒材表現技法之範疇、應用、創作、賞析與討論。透過觀察與探索各樣媒材之特質，運用媒材的表現性與形式特質，從事藝術與設計創作。課程中，藉由多元媒材表現技法設計案例介紹，鼓勵學生體驗多元的當代藝術設計觀念，以深化學生對於視覺美學的涵養。結合多媒材表現技法的實務演練，來豐富其對於藝術設計創作之方法、創作技巧與設計內涵之表現。

**762069 Multi-media Presentation Techniques**

**3 E Tseng-Chin Yeh、S**

This course focuses on the scope, application, creation, appreciation and discussion of multi-media presentation techniques. Through observing and exploring the distinguishing characteristics of various materials, arts and design works are created by utilizing the forms of presentation and characteristics of materials. During the course, case studies concerning multi-media presentation techniques are introduced to encourage students to experience diverse modern arts design concepts so as to cultivate students' appreciation of visual aesthetics. Hand-on practice which integrates multi-media presentation techniques is introduced to enrich students' knowledge in the methods of artistic design and creation, creation techniques and presentation of design concepts.

**762070 民族織品服裝創新設計**

**2 選 黃淑芳、下**

本課程主要介紹台灣各民族的織品與服飾，包括各民族的織品與服飾之形式的辨認、質材的特色與運用，了解其中所蘊含的傳統藝術之特質與其所傳遞之族群認同之意義；於此涵構研發系列創新設計。

**762070 Ethnic Textiles and Clothing Innovation 2 E Shu-fang Huang S**

This course focuses on textiles and clothing of various ethnic groups in Taiwan, including the classification of forms, the characteristics and the use of materials regarding various ethnic textiles and costumes, in order to understand the qualities inherent in the traditional arts that convey ethnic identity and their meanings. Within the above mentioned context, series of innovative design can be developed.

**762071 民族織品服裝創新設計實習**

**1 選 黃淑芳、下**

學生藉由文字與圖像的閱讀，學習各民族的織品與服飾之具象與實用性的知識外，更進一步探討物質文化所蘊藏的社會意涵。藉此課程，學生能夠運用在地文化

元素來發展當代之創意設計。以此涵構研發系列創新設計與實務實習。

**762071 Practice for Ethnic Textiles and Clothing Innovation 1 E**  
**Shu-fang Huang S**

Through reading related texts and images, students will mainly learn practical knowledge relating to ethnic textiles and costumes in Taiwan; furthermore, they will explore social significance embedded in the material culture. Through the course, students will be able to apply confidently local cultural elements for developing their contemporary design creations. On this account, students will develop series of innovative projects through design practices.

**762072 時尚產業經營與管理 3 選 謝清秀、下**

本課程在培養學生對於時尚產業經營管理的概念，並運用基本的企業管理理論理性規劃、客觀分析與組織管理能力。

**762072 Operation and Management of the Fashion Industry 3 E**  
**Hsieh Ching Hsiu、S**

This course is intended to cultivate students' understanding of the operation and management of the fashion industry, and conduct rational planning, objective analysis and organizational management by applying business management theories.

**762073 生產作業與管理 3 選 葉曾欽、下**

講授流行產業之生產管理、生產決策、生產預測、產品與服務設計、生產流程分析、地點規劃、存貨生產與訂貨生產系統、物料需求計畫、及時生產系統、日程安排、生產力成本利潤分析及品質管制等。

**762073 Production operation and management 3 E Tseng-Chin Yeh、S**

This course teaches production management, production decision, production forecasting, product and services design, production flow analysis, location planning, make-to-stock production and make-to-order production system, material requirements planning, just-in-time production system, master production schedule, productivity break-even analysis and quality control of the fashion industry.

**762074 時尚展演規劃實務 2 選 黃淑芳、下**

與表演之規劃理論與實務。展演案例介紹與分析使學生學習作品多元展覽形式與細節重點、影音與燈光的表現、與展演架構與程序…等。

**762074 Planning of Fashion Performan 2 E Shu-fang Huang S**

The course aims at training students' expressions of design performances; including theoretical planning and practical demonstration related to dynamic and static fashion exhibitions. Through case study and the analysis of various exhibitions, students will learn details of diverse presentation procedures, and practice on audio-visual and lighting performance, spatial arrangements ... etc.

**762075 時尚展演規劃實務實習**

**1 選 黃淑芳、下**

本課程主要培養學生作品展演的表述能力，並執行於展演實務實習。包括動、靜態時尚展覽與表演之規劃實務實習，學生將實際演練展示規劃、作品展示、影音與燈光的表現…等。

**762075 Practice for Planning of Fashion Performance**

**1 E**

**Shu-fang Huang S**

The course aims to nourish students' ability of work presentation, and to carry out practical experiment on exhibitions and performances related to fashion. Learning practical projects including exhibitions and fashion show, students will explore the practice of planning, works display, audio-visual and lighting performance, and so on.

**762016 服裝構成學(1)**

**2 選 柯雪琴、下**

認識服裝的種類與學習人體構造、人體計測項目、人體體型分析、人體形態的變化以及因動作所引起體型變化時之適宜人體的服飾，另外包括婦女服裝原型之製圖概念、縫製的原理和素材性能等之講授。

**762016 Clothing Construction (1)**

**2 E Hsueh Chin Ko、S**

This course has practical purpose. It consists of human body structure, measurement item, changes of human body structure, the appropriated clothing due to changes of human body structure with actions, prototype of clothes, sewing principle, texture properties, etc. In addition to clothing construction, the map construction on prototype production will be taught in the classroom.

**762017 服裝構成學實習(1)**

**1 選 柯雪琴、下**

依學生之程度不同分成兩班實習，在初級班以平車之使用練習基本縫及手縫，婦女服裝原型，和部分縫之練習，再實際製圖裙子製作成品。在進階班則加強各種



裙子、襯衫、褲子、夾克之打版製作以及服裝構成原理之練習。

**762017 Practice of Clothing Construction (I)**      **1 E Hsueh Chin Ko 、S**

According to the levels of students, this course consists of two stages. In the primary stage, the practice of techniques of clothing construction such as body measurement and flat pattern will be emphasized and carried out on skirt-making. In the advanced stage, principles on pattern-making and clothing construction practices will be carried out on various skirts, shirts, pants and jackets.

762020 立體裁剪 2 選 待聘、下

服裝設計的達成是根據利用對織品進行處理的操作手法，直接在人台上（身體形式）進行，其設計關鍵在於掌握織品、服裝設計樣貌和人台（身體形式）的間的掌握。課程目的：(1) 服裝立體裁剪的原理(紋理、鬆份、平衡、切線)。(2) 直接在人台上巧妙地處理織品以創造欲想的設計效果。(3)辨認平面織品和在 3D 立體身體上的服裝兩者間的差異。(4)說明如何令人滿意地針對特定身材，達成服裝立體裁剪的合身性與製作的原則。(5)瞭解使用服裝立體裁剪完成服裝設計的好處和缺點。(6)透過服裝立體裁剪，以增加在服裝上產生獨創性設計的興趣，並借助於各種各樣靈感來源的啟發。

762020 Garment Draping	2	E	TBA、S
------------------------	---	---	-------

**Garment design based on manipulation of fabric on a body form; emphasis on**

**the interrelationships among fabric, garment design, and the human form. The objectives of the course:**

- 1. To apply the principles of garment draping (grain, ease, balance, line) using a body form.**
- 2. To manipulate fabrics to create desired effects on a body form.**
- 3. To identify the relationship between fabric and the 3-dimensional appearance of the garment on the body.**
- 4. To apply the principles of fit and draping to produce a garment to satisfactorily fits a specific body.**
- 5. To understand the advantages and disadvantages of using draping techniques for garment design.**
- 6. To increase interest in originality and creativity in apparel design, using a variety of sources of inspiration.**

#### 762021 立體剪裁實習

1 選 待聘、下

服裝設計的達成是根據利用對織品進行處理的操作手法，直接在人台上（身體形式）進行，其設計關鍵在於掌握織品、服裝設計樣貌和人台（身體形式）的間的掌握。課程目的：(1) 服裝立體裁剪的原理(紋理、鬆份、平衡、切線)。(2) 直接在人台上巧妙地處理織品以創造欲想的設計效果。(3)辨認平面織品和在 3D 立體身體上的服裝兩者間的差異。(4)說明如何令人滿意地針對特定身材，達成服裝立體裁剪的合身性與製作的原則。(5)瞭解使用服裝立體裁剪完成服裝設計的好處和缺點。(6)透過服裝立體裁剪，以增加在服裝上產生獨創性設計的興趣，並借助於各種各樣靈感來源的啟發。

#### 762021 Practice of Garment Draping

1 E TBA、S

**Garment design based on manipulation of fabric on a body form; emphasis on the interrelationships between fabric, garment design, and the human form. The**



**objectives of the course:**

- 1. To apply the principles of garment draping (grain, ease, balance, line) using a body form.**
- 2. To manipulate fabrics to create desired effects on a body form.**
- 3. To identify the relationship between fabric and the 3-dimensional appearance of the garment on the body.**
- 4. To apply the principles of fit and draping to produce a garment to satisfactorily fits a specific body.**
- 5. To understand the advantages and disadvantages of using draping techniques for garment design.**
- 6. To increase interest in originality and creativity in apparel design, using a variety of sources of inspiration.**