

## 110 學年度第 2 學期第 1 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-語言中心.....	1
傳閱附件 1-2--本校各學院所屬各系(所)課程中英文摘要-農學院.....	6
傳閱附件 1-3--本校各學院所屬各系(所)課程中英文摘要-工學院.....	18
傳閱附件 1-4--本校各學院所屬各系(所)課程中英文摘要-管理學院.....	19
傳閱附件 1-5--本校各學院所屬各系(所)課程中英文摘要-人文暨社會科學院 .....	24
傳閱附件 1-6--本校各學院所屬各系(所)課程中英文摘要-國際學院.....	27
傳閱附件 1-7--本校各學院所屬各系(所)課程中英文摘要-獸醫學院.....	29
傳閱附件 1-8--本校各學院所屬各系(所)課程中英文摘要-達人學院.....	32
傳閱附件 2-----時尚設計與管理系及農企業管理系 111 學年度技優領航專班 課程規劃案 .....	39
傳閱附件 3-----110 學年度第 2 學期教師申請開授通識課程大綱 .....	110



## 各系(所)中心新增課程中英文摘要

### 一、 語言中心

#### 進階英文口說與寫作

2 選

課程旨在提升學生英語口說與寫作之能力與技巧。學生將進行各種不同主題、任務、情境之演練，以提升其理解能力，習得表達方法、結構和語法以達成英語溝通的教學目標。藉由不同的課程活動包含小組討論、角色演練、口頭報告及多元教學，學生將接觸到不同情境的英語，熟悉英語用法，加強學生英語口語與寫作表達能力。本課程藉由不同情境之英語主題，提供語彙以營造各式各樣英語談話與寫作情境，學生除了參與課堂上之引導式講解、討論外，亦須自我練習，以熟悉英文之語言運用與表達技巧，幫助學生未來得以應用所學於英語實境生活中

#### Advanced English Speaking & Writing

2 E

The course aims to improve students' English speaking and writing skills and abilities. Students will perform various exercises based on different topics, tasks, and situations to improve their comprehension skills and acquire expression methods, structures and grammar to achieve the teaching goals of English communication. Through different course activities including group discussions, role play, oral presentations and multiple teaching methods, students will be exposed to English in different situations, be familiar with English usage, and strengthen students' oral and writing skills. This course provides vocabulary to create a variety of English conversation and writing situations based on English topics in different contexts. In addition to participating in guided discussions in class, students also need to practice themselves to familiarize themselves with the use and expression of English and acquire skills to help apply what they have learned in real life in the future.

#### 英文繪本與口語訓練

2 選

本課程旨在介紹英文繪本與使用繪本作為教材增進學生的閱讀與口說能力，適合初階與中階的英語學習者選修。所選讀之部份繪本題材呼應十七項永續發展核心目標，涵蓋尋找認同、性別平等、環境保護與人權之主題。課程融入四項技能，側重於閱讀與口說。藉由閱讀文本，預期學生不但可擴充字彙量和習得文法概念，亦須練習朗讀故事、從中學習發音技巧。他們不僅得接受閱讀的挑戰，亦得思考繪本中的寓意、談論相關議題，而在期末時必須小組合作產出自創的英文繪本

#### English Picture Books and Oral Training

2 E

This course aims to introduce English picture books and use them as materials to enhance students' reading and speaking ability, suitable for low and intermediate English learners to take. The topics of the selected picture books cover the issues concerning identity exploration, gender equality, environmental protection, and human rights, some of which echo the 17 SDGs (Sustainable Development Goals). The curriculum will integrate the four skills, with more focus on reading and speaking. By reading the texts, students are not only expected to increase their vocabulary and have a better understanding of grammar, but are also required to practice reading stories aloud from which to learn pronunciation skills. They are not only challenged to read, but to also think of hidden messages in the picture books, talk about related issues, and even write and draw their own picture books in groups at the end of the semester.

## 職場英語簡報自我行銷術

2 選

本課程著重在英語口語簡報的結構和技巧。學生將練習實用職場簡報主題，例如：分析和解說市調數據、市場趨勢、產品/服務。經由這些主題的學習和實際演練，學生可學到豐富的英語簡報用語和技能，達到改進並提升英文口說程度和溝通能力的目的

## Effective Workplace Presentations in English

2 E

The goal of this course is to equip students with the necessary skills for presentations and the use of persuasive language in English.

1.Students will learn how to organize an English presentation in a professional and coherent manner.

2.Students will learn how to analyze and present information (e.g. survey results) on a variety of topics in an effective and impressive way.

Students will develop and apply presentation tips and skills acquired in units, such as brainstorming, using visual aids and body language, explaining data and process, and persuasive use of English in formal oral presentations..

## 科技英文

2 選

本課旨在探究科技及其對人類生活的關係，並學習該領域之英語運用，以期提昇學生之科技素養，增強其對生活科技教育專業之認識

## English for Science and Technology

2 E

The course is designed to develop students' ability to understand technical texts and discuss scientific topics through learning related vocabulary and concepts.

## 青少年英文小說

2 選

本課程透過英語青少年流行讀物之選讀，增進學生對英美青少年小說的瞭解、認識多元文化、並提昇其加強英語能力之興趣

## English for Young Adult Literature

2 E

This course integrates diverse class activities to help students develop a basic understanding of English young-adult literature and provides a motivation to improve their English skills.

## IELTS 雅思入門班

2 選

- 一、透過課程，認識雅思英檢常考的情境。
- 二、有系統學習雅思英檢高頻率字彙與文法。
- 三、提升英文閱讀、口說能力。
- 四、進而透過模擬試題，培養英檢考試應試能力

## IELTS Introduction

2 E

- I. Introduce various scenarios about IELTS tests.
- II. Introduce high-frequency vocabulary and grammars of IELTS tests.
- III. Enhance students' ability about reading and speaking.
- IV. With the IELTS mimic tests, help students familiar with the format of IELTS tests and develop

their ability to take it.

## 句型與寫作大進擊(1)

## 2 選

- 一、透過不同的英文句型解析，了解重要句型語法與語用。
- 二、經由持續練習不同英文句型；學習書寫正確英文句子。
- 三、進而寫出正確段落，並提升英文寫作能力

## Practical Sentence Patterns and Writing I

## 2 E

- I.A variety of important sentence patterns are analyzed to understand its meaning and usage.
- II.Monitor students to write appropriate sentences from regular exercises.
- III. Encourage students to write a paragraph, and improve their writing ability..

## 基礎日文

## 2 選

本課程講解日文的基礎與表達方式，如文字起源與音韻、日文句之基本結構，以及日常招呼用語。

適合想認識日文、無日文基礎或任何階段的同學選修，亦歡迎同時選修多門日文課程，以加強對日文之掌握。

課程透過探討中日文文字與發音及句型結構，使學生了解中日文在表達上之異同處，並能掌握日文句型結構之特徵。課程注重使用各種語料練習及日常生活會話之活用，以強化學生對於日語發音與文字之概念，並能確實掌握所學。此外，舉辦發音朗讀及漢字書寫等競賽活動，以落實所學內容。

本課程使用自製教材、影片及報章雜誌等輔助教學。修習本課程，不僅能習得日常生活基礎用語，並可認識日文語音文字之特徵，也可具體了解日文句型組成方式，進而清楚掌握日文基本架構。課程中也會配合初級日語的內容，有計劃地向學生介紹語法、句型，並選擇閱讀材料，促使學生更好地理解日文。

## Basic Japanese

## 2 E

This course explains the basics and expressions of Japanese, such as the origin and phonology of characters, the basic structure of Japanese sentences, and daily greetings.

It is suitable for students who want to know Japanese, but have little or no basic knowledge of Japanese students are also welcome to take multiple Japanese courses at the same time to strengthen their mastery of Japanese.

The course explores Chinese and Japanese characters, pronunciation, and sentence structure, so that students will understand the similarities and differences in expression between Chinese and Japanese, and can grasp the characteristics of Japanese sentence structure.

The course focuses on the practice of various corpus exercises and the flexible use of daily conversations to strengthen students' concept of Japanese pronunciation and words, and enhances their capability of using the language in real situation.

In addition, competitions such as pronunciation reading and Chinese character writing will be held to implement the learned content.

This course uses self-made teaching materials, online resources, videos, newspapers and magazines to assist in teaching. By taking this course, students can not only acquire basic daily life words, but also understand the characteristics of Japanese phonetics and characters, as well as a specific understanding of Japanese sentence pattern composition, and the basic structure of Japanese.

Based on the contents of the elementary Japanese, the course will introduce grammar, sentence patterns to students in a planned way and selected reading materials for the better understanding of this language..

## 媒體日文

## 2 選

本課程指導學生透過網路或紙本媒介(網路新聞、廣告、youtube、社交媒體、報章雜誌、宣傳品)等，學習在不同領域或情境下之日語表達以及日本時事用語，以加強日語理解能力。

課程參考各種媒體資料編寫教材，並使用影片、圖片等內容輔助教學。

內容包括：日語品詞與三大句型之傳授及應用，以及各種媒體之日文表達的探討。

本課程不僅是語言之學習，在生活上所可能接觸之各種媒介的日語表達方式以及透過各媒體所探討的日本社會文化特色也列入討論，期使學生對於日語表達以及日本時事有所理解。

本課程旨在提高學生在媒體領域的日語會話和理解能力。透過不同媒體的日語討論，學生將加深對日本社會和文化的了解，同時了解日本媒體報導的國際社會、經濟和文化的內容。課程亦配合初級日語的內容，向學生解釋媒體資料中所使用的語法和句型，以使學生更好地理解日語

## Media Japanese: Learned Japanese Through Japanese Media

## 2 E

This course guides students to learn Japanese expressions and terms or phrases currently used Japanese in different fields or situations through the Internet or paper media, in order to strengthen Japanese understanding ability.

The course refers to various media materials to compile teaching materials, and uses videos, pictures and other content to assist teaching.

The content includes: the teaching and application of Japanese particles and three sentence patterns, as well as the discussion of Japanese expression in various media.

This course is not only about language learning, but also about culture expression in Japanese society.

Through Japanese discussions in different media, students will deepen their understanding of Japanese society and culture, and at the same time understand the content of international society, economy and culture reported in Japanese media..

## 西語系國家文化概略

## 2 選

## 全英語授課

本課程的目的是讓學生對中南美洲西語系國家的地理，歷史及文化能有概略性的瞭解，進而能對他們的語言學習有所助益。

## People and Culture of Hispanic Countries

## 2 E

This course is designed to give students a general introduction of the people and culture of countries where Spanish is spoken. The contents of the class include a general introduction of the geography, history, ethnic groups, holidays, food and traditions across Central and South Hispanic countries. It is hoped that the understanding of the culture of this area can be of help to students' learning of Spanish..

## 情感表達與語言溝通

## 2 選

## 全英語授課

藉由文章導讀，課堂活動學習及反思自身的感受，透過不同的主題，包括不同種類的



關係、性別刻板印象和偏題、媒體使用、健康和幸福技能：溝通、拒絕技巧，學會情感的表達；了解不同文化的差異，學會不同的溝通方式

## **Emotional expression and language communication**

**2 E**

By reading and sharing selected articles, classroom activities and reflection to learn and perceive feelings. Through different topics, including various relationships, gender stereotypes and media usage and happiness skills: communication, rejection skills, learning emotional expression; understanding different cultures to learn different ways of communication.

## **說故事的藝術：文學、影像與圖像 3 選**

**全英語授課**

說故事是人類自古以來傳承的技藝，也是分享經驗、傳達情感與溝通想法的本能。從口傳、文字敘事，圖/影像到跨界多媒體的百花爭放，好的故事總讓人著迷與樂此不疲。但故事怎麼說？故事好在哪？如何成為一個說故事的人？

本課程分別以「影像」（包括電影、紀錄片、短片、動畫或圖像）與「文字」（包括文學作品、改編劇本、繪本等）為對象，針對不同的社會文化議題，帶領學生探討不同的媒介如何呈現一個(好)故事，並透過敘述策略分析，進而培養學生閱讀欣賞素養與提升敘事力。

## **The Art of Storytelling: Literature, Film and Graphic Works**

**3 E**

As an ancient art craft, storytelling is a form we all do naturally to express human experiences, feelings and thoughts. But what makes a story great? What makes a good storyteller? Across multiple traditions-- oral, written and visual forms, storytelling has evolved along with the advancement of technology and remixed tellers and listeners in the era of Transmedia.

By looking into narrative perspectives and strategies in different artistic works, including images, films, documentaries, literary and graphic works, etc, this course stages a dynamic dialogue between the storyteller and the listener. It leads students to explore the way and the art of storytelling, and by doing so, enhances their “reading” literacy and narrative capacity..

## **日語會話-生活篇**

**2 選**

會假名就能說日語。

本課程以練習日語會話為主。以日語初學者所學句型或生活上常用日語表達進行口語練習，促使學生於課程結束時能具備使用所學日語與他人溝通的能力。

適合具五十音發音基礎，想訓練口語能力的同學選修，亦歡迎同時選修多門日文課程，以加強對日語口語表達之掌握。

## **Japanese in everyday life**

**2 E**

As long as you know Kana, you can have a simple conversation in Japanese.

This course focuses on practicing Japanese conversation. This course involves oral practice with sentence patterns for Japanese beginners and Japanese expressions commonly used in daily life.

Students will have the ability to communicate with others in the Japanese language they have learned by the end of the course.

It is suitable for students who have the basic knowledge of the 50-tone pronunciation and want to train their oral skills..

## 二、 農學院

### 農業科技英文寫作

2 選

本課程之核心目標在於提升學生整體英文學術論文寫作。內容包含介紹英語學術寫作概念、期刊論文準備格式以及相關內容實踐校閱之注意事項。此外，學生需積極參予多項課程活動，根據每堂課程所介紹之概念準備英文報告，其中包括科學論文分析、提高內容明確度以及正確性之闡述。

### Scientific Writing in English for agricultural science

2 E

This course aims to enhance the academic writing of students. Also, it introduces the concepts in academic writing in English, the framework for journal paper preparation, and related techniques. Furthermore, considerations for proofreading will be introduced and practiced. Besides, the students will be actively engaged in several class activities and are supposed to prepare reports in English based on the concepts introduced. Also, they will be involved in classroom activities that involve scientific paper analysis and enhancing clarity as well as elaboration on the statements.

### 智慧農業設施(1)

2 選

趙雲洋、鍾興穎、黃建誌、張嘉榮

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設。分為兩個單元：農園藝智慧產業技術和 AI 於農業之應用。

農業由傳統農業轉型成智慧農業，有必要讓學生瞭解智慧農業技術的方法。本課程包含實習，將基礎理論應用於田間操作，讓學生熟悉如何應用感測元件監測植物生長。授課內容包括智慧溫室的介紹，農業資材的應用，植物生長模式的建立和植物外表型建構等。此外，課程中會邀請業界講師說明智慧農業技術應用於產業的現況。

在課程的後半段主要介紹如何設計這些設施。由軟體的初步操作及硬體的設計講解深化，使同學了解整套設備由需求、發想、設計到實作各項細部的操作。

### Smart Agricultural Facilities I

2 E

Yun-Yang Chao, Hsing-Ying

Chung, Jian-Zhi Huang and Chia-Ying

Chang

Agriculture has transformed from traditional agriculture to smart agriculture, students must understand the methods of smart agricultural technology. This course covers the practice and application of basic theory to field operations, allowing students to become familiar with the use of sensor elements to monitor plant growth through practical courses. The outline includes the introduction of smart greenhouses, the application of agricultural materials, the establishment of plant growth models and the construction of plant phenotypes. In addition, industry lecturers will be invited to explain the current situation of smart agriculture in the course.

The second half of the course focuses on how to design these facilities. From the initial operation of the software and the deepening of the design of the hardware, students can understand the operation of the entire set of equipment from needs, ideas, design to implementation of various details.

### 智慧栽種(1)

2 選

蔡尚翰、黃建誌

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校



計畫案而開設。

農業已從傳統農業轉型成智慧農業，學生必須要了解智慧農業栽培技術。本課程是讓學生了解智慧栽培目前在果樹與花卉產業應用的現況。授課內容包含智慧化設備、AI 預測病蟲害及產量、智能補光、降溫等相關介紹。此外，課程中會邀請業界講師說明智慧農業技術應用於產業的現況及如何精準生產。

## Smart Culture of Crop 1

2 E Tsai-Shang Han, Jian-Zhi Huang

Agriculture has transformed from traditional agriculture to smart agriculture, so it is necessary for students to understand the cultivation techniques of smart agriculture. The purpose of this course is to promote students' understanding of the current status of the application of smart cultivation techniques in the fruit tree and flower industry. The content of the course includes intelligent equipment, AI prediction of diseases, pests and yields, intelligent lighting, cooling, etc. In addition, industry experts will be invited to share the application current status of smart agricultural technology in the industry and how to use it for precision production.

## 智慧產業技術

2 選

陳灯能

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」和「食品創新」夥伴學校計畫案而開設。

隨著人工智慧技術應用日益普及，許多產業透過人工智慧技術改變了運作模式，人工智慧成為企業競爭的關鍵技術。本課程介紹如何應用人工智慧技術於企業運作之中，課程內容將包括人工智慧技術簡介、機器學習方法概述、資料科學應用與實作，除了基礎概念的學習之外，將透過上機實習的方式，以簡易的程式撰寫平台教導學生實際開發人工智慧程式，建構學生對於人工智慧技術的基礎知識與實際應用能力。

## Intelligent Industrial Technologies

2 E

Deng-Neng Chen

Artificial Intelligence (AI) technologies have been widely used in modern industries. Many industries have changed their operation models through AI technologies, which have become critical technologies for competition. This course introduces how to apply AI technologies in an enterprise. The course content includes an introduction to AI technologies, an overview of machine learning, data science application, and implementation. In addition to learning AI basic concepts, students will be taught to actually develop AI programs through a simple programming (no-code/low-code) platform. This course will introduce students to AI technologies' basic knowledge and practical ability.

## 智慧養殖

2 選

余祺、沈朋志、吳錫勳

劉俊宏、吳宗孟、吳育昇

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設。分為兩個單元:畜牧及水產養殖智慧產業技術之應用。

本課程包含智慧養殖技術在畜產及水產之應用，幫助學生熟悉國內畜產與水產的產業發展概況，透過業師介紹現代化的智慧養殖科技，強化學生操作這些新穎設備之能力。智慧養殖技術的應用，不僅可達到省時省工之效益，同時可達到提升動物福祉與精準飼養之目的。

**Smart animal farming**

**2 E Chi Yu, Perng-Chih Shen,  
Hsi-Hsun Wu, Chun-Hung Liu,  
Yu-Sheng Wu and Tsung-Meng Wu**

This course covers the application of smart animal farming technology on livestock and aquaculture production, allowing students to become familiar with the development of livestock and aquaculture industry. Modern smart animal farming technology will be introduced by the industrial lecturers. Capability of students on operating novo facilities will be strengthened through the course. The application of smart animal farming technology not only benefit on saving time and labor, but also improving animal welfare and precision production.

**新農業果樹管理實作**

**2 選 柯瑞慶**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設之實作課程。

本課程提供新農業果樹栽培田間實作之訓練，包括：農場規劃、果園建置、經營管理、栽種程序、並著重於現代果樹生產之技術，使學生在實習中了解現代果樹栽培管理之各種程序。

**Practice of Modern Fruit Science**

**2 E Jui-Ching Ko**

The course is designed for field practices training of the modern fruit crops. This course places emphasis on farm layout, orchard establishment and management, fruit crops planting procedures, and modern fruit crops production technology.

**智慧農業設施(2)**

**2 選 苗志銘、林素汝、林汶鑫**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設。分為兩個單元:智慧溫室的人工智慧技術和稻作產業智慧化。

農業設施的自動化是以生長情況的栽培最佳化為前提並將監視與控制系統相互結合。基於個人消費市場的驅動力引導，人工智慧技術迅速發展起來，因此在溫室自動化環控已經逐漸由控制風扇、加熱器、灌溉與施肥 PLC 控制模式發展為基於感測器訊號、機器視覺並整合微電腦控制之設施栽培模式。智慧化的農業設施除適用於家庭農場外，商業化的農企業也可以採用。近年來，智慧化的農業設施的快速發展主要是因為感測器驅動的自動化技術已經在工業製程上大量使用並因為價格低廉且可程式化程度提升而在日常生活中也常見其應用的實例。所以假智慧技術應用在農業設施的環境中是必然的發展趨勢。

智慧溫室的人工智慧技術:本課程主要規劃四個單元；第一個單元之教學目標在於介紹智慧溫室。另外三個應用於智慧溫室的人工智慧技術單元則邀請三位業師進行講課。授課內容主要在於農用感測器與 AIoT 系統、屬於植物生理的高通量植物表形量測設備以及農業數位分身技術與應用實例。

稻作產業智慧化: 課程邀請產官學界的專家，以稻作產業智慧化為主要方向進行授課，內容包括栽培管理、收穫冷藏，以及經營行銷等。

**Smart Technology for Protected Agriculture II**

**2 E Jr-Ming Miao,  
Su-Ju Lin,  
Wen-Shin Lin**

This course is offered for the implementation of the "Precision Agriculture" project of the Ministry of Education's "Precision Health Industry Interdisciplinary Talent Cultivation Program" Partner School Program.

Greenhouse automation is the combination of monitoring and control systems that optimise growth conditions of plants. Smart technologies and greenhouse automation are finding their way from industrial uses to the individual consumer market: automatic fans and heaters, vents that open and close in response to the temperature, and computer-controlled watering systems that provide water and fertilizers are readily available for both commercial gardens as well as domestic greenhouses. In recent years, sensor-driven automation has branched out from factories and laboratories into our homes and everyday lives. It's no surprise that technology is slowly finding its way into our gardens and making greenhouses smarter, too.

The aim of present course is to introduce four elements in smart technology that support the development of smart automatic greenhouse. In the beginning of course, the teacher will take two weeks to explain why the farmers need smart greenhouse technology in the land. Then, three industrial teachers from different fields are invited to give talks. The topics are agricultural sensors and AIoT system, Phenotyping system for growth of plants, and agriculture smart digital twin.

The course invites experts from the industry, government, and academia to teach lectures on the project of smart agriculture in the rice industry, including cultivation management, harvesting and refrigeration, and business marketing.

## 智慧栽種(2)

## 2 選

賴宏亮、陳威臣、  
林資哲、林儒緯

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設。

本課程結合產官學研機構之藥用作物與食藥用蕈菇產業相關研究人員，開授藥用作物及食藥用蕈菇研發相關課程。課程內容包括基原植物與食藥用蕈菇介紹與應用、優良農業制度(Good Agriculture Practice, GAP)栽培技術、組織培養量產優質種苗、重要代謝成分量產與分析技術及生技產品研發等課程。培訓合乎需求的藥用作物與食藥用蕈菇相關作業技術人才，提升臺灣藥用作物與食藥用蕈菇之研發水準與產業國際競爭力。

## Smart Farming II

## 2 E Horng-Liang Lay, Uei-Chern Chen, Tzu-Che Lin and Ru-Wei Lin

This course provides courses related to the research and development of medicinal plants, gourmet and medicinal mushrooms in combination with the relevant researchers in the medicinal plant of the industry, government, academic and research institutions. The course content includes the introduction and application of primitive plants, gourmet and medicinal mushrooms, the cultivation techniques of Good Agriculture Practice (GAP), the mass production of high-quality TC plantlets, the mass production and analysis technology of functional metabolic components, and the research or development of biotechnology products. The course aims to train qualified technicians related to medicinal crops, gourmet and medicinal mushrooms to improve the research and development quality in these fields and to enhance the international competitiveness of Taiwan industries.

## 農園產品智慧冷鏈物流實務

## 2 選

梁佑慎、鍾興穎

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設。

本課程主要在強調台灣新鮮水果、蔬菜及花卉採後處理作業流程現況，以及採後溫度管理作業，針對具有外銷潛力農園產品之採後處理、物流作業與外銷市場之物流串聯，強調智慧冷鏈與溫度管理之重要性。

**Smart cold chain practice of fresh agricultural products**      2 E      **Yu-Shen Liang, Hsing-Ying Chung**

This course mainly emphasizes the current status of post-harvest processing of fresh fruits, vegetables and flowers in Taiwan, as well as post-harvest temperature management. For the connection of post-harvest processing, logistics operations and export markets of fresh agricultural products with export potential, the importance of smart cold chain and temperature management is emphasized..

**健康農業與智慧農林副資材循環經濟之應用與智財保護**      2 選      **龍暉、吳東霖、薛招治**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」夥伴學校計畫案而開設。

台灣的自然資源短缺，如何善加利用含木質或非木質纖維的農林廢料及副資材，製造高附加價值之產品，以增加收入，並可減少廢料對環境污染之衝擊。此外，在循環經濟架構下，建立農林副資材再利用之多樣化產品設計能力，並瞭解農林副資材再利用回收處理方式，將做到節能及減碳的目標。本課程旨在介紹農林業副資材利用之開發與特殊加工技術、綠色環保材料、綠色材料技術與品質材料、多元化綠色材料應用設計、廢棄物減量與資源化。

此外，並教授學生瞭解如何檢索循環經濟技術之國內外專利，並分析循環經濟技術的發展現況，以及如何利用申請專利進行創新技術的保護。

**Circular Economy Application and Intellectual Property Protection of Healthy Agriculture and Smart Agriculture and Forestry Auxiliary Materials**

2 E      **Way Long, Tung-Lin Wu, Chao-Chih Hsueh**

The natural resources are very limited in Taiwan. Therefore, using agro-forestry recycled materials such as wood-based or non-wood fiber to make high value-added products is one of the urgent issues. Using recycled materials can not be only gain more income, but can also reduce pollution impact on the environment. In addition, on the field of circular economy, we are able to establish product design capabilities for the by-product of agro-forestry materials. And understand the recycling and processing methods of agro-forestry by-product, which will achieve the goals of energy saving and carbon reduction. This course aims at introducing special processing techniques of agro-forestry by-product developed currently, green materials, green materials technology, quality materials, diversified green materials application design, waste reduction and resource utilization.

Besides, students could learn how to retrieve patents and analyze the development status of circular economy technology in the Global Patent Search System and use patent application to protect innovative technology.

**物聯網與大數據分析實作**      2 選      **吳庭育**



本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」和「食品創新」夥伴學校計畫案而開設。

物聯網被很多專家認為繼電腦、網際網路之後的第三波資訊革命，隨著技術發展所衍生出的新式數位應用服務。藉由物聯網所收集到的資料也成為大數據分析過程中大數據來源，所以物聯網與大數據分析是一個密不可分的兩個共同協同體。本課程介紹大數物聯網與大數據分析的基本概念及實作方法，透過相關程式撰寫藉以訓練學生能夠瞭解技術核心。本課程內容涵蓋物聯網嵌入式系統建置和大數據分析相關技術概念，教導學生相關數據分析及嵌入式系統實作方法，協助學生能夠利用相關技術解決實務上的問題。

## **Internet of Things and Big Data Analysis Implementation**

**2 E Tin-Yu Wu**

This course introduces the basic concepts and implementation methods of IoTs and big data analysis, and trains students to understand relevant technologies through relevant programming. The course content covers embedded systems, and big data analysis. It introduces various commonly used data analysis models and teaches students related big data analysis. and embedded systems implementation methods. The course will help students to apply relevant technologies to solve practical problems.

## **食農教育特論**

**2 選**

**龔得安**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「食品創新」夥伴學校計畫案而開設。

該課程邀請產官學研專家針對農業、飲食和環境教育三個方面，提供在地農產特色、促進營養健康、提高飲食安全、保障糧食自給率、永續性農業生產與消費知識與經驗，以培育學生了解食農教育的內容與重要性，並建立正確食農產業的價值觀。

## **Special Topics in Agri-food Education**

**2 E**

**Te-An Kung**

In this course, expert speakers from industry, government, university or institute will be invited to share their knowledge and experiences, through aspects of agricultural, dietetic, and environmental educations, on local agricultural characteristics, nutrition and health promotion, dietary safety improvement, food self-sufficiency security and sustainable agricultural production and consumption. One of objectives is to teach students to understand the content and importance of agri-food education, and to establish the correct values of agri-food industry.

## **農食生技產品創新研發與推廣實作**

**2 選**

**曾國展**

本課程聘請產、官、學、研界之專家，講授農食生技產品創新研發與推廣的方法與技巧，其中包括食品創新設計與創業、創新事業商業模式、創業團隊養成、群眾募資、新產品推廣與行銷等，並依照授課內容，提供學生實作實習或業界參訪之活動，讓學生能將課堂所習之產品創新與推廣之知識與技術，實際動手應用於創業或行銷的運作。

## **Special Topics in Agri-food Education**

**2 E**

**Tseng-Kuo Chan**

In this course, experts from industry, government, university or institute will be invited to teach methods and techniques for innovation, R&D and promotion of agriculture, food and biotechnology products. The topics may include, but not limit to, innovative design and entrepreneurship of food business, business models, entrepreneurial team, crowdfunding, promotion and marketing of new products, etc. In addition to lecture in the classroom, the lecturer will also provide students with hand-on practice in the lab or field trip to visit agriculture, food or biotechnology industry. This course will allow

students to utilize the knowledge and techniques learned in classroom for actually hand-on application of innovation and promotion of products in lab..

## **精準農業及生技產業創業理論與應用                      2 選                      徐睿良**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」和夥伴學校計畫案而開設，為收播教學推動中心的遠距課程之一。

本課程依據創業計劃所需六大面向進行課程規劃，包括經營策略與商業模式規劃、產業分析、行銷能力之建構、技術與專利管理、財務報表編製與分析以及新創團隊人力資源管理。學員在課程學習中也能夠了解相關產業發展現況以及臺灣之創業生態系。

## **Theory and Applications of Entrepreneurship in Precision Agriculture and Biotech Industries                      2 E                      Jue-Liang Hsu**

This course is planned according to the six major aspects required by the business plan. Including business strategy and business model planning, industry analysis, foundation of marketing capabilities, technology and patent management, financial statement preparation and analysis, and start-up human resource management. Students can also learn about the current development of related industries and the entrepreneurial ecosystem in Taiwan.

## **農產品國際行銷管理                      2 選                      陳灯能**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「精準農業」和夥伴學校計畫案而開設，為收播教學推動中心的遠距課程之一。

本課程整合管理學院及農學院專業知識，目標為強化學員對農產品國際行銷策略與發展有所瞭解，並提升學員對國際農產品行銷市場之分析能力。課程內容涵蓋農產品市場策略行銷、農產品消費者價值與行為分析、國際外部環境對農產品市場分析、農產品國際競爭策略理論分析、農產品與服務策略發展分析、農產品品牌策略分析、農產品品牌訂價與促銷策略分析、農產品國際通路策略分析、農產品國際通路之關係行銷及農產品國際行銷實務分享等。

## **International marketing management of agricultural products                      2 E                      Deng-Neng Chen**

The course integrates knowledge of the faculty of the College of Management and Agriculture at the National Chung Hsing University. The course will strengthen the understanding of agriculture food international marketing strategy and development and enhance the market analysis abilities of agriculture food international marketing. The course contents includes strategic marketing of agriculture food market, agriculture food value chain analysis and consumer behavior, international external environment and agriculture food market analysis, agriculture food competitive strategic theory and analysis, agriculture food and service strategy analysis, agriculture food branding strategies, agriculture food branding pricing and promotion strategies, agriculture food international channel, agriculture food international distribution of relationship marketing, and agriculture food seminar in practice.

## **國際食品產業智能化發展實務                      2 選                      劉展岡**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「食品創新」和夥伴學校計畫案而開設，為收播教學推動中心的遠距課程之一。



RFID 無線射頻識別之發展應用、食品 AI/IoT 革新的經驗及挑戰、智能感測之應用-食品產業為導向、食品冷鏈智慧管理與監控、建構食品安全農食鏈體系及區塊鏈技術之應用、永續食材彈性供應鏈發展趨勢與經驗分享、食品產業的精準外銷關鍵鏈結、智慧化冷鏈物流運銷體系、食品生態環境變化與未來觀察：新生態與新未來、食品產業智動化發展的趨勢與布局、一瓶一碼新商機-物聯網 QRCode 二維碼業務、食品產業數位化信息分析與管理智慧化案例。

## **Global Practicality of AIoT Applications in Food Industry 2 E Chan-Chiung Liu**

RFID Technology and Applications、Experience and Challenges of AI/IoT for Food Industry、Smart Sensor for Food Applications、Smart Management and Monitoring in Food Cold Chain、Introduction to Agriculture and Food Supply Chain and Block Chain System、Smart Cold Chain and Distribution System、Trends and Development of Smart Food Industry、IoT and QR-Code、Case Study of Digital Analysis and Smart Management of Food Industry.

## **國際行銷與跨域創業**

**2 選**

**郭嘉信**

本課程為執行教育部「精準健康產業跨領域人才培育計畫」之「食品創新」和夥伴學校計畫案而開設，為收播教學推動中心的遠距課程之一。

本課程整合管理學院及農學院專業知識，目標為強化學員對農產品國際行銷策略與發展有所瞭解，並提升學員對國際農產品行銷市場之分析能力。課程內容涵蓋農產品市場策略行銷、農產品消費者價值與行為分析、國際外部環境對農產品市場分析、農產品國際競爭策略理論分析、農產品與服務策略發展分析、農產品品牌策略分析、農產品品牌訂價與促銷策略分析、農產品國際通路策略分析、農產品國際通路之關係行銷及農產品國際行銷實務分享等。

## **International Marketing and Cross-domain Entrepreneurship 2 E Jia-Hsin Guo**

The course integrates knowledge of the faculty of the College of Management and Agriculture at the National Chung Hsing University. The course will strengthen the understanding of agriculture food international marketing strategy and development and enhance the market analysis abilities of agriculture food international marketing. The course contents includes strategic marketing of agriculture food market, agriculture food value chain analysis and consumer behavior, international external environment and agriculture food market analysis, agriculture food competitive strategic theory and analysis, agriculture food and service strategy analysis, agriculture food branding strategies, agriculture food branding pricing and promotion strategies, agriculture food international channel, agriculture food international distribution of relationship marketing, and agriculture food seminar in practice.

### **(一) 生物資源博士班：**

## **生物多樣性研究特論**

**3 選**

**賴宜鈴**

「生物多樣性研究的理論與實務」主要是透過在野外實務的練習訓練研究所學生能更廣泛的了解在研究各種不同生物類群的生物多樣性時的理論依據與實務操作方法，能做簡單的資料收集、分析並提出研究結果，整合不同生物類群的資料，加上對於環境特性與地景變遷和人類利用等資訊，分析生態環境中生物多樣性的狀況及所面臨的問題。

## **Concept and Practice of Biodiversity Research**

**3 E**

The course, Concept and Practice of Biodiversity Research, is aimed to train the graduate students

through the field practices to understand the accordant concepts and methods of biodiversity research. The students could learn the way for data collection, analyses and the research results conduction. And further, they will be trained to cooperate the information of data from different taxa, environmental traits, landscape change and anthropogenic use, to analyze the problem of the ecological environment

## (二) 森林系：

### 智慧林業與技術研發實務

3 選

陳建璋 魏浚紘

本課程主要針對智慧林業與無人載具之應用進行說明，其中包括無人飛機、無人多旋翼機、以及無人直升機之應用。主要內容包括：一、空拍製圖 二、遙測資料處理與分析 三、無人載具考照 四、森林經營規劃 五、土地利用判釋 六、大數據分析。本課程教導學生有關遙感探測之原理,遙測數位影像之分析方法及其於林業上之應用。其內容包括遙感探測之基本概念、遙感探測之基本原理、太空遙感探測、微波遙測、多譜掃描與波譜型式判別、數位影像處理、數位影像分類、遙感探測於森林資源調查上應用。

### Smart Forestry technology research and development

3 E

This course is mainly aimed at application of smart forestry and unmanned aerial Vehicle, including drone, multirotor, and helicopter. The main contents include: 1. Aerial photography 2. Remote measurement data processing and analysis 3. License examination of Unmanned Aerial Vehicle 4. Forest management plan 5. Land use interpretation 6. Big data analysis. The purposes of this course are introduce the principle of remote sensing, aware of the analysis methods of remote sensing digital image and with which in forest application. The contents include: Basic concept of remote sensing; Principle of remote sensing; Remote sensing in outer space; Microwave sensing; Multispectral scanning; Processing of digital image; Classify and identify of digital image; Application of remote..

## (三) 生物科技系：

### 生物資源創新應用

3 選

鄭雪玲、徐睿良、施玟玲、  
陳興國、張誌益、徐志宏、  
陳又嘉、蔡文田、蔡添順

本課程以機能性產品開發，循環經濟-生物材料利用，及仿生科技三大主題為主軸，介紹如何應用生物相關技術與知識，開發生物材料成為各種用途。機能性產品開發包含皮膚保養、降血糖、抗發炎及提升免疫力、活性胜肽、抗癌、抗病毒、保護胃黏膜、調節血脂等產品的開發，及天然物開發技術、腸道菌相分析與益生菌產品開發等單元。循環經濟-生物材料利用包含生物材料酵素開發與利用、生物材料發酵再利用、生質能源、活性碳的特性及其在醫藥上的應用等單元。仿生科技將介紹仿生科技實例。

### Innovative application of Bioresources

3 E

H. L. Cheng; J. L. Hsu; W. L. Shih;  
Y. K. Chen; C. I. Chang; J. H. Shyu;  
Y. C. Chen; W. T. Tsai; T. S. Tsai

There are three topics in this class, i.e. functional product development, circular economy- the reuse of biomaterials, and Bionic Technology. The goal is to exemplify the application of biological knowledge in exploring biomaterials for product development. The units in the topic of functional product development include product development for skin care, anti-diabetes, anti-inflammation and immune

modulation, bioactive peptides, anti-cancer, anti-virus, stomach protection and anti-hyperlipidemia, natural product exploration, microbiota analysis and probiotic products. The units in circular economy-the reuse of biomaterials include the exploration of enzymes from biomaterials, fermentation of biomaterials for reuse, bioenergy, and the characteristics and medical application of active charcoal. In the topic of Bionic Technology, examples of biomimicry will be introduced and discussed.

#### (四) 木材科學與設計系：

##### 家具產品展示實務

2 選

黃俊傑

本課程將引進以電腦數位展示效果技巧為主要訓練目標，藉此補足業界對於虛擬展示之能力。特別強化對木材紋理的呈現，增加彩現及渲染之能力，增進圖面之感染力。

##### Furniture product display practice

2 E

This course will introduce the skills of computer digital display effect as the main training goal, so as to complement the industry's ability of virtual display. Especially strengthen the presentation of wood texture, increase the ability of rendering, and enhance the appeal of the picture.

##### 創客概論與實踐

2 選

侯博倫

本課程以創客養程為主要目標，讓同學具有動手做的基本能力。除了了解科技的互動式元件與基本電學。也讓同學實際操作電子電路的組成理論。讓同學學習到電路、創客三寶與感應器的應用。(未來的沙發家具須具備的能本能力)。

##### Maker Introduction and Practice

2 E

The main goal of this course is to develop a makers, so that students have the basic ability to do it. In addition to understanding the interactive components of technology and basic electricity. It also allows students to actually operate the theory of electronic circuit composition. Let students learn the application of circuits, 3D printing and sensors. (The ability of future sofa furniture must have)

##### 創新生產品質管理概論

1 選

洪宗乾、黃育信

本課程以生產技術之品質管理為主。目標在能透過品質管理的觀點反饋在生產線上可能遭遇之問題，並提供生產線上即時解決方案之創新思考，進而提升產品質與優化生產流程。

##### Innovative production quality management

1 E

This course focuses on the quality management of production technology. The goal is to provide feedback on issues that may be encountered on the production line through the point of view of quality management, and provide innovative thinking on the immediate solution of the production line to improve product quality and optimize the production process..

#### (五) 植物醫學系：

##### 植物抗病機制

2 選

曾昱、下

本課程之目標在於建立修課同學對植物對抗植物病原菌的基礎概念。課程內容包括植

物抵抗植物病原菌中的重要因子，訊息傳遞鏈，及機制。

<b>Plant Resistance Mechanisms to Phytopathogens</b>	<b>2 E</b>	<b>Y. Tzean, S</b>
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This course aims to provide a comprehensive understanding of concepts in plant resistance to phytopathogens. The course content includes the important components, signaling pathways, and mechanisms to which plants defend against phytopathogens..

科學方法與寫作 2 選 曾昱、下

本課程將協助修課同學在深入淺出的課程架構下學習英文科學文獻的閱讀及論文寫作。

**Scientific Methods and Writing**      2   E      Y. Tzean, S

This course introduces the foundation of developing thesis writing for biological science disciplines. As one of the most basic cultivation courses, it covers the reading of scientific literatures, investigation of analysis methods, reasons of writing principles, and further exploration of how to develop a well-structured scientific paper.

植物抗病機制特論 2 選 曾昱、上

本課程提供研習植物抗病之概念及研習方法。透過一系列的主題探討，修課同學能在深入淺出的課程架構下奠定未來進階研究的基礎。

## Special Topics on Plant Resistance Mechanisms to Phytopathogens 2 E Y. Tzean, F

This course aims to provide an advanced understanding of the latest research in plant resistance to phytopathogens. This course will especially focus on new advances that change or otherwise enhance our understanding of understanding of disease resistance traits in plants, the underlying molecular mechanisms and the genes involved with such traits, and the tools and techniques used to identify, study, and harness such traits.

## 進階科學寫作 2 選 曾昱、上

本課程將用全英語授課，協助修課同學英文科學文獻的閱讀及英文論文寫作。

## Advanced Scientific Writing 2 E Y. Tzean, F

Scientific methods and English writing are essential for conducting and sharing of research findings globally. Therefore, to conduct this course in English will better enable students to master English scientific writing techniques, evaluate scholarly papers from different perspectives, construct a framework for a research topic, and write a well-structured English paper with persuasive rationale.

(六) 食品科學系：

## 新興食品加工技術 2 選

現今，食品消費者對優質、安全和方便食品的要求越來越高。因此，食品工業需要改進傳統的加工技術，尋找更好的方法。本課程旨在教授新興加工技術，如包裝技術、實驗設計、仿生技術、脈衝電場、冷電漿、高壓加工和擠壓技術等。

## Emerging Food Processing Technologies 2 E

Nowadays, food consumers are more demanding for high-quality, safe, and convenience foods. Hence, the food industry needs to improve the conventional processing technology and to find better. In this regard, several emerging food processing technologies, e.g., packaging technology, experimental design, bionic technology, pulsed electric fields, cold plasma, high-pressure processing, and extrusion technology, will be taught in the class.

### (七) 科技農業學士學位學程：

#### 科技農業英文

2 選

彭杰夫

英文為世界共同語言，台灣農業必須與世界接軌，於農業市場交易過程中需用上英文，本課程透過訓練學生英文字彙、拼寫與口說以習得教導未開發國家當地居民農業技術與管理之能力。此課程將使學生具備英文溝通與文化素養及跨文化視野與世界觀，且能具備外國語與國際探索能力，使學生將來有機會加入農業技術團或外交部駐外人員或相關農業產業外派前往未開發國家協助當地居民農業相關技術之能力。

#### Scientific agricultural English

2 E

English is a common language in the world. Taiwanese agriculture has to parallelize with the world. English is the most popular language toward market trading. This course is to train the students increasing the capability of English vocabulary, spelling, and conversation to manage the agriculture technique toward residents in the undeveloped country. This course will enable students to own the English communication ability, culture characteristics, cross culture vision worldwide. To cultivate their international communication ability to join the agriculture mission or diplomatic field to assist the local people in undeveloped country..



### 三、 工學院

#### (一)車輛工程系：

##### 車輛產業實務

3 選

張明彥 下

本課程將外聘一些業界之工程師教導學生關於電動車底盤及動力系統之設計，加強設計與加工之實務能力，並透過實務型之技術探討及操作回饋，讓學生更了解電動車底盤及動力系統之理論與實務之結合。

##### Vehicle industry practice

3 E

M.Y. Chang S

This course aims to the focuses on chassis and power train systems for electrical vehicles. Industrial researchers as well as engineers will be invited to participate in the teaching board. By way of the enhancement of practical capability of design and manufacturing, it will make more understandable to the students regarding the fusion between theory and practice through the feedback from technical discussion and operation..

##### 車輛測試實務

3 選

王耀男 上

本課程主要介紹各式車輛性能測試與分析之方法與原理。課程內容包含：引擎性能之測試與分析、整車性能之測試與分析方法、底盤馬力試驗機之原理與應用、振動與噪音、熱效率及機械損失的量測、燃油消耗量量測及測試標準與法規等。

##### Vehicle Testing Practice

3 E

Y. N. Wang F

This course introduces the theories of analysis and test of vehicle performance. Topics include analyses and tests of engine performance, the methods of vehicle performance test, theories and the applications of vehicle chassis dynamometer, noise and vibration, measurement of fuel consumption, thermal efficiency and mechanical losses measurement, measurement of fuel consumption and test standards.

#### (二)生物機電工程系：

##### 機械視覺應用

3 選

李文宗、上

本課程介紹影像處理及電腦視覺的基本原理及技術。課程包含影像處理、電腦視覺及機器視覺系統的整體概念、程式實作、實務案例以及最新影像技術趨勢。以實例說明機械視覺在自動光學檢測的應用以及在工業上的實務應用。

##### Machine Vision Applications

3 E

W. T. Lee, F

This course introduces the fundamental principles and techniques of image processing and computer vision. The course covers the overall concept of image processing, computer vision and machine vision systems, program implementation, practical cases and the latest trends in imaging technology. The application of machine vision in automatic optical inspection and its practical application in industry are illustrated with examples.



#### 四、 管理學院

##### (一)農企業管理系：

**貿易英文實務(1)(微型課程)**                      0 · 5   選                      黃朝欽   下

課程目標：a.提升學生對於貿易英文的能力；b.介紹並使同學熟悉貿易英文單字；c.使同學能實際撰寫農產貿易英文信件。

**English for International Trade practice(1)**                      0 · 5   E                      C.C. Hung, S

Course objectives: a. To strengthen students' English ability in international trade; b. To introduce English vocabulary and usages of international trade through which to let students familiarize all these; c. To let students practice how to write English letters in the international trade environment, e.g., exploration, follow-up

**貿易英文實務(2)(微型課程)**                      0 · 5   選                      黃朝欽   上

原「貿易英文實務」

課程目標：a.提升學生對於貿易英文的能力；b.介紹並使同學熟悉貿易英文單字；c.使同學能實際撰寫農產貿易英文信件

**English for International Trade practice(2)**                      0 · 5   E                      C.C. Hung,F

Course objectives: a. To strengthen students' English ability in international trade; b. To introduce English vocabulary and usages of international trade through which to let students familiarize all these; c. To let students practice how to write English letters in the international trade environment, e.g., exploration, follow-up

**農業區塊鏈概論**    3   選    劉芳怡   二下

本課程將從區塊鏈誕生與發展角度切入，介紹農業區塊鏈核心技術，並透過實際案例闡述區塊鏈如何與農業相結合解決關鍵問題，同時展望農業區塊鏈的未來發展趨勢，包含智能合約與履歷認證。期瞭解農業區塊鏈本質，理解其更深層次的內在邏輯，掌握區塊鏈技術於農業的經濟與社會領域之顯著作用與重要影響。

**Introduction to Agricultural Blockchain**                      3   E    F.Y. Liu   F

This course will be introduced from the perspective of the birth and development of blockchain, explaining the core technology of agricultural blockchain. Through practical cases, it explains how the blockchain can be combined with agriculture to solve key problems, and at the same time, it looks forward to the future development trend of agricultural blockchain, including smart contracts and resume authentication. Let students understand the essence of agricultural blockchain and understand the deeper inner logic. Finally, master the blockchain technology in the economic and social fields of agriculture, and play a significant role and important influence.

**農業區塊鏈專題**    3   選    劉芳怡   碩二下

近年來，區塊鏈的技術不斷發展，人們的認知也從單純的數字貨幣轉移到利用此技術應用在不同的行業上。因為區塊鏈的特性，與農業有著密不可分的緣分。本課程通過對區塊鏈技術在農業應用場景的探討，介紹區塊鏈應用於農業供應鏈的六種主要方式，包含：(1)食品溯源之區塊鏈應用；(2)農產品管理之區塊鏈應用；(3)農業市場創建之區塊鏈應用；(4)農業數據共享之之區塊鏈應用；(5)獲得資金以及付款之之區塊鏈應用。

### Seminar on Agricultural Blockchain

3 E

F.Y. Liu F

In recent years, blockchain technology has been continuously developed, and people's cognition has also shifted from pure digital currency to the application of this technology in different industries. Because of the characteristics of blockchain, it is inseparable from agriculture. This course discusses the application scenarios of blockchain technology in agriculture and introduces the six main ways that blockchain is applied to the agricultural supply chain, including: (1) blockchain application for food traceability; (2) blockchain application for agricultural product management area; (3) blockchain application for agricultural market creation; (4) blockchain application for agricultural data sharing; (5) blockchain application for obtaining funds and payment.

### 農業經營組織管理

3 選

彭克仲

大二上

### 原「農企業組織管理」

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

### Agribusiness Organization

3 E

C.K. Cheng, F

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

### (二)企業管理系：

### 人力資源管理制度設計

3 選

本課程旨在使學生獲得人力資源管理之理論及實務等相關知識。包含的範圍是有關組織的策略、人事遴選、工作分析、任用管理、績效評估、薪資與福利及離職管理等範圍。

### Human Resource System Design

3 E

The objective of this course is designed to teach the related knowledge of theory and practices of design of human resource management. The scope includes organizational strategy, selection, job

analysis, performance appraisal, and turnover.

### 創新與智財管理

3 選

本課程針對不同的創新保護，提供一套系統性、整體性的智財法觀念架構介紹，並以案例解析的方式來呈現如何利用智財法保護提升創新的價值。課程內容主要介紹智慧財產權法律包含專利、商標、著作權及營業秘密之基本概念與案例應用，使學生瞭解不同類型的創新應以何種智財法保護，並希望學生能透過創意激發的方法針對生活上問題提出解決方案，規劃創新物的智財保護方式。

### Innovation and Intellectual Property Management

3 E

This course provides a systematic and holistic introduction to the conceptual framework of intellectual property law for different innovation protections, and demonstrates how to use intellectual property law protection to enhance the value of innovation through case analysis. The course content mainly introduces the basic concepts and case applications of intellectual property law including patents, trademarks, copyrights and trade secrets, so that students understand which intellectual property laws should be used to protect different types of innovations, and hope that students can target life through creative stimulation methods Propose solutions to the above problems and to plan the intellectual property protection methods for innovations.

### 智財大數據與商業情報分析

3 選

課程目標期望學生能透過專利及商標資料庫大數據檢索及分析演練，對於企業專利/商標申請價值及專利/商標布局有系統性的瞭解，並能有效運用智財數據所產生的商業情報於企業技術策略與品牌策略規劃，俾使在實務上得以整合科技企業經營與智財權管理策略。

### Intellectual Property Information and Business Intelligence analysis

3 E

The goal of the course is to expect students to have a systematic understanding of the patent/trademark application value and patent/trademark layout of enterprises through big data retrieval and analysis in the patent and trademark databases. Besides, students can use effectively the business intelligence generated by intellectual property data to plan technology strategy and brand strategy. In order to integrate business management and intellectual property management in practice..

### (三)餐旅管理系：

#### 餐旅業媒體與公關實務

3 選

張慧珍

本課程提供學生智慧線與智慧製造執行系統進行智慧生產與作業管理的實務操作實習。

### Hospitality Media and Public Relation

3 E

Hui-Chen Chang

This course aims at equipping students with the principle of digital media and public relation (PR) management in hospitality industry. Course contents include hospitality image management, media relation, PR activities design and crisis management. By taught discussion of case studies and practical simulations of digital media application operations, students will understand the principle of corporate identity system (CIS), as well as being able to conduct good Media Marketing & PR Activities in

hospitality industry.

#### (四)財務金融國際學士學位學程

##### 財務數學

1 選

潘璟靜

本課程旨在探討貨幣時間價值於財務領域的重要性，內容涵蓋：

- 1.現值與終值
- 2.年金與非年金現金流量
- 3.內在報酬率與年化報酬率的計算
- 4.將上述觀念應用於股票與債券等金融工具。

##### Mathematics of Finance

1 E

G. G. Pan

This course aims to discuss the importance of the time value of money in finance, covering:

1. Present value and future value
2. Annuity and non-annuity cash flow
3. Calculation of internal rate of return and how to annualize rate of return
4. Apply the above concepts to financial instruments such as stocks and bonds.

##### 綠色財政政策

1 選

簡赫琳

- 瞭解綠色財政政策對我們社會發展的起源和重要性及其與可持續發展目標的聯繫。
- 瞭解綠色財政政策如何幫助我們診斷和解決不可持續的問題。
- 瞭解全球各種綠色財政政策最佳實踐。
- 反映臺灣的替代性綠色財政政策。

##### Green Fiscal Policy

1 E

Herlin Chien

- To understand the origin and importance of green fiscal policy for our societal development and its linkages with SDGs
- To understand how green fiscal policy can help us to diagnose and tackle unsustainable problems
- To learn a variety of green fiscal policy best practices worldwide
- To reflect alternative green fiscal policy for Taiwan

#### (五)時尚設計與管理系：

##### 人體彩繪創作研究

3 選

經歷了幾世紀的文化變遷，在東西方的人文藝術，不斷地交錯融合，直到近年來，台灣目前則缺少歐美人體彩繪風格般的應用及創作。隨著高科技時代的來臨，將傳統化粧的型態演變至今的彩繪化妝，直到近年來，結合了視覺藝術、創意造型、特效化妝、演變至現今的彩繪化妝設計，都與我們的生活文化息息相關，在歷史的古蹟文化、民族風情、宗教祭典、戲劇表演、攝影創作、空間建築設計、商業發表、電影電視、時尚風格、動漫科技、Cosplay...等，都與我們的生活文化有著密切的關係。

透過本課程以創意為核心價值，結合設計學術與產業發展實務為導向，進行相關知識的探勘，元素的萃取與創意加值的轉化應用研究。

## **Body Painting Creation Research**

## **3 E**

After centuries of cultural change, the humanities and art in the East and West have been constantly intertwined. Until recently, Taiwan has lacked the application and creation of European and American body painting styles. With the advent of the high-tech era, the traditional makeup style has evolved to the present, until recently, combined with visual art, creative styling, special effects makeup, and the current painted makeup design, are closely related to our life culture. In the historical heritage culture, ethnic customs, religious ceremonies, drama performances, photography creation, space architecture design, commercial publishing, film and television, fashion style, animation technology, Cosplay, etc., all have a close relationship with our life culture.

Through this course, creativity is the core value, combined with the design of academic and industrial development practices, the exploration of relevant knowledge, the extraction of elements and the transformation and application of creative value-added.



傳閱附件 1-5--本校各學院所屬各系(所)課程中英文摘要-人文暨社會科學院

## 五、 人文暨社會科學院

### 失智症照顧

2 選

- 1.失智症的症狀、診斷、與分期特徵
- 2.失智問題行為和精神症狀因應原則
- 3.失智症藥物治療與用藥安全
- 4.失智長者個別化活動的設計與帶領
- 5.失智家庭照顧者的壓力與調適原則
- 6.失智症的照顧資源與個案實例討論。

### Care of Dementia

2 E

- 1.Symptoms, diagnosis and characteristics of each stages of dementia.
- 2.Managements of behavioral and psychiatric symptoms in dementia patients
- 3.Medication treatment and safty for dementia
- 4.Individualized activity design for dementia patients
- 5.Adaption of caregiver's stress in dementia family
- 6.Care resource of dementia and case sharing.

### 社會資源整合與運用

2 選

本課程旨在讓學生學習長期照顧領域中的社會福利服務和社會資源之基本知能。透過相關內容介紹與實務案例運用，來幫助學生對於此領域的概念有更全面的了解。期望學生修習本課程後，能增進其對於社會資源整合與運用之基本知識與興趣。

### The Integration and Application in Social Resource

2 E

The primary purpose of this course is to provide basic knowledge and skills of the social welfare services and social resource in long-term care services. The courses feature an integration of theoretical knowledge and practical application in order to help students have a comprehensive understanding in this field. It will improve students' interests and basic knowledge in the integration and application in social resource after taking this course.

### (一)幼兒保育系：

#### 幼兒 STEAM 教育

2 選

許衷源、上

強調探究性與統整性的 STEAM 教育近年來一直受到各國教育單位的重視，許多學者們認為 STEAM 教育應始於嬰幼兒時期，順應幼兒好奇的天性與援用大腦發展關鍵期的優勢，可為幼兒對 STEAM 學習興趣與能力，奠下良好的基礎。本課程將介紹幼兒 STEM 教育之涵義與現況、課程設計與實施原則、與教學活動範例，且從中討論幼兒 STEM 教育之省思、挑戰與因應策略。

#### STEAM Education for Young Children

2 E

Chung-Yuan Hsu

STEAM education has been receiving a growing attention since the last decade. Many researchers



have suggested that STEAM education should start from early childhood due to the critical moment of children's curiosity and brain development. Teaching STEAM education at the early age may not only increase learning motivation but also foster learning performance. The purpose of this course aims to introduce STEAM education, curriculum design, pedagogy, as well as demonstrate STEAM learning activities.

## 說故事表達與應用

2 選

楊璧琿、上

本課程旨在增進兒童教保人員的說故事能力。課程將「說故事」歷程分為前、中、後三個階段：透過說故事前的準備，帶領學生探究故事的主題、張力與節奏；中期則演練聲音、聲調、速度、表情、肢體動作、輔助教具與互動技巧；後期階段著重在提問討論與延伸活動的設計。課程並注重實務演練，將與社區及相關機構合作，讓學生進行實戰說故事練習。

## Storytelling and Application

2 E

Pi-Hun Yang

This course is designed to enhance the storytelling skills of child care providers and educators. The course divides the process of "storytelling" into three stages. Through preparations before storytelling, students are led to explore the theme, tension and rhythm of the story. Then, students will practice using voice, tone, verbal speed, facial expression, body movements, auxiliary teaching aids and interaction skills to tell stories. The final stage focuses on the design of questioning, discussion and related-extension activities. The course also focuses on practical exercises, and will work with the community and related institutions to allow students to practice storytelling skills.

## (二)休閒運動健康系：

### 探索教育方案規畫

2 選

探索教育(Explore education)屬體驗式學習領域，西元 1997 年被引進台灣，並將 Project Adventure 翻譯為「主題式冒險活動」或「突破休閒」，國內廣泛使用「探索教育」一詞。本課程目的在培育產業專業領導人才及企業人力發展系統師資養成。授課內容包括：活動體驗、方案規劃、方案評估、探索教育方案規劃等四個方向，並透過共創互動式教學「遊戲」引導學員內在探討與分享；及「活動」強調探討與分享互動部份；進而透過「方案」係依循課程主題或目標，並經由一連串的遊戲與活動組合一套有系統的方案。

## Introduction of Sport Medicine

2 E

The Explore education belongs to the field of experiential learning. It was introduced to Taiwan in 1997, and Project Adventure was translated as "themed adventure activities" or "breakthrough leisure". The term "exploration education" is widely used in China. The purpose of this course is to cultivate professional leaders in the industry and train teachers in the human resources development system of enterprises. The teaching content includes four directions: activity experience, program planning, program evaluation, and exploration of educational program planning, and through co-creation of interactive teaching "games" to guide students' internal discussion and sharing; and "activities" emphasize the interactive part of discussion and sharing ; And then through the "Program", a systematic program is assembled through a series of games and activities in accordance with the theme or goal of the course.

## (三)客家文化產業研究所：

### 客家餐飲與實作

### 3 選

1. 客家餐飲介紹（含基本烹調觀念、衛生管理、器具使用、客家食材、客家飲食文化介紹等）。
2. 傳統、現代創意客家料理廚藝實作課程：傳統經典客家美食（四炆四炒）、創新客家料理、醃製類料理、米食類料理。
3. 客家特色餐廳及特色產業參訪研習。

### Hakka repast and implementation

### 3 E

1. Basic concepts of cooking, health management, basic cooking utensils, Hakka food culture, Hakka cuisine, introduction of hakka common ingredients and so on.
2. Traditional, modern and creative Hakka cooking implement courses: classic Hakka food (four stewed four fried), innovation of Hakka food, pickled food, grain cuisine.
3. Taiwan Hakka specialty restaurants and characteristic industry study visit.

傳閱附件 1-6--本校各學院所屬各系(所)課程中英文摘要-國際學院

## 六、國際學院

### (一)熱帶農業暨國際合作系：

#### 水產生物與化妝品

**3 選**

水產生物非僅供食用，其含有多樣的功能性成份，已漸漸被加入化妝品配方中，提昇整體功效。本課程內容主要討論水產生物的生產與有效成份的萃取，包括藻類、貝類、魚類與益生菌等，也會討論水產生物加工過程的副(廢棄)產物有效成份等的再利用，各成份在離體或活體的功能性評估技術，達到促進皮膚清潔、保養與抗老化作用。另對市場上含有水產生物成份的商品進行討論。

#### Aquatic Organisms and Cosmetics

**3 E**

The aquatic organisms are not only used as food for human consumption but also are recognized as containing abundant functional cosmetics ingredients. The use of natural products in cosmetics is the trend. Therefore, the course will cover the production of aquatic organisms including algae, fish, shellfish and probiotics. The extraction methods for functional ingredients from their processing by-products or wastes will be introduced. Meanwhile, techniques for skin anti-ageing evaluation in vitro and in vivo will be discussed. The products that are already in the market will be used as case studies.

### (二)土壤與水工程國際碩士學位學程：

#### 水土保持工程概論

**2 選**

為土地合理利用，並保護土地，防止劣化，重建被沖蝕及貧瘠之土地，而且使土壤能保持適當之水分供作物利用，以維持農地之永續生產及收益。其內容包括：沖蝕之原因及沖蝕之過程，再介紹合理利用土地為基礎之水土保持方法，諸如覆蓋、敷蓋、綠肥、等高耕作、輪作、間作、平台階段、山邊溝等農地水土保持方法。

#### Introduction to Soil and Water Conservation Engineering 2 E

This course is study the proper land use, protecting the land against all forms of soil deterioration, rebuilding eroded and depleted soil, conserving moisture for crop use, proper agricultural drainage and irrigation where needed and increasing yield and farm income. The contents are: Principle of soil erosion, erosion process, practices of soil and water conservation, recovering, mulching, green manure, contour farming, rotation, interplanting, terrace and hillside ditch, debris flow, UAV application etc

### (三)觀賞魚科技及水生動物健康國際學位專班：

#### 水生動物病理生理學

**3 選**

為了減輕水生動物疾病的暴發與增加，快速識別和了解宿主新病原體的生理失衡以控制疾病是很重要的。這些知識將通過講座、小組討論、案例研究、書面作業提交和學生演示獲得。

#### Pathophysiology of Aquatic Animals

**3 E**

To mitigate the increase outbreaks of aquatic animal diseases it is important to rapid identification

and understanding of the physiological imbalance from new pathogens in the host to enable the disease control. This knowledge will be gained through lectures, group discussion, case studies, written assignment submissions, and student presentations.

## **水生動物養殖健康管理**

## **2 選**

水產動物傳染病呈穩步上升趨勢，對水產養殖業造成重大損失。由於水產養殖業正在將產業擴展到新的地理區域，具有致病潛力的新微生物和寄生蟲物種將繼續出現。本課程將討論水產養殖健康管理、生物安全和與系統相關的具體問題的原則。

## **Aquaculture Health Management**

## **2 E**

Aquatic animal infectious diseases are steadily increasing resulting in major losses to aquaculture industry. Since the aquaculture is expanding industry to new geographic areas, new microbial and parasitic species with pathogenic potential will continue to emerge. To understand the principles of aquaculture health management, biosecurity and specific issues associated with the system will be discussed in this course. This knowledge will be gained through lectures, group discussion, case studies, written assignment submissions, and student present.

傳閱附件 1-7--本校各學院所屬各系(所)課程中英文摘要-獸醫學院

## 七、 獸醫學院

### (一)獸醫學系：

#### 信鴿基礎醫學

**2 選**

本課程主要目的是提供基礎診斷及治療常見鴿子疾病問題，為主要的教材。內容包括疾病之發病機序、消毒及預防等基礎基本概念與操作。期能使學生瞭解基礎疾病之治療及預防之實際處理方式。

#### Pigeon Basic Medicine

**2 E**

The purpose of this course is to provide the basic information required to diagnose and treat the common diseases of pigeons. This course is designed to precisely discuss the pathogenesis and diseases prevention, currently occurred in Taiwan. We expect the students will understand how to treat and prevent pigeon diseases in the practice.

#### 信鴿基礎醫學實習

**1 選**

本課程主要目的是提供基礎診斷及治療常見鴿子疾病問題的處理實作。內容包括疾病之發病機序、消毒及預防等基礎概念與操作。期能使學生瞭解疾病之基礎治療及預防之實際處理方式的實際操作。

#### Pigeon Basic Medicine Internship

**1 E**

The purpose of this course to provide the basic information required to diagnose and treat the common diseases of pigeons. This course is designed to precisely discuss the pathogenesis and diseases prevention currently occurred in Taiwan. We expect the students will understand how to treat and prevent pigeon diseases in the practice.

#### 特殊寵物疾病概論

**2 選**

本課程介紹特殊寵物疾病。介紹動物包含鼠兔、刺蝟、雪貂、蜜袋鼯、爬蟲類等常見特殊寵物。講授內容將著重於疾病特徵、病變機制、病理診斷與類症鑑別等。

#### Disease of exotic animals

**2 E**

This course focuses on the diseases of exotic animals. Introduced animals include rodent, rabbit, hedgehog, ferret, sugar glider, and reptile. The course focuses on the features of diseases, pathogenesis, diagnosis, and differential diagnoses..

#### 乳牛牧場飼養管理與疾病

**2 選**

經由本課程之修習，學生可了解乳牛牧場飼養管理與乳牛疾病發生之關聯性，並學習如何透過改善牧場生物安全、動物營養來預防疾病之發生，使學生初步了解生產醫學之重要性。

#### The relationships between management and diseases in dairy farm.

**2 E**

In this course, students will study about the relationships between diseases and management in dairy herd. In addition, student will know how to avoid disease occurrence by improving the management in dairy herdt..

## 比較病理學

2 選

本課程介紹相似病原在不同物種間造成的疾病比較。介紹動物包含農場動物、伴侶動物、野生動物等。講授內容將著重於疾病特徵、病變機制、病理診斷與類症鑑別等。

## Comparative pathology

2 E

This course focuses on the diseases caused by same pathogen in different species. Introduced animals include farm animals, companying animals, and exotic animals. The course focuses on the features of diseases, pathogenesis, diagnosis, and differential diagnoses..

## 消化道病理學

2 選

在系統疾病中，消化道疾病是最為常見。本課程依解顛剖學位置，分別借介紹各個器官的特徵性病變，包括傳染性及非傳染性，以增進學生對消化道疾病診段的能力。講授內容特別著於類症鑑別及防治措施。以幻燈片及實地解顛剖為主要的教材。

## Pathology of Digestive System

2 E

Among the systemic diseases, gastrointestinal disorders are the most common. According to topographic anatomy, the characteristic lesions of each organ including infectious and non-infectious introduced. How to make differential diagnosis and how to prevent and treat the disease are focused on. Both slides and necropsy cases are the main teaching materials.

## (二)動物疫苗科技研究所：

### 疫苗開發應用統計實務

2 選

王祥宇、業界專家等合授

課程內容包括生物統計相關基本知識及使用 Excel 與 R 語言做為統計工具進行疫苗開發，包括：統計假設、數據分佈、統計檢驗、分組統計與無母數統計等內容。訓練修課學生具備開發疫苗時所需之統計檢驗方法與相關統計工具操作能力，可直接應用於研究工作中之所需之生物統計實作知識。

## The basic and practice of statistics in vaccine development 2 E Hsian-Yu Wang etc.

This course covers the biostatistics knowledge and using Excel and R as biostatistics tools of vaccine development, including: statistical hypothesis, data distributions, statistical testing, group statistics and nonparametric statistics. To train students work with statistical testing methods and related operating ability of statistical tools. This biostatistical ability could be directly employed in the study.

## 再生醫學

2 選

莊國賓

探索再生醫學的可能性，這是一個跨學科領域，本學科可以學到包括幹細胞生物學、組織工程、基因組工程。學生有機會了解適用於現代治療方法的最新技術，例如：幹細胞應用、納米醫學、組織工程。項目主題包括：幹細胞生物學、細胞治療、組織工程。



**Regenerative medicine**

**2 E**

**Kuo-Pin Chuang**

Explore the possibilities of regenerative medicine, an interdisciplinary field where scientists work towards the repair of diseased or damaged tissues using biological or cell-based technologies. Students have the opportunity to learn about new, up to date technologies that are applicable to modern therapeutic approaches such as: stem cell applications, nanomedicine, tissue engineering. Project topics include: stem cell biology, cell therapy, tissue engineering, functionalized scaffolds, biomaterials..

## 八、達人學院中英文課綱

### 微處理機系統 3 選 陳智勇

課程以 ARM 為主，介紹微算機/SoC 系統各項功能及原理包括 Architecture, Instruction, Memory, Timer and Counter, I/O, UART, DAC/ADC, Programming 等，透過一系列之實驗課程與原理介紹，使學生瞭解微算機系統之功能、原理與實做。

### Microprocessor System 3 E C. Y. Chen

The courses are mainly ARM, which introduces the functions and principles of the microcomputer/SoC system, including architecture, instructions, memory, timers and counters, I/O, UART, DAC/ADC, programming, etc., through sensitive experimental courses and principles Introduction to enable students to understand the function, principle and practice of the microcomputer system.

### 嵌入式作業系統 3 選 陳智勇

教導學生瞭解嵌入式系統、嵌入式作業系統的基本概念及嵌入式作業系統的實作。由一最小系統開始，逐步介紹與實作多工作業系統，之後再逐步擴展諸 Process/Thread 執行單元、記憶體管理、檔案系統、即時多工、驅動程式等設計，並帶學生逐步實踐並了解以上機制。

### Embedded Operating Systems 3 E C. Y. Chen

1. Introduction to Embedded Systems, Embedded OS and Real-time OS
  - Kernel objects and RTOS services
2. Multitasking
  - Task, process, thread, scheduler
3. Communication & Synchronization
  - Semaphores, mutex, message queues, mailbox and pipeline
4. Interrupt
  - Signal, timer and timer services
5. I/O & Memory
  - Socket, I/O Subsystem, Memory

### 人工智慧與深度學習 3 選 謝昇憲

本課程以由淺入深，循序漸進的教導 AI 基礎架構，打下 AI 基礎學習，是踏入 AI 學習大門必修課程。你將學會資料處理的 Python 套件(Numpy、Pandas、Scipy、Matplotlib、Seaborn..);學會用 scikit-learn 在應用主題中實現機器學習演算法(Regression、Decision Forest、KNN 或 Kmeans 等)、驗證模型績效，並進行參數調校來優化模型；學會用 Keras/TensorFlow 搭建深度的神經網路，如卷積神經網路(CNN)、遞歸神經網路(RNN)、強化學習(Reinforcement learning)、生成對抗網路(Generative Adversarial Networks)等，以實現人臉辨識、自然語言對話等人工智慧主題。

### Artificial Intelligence and Deep Learning 3 E S. H. Hsieh

This course teaches AI infrastructure from the shallower to the deeper, step by step, and lays the foundation for AI learning. It is a compulsory course for stepping into the door of AI learning. You will learn data processing Python suites (Numpy, Pandas, Scipy, Matplotlib, Seaborn...); learn to use scikit-learn to implement machine learning algorithms (Regression, Decision Forest, KNN or Kmeans, etc.) in application topics, and verify models Performance and parameter tuning to optimize the model; learn to use Keras/TensorFlow to build deep neural networks, such as Convolutional Neural Networks (CNN), Recurrent Neural Networks (RNN), Reinforcement Learning, and Generative Confrontation Internet (Generative Adversarial Networks), etc., to realize artificial intelligence topics such as face recognition and natural language dialogue.

### 智能監控 3 選 謝昇憲

1. 具備建築智慧化居家監控的整合原理與基本技能，以系統思考及科技資訊之運用，積極面對與解決職場各種問題。
2. 具備燈光、節能與電氣及環境之控制、設計與應用技術能力，以系統思考及科

技資訊之運用，積極面對與解決職場各種問題。3.具備門禁控制、防災與監控及遠端居家智慧控制之設計與應用技術能力，展現保養維修之能力及問題解決之素養。4.認識智慧居家監控工場設施，並了解工業安全及衛生與消防安全相關知識，5.具備對工作職業安全及衛生知識的理解與實踐，展現良好的工作態度與情操。能思辨勞動法令規章與相關議題，省思自我的社會責任。

### **Intelligent monitoring 3 E S. H. Hsieh**

1. Possess the integration principles and basic skills of building intelligent home monitoring, and actively face and solve various problems in the workplace with systematic thinking and the use of scientific and technological information. 2. Capable of controlling, designing and applying technology for lighting, energy saving, electrical and environment, and actively face and solve various problems in the workplace with systematic thinking and the use of scientific and technological information. 3. With the design and application technical capabilities of access control, disaster prevention and monitoring, and remote home smart control, it demonstrates the ability of maintenance and repair and the quality of problem solving. 4. Understand the smart home monitoring factory facilities, and understand the related knowledge of industrial safety and sanitation and fire safety, 5. Have the understanding and practice of occupational safety and sanitation knowledge at work, and show a good working attitude and sentiment. Be able to contemplate labor laws, regulations and related issues, and reflect on self's social responsibility.

### **電工學 3 選 陳智勇**

本課程的主要內容為各種電路的特性分析，直流電路與交流電路為最主要目標磁學及其應用亦為探討之對象。討論各種電路系統所包括的元件及迴路，並以電路圖表示各電路之關係。使學生對電學原理有基本認識。實習課程內容包括：三用電錶之認識及應用；交直流電壓測試；電阻及歐姆定律串並聯電路及克希荷夫定律；重疊原理；直流功率及最大功率輸出測試；RLC 串聯諧振；RLC 並聯諧振；LC 濾波實習；變壓器特性實習；熱敏電阻及熱控電路；示波器的認識；整流實習；馬達轉速與輸出功率；發電機之認識；基礎供電設計。

### **Engineering Mechanics of Electrical 3 E C. Y. Chen**

The theme of this course is the analysis of electric circuits. Especially D.C-circuits and A.C-circuits. The theory of magnetism and its application will be also discussed. The various components and interconnection of an electrical system comprise what is described as an electric circuit, and a circuit diagram is a graphic representation of an electric circuit. It provides the basic concept of electric circuits. The laboratory main topics of this course includes: Use of meters (AV) ; DC. AC. Voltage ; Resistor and Ohm's Law ; Serial and Parallel circuit and Kirchhoff's law ; Super position theory ; DC power testing and maximum power output testing ; RLC in Series (resonance) ; RLC in parallel ; LC pass-filter testing ; Characteristics of Transformer Testing ; Thermal Resistor and Thermo-control circuit testing ; Oscilloscope Training; AC-DC Testing ; Speed and power of a motor ; Generator ; Fundamental Design of Transmission and Distribution system 。

## **行銷設計學堂新開課程中英文課綱**

### **整合行銷溝通 0.3 選 蔡展維**

1. 打造消費者的購物路徑 2. 行銷生命週期曲線 3. 漏斗式行銷的 S 型曲線

### **Integrated Marketing Communication 0.3 E C. W. Tsai**

1. Create the customers path to purchase  
2. The product life cycle  
3. The S type of marketing funnel

### **影片行銷腳本撰寫及文案發想 0.3 選 蔡展維**

1. 拍片製作過程 2. 如何說好一個故事 3. 如何寫影片腳本 4. 實作練習

### **Video production knowhow & story board writing 0.3 E C. W. Tsai**

- 1.Video production knowhow.
- 2.How to tell a good story.
- 3.How to write a video story board.
- 4.Story board writing practice.

### **說故事提案技巧 0.3 選 蔡展維**

1. 提案前的準備工作
2. 提案中的實用攻略
3. 提案實做分組練習
4. 提案後的悠長餘韻

### **Present a good story 0.3 E C. W. Tsai**

- 1.Preparation before the presentation.
- 2.Useful skills during the presentation.
- 3.Group discuss: find your presentation style.
- 4.The point after the presentation.

### **熱銷商品行銷與實作 0.6 選 蔡展維**

1. 實際完成符合真實市場的行銷案
2. Line@功能實作
3. Canva 功能實作
4. CapCut 功能實作
5. 一頁式網站功能實作

### **Create marketing plan for popular products 0.6 E C. W. Tsai**

- 1.Create a Go-to-Market plan
- 2.Line@ practical course
- 3.Canva practical course
- 4.CapCut practical course
- 5.Landing page practical course

### **行銷數據與分析 0.6 選 蔡展維**

1. 數位行銷策略佈局
2. 數位工具操作洞悉
3. 數位廣告解密
4. 窺探 Google、Meta 的強大秘密

### **Data marketing and data analysis 0.6 E C. W. Tsai**

- 1.Digital marketing and Strategic layout
- 2.Insight into the operation of digital tools
- 3.Digital advertising decryption
- 4.Look into the powerful secrets of Google and Meta

## **創新創業學堂新開課程中英文課綱**

### **創新服務模式之園藝輔助療法 1 選 潘佩君**

本課程分為理論概論以及操作實務，第一階段為園藝治療基礎課程，期望透過認識園藝輔助療法以及實作，了解助人工作的知識與技術層面。第二階段課程為綠色照顧理論以及創新創業的模式分享，擴大同學對於產業環境的視野，鼓勵同學在實作課程中發揮自己的巧思進入園藝治療師的工作世界。課程最後安排學員參訪園藝治療的農場實務，以了解不同模式的實施模式，增進對於園藝治療師和綠色照顧產業的認識。

### **Horticultural Therapy and Creative Service Model of Professional**

### **1 E P. C. Pan**

The course is divided into theoretical overview and practical operation. The first stage is the basic course of horticultural therapy. It is hoped that through the understanding of horticultural therapy and its practice, we can understand the knowledge and technical aspects of human service. The second phase of the course is the haring of green care theory and innovation and entrepreneurship models, which expands students' vision of the industrial environment and encourages students to use their ideas in the practical course to enter the working world of horticultural therapists. At the end of the course, trainees are arranged to visit the farm practice of horticultural therapy to learn about the implementation modes of different of models and to enhance their understanding of horticultural therapists and the green care industry.

### **永續概念培育-創新創意發想 0.2 選 簡赫琳**

了解永續發展目標與確保及促進各年齡層健康生活與福祉。

#### **Concepts of Sustainable Development- Innovation and Creative Thinking**

#### **0.2 E H. L. Chien**

Learn about the Sustainable development goals; Ensure healthy lives and promote well-being for all at all ages.

### **影像處理與簡報技巧 0.6 選 呂洽毅**

1.學習 Photopea

2.學習簡報技巧

#### **Image Processing and Presentation Skills 0.6 E C.Y. Lu**

1.Learning Photopea.

2.Learning presentation skills.

### **創意發想暨模型製作 0.3 選 侯博倫**

創意激盪與團隊創意激發與模型製作

#### **Creative development with model making 0.3 E P. L. Hou**

Creative thinking and brainstorming and inspiring team creativity and model making

### **永續概念培育-現況與做法 0.2 選 張麗玉**

了解疾病防治宣導與衛教，透過預防、治療，以及促進心理健康與福祉。

#### **Concepts of Sustainable Development- Current Situation and Practice**

#### **0.2 E L. Y. Chang**

Learn about disease prevention advocacy and health education through prevention, treatment, and promotion of mental health and well-being.

### **創業基礎培訓-專利概念培養 0.2 選 黃祥熙**

專利智慧財產權於產品保護之應用

#### **Entrepreneurship Basic Training-Patent Concept Cultivation**

#### **0.2 E H. H. Huang**

Application of patent intellectual property rights in product protection.

### **創業基礎培訓-技轉與品牌商標保護 0.2 選 黃祥熙**

技術移轉與授權契約案例及品牌商標保護之應用。

#### **Entrepreneurship Basic Training-Technology Transfer and Brand and Trademark Protection**

#### **0.2 E H. H. Huang**

Technology transfer and licensing contract cases and application of brand trademark protection.

### **創業基礎培訓-營業秘密與資訊揭露 0.2 選 黃祥熙**

研發成果、智慧財產權的最佳保護策略及學習迴避機制的實體內涵與其建構技巧，以防範相關衝突所帶來的影響。

#### **Entrepreneurship Basic Training - Business Secrets and Information Disclosure**



## 0.2 E H. H. Huang

The best protection strategy for research development results and intellectual property rights, the substantive connotation of learning avoidance mechanism and construction skills, to prevent the impact of related conflicts.

### 創業引導課-斜槓的意義 0.2 選 陳又嘉

- 1.什麼是斜槓?零接觸經濟
- 2.成功者永遠知道下一步要做什麼
- 3.妨礙成功三大障礙
- 4.邁向成功四化原則
- 5.品牌建立與互動遊戲體驗

### Entrepreneurship Guidance Course-Slash 0.2 E Y. C. Chen

- 1.What is a slash? Zero-touch economy
- 2.Winners always know
- 3.Three barriers to success
- 4.Towards the Four Principles of Success
- 5.Brand building and interactive gaming experience

### 電商創業不可或缺的攻略密技 0.3 選 陳又嘉

關於電商

- 一、電商經營心態
  - 二、成立電商需要多少成本
  - 三、走向大眾還是面對小眾
  - 四、了解五種電商模式，找到自己的路
- 行銷與受眾
- 一、行銷迷思
  - 二、關於 TA(Target Audience)
  - 三、行銷策略，你會選哪種？
  - 四、強化消費者體驗
  - 五、用數據看行銷

### Ecommerce from zero to one 0.3 E Y. C. Chen

The purpose of this lesson is to not only get familiar with the Taiwanese Ecommerce market but also explore the operational strategies for increasing the performance of advertising design by focusing on how to effectively use the principle of visual communication design to successfully obtain effective posts with high interaction rate and high click-through rate and reduce online customer acquisition cost.

### 創業引導課-淺談選擇 0.2 選 陳又嘉

- 了解社會的階級  
自信與自卑的差別  
升學的意義  
就業與創業的差異  
下一步該怎麼做？

### Entrepreneurship Guidance Course-About Choice 0.2 E Y. C. Chen

- understand the class of society  
The difference between confidence and inferiority  
The meaning of further education  
Differences between employment and entrepreneurship  
What to do next?

**MOS 漢堡店經理人才培訓實務研習(1) 1 選 程宛琳**

近年來，隨著國際貿易的盛行，食品安全事件頻傳，也逐漸受到世界各國的重視。本課程將帶領著學生深入淺出的了解國際上的食品法規、安全管控技術、以及風險評估。預期修習過本課程的學生，可以了解未來畢業後，面臨食品安全事件的時候，目前產官學界該如何快速反應，並學會研擬因應策略。

**MOS Manager Talent Training Practice(1) 1 E W. L. Cheng**

According to the population of global trade, it produces more international food safety accidents. And people pay more attention on food safety. In this course, we will lead students to study the regulation, CCP and risk assessment of food safety. Therefore, we expected that those students could learn to react with food safety accident and know how our industry, government and academic deal with those issues.

**健身產業行銷策略與實務應用 0.7 選 蘇蕙芬**

1. 分享該如何進入健身產業並成為一名專業的運動教練，讓自己在眾多健身教練當中突破重圍，成功開發新客戶同時也留住熟客的關鍵技巧，搭配個案研討及豐富的課程內容，激發同學創造力。
2. 以淺顯易懂的方式分析目前健身房經營的未來發展趨勢與關鍵成功因素，讓同學能融會貫通。
3. 搭配實務操作課程，加強學生的專業技能與知識，讓同學畢業後投入健身職場時能更加順利。

**Business Strategy and Application for the Fitness Industry 0.7 E H. F. Su**

1. This course share how to use gym marketing strategies to break through the barriers of many Sports coach, to successfully develop new customers while also retaining the key skills of regular customers, with case studies and rich course content to stimulate students' creativity.
2. Analyze the future development trends and key success factors of existing gym operations in a simple and easy-to-understand way, so that students can understand them.
3. Through Practice course, strengthen Professional skills and knowledge, find a job faster after graduation.

**IHG 國際飯店之學生實務實習增能課程 1 選 趙偉廷**

本課程以授課教師和業師協同授課，課程會以飯店各部門主管為業師，並在課程中帶領學生前往飯店移地教學，讓學生在上課中了解產業與授課新體驗。

**The Course of Students Actual Practice at InterContinental Hotels Group****1 E W. T. Chao**

This course is include teacher and some department heads in IHG.

We will take student to IHG, it could let them more understand hotel industry and have new experience.

**永續發展學堂新開課程中英文課綱****犬隻營養與照護 1 選 葉宗明**

本課程內容主要介紹犬隻照護相關知識，包括基礎營養及照護方式，以培養學生擁有犬隻照護及營養學基本知識，並可應用於犬隻的日常照護。

**Canine Nutrition and Care 1 E T. M. Yeh**

The purpose of this course is to acquaint students with knowledge of canine fundamental care and nutrition. Instructions for basic principles of nutrition and caring. Through this course, students can apply critical thinking and the skills of how to care canine in practice.

**動物輔助治療 2 選 羅書姍**

本課程希望藉由課堂講授、討論、影片研討等方式，輔以實作體驗學習之活動設計，將生命教育內涵融入助人專業實務中，課程內容包括動物輔助治療的施行模式、動物輔助治療在健康照護、教育輔導與行為矯治等層面之應用，以及動物用於提升人類生活品質之相關議題探討等。透過帶領學生認識動物在人類健康照護與教育輔導領域的重要性，以培養學生尊重生命及參與推廣促進人與動物關係方案的知能，並落實在人類身、心、靈、社會與環境的多面向照護上。

**Animal Assisted Therapy 2 E S. S. Lou**

This course is to introduce the applications of animal assisted therapy (AAT) into human health care and education, based on the theories of the life education and “human-animal interaction.” The course topics include: the theories and trends of animal welfare issues; animals and human health; the research, practice, and models of AAT, etc. The teaching activities include lectures, group discussions, practicum, documentary films discussion, etc. Students are expected to be initiated their knowledge and interests in both animal welfare and pet therapy issues.

### **動物輔助實務活動設計 1 選 蔡明憲、潘佩君**

本課程結合社工系高齡照護及幼保系幼兒教育相關跨領域專業知識，藉由課堂講授、討論等方式，輔以實作體驗學習之活動設計，將動物輔助及助人專業實務中。透過學習國內外不同專業領域針對各類服務個案及實務設計之應用，增加學生專業職能。

#### **The Application of Animal-Assisted Therapy Program**

##### **1 E M. H. Tsai, P. C. Pan**

This course combines the interdisciplinary professional knowledge related to early childhood education of the Department of Social Work and the Department of Child Care, through classroom lectures, discussions, etc., supplemented by the design of experiential learning activities, and integrates animal assistance and human assistance into professional practice. By learning the application of various service cases and practical designs in different professional fields at home and abroad, students can increase their professional functions.

### **動輔員訓練實習 0.5 選 羅書姍**

本課程透過實作與參訪，認識動物輔助治療活動之領犬員的工作內涵、所需技巧，動輔活動現場環境布置與活動流程，以及與動物輔助治療師及服務個案互動的應注意事項。

#### **AAT Animal Handler Practicum 0.5 E S. S. Lou**

This course is to introduce animal handler's working content, skills, environment and procedures in animal assisted therapy (AAT) activities. Students will understand how to cooperate with animal assisted therapist and clients, though professional visiting and practicums.

### **健檢概論與預防醫學 0.5 選 羅希哲**

1. 常規血液及生化檢查
2. 一般影像檢查及特殊影像檢查
3. 常見慢性疾病介紹
4. 常見症狀的鑑別與處置
5. 正確的預防保健觀念與具體作為

#### **Health Examination and Preventive Health Care 0.5 E S. J. Lou**

1. Blood routine and chemistry routine
2. Common image examination and special image examination
3. Common chronic disease interpretation
4. Common symptoms different diagnosis and management
5. Correct concepts and concrete actions of preventive health care

傳閱附件 2----時尚設計與管理系及農企業管理系 111 學年度技優領航專班課程規劃案

## 教育目標及核心能力

經 106.09.14 107-110 學年度新課程修訂委員會會議審議通過

經 106.09.13 106 學年度第 1 學期第 1 次系務會議審議通過

時尚設計與管理系		
<p>本系所發展之規劃與執行均配合產業需求與未來社會發展，以「時尚設計」與「時尚管理」兩大領域為主軸，旨在培育時尚設計與時尚管理之專業人才，教育學生將時尚設計與管理之專業、多樣性地方文化與國際時尚設計與管理之理念，應用在技術的操作與品質的提升，使科學研究之成果與技術相互配合。且落實學生能力本位之教學制度，充分展現於流行產業，成為發展國、內外時尚產業與學術研究界之優質人才，培育具有：</p>		
	教育目標	核心能力
大學部	<ol style="list-style-type: none"> <li>1. 跨領域發展之創新時尚設計與管理研究導向。</li> <li>2. 設計專業結合具國際觀藝術美學涵養。</li> <li>3. 時尚設計與管理連結地方性文化特色之專業。</li> <li>4. 以生態永續為理念的時尚設計與經營管理。</li> <li>5. 以創意設計及市場需求為導向之實務研發</li> </ol>	<ol style="list-style-type: none"> <li>1. 具時尚商品企劃管理能力</li> <li>2. 跨領域整合時尚設計能力。</li> <li>3. 服裝展示與表演企劃執行能力。</li> <li>4. 創造具地方性文化特色之時尚設計與管理能力。</li> <li>5. 具當代國際視野之時尚美學能力。</li> </ol>
碩士班	<ol style="list-style-type: none"> <li>1. 培育時尚設計管理領域之教師。</li> <li>2. 培育時尚設計之研究人才。</li> <li>3. 培育設計師工作室實務之專才。</li> <li>4. 培育時尚產業主管人才。</li> </ol>	<ol style="list-style-type: none"> <li>1. 培育時尚領域之專業師資能力。</li> <li>2. 具時尚創意設計研究能力。</li> <li>3. 實務專業製作與創業管理能力。</li> <li>4. 具時尚產業管理研究能力。</li> </ol>

## 四、必修科目表

大學部 必修科目表

## (一)教育目標

- 1.時尚設計與管理連結地方性文化特色之專業。
- 2.設計專業結合具國際觀藝術美學涵養。
- 3.跨領域發展之創新時尚設計與管理研究導向。
- 4.以生態永續為理念時尚設計與經營管理。
- 5.以創意設計及市場需求為導向之實務研發。

## (二)校定共同必修科目

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	
通識課程 General Education	12	2	2	2	2	2	2			通識選項課程： 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
憲法 Constitution	2			2						
體育 Physical Education	4	1	1	1	1					一年級： 大一體育(1)、 大一體育(2) 二年級： 體育選項(需修讀不同 興趣體育課程)
生活服務教育 Student Life Service Education	0	0	0							
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
合 計	29	8	8	5	4	2	2	0	0	



## (三) 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 (1) Economics (1)	3	3								
會計學 (1) Accounting(1)	3		3							
統計學 (1) Statistics (1)	2			2						
運算思維與資訊科技運用 Computational Thinking and Information Technology Applications	1			1						
統計學 (2) Statistics (2)	2				2					
合 計	14	6	3	3	2	0	0	0	0	

## (四)專業必修科目

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	
色彩學 Color	3	3								
素描 Sketch	3	3								
時尚美學 Fashion Aesthetics	3		3							
時尚行銷學 Fashion Marketing	3		3							
當代設計史 History of Contemporary Design	3		3							
多媒材演練 Practices on the Creations of Multi-media	3			3						
消費者行為學 Consumer Behavior	3			3						
服務業管理 Service Management	3			3						
統計學實習(1) Practice in Statistics (1)	1			1						
流行產業管理研究法 Research Methods of Fashion Industries and Managements	3			3						
商品陳列 Window Display	3				3					
流行趨勢分析 Fashion Trend and Forecasting	3				3					
時尚商用英文 Fashion Business English	3				3					
統計學實習(2) Practice in Statistics (2)	1				1					
專家講座 Experts Lecture	3					3				
實務參訪 Business Visits	3					3				
企業倫理 Business Ethics	3					3				
時尚推廣企劃 Fashion Marketing Communication Planning	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	
實務專題 Graduation Project	4						1	1		
時尚應用商品企劃 Fashion Merchandises Planning	3						3			
實務實習 Internship in Fashion Design									2	
合 計	57	6	9	13	10	12	4	1	2	

## (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	
服裝畫(1) Illustrations of Fashion Design(1)	3	3								
服裝設計(1) Fashion Design (1)	3	3								
織品材料(1) Textiles and Clothing Materials (1)	3	3								
服裝史 History of Costumes	3	3								
美膚學 Dermatology	3	3								
頭皮養護 Hair Scalp Care	3	3								
服裝畫(2) Illustrations of Fashion Design(2)	3		3							
服裝設計(2) Fashion Design (2)	3		3							
織品材料(2) Textiles and Clothing Materials (2)	3		3							
人體工學 Ergonomics	3		3							
醫學美容概要 Medical Beauty	3		3							
美容營養學 Beauty Nutrition	3		3							
塑身規劃設計 Body Sculpting Planning	3		3							
電腦輔助設計 Computer Aided Design	3			3						
服裝構成(1) Apparel Construction (1)	3			3						
成衣打版(1) Pattern Making of Ready to Wear (1)	3			3						
織品品質管理(1) Textile Goods with Quality (1)	3			3						
國際比賽演練(1) International Design Competitions (1)	3			3						

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	
婚禮造型設計 Wedding Styling Plan	3			3						
時尚彩妝設計與實務(1) Internship in Fashion Make-Up Design (1)	3			3						
時尚髮型設計與實務(1) Practice of Hair Design (1)	3			3						
服裝構成(2) Apparel Construction(2)	3				3					
成衣打版(2) Pattern Making of Ready to Wear (2)	3				3					
織品品質管理(2) Textile Goods with Quality (2)	3				3					
國際比賽演練(2) International Design Competitions (2)	3				3					
身體保健按摩 Body Massage	3				3					
時尚彩妝設計與實務(2) Internship in Fashion Make-Up Design (2)	3				3					
時尚髮型設計與實務(2) Advanced Hair Design (2)	3				3					
電腦打版(1) Computer Aided Pattern Making (1)	3					3				
立體剪裁(1) Draping (1)	3					3				
布料設計(1) Practice of Textiles (1)	3					3				
人體彩繪設計與實務 Body Painting Creation	3					3				
創意髮型設計與實務 Creative Hairstyle Design	3					3				
電腦打版(2) Computer Aided Pattern Making (2)	3						3			
立體剪裁(2) Draping (2)	3						3			
布料設計(2) Practice of Textiles (2)	3						3			
新娘禮服設計與打版 Wedding Dress Design and Pattern Making	3						3			



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	
美甲設計與實務 Internship in Nail Art Design	3						3			
整體造型設計 Overall Design and Style	3						3			
男士髮型設計與實務 Men's Barbering	3						3			
男裝設計與構成 Menswear Design and Pattern Making	3							3		
時尚內衣設計與打版 Underwear Design and Pattern Making	3							3		
半永久美妝設計與實務 Course Semi-Make Up Course	3							3		
特效妝髮設計與實務 Special Makeup Effect for Stage and Screen	3							3		
化妝品概論 Introduction of Cosmetics Products	3							3		
專業實習 Professional Practice	9								9	
銀髮族服裝設計與構成 Silver-Haired Group Clothing Design Construction	3								3	
多功能服裝設計 Multifunctional Clothing Design	3								3	
美容業界專家講座 Beauty Industry Expert Lectures	3								3	
時尚產業整合實務實習 An Integrated Practice and Internship in Fashion Industry	2								2	本課程為實務實習替代課程
合 計	155	18	21	24	21	15	21	15	20	

## 五、中英文課程摘要

### 大學部中英文課程大綱

## Department of Fashion Design and Management

### 一、必修科目

#### 1.Required Courses

#### 762001 色彩學

3 必 徐秀如、上

課程的主要重點在於色彩應用上的基本法則，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及色彩的視覺效果。期望學生經由認識色彩、欣賞色彩，並能利用色彩美化人生。

#### 762001 Color

3 R Hsiu Ju Hsu 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 素描

3 必 黃淑芳、上

本課程探討創意基礎當中之形象圖繪的方法。透過訓練學生發展觀看環境與物件的意象，進而有效運用圖繪的技藝，表達形象觀看與內涵探討。學生需在各個觀點面向進行深入描寫，發展創意階段中具備原初的圖紋分析、構成與創意。

#### 762002 Sketch

3 R Shu-fang Huang F

This course will explore the method of drawing in relation to the foundation of creativity. Through training students to develop their viewings of environments and objects, the skills of drawing for expressing connotations of the observed objects will be further applied. Students need to develop portraying various perspectives of objects, and to develop pattern analysis, composition and creativity in their initial stage of art.

#### 762003 時尚美學

3 必 黃淑芳、上

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。

#### 762003 Fashion Aesthetics

3 R Shu-fang Huang F

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.

#### 762004 時尚行銷學

3 必 徐秀如、下

課程主要目標是瞭解時尚產業與行銷的關係。學習產品發展，價格策略，行銷通路與行銷溝通組合之概念，應用於時尚產業，以便學生能成功進入就職市場，結合專業的流行教育及結實的行銷與管理的背景。

### **762004 Fashion Marketing**

**3 R Hsiu Ju Hsu S**

The purpose of this course is to understand the relationship between marketing and fashion industry. Learning the principles of product development, pricing strategies, marketing channel and marketing communications mix to apply in fashion industry. In order to support students to enter the fashion marketplace and succeed. It is also to combine a specialized education in fashion with a solid background in marketing and management.

### **762005 當代設計史**

**3 必 黃淑芳、下**

本課程將探討現代設計之啟始，包括從現代主義到後現代主義與近期藝術設計、造形、家飾與服飾等。課程並介紹近年來所發展的靈感表現；諸如觀念藝術對於工藝設計之影響、藝術運動與展覽。透過設計案例探討，檢視設計風格與文化脈絡。

### **762005 History of Contemporary Design**

**3 R Shu-fang Huang S**

This course will explore the background of contemporary design; including modernism and postmodernism in relation to arts and designs, products, interior decorations and clothing development etc. in present-day. The course will also introduce inspirational expressions that have developed in the era; such as the influential concept on art movements, art craft and design exhibitions, etc. Through case studies, the connection between the development of design styles and cultural contexts can be reviewed.

### **762006 多媒材演練**

**3 必 黃淑芳、上**

本課程結合當代設計創作發展之內涵，透過學習多媒材表現之特質，並運用各種技藝，加強學生具藝術內涵之設計創作，開發系列創意作品。本課程期望開發學生於設計實作中的創作風格與想法。

### **762006 Practices on the Creations of Multi-media**

**3 R Shu-fang Huang F**

The course is integrated with the content of contemporary design development, and by means of learning the characteristics of multimedia expression, as well as using various skills to enhance students' design creativity with artistic connotations and to develop series of creative works. Focusing on idea incubation and experiences in the creative process, the course intends to educate students with personal style and creative ideas in the way of design practice.

### **762007 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。

### **762007 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.

### 762008 服務業管理

3 必 王韻、上

時尚產業中的美容、美髮、服飾零售業都是服務業管理的範疇，本課程主要在探討與服務過程有關的管理問題。內容概括服務行銷與服務作業管理，即服務行銷中的服務行為、服務品質管理、服務品牌管理、服務訂價管理、服務廣告管理、顧客關係管理、服務場址與通路，乃至於服務管理中的服務失誤管理、供需調整、服務藍圖、服務等候線管理、服務倫理等各項課題。

### 762008 Service Management

3 R Yun Wang F

Beauty industry, hairdressing and fashion retailing all belong to service industry. This course will teach students the management issues in service industry. The course content includes service marketing and service operation management; such as service behavior, service quality, service brand management, service price management, service promotion management, , service location, customer relationship, service waiting line management, service management ethics, and service process.

### 762009 統計學實習(1)

1 必 王韻、上

本課程教導學生使用 SPSS 統計軟體，讓同學將統計學所學的理论與管理實務結合應用相互印證，課程中提供實際行銷管理學上的市場調查問卷、及統計資料，期許學生能了解問卷內容並理解問題所在，學會將問卷資料轉換成統計資料、建檔，並分析出結果，最後提出管理實務上的建議。統計實習(1)課程內容包含：SPSS 統計軟體功能畫面介紹、問卷的編碼與資料的輸入整理、置換資料遺漏值、統計圖表的繪製、敘述性統計資料的集中趨勢與離散情形、以及研究變數的信、效度(因素)分析。

### 762009 Practice in Statistics(1)

1 R Yun Wang F

Teach students to use statistical software to mutually corroborate statistical theory and practical applications to achieve learning goals which is be able to analyses data and give proper suggestions in real world. The course content includes: SPSS initial data screen and function, statistical data input and managing data, statistical chart of the frequencies, and descriptive statistical data centration trend and dispersion situation.

### 762010 流行產業管理研究法

3 必 陳唯珍、上

課程提供學生有演練有關服飾管理及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，是課程所包含的部分之一。

### 762010 Research Methods of Fashion Industries and Managements

3 R Wei-Chen Chen F

This study provides students with practical experience in the research process of problem identification, problem definition, alternative identification, research design, methodology, questionnaire design, data collection and analysis in apparel marketing and management. Theories and methods of behavioral research including experimental design and advanced evaluation research techniques are all included in this course.

### 762011 商品陳列

3 必 王韻、下

教導學生行銷商品視覺部分的陳列規劃，不僅從管理者角度，也要考慮消費者顧客心理。櫥窗布置一般為品牌櫥窗，內容包含：櫥窗介紹、顏色、材料、燈光、線條、人檯、其他陳列檯、地板、家具等，另外還有國、內外貿易展覽之學習，了解目標市場、場地尺寸、洽商區、用電評估、整體經費等規劃。

### 762011 Window Display

3 R Yun Wang S

Teach students the display planning of the visual part of marketing products, not only from the perspective of managers, but also consider the psychology of customers. The window layout is generally a brand window, and the content includes: window introduction, color, material, lighting, lines, mannequins, other display fixtures, floors, furniture, etc. In addition, there are domestic and foreign trade exhibitions, this course would lead students to learn about the trade show design within their target, layout, negotiation area, electricity consumption assessment, overall funding and other planning.

### 762012 流行趨勢分析

3 必 徐秀如、下

以歷史背景來分析服裝流行與社會、文化的關係及其發生的原因與傳播途徑。

### 762012 Fashion Trend and Forecasting

3 R Hsiu Ju Hsu S

Historic analysis of fashion in relation to the social, cultural environment, the cause of occurrence and the diffusion path.

### 762013 時尚商用英文

3 必 王韻、下

本課程旨在訓練時尚系學生能有時尚專業英文的能力。期望學生能將時尚產業中的專業英文單字，如：纖維布料、服飾造型、美容化妝等基本單字，加入到日常生活中常用會話或商用溝通中。課程內容主要使用英文來介紹時尚產業，使學生能夠輕鬆的認識織品材料、服裝流行、整體造型等，並能閱讀英文時尚流行雜誌，與欣賞時尚美學。

### 762013 Fashion Business English

3 R Yun Wang S

The purpose of this course is using English to introduce the fashion contents of fashion industry such as textile, fabric, fashion style and design, branding, hairstyle and makeup. Students will learn these professional English through different media such as reading fashion magazine, watch fashion show, or directly go shopping in retail stores. As the result, students would have a higher English ability of understand the apparel, fashion design, prestige brand, hair style and makeup in fashion industry. Moreover, appreciate the aesthetically appealing of fashion merchandising. In addition, this course will help students to use English to communicate within business circumstance, such as apparel shopping with others and buy cosmetics while traveling abroad.



**762014 統計學實習(2)****1 必 王韻、下**

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

**762014 Practice in Statistics(2)****1 R Yun Wang S**

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

**762015 專家講座****3 必 徐秀如 上**

課程主要目標為邀請專家蒞臨演講現階段時尚議題，引導同學對時尚產業界訊息和趨勢的了解。

**762015 Experts Lecture****3 R Hsiu Ju Hsu F**

The main goal of this course is to invite experts to talk and discuss the hop topics of the fashion industry. Through the speeches and discussions, students can make a better understanding of the information and trend in the fashion industry.

**762016 實務參訪****3 必 徐秀如 上**

課程主要目標是參訪流行產業公司為主以參訪為主，讓學生能夠瞭解企業的運作。

**762016 Business Visits****3 R Hsiu Ju Hsu F**

The main goal of this course is to visit companies of the fashion industry, enabling students to understand corporations' operation in the fashion industry.

**762017 企業倫理****3 必 徐秀如 上**

課程主要目標是讓學生瞭解企業倫理的理論與應用

**762017 Business Ethics****3 R Hsiu Ju Hsu F**

The main purpose of this course is to help students understanding theory and applications of business ethics.

**762018 時尚推廣企劃****3 必 王韻、上**

教導學生在全球市場下，整合行銷溝通對流行時尚品牌的意義，以及對消費者、行銷市場、社會環境所造成的影響。時尚整合行銷溝通課程包含：品牌行銷傳播、區隔目標消費者、企劃與策略、媒體總論、電子媒體、媒體企劃與購買、促銷活動、公共關係、直效行銷、服裝秀、人員銷售、櫥窗佈置以及效益評估等內容。除課堂上授課外，課程中有小組報告，會讓學生分組選擇參加縣市政府所舉辦的觀光節慶活動，回來後依據上課媒體推廣的重點分享給同學，以期讓學生學習到實際行銷推廣活動操作手法。另外為了讓學生準備進入職場，加入行銷專案企劃的撰寫練習。

**762018 Fashion Marketing Communication Planning****3 R Yun Wang F**

Teach students the significance of integrated marketing communication for popular fashion brands in the global market, as well as the impact on consumers, marketing, and the social and technology environment. Fashion Integrated Marketing Communication courses include: Brand Marketing Communication, Segmenting Target Consumers, Planning and Strategy, General Media, Electronic Media, Media Planning and Buying, Promotional Activities, Public Relations, Direct Marketing, Fashion Show, Personal Sales, Showcase layout and benefit assessment. In addition of teaching in the classroom, there are group reports in the course, which will allow students to choose to participate in the sightseeing festivals organized by the county and city government. To prepare entering job market in future, this course will practice in writing integrated marketing plan.

### 762019 實務專題

1 必 指導教授、上、下

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。

### 762019 Graduation Project

1 R Major Advisor、F、S

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.

### 762020 時尚應用商品企劃

3 必 王韻、下

本課程教導學生時尚商品企劃流程礎，課程採用分組討論學習授課方式，依學期時間安排，主要分為前後兩大主軸：(1)期中考前主要教授學生流行商品行銷策略：內容涵蓋-分析品牌市場，探究環境、科技改變對服飾產業的影響，目標消費者、價格定位、競爭對手等、並加入時尚產品設計專業的靈感來源、色彩喜好等推導出商品定位；(2)期中考後小組將依據自己所選擇商品種類市場地位、目標市場喜好等，去設計創作、採購適合的流行商品，並做適切的管理規劃。課程授課內容走向為思考分析課程，將指派問題給學生，讓學生做商品品牌市場調查、整合分析融會貫通後，帶入流行色彩、流行趨勢、靈感啟發等時尚相關主題，讓小組同學開始創作自己小組商品策略。

### 762020 Fashion Merchandises Planning

3 R Yun Wang S

This course teaches students the basics of fashion merchandises planning process. The course adopts group discussion and lecture teaching methods. According to the timetable of the semester, it is mainly divided into two main axes: (1) Before the mid-term exam, it mainly teaches students the marketing strategy of fashion products which content - analysis of brands market, explore the impact of environmental and technological changes in fashion industry, target consumers, price positioning, competitors, etc.. In addition, add the source of inspiration and color preferences for fashion product design majors to derive product positioning. (2) After the mid-term exam, students group will according to their market position of the selected product type, target market preferences, etc., to design, create, and purchase suitable fashion products, and make appropriate management planning. The teaching content of the course is an intelligent and analysis course, assigning questions to students, allowing students to do market research on commodity brands, and integrating analysis.

### 762021 實務實習

2 必 指導教授、下

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、服飾商品店相關業界。

## **762021 Internship in Fashion Design**

**2 R Major Advisor S**

**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.**

## 二、選修科目

### 一、2. Elective Courses

#### 762022 服裝畫(1)

3 選 黃淑芳、上

本課程介紹基本服裝畫技法以及各種服飾造形的繪畫風格與表現法，學生將觀察並學習衣飾在人體上呈現的各種姿態，並運用多樣的繪畫形式呈現表現服飾風格。其中，透過配色、素材表現、比例與搭配...等訓練，學生將學習並發展具個人風格的服裝設計之呈現方法。

#### 762022 Illustrations of Fashion Design(1)

3 R Shu-fang Huang F

This course introduces the basic techniques of Fashion Illustration as well as the various styles of painting and expression. Students can observe and learn various gestures presented in the human body and apply various ways of illustration to express the style of dresses and accessories. Through practicing in colors, material performances, proportions and configurations etc., students will learn and develop a personal method of fashion design.

#### 762023 服裝設計(1)

3 選 黃淑芳、上

本課程將引導學生對當代流行動向的分析及解讀，本課程以幻燈片與多媒材介紹布料特質與運用的方法。其中包含色彩感知、材質演練、圖案開發與造形設計之介紹。本課程以獨立創作指導與團體作品檢討為主軸，培養學生明確表達創作理念與創作執行之能力。

#### 762023 Fashion Design(1)

3 R Shu-fang Huang F

This course will guide students to analyse and interpret contemporary trends of fashion design. By the presentation of ppt slides and multiple materials, the characteristics of fabrics and the methods of application, including color perceptions, material exercises, the development of patterns and forms etc., will be introduced. This course focuses on independent tutorials and group work reviews for cultivating students' ability of articulating and executing creative ideas.

#### 762024 織品材料(1)

3 選 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。

#### 762024 Textiles and Clothing Materials (1)

3 R Sang Song Lai F

Study of textiles and clothing materials such as fiber, weaving, and the physical, chemical, and mechanical properties. Course contents include the fiber structure, fiber density, heart of sorption, moisture, tensile properties, time effects, and fiber chemical properties.

#### 762025 服裝史

3 選 黃淑芳、上

本課程藉由幻燈片、輔以多媒體教材，針對工業革命已降之時尚設計發展作一深入淺出的介紹。同學們將透過豐富的文字與影像內容，瞭解藝術與文化之進程對於時尚風格的影響，並探討各時期的服裝造形與形式特徵；以期陶冶文化涵養，並能將所學應用在設計之發展。透過此課程，學生將學習特定主題之範圍與對象；課程以講述以及小組討論的方式，進行分析、探討時尚文化與

意涵，有系統地了解時尚設計歷史發展之脈絡。

### 762025 History of Costumes

3 R Shu-fang Huang F

This course will introduce the history of clothing through textual studies associated with slides images and by multimedia materials. Students will study various reading materials of texts and photo images, in order to understand how the processes of art and culture suggest the changing characteristics of clothing; furthermore, they can explore features of style and form relating to fashion in different period. This course is set to cultivate students' cultural understanding, and to explore their ability of applying what they have learned to fashion design development. In the course, students will be requested to study specific topics or scopes. By way of monograph analysis and by exploring the meaning of a particular clothing culture, students can gain a systematic understanding of the historical context in costume development.

### 762026 美膚學

3 選 陳秀足、上

藉由課室教學讓學生建立基本皮膚學概念，包括皮膚基礎知識、常見的皮膚疾病等，並能運用於生活及美容專業上

常見皮膚的美容問題與各式護理技能，並透過專業的肌膚檢測，針對不同膚質需求進行各種皮膚保養療程，做差異化且精質化的保養。

### 762026Dermatology

3 S Hsiu- Tsu Chen F

This subject teaching is to establish basic dermatological concepts, including basic skin knowledge, common skin diseases, etc., which can be applied to life and beauty professions

Including common skin beauty problems and various care skills, and through professional skin testing, various skin care treatments are carried out according to the needs of different skin types, and differentiated and refined maintenance.

### 762027 頭皮養護

3 選 謝維合、上

帶領學生深度了解頭皮養護目前市場概況及未來趨勢。課程包含頭皮的基本構造、頭皮養護、產業趨勢、醫學構想與專業經營模式內容，透過頭皮養護實務技法，以了解產業上操作模式補充更多的專業說明，藉由諮詢分析與實作，培訓頭皮養護之師資人才養成，進而提升專業與競爭優勢。

### 762027 Hair Scalp Care

3 S Weiher Hsieh F

Lead students to deeply understand the overview of current market and future trends of hair scalp care. This course includes the basic structure of hair scalp, hair scalp care and industry trends, which include medical concepts and professional business models, through this practice techniques, students will understand the industrial operation model and supplement with more professional instructions. They will also cultivate business model through consulting and analysis of this practice, train them more confidence and enhance professional and competitive skills.

### 762028 服裝畫(2)

3 選 黃淑芳、下

本課程著重運用多樣的繪畫形式表現服飾創作的自我風格開發。藉由進階的創意演練與發想之執



行，啟發學生服飾繪畫的表現能力。透過案例之收集與分析，運用於個人的獨立創作，藉此培養個人設計繪畫風格，建構學生專業的創作表現能力。

### 762028 Illustrations of Fashion Design(2)

3 R Shu-fang Huang S

This course focuses on advanced practice of fashion drawing by the application of various painting skills and creative styles of self-expression. Through progressive practices of works and ideas, students' drawing skills concerning fashion design can be improved. Furthermore, by collecting and analyzing professional examples, the ability of creative expression concerning individual study of fashion design can be cultivated.

### 762029 服裝設計(2)

3 選 黃淑芳、下

本課程將引導學生對當代流行動向的分析及解讀，本課程以幻燈片與多媒材介紹布料特質與運用的方法。其中包含色彩感知、材質演練、圖案開發與造形設計之介紹。進一步，服裝設計中涵構的文化元素也將被探討；學生將學習連結氣候風土以及素材機能之設計基礎；以及，具國際性視野的永續議題，也將於服裝創意設計的面向中被探討。

### 762029 Fashion Design (2)

3 R Shu-fang Huang S

This course will guide students to analyse and interpret contemporary trends of fashion design. By the presentation of ppt slides and multiple materials, the characteristics of fabrics and the methods of application, including color perceptions, material exercises, the development of patterns and forms etc., will be introduced. Furthermore, the cultural elements in the design of clothing will also be explored. Students will learn about the design basis of the issues related to eco-fashion and material functions.

### 762030 織品材料(2)

3 選 賴顯松、下

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。

### 762030 Textiles and Clothing Materials (2)

3 R Sang Song Lai S

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

### 762031 人體工學

3 選 待聘、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。

### 762031 Ergonomics

3 R TBA S

The course covers the definition of ergonomics, anthropometry, anthropometric measures, and human factors that constitute clothing construction. Anatomy and physiological needs are incorporated in the apparel design and production to provide 'comfortable dressing' and advance

in academic research.

### 762032 醫學美容概要

3 選 陳秀足、下

本課程之內容介紹目前醫學美容之新知識，皮膚之生理、常見問題皮膚之病理與在美容醫學之應用，及術後照護來教授基礎知識與專業技能。讓學生了解當前有關醫學美容的最新發展

### 762032 Medical Beauty

3 S Hsiu- Tsu Chen S

This course introduces the new knowledge of medical cosmetology, the physiology of skin, the pathology of skin, the application in cosmetic medicine, and postoperative care to teach basic knowledge and professional skills. So that students understand the current development of the latest medical beauty

### 762033 美容營養學

3 選 陳秀足、下

營養學是探討如何由飲食來促進生長與健康的一門科學。本課程將介紹六大類營養素在人體的消化、吸收及運送的過程，與營養對皮膚、毛髮等器官的影響，使學生建立營養學基本常識，並藉由均衡飲食作為獲得健康美麗的首要要件。

藉由課室講授教學讓學生運用營養學基礎概念，設計均衡飲食、飲食計畫等，並能運用於生活及美容專業上。建立學生對於食物份量認識、設計體重控制營養菜單、設計皮膚與頭髮保健菜單及設計抗氧化綜合飲品及實作。

### 762033 Beauty Nutrition

3 S Hsiu- Tsu Chen S

The class of Nutrition is focused on discussions of the promotion of growth and health by diet. The curriculum contains the digestion, absorption, and transportation of six major nutrients in the human body. The effects of nutrition on skin and hair are also included. The main goal of the class of Nutrition is to help students to establish the general knowledge of nutrition, and to obtain health and beauty by the balanced diet.

### 762034 塑身規劃設計

3 選 陳秀足、下

課程初期先了解芳療歷史及精油基礎認識，並導入實務應用與個案諮詢研討，並加入聞香調配實作及精油實務應用，藉由肩頸、頭面部、手部、腹部、腿部按摩及互動回饋分享，更能融入實務情境中，可以學以致用於日常自我保養並增進對專業保養的認知與專業技能的提升。

### 762034 Body Sculpting Planning

3 S Hsiu- Tsu Chen S

At the beginning of the course, first understand the history of aromatherapy and the basic knowledge of essential oils, and introduce practical applications and case consultations and discussions, and add aroma blending practices and practical applications of essential oils, through shoulder and neck, head and face, hands, abdomen, leg massage and interaction Feedback and sharing can be more integrated into the practical situation, and can be used for daily self-care and enhance the awareness and professional skills of professional maintenance.

### 762035 電腦輔助設計

3 選 陳唯珍、上

操作使用電腦輔助設計工具，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(，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、工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 illustrator 作用；教導課程內容的操作和主工具箱的應用；Illustrator 作用一功能，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。

### 762035 Computer Aided Design

3 S Wei-Chen Chen F

Basic knowledge of the use of Computer-Aided-Design in fashion apparel designing. This instructional manual contains 12 learning activity packets for use in a workshop in computer-aided design and drafting. 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 Illustrator functions; tutorial lesson and the main menu; Illustrator 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.

### 762036 服裝構成(1)

3 選 陳唯珍、上

本課程將講解基本服裝及上衣版型結構理論及製作方法。學生也會學習到成衣構成的製作方法。透過本課程，學生將能夠依據自己的設計至採用合適的方法製做出獨得的服飾。

### 762036 Apparel Construction (1)

3 S Wei-Chen Chen F

The course will lead students to discover the basic apparel construction as well the construction and theory of top. Students will be able to make their own shirts or dresses from the flat pattern making to complete the project. After the class, students will be able to adopt adequate methods and compose exquisite articles.

### 762037 成衣打版 (1)

3 選 陳唯珍、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。

### 762037 Pattern Making of Ready to Wear (1)

3 S Wei-Chen Chen F

This course will demonstrator the differences between the general flat pattern making and industrial pattern making. This course will also instruct students how to make the industrial maker, seam allowance, grading, and layovers. In the class, the instructor

Will teach the pattern theories as well as methods of transforming darts and pleats.

### 762038 織品品質管理(1)

3 選 賴顯松、上

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。

### 762038 Textile Goods with Quality(1)

3 R Sang Song Lai F

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, a method of assay, standard and instrument, fiber quality identification, yarn quality identification, fabric quality identification.

### 762039 國際比賽演練(1)

3 選 謝維合、上

培養學生參與整體造型、美容美髮、美甲美睫、時尚彩妝等各項美學設計等相關國際設計比賽活動，提昇學生整體專業技能及教育培訓，並輔導其未來就業及創業機會，促進參與國際比賽機會，多與國際選手技術交流，培養其國際觀，提升實上整體造型專業技術為宗旨。

### 762039 International Design Competitions(1)

3 S Weiher Hsieh F

This course aims to cultivate students to participate in various international design competitions, such as hair styling, make-up and beauty, manicure, etc. Training students improve professional skills and technique, and prepare their future employment and entrepreneurship opportunities. They will be able to communicate with other international players, develop their international vision, and enhance their expertise of career.

### 762040 婚禮造型設計

3 選 陳秀足、上

課程以實務新娘造型規劃與設計搭配與了解商業廣告人像(時尚)攝影專業知識及相機操作為主軸，輔以婚禮規劃流程設計運用，經由攝影棚實作使學生具備商業廣告人像(時尚)攝影拍攝能力，提升優化作品。

### 762040 Wedding Styling Plan

3 S Hsiu- Tsu Chen F

The course focuses on practical bridal styling planning and design matching and understanding of commercial advertising portrait (fashion) photography professional knowledge and camera operation,

Supplemented by wedding planning process design and application, Through studio practice, students have the ability to shoot commercial portraits (fashion), and improve and optimize works.

### 762041 時尚彩妝設計與實務(1)

3 選 陳秀足、上

1 本課程協助學生了解時尚彩妝的專業知能與技巧，以培育優秀之彩妝專業人材為目標。

2. 課程內容包含進階彩妝工具的應用、色彩計畫配色原理，結合臉型特色進行修飾美化；其次進階彩妝專業技能方面 結合時尚流行與美學原理，培養職場彩妝美容造型從業人員須具備之專業能力與態度。

### 762041 Internship in Fashion Make-Up Design(1)

3 S 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.

### 762042 時尚髮型設計與實務(1)

3 選 謝維合、上

此課程目標設定在運用整、梳髮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，以達成學術並重的目的。

### 762042 Practice of Hair Design (1)

3 S Weiher Hsieh F

The goal of this course is to use the skills of combing, combing and combining various skills. Emphasizing the overall design of hair styles, in conjunction with design styling practices, and using on-site demonstration teaching methods, guide students to master and design popular hair styles in theory and practice. Cooperate with the actual participation of data collection and apply it in hair design to achieve.

### 762043 服裝構成(2)

3 選 陳唯珍、下

延續服裝構成 (I) 課程，本課程將講解褲子及大衣版型結構理論及製作方法。學生也會學習到成衣構成的製作方法，以及懂得成衣及高級訂製服的差異。透過本課程，學生將能夠依據自己的設計至採用合適的方法製做出獨得的服飾。

### 762043 Apparel Construction(2)

3 S Wei-Chen Chen S

Following the course of basic apparel construction ( I ), this course will teach theories of pants and coats as well as how to construct these clothing. Students will also learn the procedure of ready-to-wear and understand the differences between ready-to-wear and haute couture on pants and coats. After the class, students will be able to adopt adequate methods and compose exquisite articles.

### 762044 成衣打版 (2)

3 選 陳唯珍、下

本課程講授進階服裝打版，了解特殊服飾的版型變化，如具彈性布料的運動服、中性服飾、或孕婦裝打版。並且採用工業用版子的記號、縫份尺寸的設定、版子放縮尺寸理論、排版等，使學生畢業即能與公司接軌。

### 762044 Pattern Making of Ready to Wear(2)

3 S Wei-Chen Chen S

This course will be an advanced pattern making course. Specially, this course will focus on the special pattern making, such as the sportswear with the elasticity fabric, unisex apparel, or the maternity dress. Finally, this course will follow the guild line of apparel industries to teach students how to make the industrial maker, seam allowance, grading, and marker making.

### 762045 織品品質管理(2)

3 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。



**762045 Textile Goods with Quality(2)****3 R 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.

**762046 國際比賽演練(2)****3 選 謝維合、下**

培養學生參與國際服裝設計大賽為出發點，讓學生從設計思維即各擁有其獨特創意，無論優雅風格、或是街頭前衛，從設計源頭思考服裝產業對環境友善的永續概念，不管是從設計創意、或是服裝版型製程上以一體成型來減少織造過程的浪費，從人類關係到關懷環境的深層思考，將服裝各個創作階段都體現永續的精神。

**762046 International Design Competitions(2)****3 S Weiher Hsieh S**

Train students to participate in the international fashion design competition as the starting point. Help students develop their design thinking with unique creativity, include elegant, street style, or avant-garde. This course will think deeply about the sustainable concept of the fashion industry and try to be the environment friendly. Whether it is from the design creativity, or pattern cutting process to reduce the waste of the manufacture process. It is core idea of human relations to the environment in order to reflect the spirit of sustainability.

**762047 身體保健按摩****3 選 陳秀足、下**

美膚美體學與實務常利用按摩達到身體的保健早已獲得東西方的文化社會的支持且按摩的功效早已被運動界人士肯定另外在研究的臨床發現:按摩的功效不只是肉體而在心理上的成效更是有目共睹!! 本課程就其按摩的力道及手法技術與速度的不同示範不同身體部位的手部操作方式及其如何增進健康!

**762047Body Massage****3 S Hsiu- Tsu Chen S**

The human body takes musculoskeletal and countless acupoints as the main axis. Through the understanding of body health, the European massage method is used to practice commonly used pressure relief techniques, and various demonstration operations are used to learn practical application skills.

**762048 時尚彩妝設計與實務(2)****3 選 陳秀足、下**

1.以培育優秀之彩妝專業人材為目標，將課程彩妝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、彩妝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。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。

**762048 Internship in Fashion Make-Up Design(2)****3 S 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. Fashion , Stagecraft , Various types are practical, but the skillful difficulty compares the depth to enter the step

### 762049 時尚髮型設計與實務(2)

3 選 謝維合 下

此課程目標設定在運用剪、染、梳髮等技巧組合搭配以多元化的學習。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。

### 762049 Advanced Hair Design (2)

3 S Weiher Hsieh S

This course is aimed to apply the combinative techniques and comprehensive study through hair cutting, colour, 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.

### 762050 電腦打版(1)

3 選 陳唯珍、上

教授及講解 Optitex 專業成衣打板、馬克軟體、及 3D 模擬軟體理論，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、3D 模擬模特兒穿著後樣式。

### 762050 Computer Aided Pattern Making (1)

3 S Wei-Chen Chen F

The lector will instruct and explain theories of professional software. Students will 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 Optitex System. Through the marker making software, it enables the students to manipulate the material, and reduce fabric using for having the high apparel productivity.

### 762051 立體剪裁(1)

3 選 陳唯珍、上

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。

### 762051 Draping (1)

3 S Wei-Chen Chen F

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 which 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.

### 762052 布料設計(1)

3 選 賴顯松、上

說明梭織物與編織物之種類、構成原理、組織圖的意義、設計應用與編織技法，並講授織物之整理加工、各種織物之特性與分析。

### 762052 Practice of Textiles (1)

3 R Sang Song Lai F

This course will describe the woven fabric & knitted fabric work and its construction principle. This course provides a critical appreciation of the technological developments and scientific understanding related to clothing appearance and fit. It bridges recent active research and development in a number of different areas including fashion aesthetics, garment appearance, measurement technology, fabric objective measurement, garment drape, computer-aided design, human anthropometrics and sizing. It will be of great interest to all those concerned with appearance and fit in the garment industry and for textile and fashion students and researchers.

### 762053 人體彩繪設計與實務

3 選 陳秀足、上

經歷了幾世紀的文化變遷，在東西方的人文藝術，不斷地交錯融合，直到近年來，台灣目前則缺少歐美人體彩繪風格般的應用及創作。隨著高科技時代的來臨，將傳統化粧的型態演變至今的彩繪化妝，直到近年來，結合了視覺藝術、創意造型、特效化妝、演變至現今的彩繪化妝設計，都與我們的生活文化息息相關，在歷史的古蹟文化、民族風情、宗教祭典、戲劇表演、攝影創作、空間建築設計、商業發表、電影電視、時尚風格、動漫科技、Cosplay...等，都與我們的生活文化有著密切的關係。

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. 並利用骨骼之構造型完成修飾之技巧並教導各類型之彩繪技術與運用方式。

### 762053Body Painting Creation

3 S Hsiu- Tsu Chen F

After centuries of cultural change, the humanities and art in the East and West have been constantly intertwined. Until recently, Taiwan has lacked the application and creation of European and American body painting styles. With the advent of the high-tech era, the traditional makeup style has evolved to the present, until recently, combined with visual art, creative styling, special effects makeup, and the current painted makeup design, are closely related to our life culture. In the historical heritage culture, ethnic customs, religious ceremonies, drama performances, photography creation, space architecture design, commercial publishing, film and television, fashion style, animation technology, Cosplay, etc., all have a close relationship with our life culture

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.

### 762054 創意髮型設計與實務

3 選 謝維合 上

此課程目標以美學概念為基礎，將頭髮搭配異材質，做形狀、質感、顏色的改變，以主題性

的方式創意呈現。以引導學生如何在創意的構思上，能將實務與想法做結合。

### 762054 Creative Hairstyle Design

3 S Weiher Hsieh F

The goal of this course is based on the concept of aesthetics. The hair is matched with different materials, and the shape, texture and color are changed, and the theme is creatively presented. To guide students in the concept of creativity, can combine practice and ideas.

### 762055 電腦打版(2)

3 選 陳唯珍、下

本課程講授進階服裝打版，教授如何使用講解讀版桌、特殊服飾的版型變化，如具雪衣、彈性布料的運動服、中性服飾、或孕婦裝打版如何運用專業成衣打板並且使用 3D 模擬軟體，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、3D 模擬模特兒穿著後樣式。

### 762055 Computer Aided Pattern Making (2)

3 S Wei-Chen Chen S

This course will be an advanced course. The lector will instruct and explain the reading pattern board and focus on the special pattern making, such as the sportswear with the elasticity fabric, unisex apparel, or the maternity dress making snow coat, . Students will 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 Optitex System. Through software of the pattern making, the 3D simulation, and the marker making, these enable students to manipulate patterns, simulate 3D of clothing, and reduce fabric using for having high apparel productivity.

### 762056 立體剪裁(2)

3 選 陳唯珍、下

本課程為進階立裁裁剪，為延續立體裁剪 (1)課程，課程將主要涵蓋褲子及大衣變化的立體裁剪技巧及轉化為工業大量生產用裁片等。

### 762056 Draping (2)

3 S Wei-Chen Chen S

This course will be an advanced draping course. Following the basic course of draping (1), the teaching materials will cover the variety of pants and coats by draping skills as well as transforming those draping pieces into the final flat patterns for the mass manufacture purpose.

### 762057 布料設計(2)

3 選 賴顯松、下

實際利用梭織機、織帶機、綴織機以及生活週遭隨手可得之素材作為織物編織之工具，並自行製作編織用具編織製作編織物，以及實際分析與觀察各種織物之組織與特性。

### 762057 Practice of Textiles (2)

3 R Sang Song Lai S

This course will utilize inkle weaving loom, and tapestry and knitting machine. The materials for this course will be taken from surrounding environment. The students will be asked to observe different kinds of fiber textiles and make analyses features of weavings. This practice course will make a real product with Dobby Loom.

### 762058 新娘禮服設計與打版

3 選 陳唯珍、下



在這門婚紗設計與製作的課程中，學生們將探索創造現代婚紗禮服的特殊技巧。課程中老師將帶領學生從探討目前婚紗趨勢以及教導他們創造學生所選擇的上衣原型款式。學生將完成定製式的合身上衣、重複修正必須合身的部份，並且用他們所選的布料完成禮服成品。老師將帶領學生們學習裙子款式以及禮服的打版。在這門課程中，學生也將研究不同種類的布料表面的裝飾，例如蕾絲、魚骨、斜紋抽皺、頭紗、及裙撐。

### 762058 Wedding Dress Design and Pattern Making 3 S Wei-Chen Chen S

On this wedding dress making course, students will explore the specialist technique to create contemporary bridal wear. Instructor will lead students to begin by discussing current trends and with the guidance of the tutor, create a bodice design of students' choice. Students will complete a toile for a fitted bodice, refitting where necessary and then making up in your chosen fabric. The instructor will guide students to learn skirts and dress patterns. During the course, students will investigate different types of surface decoration such as lace, piping and bias frills as well as discussing veils and petticoats.

### 762059 美甲設計與實務 3 選 陳秀足、下

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。學生能瞭解美化指甲的專業知識 2. 學生能操作手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。

### 762059 Internship in Nail Art Design 3 S Hsiu-Tsu Chen S

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 nails specialized knowledge 2.The student can the operator nails 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

### 762060 整體造型設計 3 選 陳秀足、下

整體造型設計課程內容將針對，服裝、髮型、彩妝、飾品及配件等設計原理與技巧的學習。啟發學生對整體造型的創造與設計美感。利用不同素材運用創意發揮在整體造型上，透過實務操作，提升學生創作設計的能力，以培養整體造型專業人才。

### 762060 Overall Design and Style 3 S Hsiu-Tsu Chen S

The overall modeling design of the course content will be for clothing, hair, makeup, jewelry and accessories Design principles and skills to learn. Inspire students to create the overall shape and design aesthetic. The use of different materials to use creativity to play in the overall shape, through practical operation, to enhance students with their own overall design ability.

### 762061 男士髮型設計與實務 3 選 謝維合、下



男士髮型設計實務課藉由髮型設計分析示範與訓練從基礎男士方型層次運用、手推剪造型應用、電推應用、國際多元美感訓練，達到髮型分析設計與訓練真人實作與操作的完整全方位學習。

### 762061 Men's Barbering

3 S Weiher Hsieh S

The goal of this course is training students to use scissor/clipper over comb, army/cops cut, corporate cut, long flat graduation, razor fade, a sharp fade pompadour, skin fade, over-directed crop, layer square, skater classic, a real tapered pompadour and dry cut. The haircutting training will be followed by teaching you the right hair dryer & finishing techniques.

### 762062 男裝設計與構成

3 選 陳唯珍、上

男裝設計與構成的課程中，學生在磨練設計美感及具有男裝市場的洞察力時，也將同時學習到如何發展時尚的男裝產品、創造獨有的設計、以及了解男裝流行趨勢。學生將學習到一連串關於男裝的打版及製作技巧，包括手繪及進階的定製服技巧等。

### 762062 Menswear Design and Pattern Making

3 S Wei-Chen Chen F

Students will learn how to develop contemporary menswear product, create original designs, and understand trends while sharp the design aesthetic and gaining insights into the menswear market. Students will master a range of skills, including hand sketching, and advanced tailoring techniques.

### 762063 時尚內衣設計與打版

3 選 陳唯珍、上

本課程時尚內衣設計與打版將讓帶領學生學習從打版到最後的成品。學生也將學習到可拉扯的布料、彈性布料的不同，以及如何使用這樣的布料，並且學習需要如何處理這樣的布料。因此，課程中將介紹特別的可拉伸布料機器的縫紉機給學生。

### 762063 Underwear Design and Pattern Making

3 S Wei-Chen Chen F

In this course, students will lean the underwear design from pattern to a final product. Students will learn about different stretch fabrics and elastics, their properties and how to handle them and discover the best practice for sewing these items. Students will be introduced to specialized stretch machinery alongside the use of a domestic sewing machine.

### 762064 半永久美妝設計與實務

3 選 陳秀足、上

透過不同單元及實習在眉、眼線、眼睫毛美學方面，藉不同的訓練使學生掌握半永久眼眉、美瞳內眼線及嫁接睫毛等專業技術，從而成為極具競爭力及專業的「眉、眼線、眼睫毛」美學專家。

### 762064 Course Semi-Make Up Course

3 S Hsiu- Tsu Chen F

Aesthetics of eyebrows, eyeliner and eyelashes through different modules and internships, Through different trainings, students can master professional skills such as semi-permanent eyebrows, inner eyeliner and eyelash extension, Become a highly competitive and professional "eyebrow, eyeliner, eyelashes" aesthetic expert.

### 762065 特效妝髮設計與實務

3 選 陳秀足、上

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。

### **762065 Special Makeup Effect for Stage and Screen      3      S      Hsiu- Tsu Chen      F**

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 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.Dream stage painted makeup.

### **762066 化妝品概論      3      選      陳秀足、上**

本課程在教導學生了解各種化妝品原料的功能及特性，以及介紹當今社會流行化妝品的發展趨勢。課程內容包括：皮膚結構認識、界面活性劑、防腐劑、防曬成分、美白成分、保濕成分、抗老化成分等等常用原料介紹，以建立學生對化妝品的基本概念。讓學生瞭解各種化妝保養品之配方組成與設計原理及製造過程、產品之性質與用途，培養學生了解市場之需求掌握流行趨勢。

### **762066 Introduction of Cosmetics Products      3      S      Hsiu- Tsu Chen      F**

This course is designed to assist students in understanding the knowledge about function and speciality of Cosmetics. And contemporary development of cosmetics technology is introduced.

The concert is including : structure of skin, preservative, sunscreen, bleaching agent, moisturizer, anti-aging components, etc. The students can create the basic concept of Cosmetics.

Let students understand the formula composition and design principles and manufacturing process of various cosmetic and skin care products, the properties and uses of products, and train students to understand market needs and grasp fashion trends.

### **762067 專業實習      9      選      指導教授、下**

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

**762067 Professional Practice****9 S Major Advisor、S**

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

**762068 銀髮族服裝設計與構成****3 選 謝維合、下**

以服裝人體工學角度去探討銀髮族群在衣著方面的問題與需求，透過課堂上整合分析模式，歸納銀髮族群對服裝設計需求要素，設計研發適合銀髮族之服裝，並進一步研究如何於服裝中結合設計巧思，透過衣著試驗設計製作出適合銀髮族的一衣多穿的服飾，並考量年長者著裝的便利性，將功能性服飾提升成實用性價值，並增加服裝穿著的使用頻率。

**762068 Silver-Haired Group Clothing Design Construction 3 S Weiher Hsieh S**

From the perspective of clothing ergonomics, students will investigate the problems and needs of the silver-haired group in terms of clothing design. It will summarize the elements of the silver-haired group's demand for clothing design through the integration and analysis in the classroom, finally, design and develop clothing suitable for silver-haired people. Moreover, study how to combine design ingenuity in clothing, make it suitable for silver-haired people through trial design, and consider the convenience of elderly clothing, enhance functional clothing into practical value, and increase the frequency of use of clothing.

**762069 多功能服裝設計****3 選 謝維合、下**

本課程針對特殊服裝需求設計要求，布料及材質特性需符合服裝功能性的要求，多功能性服裝設計結合服裝外觀美學需求及內在機能性的舒適性需求之滿足，它結合纖維材料本身特性、紗線、與織物結構性能、活動生理、活動人因工學、服裝力學、打版和裁剪設計技能、縫製細節、及服裝合身尺寸、重量、與實務之整體結構設計之精神。

**762069 Multifunctional Clothing Design****3 S Weiher Hsieh S**

This course is designed for special clothing needs, include fabric and material characteristics to meet the requirements of clothing functionality, which design combined with the appearance of clothing as well as aesthetic needs, and the most important thing is satisfaction of the comfort, it combines the characteristics of the fiber material, yarn, and fabric structural properties, such as ergonomics, clothing mechanics, patterning and cutting design skills, sewing details, and clothing fit size, weight, and the spirit of the structural design of clothing.

**762070 美容業界專家講座****3 選 陳秀足、下**

藉由校外產學實務專家解說並分析目前美容產業現況，以提供學生未來就業之準備。本系課程迎合美容與異業結合帶動流行風潮的健康美麗趨勢，以培養美容專業人才為培育目標。召集業界專家、在校生、強調由內而外的美容知能及技術，發展出健康美容及形象造型兩個領域，進行產業實務的分享，引導學生發展生涯。

**762066 Beauty Industry Expert Lectures****3 S Hsiu- Tsu Chen S**

Service experience economy era in customer focus, customer service-oriented business philosophy, it is necessary to locate the current service enterprises. "Without a good customer service.. "Without a good customer service.Convene industry experts and students, emphasize beauty knowledge and technology from the inside out, develop two fields of health beauty and image modeling, share industry practices, and guide students to develop their careers.

**762071 時尚產業整合實務實習****2 選 指導教授、下**

本課程設計旨在追求時尚產業整合人才培養與市場需求的完美契合，協助學生領悟時尚產業從紡織纖維到流行成衣所有製造過程要義和文化，拓展學生對於時尚產業國際視野，未來產業整合發展以及培養學生對時尚行業的發展及綜合管理技能。

**762071An Integrated Practice and Intership in Fashion Industry****2 S Major Advisor、S**

This course is designed to match the needs of the fashion industry, and help students understand the essentials and culture of fashion business and marketing placements cover a wide variety of responsibilities depending on different student's background. It will start with the goal to provide students and young professionals interested in this exciting industry, it also seeks any opportunities to work in the world's top fashion hubs, to expand students' international perspective on the fashion industry, and to develop their comprehensive management skills in the fashion industry.

## 六、課程與核心能力之關聯表

大學部 專業必修課程與核心能力關聯表

【專業必修】					
科目名稱 \ 核心能力項目	具時尚商品企劃管理能力	跨領域整合時尚設計能力	服裝展示與表演企劃執行能力	創造具地方性文化特色之時尚設計與管理能力	具當代國際視野之時尚美學能力
色彩學 Color		✓	✓	✓	✓
素描 Sketch		✓	✓	✓	✓
時尚美學 Fashion Aesthetics	✓	✓	✓	✓	✓
時尚行銷學 Fashion Marketing	✓		✓	✓	
當代設計史 History of Contemporary Design	✓	✓	✓	✓	✓
多媒材演練 Practices on the Creations of Multi-media	✓	✓	✓	✓	✓
消費者行為學 Consumer Behavior	✓		✓	✓	
服務業管理 Service Management	✓				
統計學實習(1) Practice in Statistics (1)	✓			✓	✓
流行產業管理研究法 Research Methods of Fashion Industries and Managements	✓			✓	✓
商品陳列 Window Display			✓	✓	
流行趨勢分析 Fashion Trend and Forecasting		✓	✓	✓	✓
時尚商用英文 Fashion Business English					✓



統計學實習(2) Practice in Statistics (2)	✓			✓	✓
專家講座 Experts Lecture	✓	✓		✓	✓
實務參訪 Business Visits	✓	✓		✓	✓
企業倫理 Business Ethics	✓				
時尚推廣企劃 Fashion Marketing Communication Planning	✓				
時尚應用商品企劃 Fashion Merchandises Planning	✓	✓		✓	
實務專題 Graduation Project	✓	✓	✓	✓	✓
實務實習 Internship in Fashion Design	✓	✓	✓	✓	✓

大學部 專業選修課程與核心能力關聯表

【專業選修】					
科目名稱 \ 核心能力項目	具時尚商品企劃管理能力	跨領域整合時尚設計能力	服裝展示與表演企劃執行能力	創造具地方性文化特色之時尚設計與管理能力	具當代國際視野之時尚美學能力
服裝畫(1) Illustrations of Fashion Design(1)		✓	✓	✓	✓
服裝設計(1) Fashion Design (1)	✓	✓	✓	✓	✓
織品材料(1) Textiles and Clothing Materials (1)	✓	✓			
服裝史 History of Costumes		✓	✓	✓	✓
美膚學 Dermatology	✓				
頭皮養護 Hair Scalp Care		✓	✓		✓
服裝畫(2) Illustrations of Fashion Design(2)		✓	✓	✓	✓
服裝設計(2) Fashion Design (2)	✓	✓	✓	✓	✓
織品材料(2) Textiles and Clothing Materials (2)					
人體工學 Ergonomics		✓	✓	✓	✓
醫學美容概要 Medical Beauty	✓	✓			
美容營養學 Beauty Nutrition	✓			✓	
塑身規劃設計 Body Sculpting Planning	✓				
電腦輔助設計 Computer Aided Design		✓	✓	✓	✓

服裝構成(1) Apparel Construction (1)		✓	✓	✓	✓
成衣打版(1) Pattern Making of Ready to Wear (1)		✓	✓	✓	✓
織品品質管理(1) Textile Goods with Quality(1)					
國際比賽演練(1) International Design Competitions (1)		✓	✓		✓
婚禮造型設計 Wedding Styling Plan		✓		✓	
時尚彩妝設計與實務(1) Internship in Fashion Make-Up Design (1)				✓	✓
時尚髮型設計與實務(1) Practice of Hair Design (1)		✓	✓		✓
服裝構成(2) Apparel Construction(2)		✓	✓	✓	✓
成衣打版(2) Pattern Making of Ready to Wear(2)		✓	✓	✓	✓
織品品質管理(2) Textile Goods with Quality(2)					
國際比賽演練(2) International Design Competitions (2)		✓	✓		✓
身體保健按摩 Body Massage	✓				
時尚彩妝設計與實務(2) Internship in Fashion Make-Up Design (2)				✓	✓
時尚髮型設計與實務(2) Advanced Hair Design (2)		✓	✓		✓
電腦打版(1) Computer Aided Pattern Making (1)		✓	✓	✓	✓
立體剪裁(1) Draping (1)		✓	✓	✓	✓
布料設計(1) Practice of Textiles (1)					

人體彩繪設計與實務 Body Painting Creation		✓			✓
創意髮型設計與實務 Creative Hairstyle Design		✓	✓		✓
電腦打版(2) Computer Aided Pattern Making (2)		✓	✓	✓	✓
立體剪裁(2) Draping (2)		✓	✓	✓	✓
布料設計(2) Practice of Textiles (2)					
新娘禮服設計與打版 Wedding Dress Design and Pattern Making		✓	✓	✓	✓
美甲設計與實務 Internship in Nail Art Design		✓			✓
整體造型設計 Overall Design and Style		✓			
男士髮型設計與實務 Men's Barbering		✓	✓		✓
男裝設計與構成 Menswear Design and Pattern Making		✓	✓	✓	✓
時尚內衣設計與打版 Underwear Design and Pattern Making		✓	✓	✓	✓
半永久美妝設計與實務 Course Semi-Make Up Course		✓			
特效妝髮設計與實務 Special Makeup Effect for Stage and Screen		✓			
化妝品概論 Introduction of Cosmetics Products	✓				
專業實習 Professional Practice	✓	✓	✓	✓	✓
銀髮族服裝設計與構成 Silver-Haired Group Clothing Design Construction	✓	✓	✓		✓

多功能服裝設計 Multifunctional Clothing Design	✓	✓	✓		✓
美容業界專家講座 Beauty Industry Expert Lectures	✓			✓	
時尚產業整合實務實習 An Integrated Practice and Internship in Fashion Industry	✓	✓	✓	✓	✓



## 七、課程與核心能力之關聯檢核表

## 大學部 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
具時尚商品企劃能力	1.了解如何分析流行趨勢 2.了解產品開發流程 3.了解商品定價策略 4.認識品牌形成過程及行銷策略	<b>必修：</b> 時尚美學 服飾行銷學 當代設計史 多媒材演練 消費者行為學 服務業管理 統計學實習(1)(2) 流行產業管理研究法 專家講座 實務參訪 企業倫理 時尚推廣企劃 時尚應用商品企劃 實務專題 實務實習	<b>選修：</b> 服裝設計(1)(2) 織品材料 美膚學 醫學美容概要 美容營養學 塑身規劃設計 身體保健按摩 化妝品概論 專業實習 銀髮族服裝設計與構成 多功能服裝設計 美容業界專家講座 時尚產業整合實務實習	◆會考檢定 ◆實務專題製作 ◆論文研究 ◆櫥窗設計
跨領域整合時尚設計能力	1.流行產業管理能力 2.時尚設計能力 3.織品科技能力	<b>必修：</b> 色彩學 素描 時尚美學 當代設計史 多媒材演練 流行趨勢分析 專家講座 實務參訪 時尚應用商品企劃 實務專題 實務實習	<b>選修：</b> 服裝畫(1)(2) 服裝設計(1)(2) 織品材料(1)(2) 服裝史 頭皮養護 人體工學 醫學美容概要 電腦輔助設計 服裝構成(1)(2) 成衣打版(1)(2) 國際比賽演練(1)(2) 婚禮造型設計 時尚髮型設計與實務(1)(2) 電腦打版(1)(2) 立體剪裁(1)(2) 人體彩繪設計與實務 創意髮型設計與實務 新娘禮服設計與打版 美甲設計與實務	◆學期考試 ◆實務製作 ◆畢業會考 ◆校外實習 ◆畢業製作 ◆畢業論文 ◆證照

			整體造型設計 男士髮型設計與實務 男裝設計與構成 時尚內衣設計與打版 半永久美妝設計與實務 特效妝髮設計與實務 專業實習 銀髮族服裝設計與構成 多功能服裝設計 時尚產業整合實務實習	
服裝展示企 與表演企 畫執行能 力	1. 服飾企劃擬定能力： 掌握呈現商品數量與特色分類、熟練各種場地的規劃、模特兒的特色及演出方法與數量、排訂出場順序、演出方法 2. 服飾秀執行能力： 排訂出場順序、演出方法、掌握秀導方法、熟練場控 3. 服裝特色之展現能力： 掌握呈現商品特色、理解呈現服裝特色方法、模特兒的儀態呈現方法、演出方法、燈光音響舞台設計 4. 評估成本預算能力： 掌握演出方法評估花費、理解模特兒行情、燈光音響舞台設計行情、輔助人員的開銷支出	<b>必修：</b> 色彩學 素描 時尚美學 時尚行銷學 當代設計史 多媒材演練 消費者行為學 商品陳列 流行趨勢分析 實務專題 實務實習	<b>選修：</b> 服裝畫(1)(2) 服裝設計(1)(2) 服裝史 頭皮養護 人體工學 電腦輔助設計 服裝構成(1)(2) 成衣打版(1)(2) 國際比賽演練(1)(2) 時尚髮型設計與實務(1)(2) 電腦打版(1)(2) 立體剪裁(1)(2) 創意髮型設計與實務 新娘禮服設計與打版 男士髮型設計與實務 男裝設計與構成 時尚內衣設計與打版 專業實習 銀髮族服裝設計與構成 多功能服裝設計 時尚產業整合實務實習	◆考核展演成效是否達到預期目的 ◆每場展演成效是否能顯示學生有達成能力指標
創造具地 方性文化 特色之時 尚設計與	1. 瞭解區域特色 原住民、客家 族群文化能力 2. 具備區域特色 原住民、客家	<b>必修：</b> 色彩學 素描 時尚美學 時尚行銷學	<b>選修：</b> 服裝畫(1)(2) 服裝設計(1)(2) 服裝史 人體工學 美容營養學	◆實務專題製作 ◆校外實習 ◆畢業製作 ◆畢業論文

<b>管理能力</b>	族群文化轉 化時尚設計 能力 3. 具備區域特色 文化創意產 業管理能力	當代設計史 多媒材演練 消費者行為學 統計學實習(1)(2) 流行產業管理研究 法 商品陳列 流行趨勢分析 專家講座 實務參訪 時尚應用商品企劃 實務專題 實務實習	電腦輔助設計 服裝構成(1)(2) 成衣打版(1)(2) 婚紗造型設計 時尚彩妝設計與實務 (1)(2) 電腦打版(1)(2) 立體剪裁(1)(2) 新娘禮服設計與打版 男裝設計與構成 時尚內衣設計與打版 專業實習 美容業界專家講座 時尚產業整合實務實習	
<b>具當代國際視野之 時尚美學 能力</b>	1. 時尚美學與設 計史素養 2. 色彩理論與配 色運用技巧 3. 材質理論與創 意研究能力 4. 流行素材理論 與應用原則 5. 時尚創意表現 技法 6. 時尚資訊能力 7. 時尚設計研究 能力 8. 時尚與文化創 意設計研究 9. 造形創意與設 計應用能力 10. 動靜態展示設 計企劃與執行	<b>必修：</b> 色彩學 素描 時尚美學 當代設計史 多媒材演練 統計學實習(1)(2) 流行產業管理研究 法 流行趨勢分析 時尚商用英文 專家講座 實務參訪 實務專題 實務實習	<b>選修：</b> 服裝畫(1)(2) 服裝設計(1)(2) 服裝史 頭皮養護 人體工學 電腦輔助設計 服裝構成(1)(2) 成衣打版(1)(2) 國際比賽演練(1)(2) 時尚彩妝設計與實務 (1)(2) 時尚髮型設計與實務 (1)(2) 電腦打版(1)(2) 立體剪裁(1)(2) 人體彩繪設計與實務 創意髮型設計與實務 新娘禮服設計與打版 美甲設計與實務 男士髮型設計與實務 男裝設計與構成 時尚內衣設計與打版 專業實習 銀髮族服裝設計與構 成 多功能服裝設計 時尚產業整合實務實習	◆依據期中考 試、期末 考試及所 繳交作品 等進行能 力檢核 ◆畢業前進行 基本能力 指標檢核 此項能力 (會考)

## 農企業管理系教育目標、核心能力及基本素養 (技優領航專班)

教育目標	核心能力	基本素養
1. 培育學生農企業管理之基本專業知識與技能。 2. 訓練學生農企業理論與實務相互配合之能力。 3. 培育具備企業倫理與團隊合作精神之農企業管理人才。 4. 培養學生國際觀，增進未來就業潛能。	1. 具備農場企業與農民組織相關領域之基本專業知識與技能。	1. 農企業營運計畫擬定或撰寫能力 2. 認知農民組織運作實務 3. 農民組織之溝通協調能力 4. 農企業經營診斷能力 5. 農場企業管理能力
	2. 具備休閒農業相關領域之基本專業知識與技能。	1. 休閒農場營運的知識與能力 2. 休閒農場營運規劃的知識與技術 3. 休閒農場三生體驗與教學活動設計能力 4. 休閒農場產銷與遊憩活動管理能力
	3. 具備農產品行銷與貿易相關領域之基本專業知識與技能。	1. 認知生鮮農產品/食品之物流及行銷通路相關實務 2. 認知農產品貿易實務 3. 認知國際或大陸農企業概況 4. 農產品產銷資訊蒐集與分析能力 5. 認知農用資材企業經營
	4. 配合團隊合作精神，達成實務專題製作能力。	1. 團隊合作分工能力 2. 溝通協調能力 3. 農企業經營管理資訊蒐集與資料分析能力 4. 農企業相關活動現場工作設計與工作評估能力 5. 農企業相關活動現場管理與調適因應能力
	5. 具備全球化思考能力，及參與農企業相關之國際交流活動之能力。	1. 團隊合作分工能力 2. 溝通協調能力 3. 外語能力 4. 國際觀 5. 農企業經營管理資訊蒐集與資料分析能力 6. 農企業相關活動現場工作設計與工作評估能力 7. 農企業相關活動現場管理與調適因應能力

## 農企業管理系技優領航專班

### (一)教育目標

1. 培育學生農企業管理之基本專業知識與技能。
2. 訓練學生農企業理論與實務相互配合之能力。
3. 培育具備企業倫理與團隊合作精神之農企業管理人才。
4. 培養學生國際觀，增進未來就業潛能。

### (二)校定共同必修科目

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	
通識課程 General Education	12	2	2	2	2	2		2		
國文 Chinese	4	2	2							
大一英文 Freshman English	4	2	2							
英語聽講練習 101~102 English Listening & Speaking Practice	2	1	1							
憲法 Constitution	2			2						
體育 Physical Education	4	1	1	1	1					
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
外語實務 Foreign Language Proficiency Test	0	0								畢業前修畢
合 計	29	8	8	5	3	2	0	2	0	



## (三) 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 (1) Economics (1)	3	3								
會計學 (1) Accounting(1)	3		3							
統計學 (1) Statistics (1)	2			2						
統計學 (2) Statistics (2)	2				2					
運算思維與資訊科技應用 Computational Thinking and Information Technology Applications	1			1						
合 計	14	6	3	3	2	0	0	0	0	

## (四)專業必修科目

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	
農企業概論 Introduction to Agribusiness	3	3								
微積分 Calculus	3	3								
綜合農業 (1) Complex Agriculture (1)	2	2								
綜合農業實習 (1) Practice of Complex Agriculture (1)	1	1								
農企業管理 Agribusiness Management	3		3							
經濟學 (2) Economics (2)	3		3							
綜合農業 (2) Complex Agriculture (2)	2		2							
綜合農業實習 (2) Practice of Complex Agriculture (2)	1		1							
農業經營組織管理 Agribusiness Organization Management	3			3						
休閒農業 Recreational Agriculture	3				3					
農產行銷 Marketing of Agricultural Products	3				3					
策略管理 Strategic Management	3					3				
農企業法規 Agribusiness Law	3					3				
農企業社會責任與倫理 Agribusiness responsibility and ethics	3						3			
農企業管理資訊系統 Agribusiness Management Information Systems	3						3			
農企業管理實習 Agribusiness Management Practice	9							9		
實務專題 Special Projects	1								1	

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	
合 計	49	9	9	3	6	6	6	9	1	

## (五)專業選修科目

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	
園藝種苗生產技術 Seeding Production Techniques of Horticultural Crops	2	2								
園藝種苗生產技術實習 Practice of Seeding Production Techniques of Horticultural Crops	1	1								
設施園藝 Horticultural Production under Structures	2		2							
設施園藝實習 Practice of Horticultural Production under Structures	1		1							
造園技術 Landscape Design	2		2							
造園技術實習 Practice of Landscape Design	1		1							
生產管理 Production Management	2			2						
行銷管理 Marketing Management	2			2						
農場企業經營 Farm Business Management	2			2						
食品企業經營 Food Business Management	2			2						
無人載具概論 Introduction to Unmanned aerial vehicle	2			2						
無人載具田間管理實習 Unmanned vehicle field management practice	1			1						
統計學實習（1） Practice of Statistics（1）	1			1						
人力資源管理 Human Resources Management	2				2					
產業組織 Industrial Organization	2				2					
休閒農場經營管理與實習 Leisure Farm Management and Internship	1				1					
農企業行動 APP 開發設計 Mobile App Development of Agribusiness	1				1					

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	
農業品質認證 Agriculture Quality Certification	2				2					
農業品質認證實習 Practice of Agriculture Quality Certification	2				2					
農產品貿易實務 Agricultural Products Trade Practice	1				1					
統計學實習（2） Practice of Statistics（2）	1				1					
市場調查與分析 Market Survey Analysis	2					2				
農產品品牌管理 Brand Management of Agricultural Products	2					2				
跨文化溝通實務工作坊 Intercultural Communication Workshop	1					1				
短期海外實習 Internship abroad of Forestry	1					1				
溝通與領導 Communication and Leadership	2						2			
農企業投資管理 Agribusiness Investment Management	2						2			
農園產品處理學 Postharvest Technology of Agricultural Products	2						2			
農園產品處理學實習 Practice of Postharvest Technology of Agricultural Products	1						1			
創客教育與農業應用 Application of Maker in Agriculture	1						1			
生鮮物流管理 Fresh-Product Logistics Management	2								2	
農企業營運計畫撰寫 Writing for Agribusiness Operate Prospectus	2								2	
電子商務應用與實習 The Application and Practice of E-Commerce	1								1	



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	
農業大數據分析應用工作坊(微型課程) Workshop for Agricultural Big Data Analysis	1								1	
合 計	53	3	6	12	12	6	8	0	6	

農企業管理系技優領航專班

Department of Agribusiness Management

-Technical Excellence program

## 一、必修科目 Required Courses

502001 農企業概論 3 必 全系教師 上

本課程旨在使學生瞭解農企業基本概念。其授課內容包括：(1)緒論、農場生產企業(2)農民組織(3)農產品行銷企業(4)農用品企業(5)農企業資源規劃系統(6)休閒農業(7)國際農企業與貿易(8)食品加工業(9)農企業社會責任與倫理(10)農企業與循環經濟(11)農企業政策與法規。

502001 Introduction to Agribusiness 3 R All Teachers, F

The contents of the course include the followings: (1)Introduction and Farm production enterprise; (2)Farmers' Organization; (3)Agricultural product marketing company; (4)Agricultural Inputs Industry; (5)Agricultural Enterprise Resource Planning System; (6)Recreational

Agriculture; (7)International Agribusiness and Trade; (8)Food processing industry; (9) Social Responsibility and Ethics for Agribusiness; (10)Agribusiness and Circular Economy; (11) Government Policy and Regulations for Agribusiness.

502002 微積分 3 必 陳淑恩 上

本課程之目的在使學生了解函數微分、積分之概念與應用，其課程內容包含函數、極限、微分基本概念、導函數之應用、指數與對數函數之微分、積分、定積分的應用、最佳化等。

502002 Calculus 3 R S.E. Chen, F

The purpose of this course is concerned with the concepts and applications of differentiation and integration. Course contents include functions, limits, basic concepts of differentiation, application of derivative, exponential and logarithmic functions, integration, application of integration, optimization, and etc.

502003 綜合農業(1)、(2) 4 必 蔡青園 上 下

本課程目的在於讓修課同學深入瞭解農、林、魚、牧各部門中有關分類、育種、繁殖、栽培及飼養技術等專業知識，並介紹目前國內最新農業科技，使同學對未來參與校外相關實習及實務操作奠定良好基礎。本課程分內容分為上、下兩學期各 2 學分。上學期為植物部分包括：園藝農藝及森林等三部分。下學期為動物部分包括：畜牧及水產養殖等兩部分。

502003 Complex Agriculture(1)、(2) 4 R C.Y. Tsai, F, S

This course aims to enable students to understand and develop expertise in agriculture, forestry, fishery, and animal husbandry regarding classification, breeding, propagation, cultivation and breeding technology and introduce the latest domestic agricultural technology to make students' future participation in school-related practice and a good foundation for practical operation. The course content is divided into two semesters with 2 credits each. The first semester covers the plant section: horticulture, agronomy and forestry. The second semester for the animal section includes: Livestock and aquaculture.

502004 綜合農業實習(1)、(2) 2 必 蔡青園 上 下

本實習課程分上、下學期，為配合綜合農業課程將所學理論與實際配合，在實務操作中學習。上學期為農園藝農場實習，內容包括作物育苗、田間栽種管理程序、肥料控制及採收處理等。下學期為禽畜農場實習，課程內容包括，畜牧之現在及未來之展望、牧場工作簡介、養豬實習、蛋雞實習、乳牛實習、牧草管理等。實習期間完成預定進度，繳交報告，並經實習單位主管及授課老師共同考核合格者，始給予本學分。

502004 Practice of Complex Agriculture(1)、(2) 2 R C.Y. Tsai, F, S

This internship course is divided into first and second semesters. In order to cooperate with the complex agricultural course, the theory and practice will be combined, and the students will learn in practical operation. The first semester was an internship in the agricultural and horticultural farms, including crop seedlings, field planting management procedures, fertilizer control and harvesting. The second semester will be an internship on a livestock farm. The course content includes the present and future prospects of animal husbandry, an introduction to pasture work, pig breeding practice, laying hen practice, dairy cattle practice, and pasture management. This credit will only be granted to those who have completed the scheduled progress during the internship, submitted the report, and passed the assessment jointly by the supervisor of the internship unit and the teaching teacher.

502005 農企業管理 3 必 黃文琪 下

本課程目的在於介紹農企業管理之基本理論與實務應用。內容包含：農企業管理學內涵、經營規劃與決策、農企業資金與預算、農企業成本與收益及成本與效益分析、農企業經營目標之設計、負責任之農企業投資、農企業永續發展目標、國內外農企業個案研討。

502005 Agribusiness Management 3 R W.C. Huang, S

The course intends to introduce the basic principle and practice for agribusiness management. The core components include: introduction to the course, planning and decision; capital and budgeting, costs and revenue, cost benefit analysis, key management indicators, responsible investment, agribusiness and UNSDG, domestic and international cases of agribusiness management.

502006 經濟學(2) 3 必 鄭秋桂 下

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

502006 Economics (2) 3 R C.K. Cheng, S

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

502007 農業經營組織管理 3 必 彭克仲 上

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

502007 Agribusiness Organization 3 R C.K. Cheng, F  
Management

The objective of this course is to discuss agribusiness organizational behavior and to teach students how to understand, to predict and to control individual, group, and organizational system behavior. The contents of this course are as follows: (1) the basic concepts and characteristics of agribusiness organizational behavior; (2) the individual behavior: value, attitude, personality, perception, learning, motivation, job pressure, creativity and innovation, and individual difference; (3) the group behavior: group structure, group decision making and tasks, communication and leadership, power and politics, conflict management; (4) the organizational system: organizational structure and design, performance evaluation and reward

systems, organizational culture, organizational change and development.

502008 休閒農業 3 必 段兆麟 下

本課程旨在使學習者了解休閒農業之意義與發展背景，理論與類型，規劃設計的原理與方法，經營管理的策略與實務，解說教育的功能和技巧，相關法令和規定，診斷評估的技術和方法，以增進學習者對休閒農業之知識及經營管理之能力。課程架構如下：休閒農業理論、休閒農業政策與法規、各國休閒農業發展、休閒農業規劃設計、休閒農場經營管理、台灣休閒農業特色、休閒農業發展趨勢等。

502008 Recreational Agriculture 3 R C.L. Tuan, S

This course provides a comprehensive introduction to the management of recreational agriculture. The contents as following: theory of recreational agriculture, policy and regulation on recreational agriculture, development of recreational agriculture in the countries, planning and design of recreational agriculture, operation management of recreational farm, features of Taiwan recreational agriculture, trend of recreational agricultural development.

502009 農產行銷 3 必 林俊男 下

本課程旨在使學生了解農產行銷之理論與運作，以為農企業管理者因應行銷環境有效地行銷管理。內容包括：(1)農產行銷基本概念、(2)農產品供需與價格理論、(3)農產品市場與農產行銷企業、(4)農產品價格、(5)農產行銷績效、(6)農產行銷政策制度與法規。

502009 Marketing of Agricultural Products 3 R C.N. Lin, S

This course gives students the knowledge of marketing of agricultural products. It includes: (1) the concept and operations of marketing of agricultural products, (2) theory of demand, supply, and price of agricultural products, (3) markets and marketing agribusiness, (4) prices of agricultural products, (6) marketing performance of agricultural products, and (6) policy and regulations of agricultural product marketing.

502010 策略管理 3 必 林俊男 上

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

502010 Strategic Management 3 R C.N. Lin, F

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

502011 農企業法規 3 必 陳淑恩 上

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

502011 Agribusiness Law 3 R S.E. Chen, F

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

502012 農企業社會責任與倫理 3 必 邱郁仁 下

本課程主要內容涵蓋：(1)企業社會責任的概念與實踐；(2)道德法則與道德研判；(3)環境倫理議題；(4)農企業經理人的倫理原則；(5)行銷倫理；(6)科技與資訊應用倫理；(7)全球化經營的倫理議題。

502012 Agribusiness responsibility and ethics 3 R Y.J. Chiu, S

The main content of this course includes: (1) The theory and practice about corporate social responsibility. (2) Moral rules and moral judgments. (3) Environmental ethics. (4) The ethical rules for agribusiness managers. (5) Marketing ethics. (6) Agriculture technology and information ethics. (7) Ethical issues of international agribusiness.

502013 農企業管理資訊系統 3 必 劉芳怡 下

農企業管理資訊系統是使農企業能以有系統的方式，有效收集相關資料，以提供管理決策的依據。本課程內容包含：(1)符合農業特性的智慧化管理資訊系統設計(2)友善的農企業進銷存資訊系統操作介面(3)學習農企業第三方金流系統實務操作(4)建立網路社群資訊系統數據分析觀念(5)台灣農企業數位轉型之現況及農業區塊鏈資訊安全議題。

502013 Agribusiness Management 3 R F.Y. Liu S



## Information Systems

Agribusiness management information system is to enable agribusiness to collect relevant data in a systematic way to provide a basis for management decision-making. The content of this course includes: (1) Design of intelligent management information system in line with the characteristics of agriculture ; (2) Friendly agribusiness invoicing information system operation interface; (3) Learning the practical operation of the third-party cash flow system of agribusiness; (4) Establishing a network community information system data analysis concept; (5) The current status of digital transformation of Taiwan's agribusiness and the issue of agricultural blockchain information security.

502014 農企業管理實習 9 必 全系教師 上

本課程目的為訓練學生深入了解農企業管理實務之運作，增加實務經驗以養成就業能力。修習學生應於大學三年級上學期洽詢指導老師，實習期間至少為期十八週。但有必要時，經申請核准，實習期間得延展到部分的寒假或暑假。

502014 Agribusiness Management Practice 9 R All Teachers, F

The purpose of the course is to prepare the student with practical experience for a duration of one semester (at least 18 weeks). The period can be extended to include semester breaks (summer and winter breaks) upon approval.

502015 實務專題 1 必 全系教師 下

本課程主旨乃訓練學生將理論與實務相結合，經由親自動手製作，完成作品。達到技職教育特色。

502015 Special Projects 1 R All Teachers, S

The main purpose of this course is to let students combine the theorem and practical practice together. The students work by themselves and come out a real object finally. To achieve the goal of technique education.

## 二、選修科目 Elective Courses

502016 園藝種苗生產技術

2 選

蔡青園 上

本課程在使學生瞭解果樹，蔬菜及觀賞植物種苗生產之最新技術，課程內容包括：種苗生產之意義及重要性、園藝種苗生產及經營之特性、種子採集，儲藏及播種、無性繁殖之意義及優缺點、扦插，嫁接，壓條，分株繁殖法之利用及大量之無性繁殖、組織培養在園藝種苗生產上之應用、單倍體及多倍體植物之培養及利用、穴盤育苗之重要性及效益、自動化穴盤育苗在園藝種苗生產上之應用。

502016 Seeding Production Techniques of  
Horticultural Crops

2 S

C.Y. Tsai F

The course is make student learn the modern technique of horticultural crops seedling production. The course contents are following: Introduction: meaning and importance of seedling production, Properties and perspective of seedling production, Seed harvest, storage and planting, Meaning of asexual propagation and its characters, Propagation by cutting, grafting, layering and dividing, Application of tissue culture plantlets in horticultural crops, Culture of haploid and polyploid plants, The importance of plug production system, Automatic nursery production of horticultural plants.

502017 園藝種苗生產技術實習

1 選

蔡青園 上

使學生瞭解及實地實習各種園藝苗生產技術，除包括種子（有性）繁殖，嫁接操作，扦插繁殖外，並由組織培養技術，大量應用於加速繁殖，此外並練習自動穴盤育苗技術等。

502017 Practice of Seeding Production  
Techniques of Horticultural Crops

1 S

C.Y. Tsai, F

The course is designed to provide students practical operation of seedling production techniques. Contents include not only sexual (seed) propagation, grafting and cutting, but also mericlone seedling production, and automatic plug nursery production.

502018 設施園藝

2 選

林俊男 下

本課程主要利用組織行為學的基本原理和議題，進一步使學生了解個體、團體、和組織在組織環境中所應扮演的角色。以循序漸進的理論推導，輔以案例實務的探討，引導學生進入組織行為知識廣度與深度。主要課程內容涵蓋四大領域：一、組織行為的概念；二、組織行為的個體層次：態度、情緒、人格特質、知覺與決策及激勵；三、組織行為的團體

層次：溝通、團體、團隊、領導、權力與政治、衝突與協商；四、組織系統層次：組織結構、組織文化及組織變革。

502018 Horticultural Production under Structures 2 S C.N. Lin, S

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

502019 設施園藝實習 1 選 林俊男 下

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

502019 Practice of Horticultural Production under Structures 1 S C.N. Lin, S

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

502020 造園技術 2 選 林俊男 下

本課程之目的在於讓學生學習如何從基地分析至各種造園元素之規劃設計,進而創造出合理之空間。規劃設計之案例如中式庭園、日式庭園、西洋式庭園、台灣式庭園、住宅庭園、亞熱帶庭園、自然野花庭園等。

502020 Landscape Design 2 S C.N. Lin, S

The objectives of this course are to allow students learn the principles from site analysis, element arrangements, and garden construction in order to create a reasonable space. The study case are Chinese-style garden, Japanese-style garden, Western-style garden, Taiwanese-style garden, home garden, subtropical garden, naturalistic wildflower garden etc.

502021 造園技術實習

1 選

林俊男 下

配合正課,以各案方式進行製圖,模型製作及討論。規劃設計之案例如中式庭園、日式庭園、西洋式庭園、台灣式庭園、住宅庭園、亞熱帶庭園、自然野花庭園等。期能讓學生可以應用於實際規劃設計上。

502021 Practice of Landscape Design

1 S

C.N. Lin, S

The lab is proceeded corresponding to lectures. The topics include basic graphics, model construct, and case-study. The study case are Chinese-style garden, Japanese-style garden, Western-style garden, Taiwanese-style garden, home garden, subtropical garden, naturalistic wildflower garden etc.

502022 生產管理

2 選

蔡青園 上

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

502022 Production Management

2 S

C.Y. Tsai, F

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

502023 行銷管理

2 選

黃朝欽 上

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

502023 Marketing Management

2 S

C.C. Hung, F

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

free discussion and lectures format.

502024 農場企業經營 2 選 段兆麟 上

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

502024 Farm Business Management 2 S C.L. Tuan, F

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

502025 食品企業經營 2 選 黃朝欽 上

本課程主要在提昇學生對農產加工企業之管理能力。就農、林、漁、牧四類農產加工企業，分別講授下述內容：(1)企業環境與現況(2)企業特質與未來(3)企業的企業功能如何運作(4)企業的管理功能如何運作。

502025 Food Business Management 2 S C.C. Hung, F

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

502026 無人載具概論 2 選 鍾秋悅 上

本課程旨在使學生了解無人機的基本概念。其授課內容包括(1)無人載具機的發展歷程(2)無人機之飛行原理及類型 (3)無人機相關之法規及證照(4)無人機在農業及農企業上的應用(5)無人機之市場展望。

502026 Introduction to Unmanned aerial vehicle 2 S C.Y. Chung F

This course is designed to give students a basic understanding of Unmanned Aerial Vehicles (UAVs). The course content include (1) the history of UAVs, (2) the types of UAVs

and principles of flying UAVs, (3) relevant regulations and licenses for UAV flying, (4) the application of UAVs in agriculture industry and agribusiness management, and (5) an overview of the UAV market.

502027 無人載具田間管理實習 1 選 鍾秋悅 上

本課程主要介紹無人機、植保機的功能及操作植保機時作業需注意事項，並進行田區植保機噴藥作業與田間管理，及作業完畢後植保機各項維修與保養。在課程中也會介紹無毒農業資材的種類及防治原理。

502027 Unmanned vehicle field management practice 1 S C.Y. Chung F

This course introduces the functions of drones and agricultural protection drones and the matters needing attention when operating agricultural protection drones, and is engaged in field agricultural protection drones spraying operations and field management, and repair and maintenance of agricultural protection drones after the operation is completed. The types of non-toxic agricultural materials and prevention principles will also be introduced in the course.

502028 統計學實習(1)、(2) 2 選 彭克仲 上 下

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

502028 Practice of Statistics(1)、(2) 2 S K.C. Peng, S, F

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

502029 人力資源管理 2 選 段兆麟 下

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



502029 Human Resources Management 2 S C.L. Tuan, S

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

502030 產業組織 2 選 鍾秋悅 下

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

502030 Industrial Organization 2 S C.Y. Chung S

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

502031 休閒農場經營管理與實習 1 選 劉芳怡 下

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

502031 Leisure Farm Management and Internship 1 S F.Y. Liu S

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

502032 農企業行動 APP 開發設計 1 選 邱郁仁 下

本課程採用視覺化的程式設計工具，讓學生能在循序漸進的學習引導下，從範例 App 的實作練習，掌握各項開發環節與習得解題能力，進而設計並完成 App 專案的開發。

502032 Mobile App Development of 1 S Y.J. Chiu, S  
Agribusiness

This course uses visual programming tools to learn various development links and acquire problem-solving skills from the practical exercises of sample apps under the guidance of step-by-step learning, and then design and complete the development of app projects.

502033 農業品質認證 2 選 鄭秋桂 下

農業相關產品之品質水準，依賴農業機關推行之農產品標章與相關生產責任溯源制度。農業最高指導機構依據法源，責成認證單位，輔導農業生產及相關產業，通過驗證為管理目標，以保障國人健康及農業發展。討論範圍包括 TAP 產銷履歷農產品、有機農產品驗證、CAS 優良農產品驗證、生產責任溯源制度(包括臺灣農產品生產追溯、水產品生產追溯、生鮮豬肉追溯、生鮮蛋品追溯) 等。

502033 Agriculture Quality Certification 2 S C.K. Cheng, S

The content of agriculture quality certification are TAP, Organic Certification, CAS, QR Code.

502034 農業品質認證實習 1 選 鄭秋桂 下

本課程與有認證農產品之農場配合並簽約，讓學生至相關農場實習。

502034 Practice of Agriculture Quality 1 S C.K. Cheng, S  
Certification

This course to find and agree on contract of agriculture quality certificate farms, let students practice on those farms.

502035 農產品貿易實務 1 選 彭克仲 下

農產品貿易有別於工業產品，因其生命性、易腐性、季節性、地區性，討論農產品貿易實務宜包括產品之區域、產量、季節、分級、包裝、運輸儲藏條件、主要生產者；目前

已有農產品貿易公司之活動狀況；國貿作業流程及市場推廣技巧；貿易條件及價格計算；貿易與金融；貿易與運輸；貿易與報價；貿易與保險；貿易與糾紛；貿易公司之運作。

502035 Agricultural Products Trade 1 S K.C. Peng, S  
Practice

The purpose of this course is to provide student to understand the practical agricultural products trade operation, in order to integrate the theory and practice of agricultural products trade. The content of Agricultural Products Trade Practice are recognizing products, trade flow, terms of conditions, trade and finance, trade and transportation, trade and insurance, trade and claim, trade company operation.

502036 市場調查與分析 2 選 鍾秋悅 上

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

502036 Market Survey and Analysis 2 S C.Y. Chung F

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

502037 農產品品牌管理 2 選 鄭秋桂 上

本課程旨在學習農產品的品牌管理理論與概念，共分成十大單元，包括品牌意涵、品牌策略、品牌權益、品牌知名度、品牌聯想、知覺品質、品牌專屬資產、品牌忠誠度、品牌關係及品牌延伸，提供學生在農產品整合品牌行銷企劃活動、設計與執行品牌策略等有效建立品牌與經營管理的方法。

502037 Brand Management of Agricultural 2 S C.K. Cheng, F  
Products

A brand represents everything that a product or service means to consumers. As such, brands are valuable assets to an agricultural business. Brands are powerful assets that must be

carefully developed and managed. Thus, the major topics of this course are: Brand implication, Brand strategy, Brand equity, Brand Awareness, Brand association, Perceived quality, Brand asset specificity, Brand loyalty, Brand relationship, Brand extension, Brand positioning, Brand name selection, Brand sponsorship and Brand development.

502038 跨文化溝通實務工作坊(微型課程) 1 選 黃文琪 上

本實務工作坊之微型課程旨在透過密集實作訓練活動，培養學生在各種情境下與來自不同文化背景的人進行交流的能力。學生將反思文化差異並探索世界各地族群的特徵，以培養跨文化的知識、技能和動力，以有效適應跨文化環境和提升跨文化交流技巧。

502038 Intercultural Communication 1 S W.C. Huang, F  
Workshop

This micro-credit workshop course is designed for students to develop competence of communication with people from different cultures in a variety of contexts. Students will reflect on cultural differences and explore characteristics of ethnic groups around the world to cultivate their knowledge, skills, and motivation that enable individuals to adapt effectively in cross-cultural environments and intercultural communication skills through hands-on activities.

502039 短期海外實習 1 選 鍾秋悅 上

本課程主要提供學生赴海外農企業相關政府單位、產業、學術機關進行實地實習機會；透過本課程，學生將深入學習到國際農企業的經營管理模式及實務技能。藉由本課程的施行，可培育國內農企業經營管理人才，提升我國農企業的國際競爭能力。

502039 Internship abroad of Forestry 1 S C.Y. Chung, F

This course will allow students to engage in hands-on learning through internships with government, industry, and academic institutions overseas. Through this course, students will be able to gain an in-depth understanding of the management and practical skills involved in multinational agribusiness. As a result, the course is expected to cultivate agribusiness management skills and enhance the competitiveness of our agricultural enterprises in international markets.

502040 溝通與領導 2 選 邱郁仁 下

本課程內容包含溝通與領導，第一部份介紹領導的本質、西方領導理論、華人領導理

論等領導相關理論。第二部份將介紹人際溝通技巧、談判技巧、職場的人際關係與溝通等內容。

502040 Communication and Leadership 2 S Y.J. Chiu, S

This course contains both communication and leadership. The first part introduces the essence of leadership, Western leadership theories, Chinese leadership theories, and other relevant leadership theories. The second part will teach interpersonal communication skills, negotiation skills, interpersonal relationships, and communication in the workplace.

502041 農企業投資管理 2 選 劉芳怡 下

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

502041 Agribusiness Investment 2 S F.Y. Liu, F  
Management

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

502042 農園產品處理學 2 選 黃朝欽 下

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

502042 Postharvest Technology of 2 S C.C. Huang, S  
Agricultural Products

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

502043 農園產品處理學實習 1 選 黃朝欽 下

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

502043 Practice of Postharvest Technology 1 S C.C. Huang, S  
of Agricultural Products

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

502044 創客教育與農業應用 1 選 林俊男 下

本課程主要是以農業的產業知識與技術為基礎，做為創客實做的創意來源，從農產品生產的環境、方式，農產品及食物的加工製作到，農業的休閒服務業；透過手作實踐，將創意具體實現，從學生「動手做」的學習，培養學生創新、批判、思考與解決問題的能力，在實作過程中，訓練專注力、堅持，從實際體驗中學習，再透過分析歸納建構經驗、獲得農業知識應用的創業能力。

502044 Application of Maker in 1 S C.N. Lin, S  
Agriculture

This course is mainly based on the industrial knowledge and technology of agriculture, as a source of creativity for makers, from the environment and methods of agricultural production, the processing and production of agricultural products and food, to the agricultural recreation service industry; through hands-on practice, Concretely realize the creativity, from the students' "hands-on" learning, can cultivate students' ability to innovate, criticize, think and solve problems, in the process of implementation, train concentration, persistence, learn from actual experience, and then analyze Summarize and construct experience and acquire entrepreneurial ability to apply agricultural knowledge.

502045 生鮮物流管理 2 選 陳淑恩 下

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

502045 Fresh-Product Logistics 2 S S.E. Chen, S



## Management

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

502046 農企業營運計畫撰寫 2 選 林俊男 下

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

502046 Writing for Agribusiness Operate 2 S C.N. Lin, S  
Prospectus

This course intends to teach students how to write an operating plan for an agribusiness. Entrepreneurs can look over their goal, products, market positioning, market analysis, etc. to make sure that they are comprehensive and accurate to start an undertaking; moreover, it will affect the feasibility and the chance of success. The course content includes the writing of the following topics: (1) Summary (2) Operation motive and industry background (3) Overview of agricultural products or the service; (4) Market survey and analysis (5) Marketing plan (6) Operation plan (7) Management team (8) Financial plan (9) Conclusion and Prospect.

502047 電子商務應用與實習 1 選 邱郁仁 下

本課程旨在使學生瞭解電子商務技術與發展現況、電子商務運作流程以及電子商務規劃方法，並透過實作規劃演練，將電子商務充分運用於農企業經營或開創新的應用領域。

502047 The Application and Practice of 1 S Y.J. Chiu, S  
E-Commerce

This course aims to understand the current state of e-commerce technology and development, e-commerce operation processes, and e-commerce planning methods. Apply e-commerce in agribusiness management or create new application fields through practical planning exercises.

502048 農業大數據分析應用工作坊

1 選

黃文琪 下

本工作坊課程以實作方式使學生熟悉大數據資料分析之技術，課程內容涵蓋資料科學、資料探勘、大數據分析、機器學習與人工智慧等相關基礎概念，並以農業數據資料為案例，透過實作方式讓學生可以簡易的應用軟體 (RapidMiner)，有效的學習運用大數據分析。

502048 Workshop for Agricultural Big Data Analysis

1 S

W.C. Huang, S

This workshop course enables students to familiarize themselves with the technology of big data data analysis in a practical way. The content of the course covers relevant basic concepts such as data science, data mining, big data analysis, machine learning and artificial intelligence. Through practical methods, students can easily apply the software (RapidMiner) to effectively learn to use agricultural big data analysis.

**農企業管理系技優領航專班課程與核心能力關聯表**

<b>【專業必修】-專業基礎課程</b>					
科目名稱 核心能力項目	具備農場企業與農民組織相關領域之基本專業知識與技能。	具備休閒農業相關領域之基本專業知識與技能。	具備農產品行銷與貿易相關領域之基本專業知識與技能。	配合團隊合作精神，達成實務專題製作能力。	具備全球化思考能力，及參與農業相關之國際交流活動之能力。
農企業概論	◎	◎	◎		◎
微積分	◎	◎	◎		
綜合農業(1)、(2)	◎	◎	◎	◎	◎
農企業管理	◎	◎	◎	◎	◎
經濟學(2)	◎	◎	◎	◎	◎
農業經營組織管理	◎	◎	◎	◎	◎
休閒農業	◎	◎	◎	◎	◎
農產行銷	◎	◎	◎	◎	◎
策略管理	◎	◎	◎	◎	◎
農企業法規	◎	◎	◎	◎	◎
農企業社會責任與倫理	◎	◎	◎	◎	◎
農企業管理資訊系統	◎	◎	◎	◎	◎
農企業管理實習	◎	◎	◎	◎	◎
實務專題	◎	◎	◎	◎	◎

農企業管理系技優領航專班課程與核心能力關聯表

【專業選修】-專業進階課程					
科目名稱	核心能力項目	具備農產品行銷與貿易相關領域之基本專業知識與技能。	具備休閒農業相關領域之基本專業知識與技能。	具備農產品行銷與貿易相關領域之基本專業知識與技能。	具備全球化思考能力，及參與農企業相關之國際交流活動之能力。
園藝種苗生產技術	◎	◎			
園藝種苗生產技術實習	◎	◎			
設施園藝	◎	◎		◎	◎
設施園藝實習	◎	◎		◎	◎
造園技術	◎	◎			◎
造園技術實習	◎	◎			◎
生產管理	◎				
行銷管理			◎	◎	
農場企業經營	◎	◎			
食品企業經營			◎		
無人載具概論	◎	◎		◎	
無人載具田間管理實習	◎	◎		◎	
統計學實習(1)、(2)	◎	◎	◎		
人力資源管理	◎	◎	◎	◎	
產業組織	◎				
休閒農場經營管理與實習	◎	◎			
農企業行動 APP 開發設計	◎		◎	◎	◎
農業品質認證	◎	◎			◎
農業品質認證實習	◎	◎			◎
農產品貿易實務			◎		◎
市場調查與分析				◎	◎
農產品品牌管理	◎	◎	◎		
跨文化溝通實務工作坊(微型課程)					◎
短期海外實習					◎
溝通與領導				◎	◎
農企業投資管理	◎	◎	◎		◎
農園產品處理學	◎		◎		
農園產品處理學實習	◎		◎		
創客教育與農業應用	◎	◎		◎	◎
生鮮物流管理	◎		◎		
農企業營運計畫撰寫	◎	◎	◎		
電子商務應用與實習			◎	◎	◎
農業大數據分析應用工作坊(微型課程)			◎		◎

## 農企業管理系技優領航專班

## 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
1. 具備農場企業與農民組織相關領域之專業知識與技能。	1. 農企業營運計畫擬定或撰寫能力 2. 認知農民組織運作實務 3. 農民組織之溝通協調能力 4. 農企業經營診斷能力 5. 農場企業管理能力	農企業概論、微積分、綜合農業(1)、(2)、綜合農業實習(1)、(2)、農企業管理、經濟學(2)、農業經營組織管理、休閒農業、農產行銷、策略管理、農企業法規、農企業社會責任與倫理、農企業管理資訊系統、農企業管理實習、實務專題、園藝種苗生產技術、園藝種苗生產技術實習、設施園藝、設施園藝實習、造園技術、造園技術實習、生產管理、農場企業經營、無人載具概論、無人載具田間管理實習、統計學實習(1)、(2)、人力資源管理產業組織、休閒農場經營管理與實習、農企業行動 APP 開發設計、農業品質認證、農業品質認證實習、農產品品牌管理、農企業投資管理、農園產品處理學、農園產品處理學實習、創客教育與農業應用、生鮮物流管理、農企業營運計畫撰寫	1. 修畢本校基礎課程 16 學分、本校通識課程 12 學分、通識教育講座 1 學分，院定必修 14 學分。 2. 英語初級檢定合格。 3. 修畢本系專業基礎課程(農企業概論、微積分、綜合農業(一)、(二)、綜合農業實習(一)、(二)、農企業管理、經濟學(2)、農業經營組織管理、休閒農業、農產行銷、策略管理、農企業法規、農企業社會責任與倫理、農企業管理資訊系統、農企業管理實習、實務專題) 49 學分。 4. 修畢本系專業進階課程(選修)至少 26 學分。 5. 「農企業管理實習」課程為整學期校外實習課程，含實習前講習與實習後成果報告與檢討回饋。 6. 完成各科筆試、書面與口頭報告。 7. 完成實習日誌、實習考核表評分及格。
2. 具備休閒農業相關領域之基本專業知識與技能。	1. 休閒農場營運的知識與能力 2. 休閒農場營運規劃的知識與技術 3. 休閒農場三體驗與教學活動設計能力 4. 休閒農場產銷與遊憩活動管理能力	農企業概論、微積分、綜合農業(1)、(2)、綜合農業實習(1)、(2)、農企業管理、經濟學(2)、農業經營組織管理、休閒農業、農產行銷、策略管理、農企業法規、農企業社會責任與倫理、農企業管理資訊系統、農企業管理實習、實務專題、園藝種苗生產技術、園藝種苗生產技術實習、設施園藝、設施園藝實習、造園技術、造園技術實習、農場企業經營、無人載具概論、無人載具田間管理實習、統計學實習(1)、(2)、人力資源管理、休閒農場經營管理與實習、農業品質認證、農業品質認證實習、農產品品牌管理、農企業投資管理、創客教育與農業應用、農企業營運計畫撰寫	
3. 具備農產品行銷與貿易相	1. 認知生鮮農產品/食品之物流及行銷通路相關實	農企業概論、微積分、綜合農業(1)、(2)、綜合農業實習(1)、(2)、農企業管理、經濟學(2)、農業經	



關領域之基本專業知識與技能。	務 2. 認知農產品貿易實務 3. 認知國際或大陸農企業概況 4. 農產品產銷資訊蒐集與分析能力 5. 認知農用資材企業經營	營組織管理、休閒農業、農產行銷、策略管理、農企業法規、農企業社會責任與倫理、農企業管理資訊系統、農企業管理實習、實務專題、行銷管理、食品企業經營、統計學實習(1)、(2)、人力資源管理、農企業行動 APP 開發設計、農產品貿易實務、農產品品牌管理、農企業投資管理、農園產品處理學、農園產品處理學實習、生鮮物流管理、農企業營運計畫撰寫、電子商務應用與實習、農業大數據分析應用工作坊(微型課程)	
4. 配合團隊合作精神，達成實務專題製作能力。	1. 團隊合作分工能力 2. 溝通協調能力 3. 農企業經營管理資訊蒐集與資料分析能力 4. 農企業相關活動現場工作設計與工作評估能力 5. 農企業相關活動現場管理與調適因應能力	綜合農業(1)、(2)、綜合農業實習(1)、(2)、農企業管理、經濟學(2)、農業經營組織管理、休閒農業、農產行銷、策略管理、農企業法規、農企業社會責任與倫理、農企業管理資訊系統、農企業管理實習、實務專題、設施園藝、設施園藝實習、行銷管理、無人載具概論、無人載具田間管理實習、人力資源管理、農企業行動 APP 開發設計、市場調查與分析、溝通與領導、創客教育與農業應用、電子商務應用與實習	
5. 具備全球化思考能力，及參與農企業相關之國際交流活動之能力。	1. 團隊合作分工能力 2. 溝通協調能力 3. 外語能力 4. 國際觀 5. 農企業經營管理資訊蒐集與資料分析能力 6. 農企業相關活動現場工作設計與工作評估能力 7. 農企業相關活動現場管理與調適因應能力	本校院系共同必修課程、校通識教育課程、農企業概論、綜合農業(1)、(2)、綜合農業實習(1)、(2)、農企業管理、經濟學(2)、農業經營組織管理、休閒農業、農產行銷、策略管理、農企業法規、農企業社會責任與倫理、農企業管理資訊系統、農企業管理實習、實務專題、設施園藝、設施園藝實習、造園技術、造園技術實習、農企業行動 APP 開發設計、農業品質認證、農業品質認證實習、農產品貿易實務、市場調查與分析、跨文化溝通實務工作坊(微型課程)、短期海外實習、溝通與領導、農企業投資管理、創客教育與農業應用、電子商務應用與實習、農業大數據分析應用工作坊(微型課程)	



傳閱附件 3-----110 學年度第 2 學期教師申請開授通識課程大綱

## 110 學年度第 2 學期教師申請開授通識課程中英文課程大綱

### 1. 正向心理學 Positive Psychology

中、英文課程綱要：

本課程之目的旨在讓學生了解影響正向心理的因素，並正向心理在個人和人類生活素質中所扮演的角色，朝向真實快樂的生活目標前進。學生能夠透過課程活動，更認識及建構自己的優勢及正向特質，並發掘出影響個人或人類生活素質的問題，運用課堂所學概念來提出解決方案，透過本課程，學生能夠學習正向心理學相關知識，及培養正向主觀經驗與特質、團隊合作、問題解決、及關懷社會等能力。

The purpose of this course is to help students understand the influential factors of positive psychology and the role of positive psychology played in individuals and human beings' lives, towards the goal of having a real and happy life. Through course activities, students can better understand and construct their own strengths and positive characteristics. In addition, students will discover problems that can influence the quality life of individuals or human beings' lives and apply the content learned in the course to propose the solutions for the problems. In the course, students can learn knowledge related to positive psychology and develop the competence in positive subjective experiences and characteristics, teamwork, problem-solving, and caring for society.

### 2. & 3. 棘手問題及系統思考 Wicked Problem and System Thinking

中、英文課程綱要：

公共政策研究中指出，我們的社會中充斥了各種“棘手問題”，也就是企圖解決一個問題卻無意識的製造出另個問題的惡性循環，導致社會中的各種問題很難從根本避免發生並一勞永逸。要找出解決棘手問題的解決方法，文獻指出需要第一步釐清棘手問題源起的各種複雜成因，並用“系統思考”這樣非傳統線性思考方式來幫助提出更整合及創新的問題解決方式。

棘手問題在 21 世紀及未來世代也將扮演更重要的角色，特別是在我們人類將共同面對雙不永續的全球挑戰－氣候變遷與生物多樣性弱化，未來人類的健康，包含社會經濟與政治發展，將更依賴環境健康與動物健康這樣的一個整合健康概念。

此課程在以上學術及實務的脈絡下，期望帶領學生從認識棘手問題的理論背景談起，再結合系統思考的各種工具及情境模型，探索國內外各種公共政策棘手問題，培訓學生逐漸脫離單一線型思考，轉換成更全面性的以系統思考分析難以解決及高度互賴的社會經濟問題。

In the study of public policy, scholars point out the fact that our society is full of “wicked problem” where to solve one problem leads unconsciously the other problems. This kind of vicious cycle results in a society with ample of problems with no clear resolution. To figure out the solutions for the wicked problem, the

literature suggests one to first diagnose the source of its complexity and then use “system thinking”, namely non-traditional linear problem-solving method, to propose a more integrated and avant-garde resolution.

“Wicked problem” will also play a bigger role in the 21<sup>st</sup> century and our next generation, especially when we will collectively face dual sustainability problem – climate change and loss of biodiversity. The future of human health, including our social, economic and political development, will heavily depend on the health of the environment and animal forming the concept of ONE health.

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#### **4. 人與野生動物 Coexistence with wildlife**

中、英文課程綱要：

本課程之目的在介紹台灣野生動物研究及野生動物保育現況與困境，以廣受注目的中大鳥獸及龜類的生活史、族群分布及存續等相關生態研究結果進行訊息傳遞，並就現今臺灣與國際上所面臨之保育議題及困境加以探討與討論。鏈結野生動物保育之人文面向及保育醫學等領域，引發修課學生對現代野生動物保育及人與自然共存思潮之興趣及思考，並期待能廣泛提昇大學生野生動物保育意識及與自然共存之正面態度及價值觀。

This course aims at introducing the status of wildlife conservation and research in Taiwan, particularly in large and medium birds, mammals, and turtles in term of natural history, distribution, predicament, and research process. Related information will be shared by researchers about their effort and work in conducting wildlife conservation, emphasizing on aspects of human dimension and conservation medicine. We expect to highly raise the awareness of coexistence with nature and wildlife and to promote the involvement in conservation actions.