		Ming Chuan Universi	ity Fashion and Innov	ation	Ma	nage	emei	nt P	rog	ram	Co	urse	e Ou	ıtlin	e fo	r all	stu	den				in 2021
			•	0	н			year				year		F		year			4th	-		-
		Courses		Credits	Hours	Class	all Lab	Class	ring 도	r Class	all	Class	ring	T Class	all E	Class	ring	T: Class	all Lab	Class	ring	- Note
	99773	Chinese Literature: Appreciation and Creative Writing I	中國文學鑑賞與創作 (一)	3	3	3	ь	155	5	ISS	5	88	5	ISS	5	155	5	s	6	ISS	5	Only applied to local students
	99774	Chinese Literature: Appreciation and Creative Writing II	中國文學鑑賞與創作 (二)	3	3			3														Unity applied to local students
	99759	Basic Mandarin Conversation I	基礎華語(一)(英)	3	3	3																1.Substitutes for Chinese Literature: Appreciation and Creative Writing 2.Only applied to Overseas
	99760	Basic Mandarin Conversation II	基礎華語(二)(英)	3	3			3														Chinese students and International students
	99792	English Enhancement	英文能力加強(英)	0	3	3																Students who fulfill one of the following conditions can waive the 0-credit required English Enhancement course: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B1 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test.
	99793	Academic Oral Communication	學術英文口語溝通(英)	3	3			3														Students who have reached the CEFR B1 level but not yet at the B2 level on IC's Placement Test, or have the equivalent result from a
	99794	Academic Reading and Writing (I)	學術英文閱讀與寫作一 (英)	3						3												recognized English Proficiency Test, will take the following 3 required courses (3-credit each): "Academic Oral Communication,"
Core I	99795	Academic Reading and Writing (II)	學術英文閱讀與寫作二 (英)	3								3										"Academic Reading and Writing I" and "Academic Reading and Writing II."
Core Required Courses	99796	Advanced Seminar (I)	高階英文專題一(英)	3				3														Students who fulfill one of the following conditions will take the 3 required courses (3-credit each); "Advanced Seminar I," and "Advanced Seminar II," and "Advanced Seminar III": 1. Enrolled with an
	99797	Advanced Seminar (II)	高階英文專題二(英)	3						3												international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or
	99798	Advanced Seminar (III)	高階英文專題三(英)	3								3										transcript to prove all courses were taught in English; 3. Obtain a CEFR B2 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test.
	99786	Advanced Academic English	高階學術英文教學訓練 (英)	3	3									3								1.Upon approval of the course teacher and passing placement tests,
	99787	Advanced Academic English Practicum	高階學術英文教學實務 (英)	3	3											3						students can apply taking these three courses. 2.Substitutions for Practical English
	99788	Advanced Academic English Integrated Training	高階學術英文整合訓練 (英)	3	3													3				1-4, Business Communication 1-2, and Practical English for Professionals 1-2
	99775	Applied Information Technology : Office Software	資訊科技:辦公室應用 (英)	3	4	3	1															

		99789	Web Programming	程式設計(英)	3	4			3	1														
		99991- 99997	Physical Education I-VI	體育(壹)-(陸)(英)	0	12	2		2		2		2		2		2							
			Subtotal		45	47	14	1	17	1	8	0	8	0	5	0	5	0	3	0	0	0		
		99614	Psychology	心理學(英)	3	3	3																	
	So	99615	Sociology	社會學(英)	3	3			3															
	cial !	99203	Economics	經濟學(英)	6	8	3	1	3	1													1.Substitution for 1 general education	VICU required
	Social Science	99621	Politics	政治學(英)	3	3			3														2.Choose at least o "Social Science" C	
	ce	99235	Introduction to Law	法律概論(英)	3	3							3										Social Science C	ategory
			Special Topics on Social Science	社會科學專題(英)	3	3							3											
		ZC004	Biology	生物學(英)	3	3	3																	
	N	ZC005	Physics	物理學(英)	3	3	3																	
	Mathematics	ZC006	Chemistry	化學(英)	3	3			3															
	mati	99426	Accounting	會計學(英)	6	10	3	2	3	2														
	cs &	91130	Calculus	微積分(英)	6	8	3	1	3	1													1.Substitution for I general education	MCU required
		99204	Statistics	統計學(英)	6	8					3	1	3	1									2.Choose at least o	
	Natural Science	ZC008	Introduction to Science	自然科學專題	3	3					3												"Mathematics & S	cience" Category
	Scie	99747	Environmental Dynamics	環境議題研究(英)	3	3							3											
	nce	99763	Marine Biology	海洋生物學(英)	3	3							3											
		ZC008	Special Topics on Science	自然科學專題(英)	3	3							3											
		99618	Introduction to Chinese	中國文學概論(英)	3	3	3	-																
			Literature Special Topics on Modern																					
		99620	China	現代中國專題(英)	3	3	3																1.Substitution for MCU required general education 2.Choose at least one course from "Humanities & Arts" Category	
		ZC010	Literature: Appreciation and Creative Writing	文學鑑賞與創作(英)	3	3	3																	
		99618	Introduction to Chinese Culture	中國文學概論(英)	3	3	3																	
	Hu	IB623	Readings of Selected Short Stories	短篇小說選讀(英)	3	3	3																	
	Humanities & Arts	99764	Introduction to Western Literature	西洋文學概論(英)	3	3	3																	MCU required
	ities	99716	Cross-cultural	跨文化溝通(英)	3	3	3																	ne course from
Core	& Aı	70012	Communication	藝術專題(英)				-																s" Category
	ts	20012	Special Topics on Art		3	3	3																	
ectiv		99751	Special Topics on Humanity		3	3			3															
es Co		ZC013	Chinese History and Culture	歷史文化與社會變遷 (英)	3	3			3															
Electives Courses		99619	Introduction to World	世界文學概論(英)	3	3			3															
s		99711	Literature Western Art Appreciation	西洋藝術賞析(英)	3	3			3															
									5			-	2											
		99603 99728	Public Speaking	公共演說(英) 領導與統馭(英)	3	3						-	3											
			Leadership			3																		
		99748	Practical English Reading	實用英文閱讀(英)	3	3							3											
		99744	Applied Linguistics	應用語言學(英)	3	3							3											Cho
		99743	Second Language Acquisition	第二語習得(英)	3	3							3											ose a
		99753	Second Foreign Language	第二外國語(英)	3	3							3											ıt least o
	0	99742	Educational Psychology	教育心理學(英)	3	3							3											me c
	ross-	99740	Etiquette and Communication	國際禮儀與溝通專題 (英)	3	3					3												Substitution for	ourse
	disci	ZY032	Special Topics on	(英) 全球化專題(英)	3	3							3										MCU required	from
	Cross-disciplinary General Educatio	IB624	Globalization Special Topics on Asia	亞洲專題(英)	3	3							3										general education	Choose at least one course from "Cross-disciplinary Genera
	Gen	99746	Special Topics on	國際專題(英)	3	3							3											-disci
	eral Ed	99749	International Relations Special Topics on Cross- strait	兩岸專題(英)	3	3							3											iplinary
	lucatio	ZY040	Special Topics on Negotiation	談判專題(英)	3	3							3											Genera

	= [1	1			_																1	<u>P</u>
	n Courses	ZY041	The Economics of Environmental Pollution	環保經濟(英)	3	3							3											Educat
	S	99791	Critical Literacy	批判識讀(英)	3	3							3											tion (
	-	99761	Intermediate Mandarin Conversation I	中級華語(一)(英)	3	3					3												1.Substitution for MCU required general education	Education Course" category
		99762	Intermediate Mandarin Conversation II	中級華語(二)(英)	3	3							3										2.Only Applied to International students	У
			Subtotal		147	157	42	4	30	4	12	1	63	1	0	0	0	0	0	0	0	0		
			Choose at least credits		12	12																		12 Core Required before graduation
		25114	Innovation Inventions	創意原理(英)	3	3	3																	
	-	25123	Introduction to Fashion Industry	時尚產業概論(英)	3	3	3																	
		25125	History of Fashion Art	時尚藝術史(英)	3	3	3																	
	Ī	25161	Second Language I	第二外語(一)(英)	3	3	3																	
		25127	Fabric Materials and Products	織品素材與產品(英)	3	3			3															
	ĺ	25128	Merchandising Math	商品數學(英)	3	3			3		-													
	ľ	25214	Fashion Marketing	時尚行銷(英)	3	3			3															
	Ī	25162	Second Language II	第二外語(二)(英)	3	3			3															
-	ľ	25215	Fashion Style & Color Aesthetics	時尚造型與色彩美學 (英)	3	3					3													
rofes	-	25316	Fashion Supply Chain	時尚業供應鏈管理(英)	3	3					3													
siona	ŀ	25350	Management Fashion Digital Marketing	時尚數位行銷(英)	3	3					3													
l Requ	-		Management	管理學(英)	3	3					3													
Professional Required Courses	-		Fashion Brand Management	時尚品牌管理(英)	3	3					5		3											
Cour	-		-																					
ses	-		Fashion Industry Analysis	時尚產業分析(英)	3	3							3											
	-		Fashion Retail Management		3	3							3											
	-	25229	Special Topics on Fashion I	時尚專題 (一)(英)	3	3									3									
	-		Fashion Products Planning	時尚商品企劃(英)	3	3									3									
	-		Business Ethics	企業倫理(英)	3	3									3									
		25329	Special Topics on Fashion II	時尚專題(二)(英)	3	3											3							
		25323	Fashion Strategy Management	時尚策略管理(英)	3	3											3							
		25314	Fashion Event Marketing	時尚活動行銷(英)	3	3											3							
	ſ	25348	International Business Management	國際企業管理(英)	3	3													3					
	ľ	25420	Entrepreneurship and	創業與創新管理(英)	3	3															3			
			Innovation Management		69	69	12	0	12	0	12	0	9	0	9	0	9	0	3	0	3	0		
			Fashion Illustration	時尚插畫(英)	3	3		•	3	Ŭ		Ŭ	-	•	-	•		Ŭ	-	•		•		
	-	25163	Second Language III	第二外語(三)(英)	3	3			-		3													
	ľ	25230	Consumer Behavior	消費者行為 (英)	3	3					3													
	ľ	25232	Service Management	服務業管理(英)	3	3					3													
	Ī	25233	Applied Statistics	應用統計學(英)	3	3					3													
		25244	Fashion Industry Financial Analysis	時尚業財務分析(英)	3	3							3											
	[25164	Second Language IV	第二外語(四) (英)	3	3							3											
		25243	Customer Relationship Management	客戶關係管理(英)	3	3							3											
			Fashion Law	時尚法律(英)	3	3									3									
	ļ	25330	French V	法文(五)(英)	3	3									3									
		25337	Fashion Innovation & Applied Products	時尚創新產品應用(英)	3	3									3									
		25338	E-commerce	電子商務(英)	3	3									3									
Pro		25349	Luxury Management & Marketing	精品管理與行銷(英)	3	3											3							
Profess		25354	Service Marketing	服務行銷(英)	3	3											3							

ional Elective Courses																						
Ele	25249	Integrated Marketing Communications	整合行銷傳播(英)	3	3											3						
8	25336	Human Resources Management	人力資源管理(英)	3	3											3		L				
ive (25340	French VI	法文(六)(英)	3	3											3						
ours	25430	Strategy Management	策略管理(英)	3	3										+	3		Ľ				
8	25410	Internship	 實習(英)	3	3											\top	\top	3	\top			
	25411	Fashion Industry Advanced	時尚產業進階實習													┢	+	3	+			
	23411	Internship I	<u>(一)(英)</u> 時尚產業進階實習	3	3											+	_	3	_			
	25421	Fashion Industry Advanced Internship II	(二)(英)	3	3															3		
	25412	Brand Planning Advanced Internship I	品牌企劃進階實習 (一)(英)	3	3													3				
	25422	Brand Planning Advanced Internship II	品牌企劃進階實習 (二)(英)	3	3															3		
	25413	Fashion Event Marketing Advanced Internship I	時尚活動行銷進階實習 (一)(英)	3	3													3				
	25423	Fashion Event Marketing Advanced Internship II	時尚活動行銷進階實習 (二)(英)	3	3													E		3		
	25434	Visual Art	視覺藝術(英)	3	3											T		3				
	25435	Fashion Trend	時尚趨勢(英)	3	3													3				
	25436	Fashion Trade	時尚進出口貿易(英)	3	3													3				
	25446	Fashion Public Relation	時尚公關(英)	3	3															3		
	25449	Fashion Contemporary Topic	時尚當代議題(英)	3	3															3		
•	Su	btotal		90	90	0	0	3	0	12	0	9	0	12	0	18	3 0	2	1 0	15	0	
	Choose at	least credits		26	26																	
Subt	otal College Re	quired Course Credits														3	3					
Sub	btotal Professio	nal Required Credits														6	9					
Su	ibtotal Professi	onal Elective Credits		14																		
	Free Elec	ctive Credits	12																			
			128																			
2 tha 3.0 4.1 su Pr 6 Vo Li Er 7. co tau	Free Elective Credits 12																					

13. This course outline applies to students entering in Fall 2019 Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to