

景文科技大學 JINWEN UNIVERSITY OF SCIENCE AND TECHNOLOGY			Taipei
[U]大學部	學院名稱（中、英）： 商管學院 College of Business Management	特色學程（中、英）： 國際行銷學程 International Marketing Program	(英文授課比例)：■ Under 50% Taught in English

中文敘述：

1. 規劃理念

在當今國際化全球佈局的知識經濟時代，如何進行國際行銷以增強企業競爭力及提升企業價值，有賴行銷主管扮演更重要的角色。而在快速多變的時代，行銷專業人才的國際視野與國際行銷專業能力的培訓，也將變得愈來愈重要。如欲培養行銷主管的跨文化、跨領域及跨國際的視野，需注意幾個重點：

- (1) 具備外語的溝通能力；
- (2) 熟悉紮實的國際行銷理論與實務；
- (3) 應有接受國際行銷操作洗禮與接觸國際性舞台的機會。

有鑑於此，為求理論與實務並重以達成前述目的為求理論與實務並重以達成前述目的，景文科技大學商管學院建構跨系之整合性學程，以協助學生取得國際證照，培養國際行銷職能，提升學生就業競爭力。

2. 設置目標：

- (1) 培養國際行銷企劃、管理與行銷人才。
- (2) 輔導學生取得國際行銷相關證照。
- (3) 提供學生多元課程修習機會，培養第二專長技能，強化就業競爭力。

英文敘述：

1. Introduction

In the modern economic age of globalization and knowledge, marketing managers play an extremely essential role in implementing international marketing strategies, with the aim of strengthening the enterprise's competence and augmenting its value. In respond to the current volatile environment, it is increasingly important to provide the marketing personnel with the capabilities needed to widen their global vision and international marketing skills. The following goals are focused on equipping marketing managers with intercultural and multidisciplinary competences, and a deepened global outlook.

- (1) Ability to communicate in foreign languages
- (2) Mastering the theory and practical skills of International Marketing
- (3) Gaining opportunities in International Marketing operations and exploring the activities of International Business Management.

To achieve the above-mentioned goals, the College of Business Management in JinWen University of Science and Technology builds an integrated multi-disciplinary program to assist students in acquiring internationally-recognized certificates, to nurture talent in International Marketing, and to expand the skills needed to cope with the demands of their future jobs.

2. Objectives

- (1) To provide students with the capabilities needed to meet requirements in International Business Management and Marketing.
- (2) To provide the necessary support for students to obtain certificates related to International Marketing.
- (3) To offer students a variety of learning channels, and to teach secondary professional skills in order to enhance their job-seeking potential.

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[U]大學部

學院名稱（中、英）：

觀光餐旅學院

College of Hospitality Tourism Management

特色學程（中、英）：

導遊領隊學程

Tour guide and Tour Leader Program

(英文授課比例)：■

Under 50% Taught in English

中文敘述：

導遊領隊為目前國內觀光產業人力需求最高，也是報考人數增加相當迅速的證照。相關領隊導遊專業人才的養成，除旅遊管理系專業課程，包括：觀光地理、領隊導覽實務、遊憩資源管理、觀光行政法規、航空票務學外；本學程的規劃，亦整合了校內其他系的課程，包括應用外語系的導遊英文、旅館系的國際禮儀等，期許修畢本學程課程的同學，得以順利考取領隊導遊相關證照。

英文敘述：

Tour leaders and tour guides are highly demanded in the tourism industry. Therefore, those people who take the license test increase rapidly. To nurture qualified tour leaders and tour guides, the Tour Manager Program is designed. Its curriculum includes courses from travel Management department as well as other courses from different departments. The former core courses encompass tourism geography, tour Leader and tour guide practice, recreational resource management, tourism laws and regulations, and airline ticketing. Courses from other departments include tour guide English, and international etiquette. The aim of the program is to educate qualified tour leaders and guides.

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[U]大學部	學院名稱（中、英）： 人文暨設計學院 College of Humanities and Design	特色學程（中、英）：影像與語文整合應用學程 College Courses of Integration of Images and Languages	(英文授課比例)： ■ Under 50% Taught in English
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本院的特色學程，旨在結合「人文」與「設計」兩大專業核心知識，藉以培養與發展師生之共同素養。系列主軸課程包括：「語言與文化」、「當代藝術」、「影像與語文整合應用」及「實務專題」共計四門必修課程八學分。課程藉由案例分析，創意專案之合作與執行，促使師生團隊運用「影像」與「語文」之互動整合，體驗與發展在地文化創意價值。

This tailor-made college courses aim to combine the field of core knowledge between "Humanities" and "Design", therefore to merge and develop the oriented specialties for both teachers and students. Major courses include: Language and Culture, Contemporary Art, Integration of Images and Languages, and Project Study (totally, 4 courses with 8 credits). Through methods concerned about project analysis, creation and collaborative execution, enhancing the student's team to experiment the value of culture creation by presenting the integration of images and foreign languages with its professional techniques.

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[U]大學部	學院名稱（中、英）： 電資學院、College of Electrical, Information and Resources Engineering	特色學程（中、英）：多媒體與網路通訊技術應用學程; Program of Multimedia and Network Communication Technology Applications	(英文授課比例)： ■ Under 50% Taught in English
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中文敘述：

為培育未來有能力建構網路數位傳媒服務的專業人才，特別整合兩系發展特色及設備資源開設多媒體與網路通訊技術應用特色學程，以研制網路數位傳媒技術之相關的核心學程，目的在設計一套理論與實作合一的教學環境，讓學生學完此一學程後，能充分了解網際網路與多媒體的技術，並有能力於有線及無線寬頻網路的平台上，完成網路數位媒體的多媒體應用，使參與此學程課程學生，不僅能獲得數位多媒體及網路通訊技術基本專業技能外，也能經由跨系科的課程中獲得較廣泛的應用層次專業技能。

英文敘述：

Integrating the resources in department of electronic engineering and department of computer science and information engineering, this program is offered to train the professionals in media network construction services. The main goal of this program is developing a teaching environment, including theory and practice, to help the students to get a clear understanding of internet and multimedia technologies and acquire the capability of Implementing the multimedia and network communication applications on wired and wireless high-speed Internet platform. In addition to the digital multimedia and network communication technologies, the students can acquire a wide range of application-level skills by participating to the courses across the departments.

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