

Ming Chuan University Fashion and Innovation Management Program Course Outline for all students entering in 2016

Course	Credits	Hours	1 st year (Year 105)		2 nd year (Year 106)		3 rd year (Year 107)		4 th year (Year 108)		Note							
			Fall		Spring		Fall		Spring			Fall		Spring				
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab			
MCU Core Required Courses 校定必修	Chinese Literature: Appreciation and Creative Writing 中國文學鑑賞與創作	4																Choose “Chinese Literature: Appreciation and Creative Writing-1” and “Chinese Literature: Appreciation and Creative Writing-2” or “Basic Mandarin Conversation I” and “Basic Mandarin Conversation II” as substitutions 以「中國文學鑑賞與創作(一)(二)」或「基礎華語(一)(二)」二科代替。
	Practical English 1-4 應用英文(一)~(四) Business Communication 1-2 商務溝通(一)(二) Practical English for Professionals 1-2 職場應用英文(一)(二)	8																Choose Academic English Listening and Speaking 2, Academic English Vocabularies and Reading 2, Academic English Grammar and Composition 2, Advanced English Academic Teaching and Training, Advanced English Academic Teaching Practice, and Advanced English Academic Integration Training as substitutions 以學術英文聽力與口說(二), 學術英文字彙與閱讀(二), 學術英文文法與寫作(二), 高階學術英文教學訓練, 高階學術英文教學實務, 高階學術英文整合訓練代替。
	General Education 通識教育	12																Choose four courses from “Mathematics and Science” category, “Social Science” category, “Humanities & Arts” category and “Cross-disciplinary General Education Courses” category as substitutions 任選校定共同選修之「社會科學類」、「數學與科學類」、「人文學科」及「跨領域通識學科」中四科代替。

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			Fall		Spring		Fall		Spring			Fall		Spring							
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab						
Academic English Listening and Speaking 2 學術英文聽力與口說 (二)	3	3		3																	3. All students need to take placement test every year. Students who pass the CEFR B2 level of placement test can change to take the following courses: Advanced Academic English, Advanced Academic English Practicum, and Advanced Academic English Integrated Training. 本院中、外籍學生必須逐年參加英語檢測 (Placement Test), 達本院英語標準 (CEFR B2 級) 者, 可申請改修「高階學術英文教學訓練」、「高階學術英文教學實務」與「高階學術英文整合訓練」等三門課程。
Academic English Vocabularies and Reading 2 學術英文字彙與閱讀 (二)	3	3					3														4. Students who fulfill the following conditions still need to take placement test and they can change to take three Advanced English courses after they pass the CEFR B2 level of placement test: document indicating English as the language of

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			Fall		Spring		Fall		Spring			Fall		Spring			
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab		
Academic English Grammar and Composition 2 學術英文文法與寫作 (二)	3	3							3								<p>instruction in the previous level of education, or English as the first language, or English as the official language.</p> <p>本院學生前一學制為英語授課或母語為英語者，仍必須參加檢測，達到標準者，方得辦理課程改修。</p> <p>5. Substitutions for Practical English 1-4, Business Communication 1-2, and Practical English for Professionals 1-2</p> <p>對抵應用英文(一)~(四)，商務溝通(一)(二)，職場應用英文(一)(二)</p>
Advanced Academic English 高階學術英文教學訓練	3	3						3									<p>1. Upon approval of the course teacher and passing placement tests, students can apply taking these three courses.</p> <p>左列三門選修課程採申請制，學生必須通過本院英語檢測並且取得任課老師許可者，方可修讀。</p>
Advanced Academic English Practicum 高階學術英文教學實務	3	3							3								<p>2. Substitutions for Practical English 1-4, Business Communication</p>

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			Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Computer 電腦	Advanced Academic English Integrated Training 高階學術英文整合訓練	3	3												3				1-2, and Practical English for Professionals 1-2 對抵應用英文(一)~(四), 商務溝通(一)(二), 職場應用英文(一)(二)
	Applied Information Technology: Office Software 資訊科技:辦公室應用	3	4	3	1														
	Applied Information Technology: Data Processing 資訊科技:資料處理	3	4			3	1												
	Physical Education (1)-(6) 體育(壹~陸)	0	12	2		2		2		2		2		2					
Subtotal 小計	30	59	14	1	14	1	5	0	5	0	8	0	8	0	3	0	0	0	

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			Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Core Electives Courses 校定共同選修	Social Science 社會科學類	Psychology 心理學	3	3	3														1. Substitution for MCU required general education 對抵校定共同必修通識教育 2. Choose at least one course from "Social Science" Category 至少選一科
		Sociology 社會學	3	3			3												
		Economics 經濟學	6	8	3	1	3	1											
		Politics 政治學	3	3			3												
		Management 管理學	3	3			3												
		Introduction to Law 法律概論	3	3						3									
	Special Topics on Social Science 社會科學專題	3	3						3										
	Mathematics & Natural Science 自然科學類	Biology 生物學	3	3	3														1. Substitution for MCU required general education 對抵校定共同必修通識教育 2. Choose at least one course from "Mathematics & Science" Category 至少選一科
		Physics 物理學	3	3	3														
		Chemistry 化學	3	3			3												
		Accounting 會計學	6	10	3	2	3	2											
		Calculus 微積分	6	8	3	1	3	1											
		Statistics 統計學	6	8					3	1	3	1							
		Politics 人類演化論	3	3					3										
		Introduction to Science 科學導論	3	3					3										
		Environmental Dynamics 環境議題研究	3	3							3								
		Marine Biology 海洋生物學	3	3							3								
	Special Topics on Science 自然科學專題	3	3							3									

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			Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring		
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class
Western Art Appreciation 西洋藝術賞析	3	3		3								
Public Speaking 公共演說	3	3				3						
Leadership 領導與統馭	3	3				3						
Practical English Reading 實用英文閱讀	3	3				3						
Applied Linguistics 應用 語言學	3	3				3						
Second Language Acquisition 第二語習得	3	3				3						
Second Foreign Language 第二外國語	3	3				3						
Educational Psychology 教育心理學	3	3				3						
Etiquette and Communication 國際禮儀與溝通專題	3	3			3							
Special Topics on Globalization 全球化專題	3	3				3						
Special Topics on Asia 亞洲專題	3	3				3						
Special Topics on International Relations 國際專題	3	3				3						
Special Topics on Cross-strait 兩岸專題	3	3				3						

Substitution for
MCU required
general education
對抵校定共同必
修通識教育

Choose at least
one course
from
“Cross-disciplinary General
Education
Course”
category
至少選一科

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			Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Special Topics on Negotiation 談判專題	3	3							3										
The Economics of Environmental Pollution 環保經濟	3	3							3										
Intermediate Mandarin Conversation I 中級華語(一)	3	3					3												1. Substitution for MCU required general education 對抵校定共同必修通識教育 2. Only Applied to International students 僑、外籍生適用
Intermediate Mandarin Conversation II 中級華語(二)	3	3							3										
Subtotal 小計	150	160	42	4	33	4	15	1	57	1	0	0	0	0	0	0	0	0	
Choose at least credits 至少選修	12	12																	Must Complete 12 Core Required Course Credits before graduation 四年內需修畢共 12 學分

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Professional Required Courses 專業必修	Economic 經濟學	3	3	3																				
	French I 法文(一)	3	3	3																				
	Management 管理學	3	3		3																			
	Introduction to Statistics 統計概論	3	3		3																			
	Fashion History 時尚史	3	3		3																			
	Introduction to Fashion Industry 時尚產業概論	3	3		3																			
	French I 法文(二)	3	3		3																			
	French III 法文(三)	3	3			3																		
	Marketing Management 行銷管理	3	3			3																		
	Fashion & Art 時尚與藝術	3	3			3																		
	Intellectual Property Rights and Branding 智慧財產權與品牌	3	3			3																		
	French IV 法文(四)	3	3					3																
	Customer Relationship Management 客戶關係管理	3	3					3																
	Fashion and New Media 時尚與新媒體	3	3					3																
	International Finance and M & A Management 國際財務與併購管理	3	3					3																

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			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab			
Project on Fashion Brand Management I 時尚品牌個案管理分析(一)	3	3						3										
Fashion Brand Management 時尚品牌管理	3	3							3									
Fashion Industry Analysis 時尚產業分析	3	3							3									
Fashion and Online Marketing 時尚與網路行銷	3	3							3									
Business Negotiation 商務談判	3	3									3							
Fashion & Innovation Business Model and Strategy Management 時尚創意經營模式與策略管理	3	3									3							
Project on Fashion Brand Management II 時尚與創意個案管理分析(二)	3	3										3						
Internship 實習	0	1																四年內於海內/外實習，實習時數 500 小時為學程畢業門檻。 To comply with graduation requirements regulation; students must complete 500 hours local/overseas internship before graduation.
Subtotal 小計	66	67	6	0	15	0	12	0	12	3	9	0	6	3	0	0	0	0

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Professional Elective Courses 學程選修	Consumer Behavior 消費者行為	3	3					3													
	International Human Resources Management 國際人力資源管理	3	3						3												
	French V 法文(五)	3	3									3									
	Fashion Retail Management 時尚業零售管理	3	3									3									
	Application of Multimedia 多媒體應用	3	3									3									
	Cultural and Creative Industry Management 文化創意產業與管理	3	3									3									
	Quality Control in Fashion Industry 時尚業品質管理	3	3									3									
	Fashion Modeling and Aesthetics 時尚造型與色彩美學	3	3									3									
	French VI 法文(六)	3	3										3								
	Supply Chain Management 供應鏈管理	3	3										3								
	Fashion Life and Products 時尚生活與產品	3	3										3								
	Entrepreneurship and Business Ethics 企業領導與企業倫理	3	3										3								

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			Fall		Spring		Fall		Spring			Fall		Spring				
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab			
International Business Management 國際企業管理	3	3							3									
Strategy Management 策略管理	3	3												3				
International Service Management 國際服務業管理	3	3												3				
French Conversation I 法文會話(一)	3	3												3				
Third Language I 第三外語(一)	3	3												3				
French Conversation II 法文會話(二)	3	3													3			
Third Language II 第三 外語(二)	3	3													3			
Fashion Luxury Management and Marketing 時尚奢侈品管 理與行銷	3	3													3			
Fashion English 時尚英 文	3	3													3			
Subtotal 小計	63	63	0	0	0	0	3	0	3	0	18	0	15	0	12	0	12	0
Choose at least credits 至少選修	20																	

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			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab

專業選修 Other Elective	Military Training – 1.2 軍訓(一上)(一下)	0	4	2		2													Single Semester Course 單學期課程		
	Nursing- 1.2 護理(一上)(一下)	0	4	2		2															
	Military Training – 3.4 軍訓(二上)(二下)	0	4				2		2												
	Physical Education – 7.8 體育(四上)(四下)	4	4												2		2				
	Subtotal 小計	4	16	4	0	4	0	2	0	2	0	0	0	0	2	0	2	0			
Subtotal College Required Course Credits 校定必修		33																			
Subtotal Professional Required Credits 學程必修		60																			
Subtotal Professional Elective Credits 學程選修		23																			
Free Elective Credits 自由選修		12																			
Total Credits 畢業學分合計		128																			

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			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab

Notes	<p>1. 國際學院學生經學群主任認可，得選修院內其他學群及外系以英語授課之課程或第二外國語之語言課程，至多承認 12 學分。 Upon approval of the program director, students may choose any English-taught courses or second foreign language courses for up to 12 credits to fulfill program completion requirements.</p> <p>2. 國際學院學生多修習之通識課程及教育學群學分不列入畢業學分，惟學生多修習之學院校定共同選修學分經學群主任認可得列計為自由選修類畢業學分。Additional course credits in general education or teacher education program cannot be counted in the total number of credits required for obtaining a Bachelor's degree. For students who earn more than 12 credits of general education electives, the amount could be counted as free electives credits.</p> <p>3. 國際學院學生自由選修課程學分由各學群主任認定。 Credits in free electives outside this course curriculum may be counted toward student's total credits required for graduation; however, the approval from program chair is required.</p> <p>4. 國際學院學生須於四年內修畢校定共同選修之四大學科共 12 學分；社會科學類至少選修 1 科，自然科學類至少選修 1 科，人文學科至少選修 1 科，跨領域通識學科至少選修 1 科。 Students have to complete at least 12 general elective credits before graduation which must include at least one subject from "Social Sciences", one subject from "Mathematics & Sciences", one subject from "Humanity & Arts", one subject from "Cross-disciplinary General Education Category".</p> <p>5. 國際學院各學群之專業必、選修科目，不得抵免校定共同選修科目。 Professional required and elective credits of each program cannot be counted as IC core elective credits.</p> <p>6. 本院中、外籍學生必須逐年參加英語檢測 (Placement Test)，若達本院英語標準 (CEFR B1 級) 者，得免修「學術英文聽力與口說 (一)」、「學術英文字彙與閱讀 (一)」與「學術英文字彙與閱讀 (一)」等三門零學分之必修課程。本院學生前一學制為英語授課或母語為英語者，仍必須參加檢測，達到標準者，方得辦理課程免修。 All students need to take a placement test every year. Students who pass the CEFR B1 level of placement test can apply for waiving Academic English Listening and Speaking 1, Academic English Vocabularies and Reading 1, and Academic English Grammar and Composition 1. Students who fulfill following conditions still need to take placement test and applying waiving Academic English Listening and Speaking 1, Academic English Vocabulary and Reading 1, and Academic English Grammar and Composition 1 after they pass the CEFR B1 level of placement test: document indicating English as the language of instruction in the previous level of education, or English as the first language, or English as the official language.</p> <p>7. 本院中、外籍學生必須逐年參加英語檢測 (Placement Test)，若達本院英語標準 (CEFR B2 級) 者，得免修「學術英文聽力與口說 (二)」、「學術英文字彙與閱讀 (二)」與「學術英文字彙與閱讀 (二)」等三門必修課程，申請改修「高階學術英文教學訓練」、「高階學術英文教學實務」與「高階學術英文整合訓練」等三門選修課程。本院學生前一學制為英語授課或母語為英語者，仍必須參加檢測，達到標準者，方得辦理課程改修。 All students need to take a placement test every year. Students who pass the CEFR B2 level of placement test can apply for waiving Academic English Listening and Speaking 2, Academic English Vocabulary and Reading 2, and Academic English Grammar and Composition 2. They can change to take following courses: Advanced Academic English, Advanced Academic English Practicum, and Advanced Academic English Integrated Training. On the other hand, students who fulfill following conditions still need to take placement test and they can change to take three Advanced English courses after they pass the CEFR B2 level of placement test: document indicating English as the language of instruction in the previous level of education, or English as the first language, or English as the official language.</p>
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			Fall		Spring		Fall		Spring			Fall		Spring	
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab

	<p>8. 持英制高中 (Form5) 畢業證書之新生，需加修以英文授課之選修課程至少 12 學分，使得畢業。 Before graduation from Ming Chuan University, students who hold Form-5 high school diploma are required to take at least a total of 12 credits of elective courses using English as the language of instruction.</p> <p>9. 依本校學則規定，大學部學生需通過「服務學習」、「英語能力」、「資訊能力」、「中文能力」、「運動能力」及「專業基本能力」檢定，始得畢業。 In accordance with MCU General Provisions for Study, all undergraduate students must pass the requirements for Service-Learning, English Proficiency, Information Technology Proficiency, Chinese Proficiency, Sports Ability, and Basic Professional Skills in order to graduate.</p> <p>10. 依本學程之規定，學生需於四年內完成海/內外實習 500 小時，並於畢業前須至少通過 FLPT (B1) 或 Alliance française (B1) 的檢定考試，始得畢業。 To comply with graduation requirements regulation of FIM program; students must complete 500 hours local/overseas internship before graduation. They also need to pass B1 level of FLPT or B1 level of Alliance française before graduation.</p> <p>11. 依本學程之規定，中、外籍生前一學制為法語授課，或法語為其母語者，或法語為其政府官方語者，可免修「法文(一)」、「法文(二)」、「法文(三)」、「法文(四)」，經學程主任認可改選修其他相同學分之華語或其他外語相關課程。 Students who fulfill following conditions can apply waiving French I, French II, French III, and French IV: document indicating French as the language of instruction in the previous level of education, or French as the first language, or French as the official language. Upon approval of the program director, students may choose other Mandarin or foreign language courses which have same credit value as French I, French II, French III, and French IV.</p> <p>12. 本院外籍生於入學時，若能提供華語文能力測驗 TOCFL 進階級達 60 分之成績證明，得於開學 2 週內提供相關證明，經學程主任同意可申請免修「基礎華語(一)」與「基礎華語(二)」之課程，改選修相同學分「中級華語(一)」與「中級華語(二)」之課程。 International freshmen or first-year students who can provide proof of achieving higher Chinese proficiency level (TOCFL Band B above 60) in two weeks of school begin, can apply to waive “Basic Mandarin Conversation I” and “Basic Mandarin Conversation II” and take “Intermediate Mandarin Conversation I” and “Intermediate Mandarin Conversation II”; However, the approval from program chair is required.</p> <p>13. 本課程架構表適用於 105 學年度入學之新生；本課程架構表之選修課追溯至 105 學年度以前入學學生。 This course outline applies to students entering in Fall 2016. Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to Fall 2016.</p>
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