Ming Chuan University Fashion and Innova					ation	Ma	nag	eme	nt P	rog	ran			utlii	ıe f	or a	ll st	tud					in 2022			
					Cr	н	F	1st	1st year			2nd year Fall Spring				3r all	d yea	r orin	σ.	Fal	_ •	year Spi				
		Courses			Credits	Hours	Class	Lab	Class	Lab	Class	Lab	Class	Lab	_	_			_		Lab	Class	Lab	- Note		
		99773	Chinese Literature: Appreciation and Creative Writing I	中國文學鑑賞與創作	3	3	3	ь	S	ь	ss	5	s	5	ss		8		7	s	5	S	ь	Only applied to local students		
		99774	Chinese Literature: Appreciation and Creative Writing II	中國文學鑑賞與創作	3	3			3															2.11		
		99759	Basic Mandarin Conversation I	基礎華語(一)(英)	3	3	3																	Substitutes for Chinese Literature: Appreciation and Creative Writing 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. (TOEIC score under 550)		
		99799	English Enrichment	英文能力精進(英)	0	3	3																	(TOEIC score 550-785)		
		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 recognized English Proficiency Test, will take the following 3 required courses (3-credit each): "Academic Oral Communication," "Academic Reading and Writing II" and "Academic Reading and Writing II." Students who fulfill one of the following conditions will take the 3 required courses (3-credit each); "Advanced Seminar II," and "Advanced Seminar II." 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		
		99794	Academic Reading and Writing (I)	學術英文閱讀與寫作一(英)	3						3															
Core Required		99795	Academic Reading and Writing (II)	學術英文閱讀與寫作二(英)	3								3													
quired Courses		99796	Advanced Seminar (I)	高階英文專題一(英)	3				3																	
		99797	Advanced Seminar (II)	高階英文專題二(英)	3						3															
		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 1-4, Business Communication 1-2,		
		99788	Advanced Academic English Integrated Training	高階學術英文整合訓練 (英)	3	3														3				and Practical English for Professionals 1-2		

		99800	Introduction to Artificial Intelligence	人工智慧概論(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)-(肆)(英)	0	12	2		2		2		2											
			Subtotal		45	50	17	1	17	1	8	0	8	0	3	0	3	0	3	0	0	0		
		99614	Psychology	心理學(英)	3	3	3																	
	S	99615	Sociology	社會學(英)	3	3			3														101 000	MOTE : 1
	Social Science	99203	Economics	經濟學(英)	6	8	3	1	3	1													 Substitution for general education 	MCU required
	Scien	99621	Politics	政治學(英)	3	3			3														2.Choose at least of "Social Science" (
	ıce	99235	Introduction to Law	法律概論(英)	3	3							3										Social Science	Zategory
		99769	Special Topics on Social Science	社會科學專題(英)	3	3							3											
		99790	Biology	生物學(英)	3	3	3																	
		ZC005	Physics	物理學(英)	3	3	3																	
	Ma	ZC006	Chemistry	化學(英)	3	3			3															
	Mathematics	99426	Accounting	會計學(英)	6	10	3	2	3	2														
	atics	91130	Calculus	微積分(英)	6	8	3	1	3	1													1.Substitution for	MCU required
	&	99204	Statistics	統計學(英)	6	8					3	1	3	1									general education	•
	Natural Science	99741	Introduction to Science	科學導論(英)	3	3					3												2.Choose at least of "Mathematics & S	
	ral S	99849	Environmental Science	環境科學(英)	3	3							3											
	cien	99747	Environmental Dynamics	環境議題研究(英)	3	3							3											
	ce	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				_																	
		99618	Literature Special Topics on Modern	中國文學概論(英)	3	3	3																	
		99620	China China	現代中國專題(英)	3	3	3																	
		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																	
		IB623	Readings of Selected Short	短篇小說選讀(英)	3	3	3																	
	Hu	99764	Stories Introduction to Western	西洋文學概論(英)	3	3	3																	
	Humanities &		Literature Cross-cultural	1 1																			1.Substitution for	MCU required
	ities	99716	Communication	跨文化溝通(英)	3	3	3																general education 2.Choose at least	one course from
ore	& Arts	ZC012	Special Topics on Art	藝術專題(英)	3	3	3																"Humanities & Aı	ts" Category
Elect	ts	99751	Special Topics on Humanity	人文專題(英)	3	3			3															
Core Electives Courses		ZC013	Chinese History and Culture	歴史文化與社會變遷 (英)	3	3			3															
ours		99619	Introduction to World	世界文學概論(英)	3	3			3															
9			Literature Culture Studies of Southeast								-								_	_				
		99628	Asia	東南亞文化(英)	3	3					3													
		99711	Western Art Appreciation	西洋藝術賞析(英)	3	3			3															
		99603	Public Speaking	公共演說(英)	3	3							3											
		99728	Leadership	領導與統馭(英)	3	3							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											C
		99743	Second Language	第二語習得(英)	3	3							3											hoose
		99753	Acquisition Second Foreign Language	第二外國語(英)	3	3							3											Choose at least one course from "Cross-
		99742	Educational Psychology	教育心理學(英)	3	3							3											t one
	Cros	99740	Etiquette and	國際禮儀與溝通專題	3	3					3													cour
	s-dis		Communication Special Topics on	(英)							,												Substitution for MCU required	se frc
	Cross-disciplinary	ZY032	Globalization	全球化專題(英)	3	3							3										general education), w(
	ıary	IB624	Special Topics on Asia	亞洲專題(英)	3	3							3											ross-

		1	T	T																			1	
	ener	99746	Special Topics on International Relations	國際專題(英)	3	3							3											liscip
	al Ed	99749	Special Topics on Cross- strait	兩岸專題(英)	3	3							3											linary
	General Education Courses	ZY040	Special Topics on Negotiation	談判專題(英)	3	3							3											/ Gener
	1 Cours	ZY041	The Economics of Environmental Pollution	環保經濟(英)	3	3							3											ıl Educe
	ës	99791	Critical Literacy	批判識讀(英)	3	3							3											ıtion (
		99761	Intermediate Mandarin Conversation I	中級華語(一)(英)	3	3					3												1.Substitution for MCU required general education	disciplinary General Education Course" category
		99762	Intermediate Mandarin Conversation II	中級華語(二)(英)	3	3							3										2.Only Applied to International students	ry
			Subtotal		153	163	42	4	30	4	15	1	66	1	0	0	0	0	0	0	0	0		
			Choose at least credits		12	12																		2 Core Required efore 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																	
		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															
		25128	Merchandising Math	商品數學(英)	3	3			3															
		25214	Fashion Marketing	時尚行銷(英)	3	3			3															
		25162	Second Language II	第二外語(二)(英)	3	3			3															
		25215	Fashion Style & Color	時尚造型與色彩美學							_													
Prof			Aesthetics Fashion Supply Chain	(英)	3	3					3													
fessio		25316	Management	時尚業供應鏈管理(英)	3	3					3													
nal R		25350	Fashion Digital Marketing	時尚數位行銷(英)	3	3					3													
equir		99405	Management	管理學(英)	3	3					3													
Professional Required Courses		25310	Fashion Brand Management	時尚品牌管理(英)	3	3							3											
urses		25311	Fashion Industry Analysis	時尚產業分析(英)	3	3							3											
		25331	Fashion Retail Management	時尚業零售管理(英)	3	3							3											
		25229	Special Topics on Fashion I	時尚專題 (一)(英)	3	3									3									
		25313	Fashion Products Planning	時尚商品企劃(英)	3	3									3									
		25324	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							
		25348	International Business Management	國際企業管理(英)	3	3													3					
		25420	Entrepreneurship and	創業與創新管理(英)	3	3															3			
		Sul	Innovation Management btotal		69	69	12	0	12	0	12	0	9	0	9	0	9	0	3	0	3	0		
		25126	Fashion Illustration	時尚插畫(英)	3	3			3															
		25163	Second Language III	第二外語(三) (英)	3	3					3													
		25230	Consumer Behavior	消費者行為(英)	3	3					3													
		25232	Service Management	服務業管理(英)	3	3					3													
		25233	Applied Statistics Fashion Industry Financial	應用統計學(英)	3	3					3													
		25244	Analysis	時尚業財務分析(英)	3	3							3											
		25164	Second Language IV Customer Relationship	第二外語(四) (英)	3	3							3											
		25221	Management	客戶關係管理(英)	3	3							3											
			Fashion Law	時尚法律(英)	3	3									3									
		25330	French V	法文(五)(英)	3	3									3									

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		25337	Fashion Innovation &	時尚創新產品應用(英)	3	3									3									
		25338	Applied Products E-commerce	電子商務(英)	3	3									3	+		_						
		25349	Luxury Management &	精品管理與行銷(英)	3										9	+	+	3						
Prof			Marketing	` '		3										+								
essi	2534 Service Marketing			服務行銷(英)	3	3												3						
onal				整合行銷傳播(英)	3	3												3						
Electi				人力資源管理(英)	3	3												3						
ve C	25340 French VI			法文(六)(英)	3	3												3						
ourse		25430	Strategy Management	策略管理 (英)	3	3												3						
<u>ئة</u>		25410	Internship	實習(英)	3	3														3				
		25411	Internship I	時尚產業進階實習 (一)(英)	3	3														3				
		25421	Internship II	時尚產業進階實習 (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 25423 Fashion Event Marketing Advanced Internship II		時尚活動行銷進階實習 (一)(英)	3	3														3					
				時尚活動行銷進階實習 (二)(英)	3	3																3		
		25434	Visual Art	視覺藝術(英)	3	3														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		
	Subtotal			90	90	0	0	3	0	12	0	9	0	12	2 0) 1	8	0	21	0	15	0		
	Choose at least credits				26	26																		
Su	Subtotal College Required Course Credits																	33						
S	Subtotal	Professio	nal Required Credits														(69						
	Subtotal Professional Elective Credits																:	14						
Free Elective Credits																		12						
		Total	Credits														1	28						

- 1.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.

 2.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.
- 3. 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.
- 4. 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".

Professional required and elective credits of each program cannot be counted as IC core elective credits.

6.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.

7. 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.

8. 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 recognized English Proficiency Test, will take the 3 required courses (3-credit each): "Academic Oral Communication," "Academic Reading and Writing II."

Students who fulfill one of the following conditions: 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 B2 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test, will take the 3 required courses (3-credit each); "Advanced Seminar II," "Advanced Seminar II," and "Advanced Seminar III"

9.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.

9.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.

10.To comply with graduation requirements regulation of FIM program; students must complete 500 hours local/overseas internship before graduation.

- 11. 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.
- 12.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 "Intermediate Mandarin Conversation II"; However, the approval from program chair is required.
- 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