**元元智大學 人社學院英語學士~~學位學程~~班**

**專業必修課程英語教學科目表**

**English Bachelor of Strategic Communication**

**Yuan Ze University**

**List of Courses taught in Engl**ish

106學年度入學新生適用

（Applicable to Students Admitted for Academic year of 2017-2018）

107.11.21 一○七學年度第三次教務會議修訂通過

Passed by the 3rd Academic Affairs Meeting, Academic Year 2018, on November 21, 2018

108.05.01 一○七學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2018, on May 01, 2019

| 課號Course Number | 中文課名Course Name | 英文課名Course Name | 學分數Credits | 開課學期Semester |
| --- | --- | --- | --- | --- |
| IH103 | 基礎口語傳播 | Fundamentals of Speech Communication | 2 | 一上 |
| IH105 | 跨文化溝通 | Intercultural Communication | 3 | 一上 |
| IH107 | 藝術與設計概論(ㄧ) | Introduction to Art & Design(I) | 2 | 一上 |
| IH109 | 社會學概論 | Introduction to Sociology | 3 | 一上 |
| IH104 | 溝通理論概論 | Introduction To Communication Theory | 2 | 一下 |
| IH106 | 語言與文化 | Language and Culture | 3 | 一下 |
| IH108 | 藝術與設計概論(二) | Introduction to Art & Design (II) | 2 | 一下 |
| IH110 | 應用統計 | Applied Statistics | 3 | 一下 |
| IH203 | 會展接待技巧 | Reception Techniques for MICE Industry | 3 | 二上 |
| IH205 | 西洋文學概論 | Introduction to Western Literature | 3 | 二上 |
| IH207 | 跨文化溝通技巧 | Intercultural Communication Skills | 2 | 二上 |
| IH209 | 設計電腦繪圖（一） | Introduction to Computer Graphics in Design (I) | 3 | 二上 |
| IH211 | 文化創意產業 | Cultural Creative Industries | 3 | 二上 |
| IH204 | 公共關係概論 | Introduction to Public Relations | 3 | 二下 |
| IH206 | 說服原理 | Principles of Persuasion | 3 | 二下 |
| IH208 | 溝通與文化 | Communication and Culture | 2 | 二下 |
| IH210 | 設計電腦繪圖（二） | Introduction to Computer Graphics in Design (II) | 3 | 二下 |
| IH212 | 族群關係與文化 | Ethnic Relations and Culture | 3 | 二下 |
| IH301 | 公共關係與策略溝通專題 | Seminar in Public Relations and Strategic Communication | 3 | 三上 |
| IH302 | 人文社會研究方法 | Humanity and Social Research Methods | 3 | 三上 |
|  | 方案設計與管理 | Alternative Design and Management | 3 | 三下 |
|  | 社區文化設計 | Community Culture Design | 3 | 三下 |
|  | 企業實習(ㄧ) | Internship (I) | 3 | 四上 |

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