**元智大學 人社學院英語學士班**

**專業課程英語授課科目表**

**Yuan Ze University International Bachelor Program in Strategic Communication, College of Humanities and Social Sciences**

**List of Courses taught in English**

112學年度入學新生適用

（Applicable to Newly-Admitted Students of 2023. Sept.~）

112.04.19 一一一學年度第六次教務會議通過

Passed by the 6th Academic Affairs Meeting, Academic Year 2022, on April 19, 2023

113.06.05 一一二學年度第九次教務會議修訂通過

Amended by the 9th Academic Affairs Meeting, Academic Year 2023, on June 05, 2024

| 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 |
| --- | --- | --- | --- | --- |
| IH107 | 藝術與設計概論(ㄧ) | Introduction to Art & Design(I) | 2 | 一上 |
| IH117 | 英語簡報技巧 | English presentation skills | 2 | 一上 |
| IH118 | 學術英文：寫作(一) | Academic English : Writing(I) | 2 | 一上 |
| IH120 | 學術英文：閱讀 | Academic English : Reading | 2 | 一上 |
| IH122 | 文化創意產業英文 | English for Cultural Creative Industries | 3 | 一上 |
| IH108 | 藝術與設計概論(二) | Introduction to Art & Design (II) | 2 | 一下 |
| IH119 | 學術英文：寫作(二) | Academic English : Writing (II) | 2 | 一下 |
| IH121 | 學術英語：聽與說 | Academic English : Listening& Speaking | 2 | 一下 |
| IH408 | 商用英語簡報技巧 | Business English Presentation Skills | 3 | 一下 |
| IH105 | 跨文化溝通 | Intercultural Communication | 3 | 二上 |
| IH109 | 社會學概論 | Introduction to Sociology | 3 | 二上 |
| IH209 | 設計電腦繪圖（一） | Introduction to Computer Graphics in Design (I) | 3 | 二上 |
| IH232 | 文學概論 | Introduction to Literature | 2 | 二上 |
| IH210 | 設計電腦繪圖（二） | Introduction to Computer Graphics in Design (II) | 3 | 二下 |
| IH248 | AI多媒體內容管理與創造 | Multimedia Content Management and Creation with AI | 3 | 二下 |
| IH233 | 行銷概論 | Introduction to Marketing | 3 | 二下 |
| IH238 | 語言與文化 | Language and Culture | 2 | 二下 |
| IH206 | 說服原理 | Principles of Persuasion | 3 | 三上 |
| IH333 | 會展產業概論 | Introduction to MICE Industry | 3 | 三上 |
| IH301 | 公共關係與策略溝通專題 | Seminar in Public Relations and Strategic Communication | 3 | 三下 |
| IH343 | 線上網紅與YouTube製造 | Online Influencer and YouTube Channel Production | 3 | 三下 |
| IH401 | 企業實習(ㄧ) | Internship (I) | 3 | 四上 |

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