



# Fashion Business & Merchandising

時 尚 經 營 系



Designer | 曹 華



Designer | 李 穎 潔

The Fashion Business & Merchandising Department established in 2016. It admits students from design, housekeeping, and business management fields.

- ◆ The department is centered at fashion branding as well as exhibition and runway planning. It aims to cultivate professionals with international viewpoint and creativity for business practical of the fashion industry. It is the only one that combines fashion and business management in the technical and vocational education system.
- ◆ All students have the opportunity to work with the fashion industry and participate in the practical business operation. Through working in the real world, they can experience the diversity of international fashion business.
- ◆ The teachers of the department went to the U.S., Japan, British, France, Italy, and reputable universities in Taiwan for their advanced study, and are well equipped with international fashion business and education experience.
- ◆ We offer students to participate in internship and study abroad programs, providing the opportunities for students to strengthen their global mind-set, expand their horizon, and enhancing international competitiveness.
- ◆ Combining the industry, government, and research institutes, the department provides students with multiple intern opportunities. Students are expected to finished classes within three and half years, so that they could intern full time at the second semester of their senior year, in order to join the industry directly after graduate.

## 邁向 國際時尚總監 的第一條路。

時尚經營系成立於民國105年，招收設計群、家政群及商管群三類學生。

- ◆ 本系以「時尚品牌經營」及「行銷展演規劃」為主軸。以培養國際觀、創意化之時尚經營專業人才為目標。是國內技職體系唯一結合時尚與經營之專門科系。
- ◆ 以全球經濟動向為指標，經由與知名時尚企業與品牌建立合作關係，學生可親身參與業界的實務運作，體驗與察覺世界時尚經營體系的多元性，確實掌握自身職業生涯目標，發展出具國際視野之創新時尚經營人才。
- ◆ 師資陣容堅強，由留學美、日、英、法、義等國及臺灣名校所組成之教學菁英團隊，兼具全球視野之時尚經營實務及教學經驗。
- ◆ 強化學生國際視野，提供歐、美、日、韓出國進修與實習機會，落實國際化趨勢潮流。
- ◆ 實施「時尚產業認養」機制，媒合產、官、學、研之國內、外產業實習機會。學生三年半修完所有課程，並於四年級下學期至業界全時段實習，以達畢業即就業之目標。

