新生衛接課程科目課程綱要表

系所： 國際企業系

科目名稱：國際貿易實務與商業應用軟體

必/選修：選修

學分數 / 每週授課時數：1 學分/18 小時

課程概述：

國際貿易實務課程主要是以機構、企業之觀點，探討國際間進行貿易時所需的知識與技術。國際貿易加上外國語言之應用，能強化國際企業專業及循序培養國際企業人才養成，因此在課程設計以國際貿易概念為主要內涵，並輔以外國文化介紹，希望藉由此衛接課程讓本系新生於國際貿易知識有初步的瞭解與學習興趣。以及學習商業應用軟體，包括建立簡報素材及放映、編輯與美化簡報等操作應用。並能將所學的知識應用在實際日常生活與未來工作職場上。

The main course of International Trade Practice is as a company point to discuss the knowledge and skill of business trade between countries. The Application of International trade and Foreign Language can promote Professional International Business and train business employee.

The course design is major in International Trade concept and Foreign Language. The Foreign culture is also introduced.

The class is aimed at the freshman to have a basic understanding and interest in International Trade. Its content includes learning business application software, such as skills of creating the materials and showing, editing, and embellishing on PowerPoint, learning statistical charts and applications, data processing, and analysis on Excel. Also, learn photo and image editing skills for inspire students' interest in commercial design.

It is hoped that the students can apply International Trade knowledge in real life and future working career.

課程大綱：

單元主題	教學內容及授課方式	教學參考節數	備註
國際貿易概論 Introduction to International Trade	**教學內容 Teaching Content** 1.何謂「國際貿易」？ What is International Trade? 2.貿易 VS. 行銷商務 　Trade vs. Marketing Business 3.商業模式介紹 Business Model Introduction **授課方式 Teaching Method** 實體教學 Substance Teaching	3	

國際貿易程序 International Trade Prodecure	**教學內容：(Teaching Content)** 1.出口流程介紹 Export Procedure Introduction 2.進口流程介紹 Import Procedure Introduction 3.經營貿易必備技巧 　Business Skill **授課方式：(Teaching Method)** 實體教學 Substance Teaching	3	
日韓文化介紹 Introduction to Japanese and Korean Culture	**教學內容：(Teaching Content)** 1.日韓文化特性介紹 Introduction to Japanese and Korean Cultural Characteristics 2.日韓飲食文化介紹 Introduction to Japanese and Korean food culture **授課方式：(Teaching Method)** 實體教學、實作體驗 Substance Teaching, Practical Experience	3	
商業簡報軟體 Business Presentation Software	**教學內容：Teaching Content** 1.設計簡報 Design PPT 2.美化簡報 Embellish PPT 3.簡報展示 PPT display **授課方式：實體教學與實作** Teaching Method：Substance teaching and practice	3	
商業應用軟體 Business Application Software	**教學內容：Teaching Content** 1.資料輸入 Data input 2.表格製作 Form making 3.圖表技巧 Chart skills **授課方式：實體教學與實作** Teaching Method：Substance teaching and practice	3	
商業設計軟體 **Business Design Software**	**教學內容：Teaching Content** 1 軟體介面 Photoshop interface 2.軟體工具 Photoshop tools 3.影像編修 Photo editing **授課方式：實體教學與實作** Teaching Method：Substance teaching and practice	3	