

TZU CHI UNIVERSITY OF SCIENCE AND TECHNOLOGY (TCUST)

MARKETING AND DISTRIBUTION MANAGEMENT DEPARTMENT (MDM)

DIVISION OF AGRICULTURAL BUSINESS

Our goal is to nourish both humane and professional talents in students, with special expertise in online marketing and offline distribution management for agricultural industry. The first-year courses majorly include Chinese and general coursework in social and human sciences. Guidance courses in the fundamentals of marketing & distribution management and agriculture arts are introduced from the second year of study; specialized courses like Branding Marketing & Channel Strategies, Project Management, International Business and Customer Relationship Management are offered in the third. Intern Practice is arranged for the entire fourth year by Sinar Mas Group where students are properly allocated.



Language Proficiency Requirements

Students who apply for this program that is taught in English and Chinese should be medium proficient in Chinese and English listening, speaking, reading, and writing. Applicants are encouraged to submit proof of language proficiency (e.g. English, Chinese, or other foreign language certificate) with their application.



PRE-MAJOR PROGRAM FOR FIRST-YEAR INTERNATIONAL STUDENTS

First-year International Students must take TCUST's language proficiency test held during the registration period.

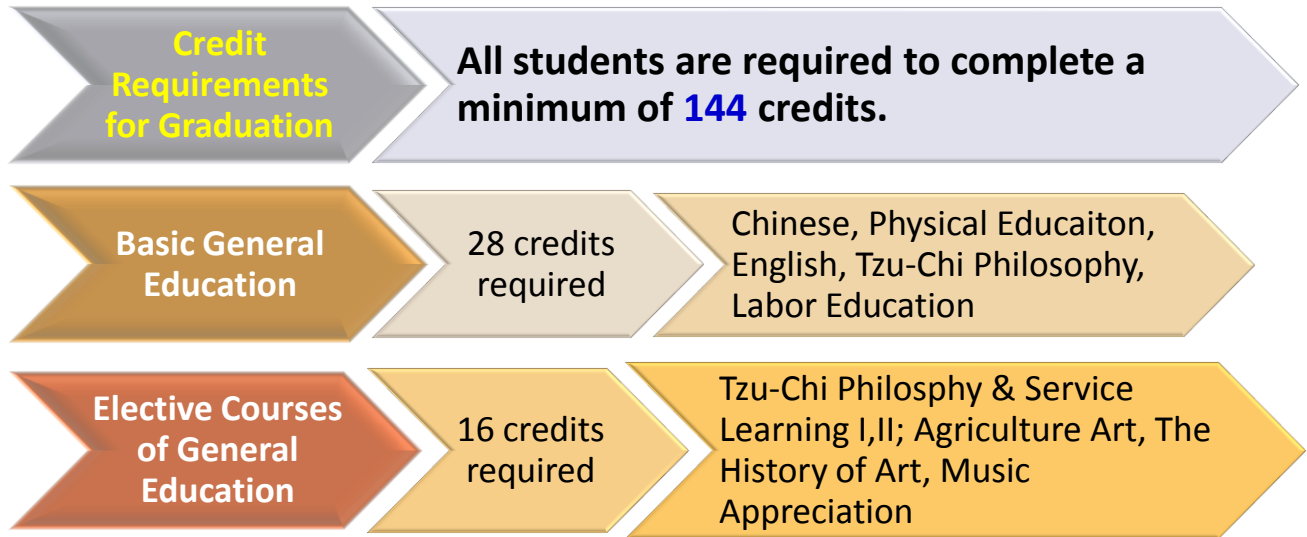


International students seeking to improve their Chinese-language proficiency are requested to previously participate in the Pre-major Program from the summer of the first year. Students can start to focus on their professional studies from the second year when they have sufficient language abilities (Level B2).

- ✚ **TERMS OF STUDY – BACHELOR PROGRAMS: 4 YEARS**
- ✚ **ADMISSION QUOTA: 30**
- ✚ **FINANCIAL AID & SCHOLARSHIP – TCUST PROVIDES STUDENTS WITH FREE INSURANCE, UNIFORM, BOARD AND LODGING; SINAR MAS GROUP PROVIDES STUDENTS WITH ONE-TIME ROUND-TRIP AIR TICKETS FOR FREE AND THREE-YEAR TUITION.**
- ✚ **FIRST DAY IN TAIWAN – TCUST PROVIDES FRESHMEN WITH AIRPORT PICK-UP SERVICE.**



**CURRICULUM PLAN FOR BACHELOR'S DEGREE PROGRAM IN
MARKETING AND DISTRIBUTION MANAGEMENT (MDM),
DIVISION OF AGRICULTURAL BUSINESS**





Fundamental Courses of MDM

24 credits required

Contemporary Management, Computer Science, Marketing Management Science, Branding & Channel Management, Data Processing, International Business English, Accounting, Statistics, Consumer Behavior

Core Course of MDM
Agricultural Marketing

20 credits required

Market Survey and Analysis, Internet Marketing, E-commerce, Green Marketing, Agricultural Creation I & II

Elective Courses of MDM

24 credits required

Agriculture Economics, Special Topics, Intern Practice





**ELECTIVE COURSES OF
AGRICULTURE**

**32 CREDITS
REQUIRED**



Introduction of agricultural science

Experiment and general biology

Crop Science

General Chemistry Laboratory course

Soil science

Farm practice I

Application of wireless sensor network

Microbiology and experiment

Soil and water quality testing

Introduction of agricultural biomedical technology

Introduction to organic fertilizer

Farm practice II

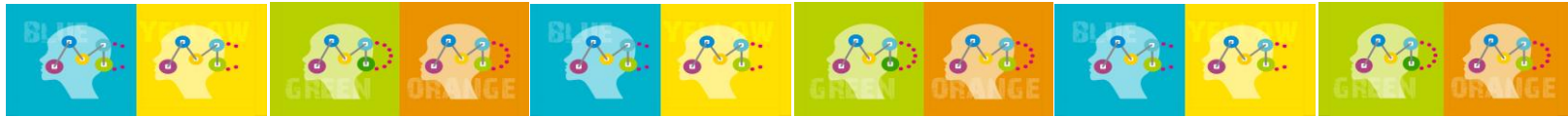
Introduction of aquaculture

Plant Nutrition

Introduction to plant disease

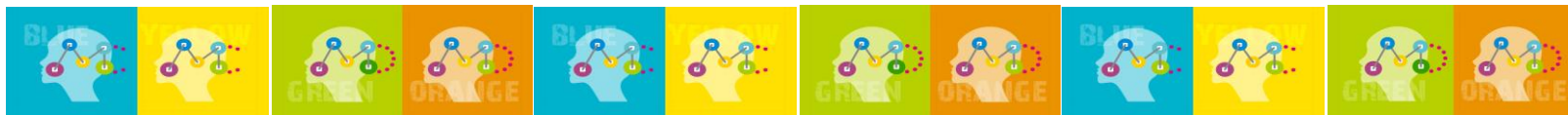
Herb Plant Cultivation and Application



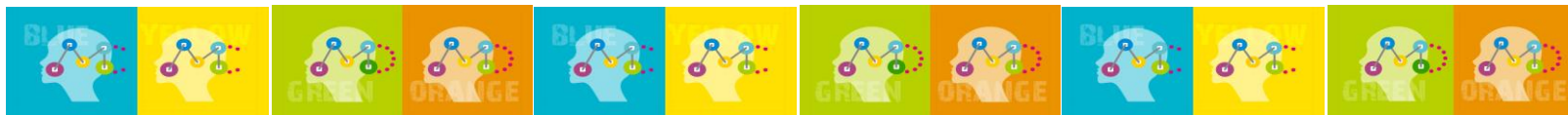


**CURRICULUM PLAN FOR BACHELOR'S DEGREE PROGRAM IN MARKETING AND DISTRIBUTION MANAGEMENT (MDM),
DIVISION OF AGRICULTURAL BUSINESS, FALL 2019**

Category 科目類別	Course Title in Chinese 課程中文名稱	Course Title in English 課程英文名稱	Credits 學分	Year 1		Year 2		Year 3		Year 4	
				1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	1st Sem.	2nd Sem.
Basic General Education (28 credits required) 基礎通識 (必修 28 學分)	華語文	Chinese	32	20	12						
	體育	Physical Education	0	0	0	0	0				
	英文	English	4	1	1	1	1				
	慈濟人文	Tzu-Chi Philosophy	2			2					
	勞作教育	Labor Education	0	0	0						
	小計	Total Credits	必 38	13	13	3	1	0	0	0	0
Elective Courses of General Education (16 credits required) 通識選修 (至少 16 學分)	人文與藝術向度(Humanities and Arts)										
	專業華語	Chinese in Special Profession	2			2					
	華語應用文書	Chinese Application	2			2					
	慈濟人文實作系列課程	Tzu-Chi Philosophy & Service Learning I, II	4			0	2	2			
	農業藝術	Agriculture Art	2						2		
	中西藝術史導論	The History of Art	2				2				
	音樂欣賞	Music Appreciation	2			2					
	其他通識選修課程	others	2~4					2	2		
小計	Total Credits	選 16	0	0	6	4	4	2-4	0	0	
Fundamental Courses of MDM (24 credits required) 行銷與流通管理 專業基礎(必修)	管理學	Contemporary Management	3	3							
	計算機概論	Introduction to Computer Science	3		3						
	行銷管理	Marketing Management	3			3					
	品牌企劃與通路建構	Branding & Channel Management	2						2		
	資料處理	Data Processing	2				2				
	國際商務英文	International Business English	2					2			
	會計學	Accounting	3			3					
	統計學	Statistics	3				3				
	消費者行為	Consumer Behavior	3					3			
	小計	Total Credits	必 24	3	3	6	5	5	2		



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				1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	
Core Courses of MDM (20 credits required) 農業行銷 Agricultural Marketing 專業核心(必修)	農業市場調查與分析	Market Survey and Analysis	2					2				
	網路行銷	Internet Marketing	3						3			
	電子商務程式設計	E-commerce Programming	3				3					
	農業會展實務	Agriculture Expo	3						3			
	綠色行銷	Green Marketing	3					3				
	創意農村大作戰 I	Agricultural Creation I	3			3						
	創意農村大作戰 II	Agricultural Creation II	3				3					
	小計	Total Credits	必 20	0	0	3	6	5	6			
Elective Courses of MDM (24 credits required)	農業經濟學	Agriculture Economics	2									
	專題製作[農業行銷] 畢業門檻	Special Topics	2						2			
	機構實習 [金光集團] 畢業門檻	Intern Practice	20							10	10	
	規劃課程學分數 24	Credits planned	24						2	10	10	
	Elective Courses (56 credits required) 專業選修	農業概論	Introduction of agricultural science	2	2							
		生物學與實驗	Experiment and general biology	2	2							
		作物學	Crop Science	2		2						
		化學與實驗	General Chemistry Laboratory course	2		2						
		土壤學	Soil science	2		2						
		農場實作(一)	Farm practice I	2			2					
		無線感測應用	Application of wireless sensor network	2			2					
		微生物學與實驗	Microbiology and experiment	2			2					
		土壤與水質檢驗	Soil and water quality testing	2				2				
		農業生醫技術概論	Introduction of agricultural biomedical technology	2				2				
		有機肥料概論	Introduction to organic fertilizer	2				2				



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				1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	1st Sem.	2nd Sem.	1st Sem.	2nd Sem.
	農場實作(二)	Farm practice II	2					2			
	水產概論	Introduction of aquaculture	2					2			
	植物營養學	Plant Nutrition	2					2			
	植病概論	Introduction to plant disease	2						2		
	香草植物栽培與應用	Herb Plant Cultivation and Application	2						2		
	規劃課程學分數 32	Credits planned	選修	4	6	6	6	6	4		
每學期開設課程規劃		Planned Credits for Each Semester	154	28 8 credits in Summer	22	24	21	20	15-17	10	10
Total Credits 學分總計	Fundamental and core courses	Total Credits for Required Courses	82								
	Elective courses	Minimum Total Credits for Elective Courses	62								
	Minimum credits required for overall	Credit Requirements for Graduation	All students are required to complete a minimum of <u>144</u> credits								