

東南亞智慧商務學士學位學程： 強化南向政策與培育雙語商務專才

Bachelor's Program in Southeast Asian Intelligent Commerce: Implementation of the Southbound Policy and Cultivation of Language and Business Talents

東南亞智慧商務學士學位學程暨應用英語學系主任 蘇文祥

Chair Su Wen-Hsiang (蘇文祥), Bachelor's Program in Southeast Asian Intelligent Commerce
and the Department of Applied English

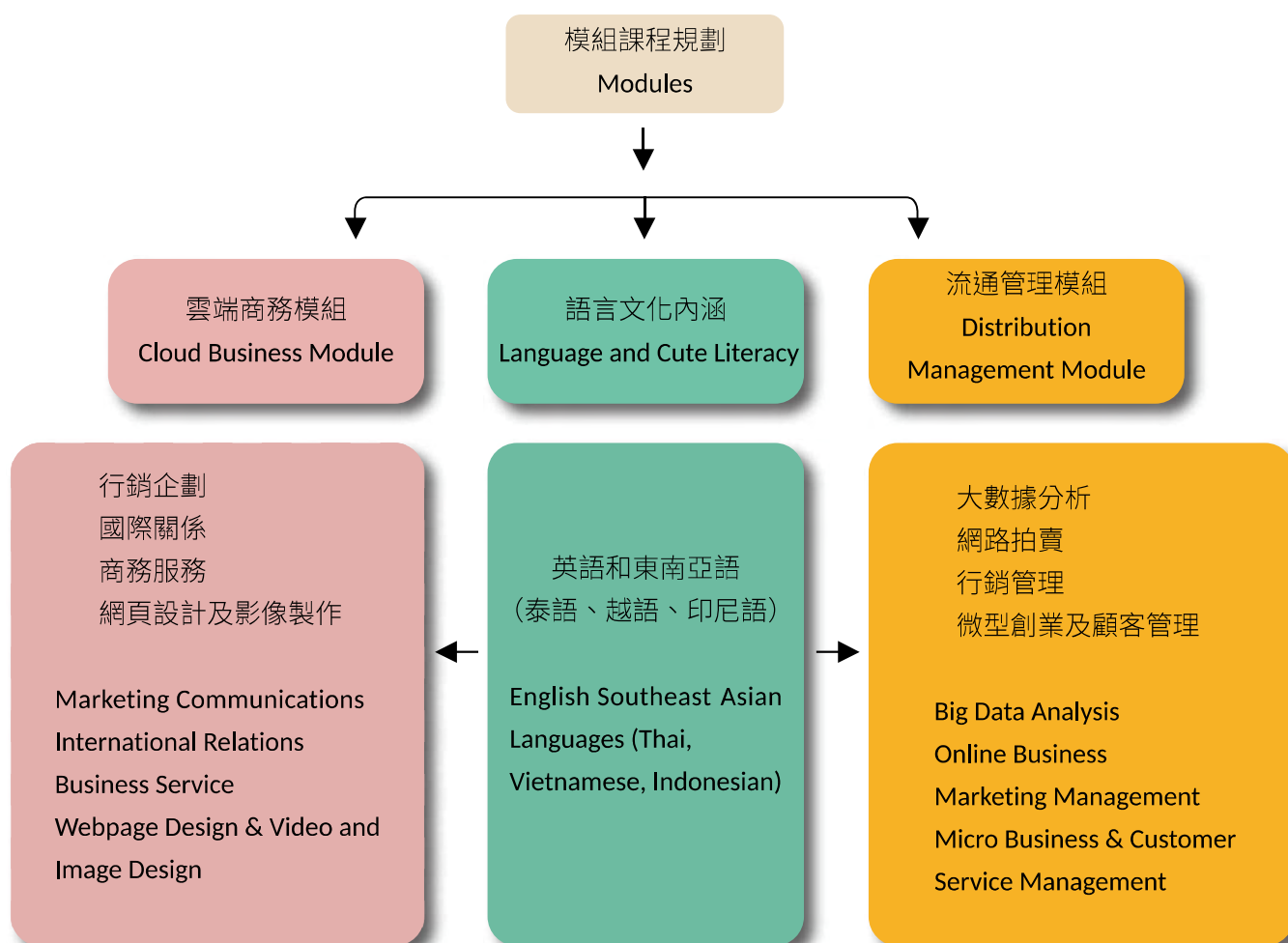
本校高雄校區位於高雄市內門區，當地人口組成為閩南、客家、新住民及原住民，在如此多元文化交融的環境裡，培育多語專業人才乃成為本校教育目標之一。此外，當前我國與東南亞各國在經濟、政治、文化、貿易上密切交流，為響應國家發展之新南向政策，高雄校區已獲教育部核准於 2023 年 8 月設立東南亞智慧商務學士學位學程，並開始招生，以培育兼具語言及商務專業之人才。本學程課程以專業與實務應用為主，語言能力為輔，同時配合移地學習及業界實習，進而培養專業人才。

Shih Chien University's Kaohsiung Campus is located in Neimen District, Kaohsiung City. At a crossroad where multiple cultures gather, the population consists of Hokkien, Hakka, immigrants from Southeast Asia and indigenous people. In light of the manifold cultures and people, cultivating language and business talents has become the primary goal. Besides, Taiwan maintains close relationships with countries from Southeast Asia in terms of economics, politics, culture and trade. In order to comply with the government's New Southbound Policy, Shih Chien University's Kaohsiung Campus, approved by the Ministry of Education, will begin to recruit students for the Bachelor's Program in Southeast Asian Intelligent Commerce in August 2023. The program aims to nurture language and business talents. The purpose of the program focuses on academic knowledge as well as the application of skills. Language ability is also mandatory to support the course design. Students are required to build up their experience in both learning abroad, and through domestic and overseas internships.



本學程之課程規劃係以「語言文化內涵」搭配「雲端商務模組」或「流通管理模組」為基礎。「語言文化內涵」以提升英語和東南亞語(泰語、越語及印尼語)之語言能力為主要目標，同時，配合多元文化、文學等課程的輔助，以提升人文素養。「雲端商務模組」以行銷企劃、國際關係、商務服務、網頁設計及影像製作為主軸，培育多國雲端商務管理人才。「流通管理模組」以大數據分析、網路拍賣、行銷管理、微型創業及顧客管理為主軸，培育多國流通事業管理人才。

The course design is based on Language and Culture with two selective modules, Cloud Business and Distribution Management. Language and Culture will equip students with English ability as well as languages from Southeast Asia, such as Thai, Vietnamese, or Indonesian. Culture and literature courses will be included to develop education in the humanities. The Cloud Business Module will help students develop their abilities in marketing communications, international relations, business services, webpage design, management, and video and image design. The main goal is to train cloud system talents. The Distribution Management Module marks the importance of big data analysis, business and sales on the Internet, marketing management, micro-business development and customer service management. Developing talents for business-related management is the objective.



課程師資組成將以語言專才及業界講師為主，聘請英語及東南亞語語言教師授課，以提升學生語言能力，並邀請企業專業人才，提供實務經驗分享。本學程課程的實施，亦將符合教育部推行的 EMI 全英課程設計。另外，本學程規劃二年在校學習，一年出國交換，一年國內外企業實習之「2+1+1」學制，以培養學生國際觀與就業力。同時規劃課程搭配專業證照，協助學生畢業前能取得語言能力及商務相關證照，以增進職場競爭力。

本學程兼重專業與實務課程，學生畢業後可以選擇繼續升學，就讀文化或管理等相關研究所。就業方面，可從事文化導覽、跨國企業、人力資源、網路電商、行銷企劃、東南亞事務相關之政府機構或公務員。目前，本學程與東南亞臺商接觸，初期以先簽訂合作備忘錄為目標，期許四年後提供學生更多元的實習機會。另外，亦與英國女王大學洽談暑期移地學習及學者訪問事宜，使本學程更具國際化特色。

整體而言，本學程在師資安排、課程設計及未來發展等各方面，均規劃完整的機制，以提供學生多元學習環境與專業知識。另為鼓勵弱勢、新住民二代及原住民學生安心就學，本學程亦將提供就讀獎學金。同時亦重視並強化學生出國交換與國內外企業實習之成效，落實理論與實務並行的課程理念，塑造符合產業需求的專業人才，以達成培育語言及商務專才之教育目標。

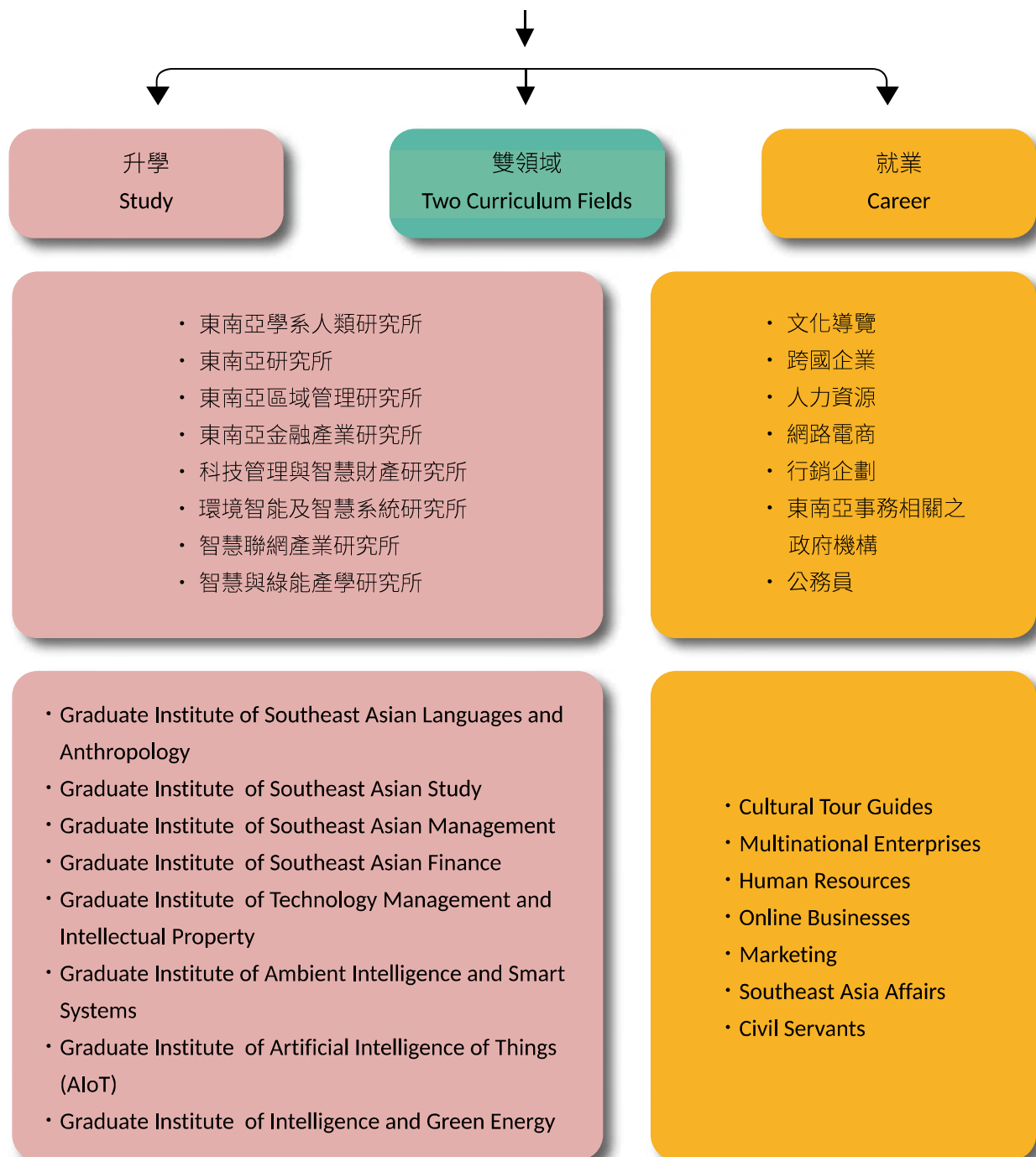
The faculty of the program will be composed of language experts and experienced business gurus. English and other language teachers will take care of language learning, while professionals from various industries will provide practical skills. All courses will comply with EMI as a new learning pedagogy, a policy promoted by the Ministry of Education. To establish an international view, the program also encourages students to adopt a 2+1+1 learning mechanism, with 2 years learning in school as well as a 1-year exchange program and a 1-year internship. Both language and professional certificates are emphasized for increasing competitiveness in the job market.

With well-designed professional and applied courses, students can choose to further their study in graduate schools, such as in culture-related or management-related schools. Others can work in the culture industry, multinational enterprises, human resources, on-line businesses, marketing, Southeast Asian affairs, etc. The program is also working on signing MOUs with Taiwanese companies in Southeast Asia in order to provide students with more choices in terms of internship. Last, cooperation with Queen's University, Belfast, Northern Ireland is underway and will involve intensive summer courses and scholar visits. With all the aforementioned efforts, this program will move toward internationalization.

In all, the Bachelor's Program in Southeast Asian Intelligent Commerce is constructed around professional expertise, attention-to-detail course design, and meticulous future planning. It will definitely offer a multi-learning platform and professional knowledge while fostering language and business talents. In order to promote the Study at Ease Project, scholarships will be provided for those who are underprivileged, second-generation immigrants, and indigenous people. To integrate theory with practice as well as achieve the goal of training language and business talents, this program will also emphasize the exchange program, and domestic and overseas internships.



東南亞智慧商務學士學位學程升學及未來就業方向
Bachelor's Program in Southeast Asian Intelligent Commerce Study & Career



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臺北校區 Taipei Campus
104 臺北市中山區大直街 70 號
+886-2-2538-1111
<https://www.usc.edu.tw/>
70 Dazhi St., Zhongshan Dist.
Taipei 104, Taiwan (R.O.C.)

高雄校區 Kaohsiung Campus
845 高雄市內門區大學路 200 號
+886-7-667-8888
<https://www.kh.usc.edu.tw/>
200 University Rd., Neimen Dist.
Kaohsiung 845, Taiwan (R.O.C.)