

元智大學人文社會學院英語學士班「專業科技傳播」深耕跨域學程
科目規劃表

International Bachelor Program in Strategic Communication, College of Humanities and Social
Sciences (IBSC)

Yuan Ze University

“Technology Communication” **Advanced Cross-Domain** Program

Program Course Planning Table

(115學年度申請適用)

(For students applied in Academic Year 2026)

115.04.29——四學年度第七次教務會議通過

Passed by the 7th Academic Affairs Meeting, Academic Year 2025, on April 29, 2026

一、教學目標 Teaching Objectives :

跨功能、跨領域、跨文化常存在著溝通的障礙，尤其隨著科技與技術越先進，如何將科技訊息、知識傳達給各種受眾或跨部門如研發與行銷的溝通將越顯重要。專業科技傳播(Technical Communication)的需求預估將成長。

本學程結合了溝通、資料分析和用戶體驗的原則，並結合AI資料分析，協助學生創建清晰、準確和易懂的文檔，如手冊、報告和線上幫助系統。通過課程學習和實踐項目，學生學會分析受眾需求、設計和使用視覺及文字訊息，以及運用技術創建和分發內容。學程強調寫作和溝通的清晰性、簡潔性和精確性，確保學生在傳統和數位媒體平台上都有熟練的應用能力。為從事技術寫作、文檔編制、內容策略和技術聚焦行業的溝通角色的職業生涯做好了準備。

Across functions, disciplines, and cultures, communication barriers frequently arise. As technologies and techniques continue to advance, the ability to convey technical information and knowledge to diverse audiences—or to facilitate communication across departments such as research and development and marketing—becomes increasingly critical. Consequently, demand for professional Technical Communication is expected to grow.

This program integrates principles of communication, data analysis, and user experience, together with AI-driven data analytics, to help students create clear, accurate, and user-friendly documentation such as manuals, reports, and online help systems. Through coursework and hands-on projects, students learn to analyze audience needs, design and employ visual and textual messages, and use technological tools to create and distribute content. The program places strong emphasis on clarity, conciseness, and precision in writing and communication, ensuring that students develop proficiency across both traditional and digital media platforms. It prepares graduates for careers in technical writing, documentation, content strategy, and communication roles within technology-focused industries.

二、課程設計 Curriculum Design :

(一) 必修課程 Required Courses : 至少 3 學分 At least 3 credits

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered the Present Course(s)	備註 Remarks
IH249	專業科技傳播 Technical Communication	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	

(二) 選修課程 Elective courses : 至少 6 學分 At least 6 credits

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered the Present Course(s)	備註 Remarks
IH104	溝通理論概論Introduction To Communication Theory	2	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH221	英文實用寫作Practical English Writing	2	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH313	商用英文Business English	2	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH341	AI資料分析與說故事Data Analytics and Storytelling with AI	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH405	商務溝通Business Communication	2	大學部 Undergraduate Program	人社院英語學士班 IBSC	
FL313	英語溝通技巧English Communication Technique	2	大學部 Undergraduate Program	應外系 Department of Foreign Languages	
FL321	溝通理論與實務 Communication Theories and Practice	2	大學部 Undergraduate Program	應外系 Department of Foreign Languages	
FL474	高科技英文High-Tech English	2	大學部 Undergraduate Program	應外系 Department of Foreign Languages	
EI112	科技英文導讀Science and Technology English Reading	2	大學部 Undergraduate Program	電通學院英語學士班 IBP-ECE	
EI209	科技英文寫作Science and Technology English Writing	2	大學部 Undergraduate Program	電通學院英語學士班 IBP-ECE	

三、學程證書授予標準Certificate Award Criteria :

1. 須至少修習一門非學生所屬學系(組、班)之科目, 不含與他系合開之課程。
Students are required to take at least one course outside their own department (or program/class), excluding courses co-offered with other departments.
2. 修讀本學程之學生必須修畢必修課程至少3學分及選修課程至少6學分, 計修滿12學分(含)以上者, 授與「專業科技傳播」深耕跨域學程證書。
Students enrolled in this program must complete at least 3 credits of required courses and at least 6 credits of elective courses. Those who complete a total of 12 credits or more will be awarded the “Technology Communication” Advanced Cross-Domain Program Certificate.

四、領域別 Fields of Study : 人文關懷 Humanistic Care**五、學程召集人 Program Director : 何凱洛 老師 Prof. Hernandez Mercado Carlos**

六、負責規劃單位 Responsible Planning Unit：人文社會學院英語學士班 International Bachelor Program in Strategic Communication, College of Humanities and Social Sciences (IBSC)