

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(全英語授課)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 (EMI) Program
Program Course Planning Table
(115學年度申請適用)
(For students applied in Academic Year 2026)

115.04.29一一四學年度第七次教務會議新訂通過
Passed by the 7th Academic Affairs Meeting, Academic Year 2025, on April 29, 2026
115.08.25 一一五學年度第一次教務會議修訂通過
Amended by the 1st Academic Affairs Meeting, Academic Year 2026, on August 25, 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) 核心課程 Core Courses： 3 學分 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) 專業課程 Professional courses : 至少 9 學分 At least 9 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
【人文社會學院 College of Humanities and Social Sciences】					
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	
IH343	網紅與YouTube製造 Online Influencer and YouTube Channel Production	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	
【電機通訊學院 College of Electrical and Communication Engineering】					
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 :

- 修讀本學程之學生須至少修畢12學分，包含核心課程3學分，專業課程9學分，即授予學程證書。
Students enrolled in this program must complete 12 credits, including 3 credits of core courses, 9 credits of professional courses, to be awarded a program certificate.
- 選讀學程學生所修習之學程課程中，至少應有6學分不屬於學生本系所、雙主修、輔系及與他系合開之課程。
At least 6 credits selected from the aforementioned courses must not belong to the department the student is originally from, nor be part of the student's double major or minor, nor co-offered with other departments.
- 學生修讀此學程，其修習課程應以英語授課課程為限。
All courses taken under this program must be taught in English.

4. 學生修讀此學程，其學分不得與本院其他學程課程重複計算。

Courses selected for this program will not be counted in other program offered by the same college.

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)