

# 亞洲大學 大學部跨校跨領域學程課程規劃表 (114 學年度入學適用)

Undergraduate Cross-University Interdisciplinary Program Curriculum Plan, Asia University

(Applicable for Fall 2025 Enrollees)

## 中醫藥養生產業經營管理學程

## Traditional Chinese Medicine and Wellness Industry Management Program

兩校主導單位：亞洲大學保健系

Leading units of Both Universities：Asia University Department of Food Nutrition and Health Biotechnology

參與學系：亞洲大學保健系、經管系

中國醫藥大學中醫系、中資系、運醫系、物治系、醫學系

Departments Involved：

Asia University Department of Food Nutrition and Health Biotechnology、Department of Business Administration

China Medical University School of Chinese Medicine & Graduate Institute of Chinese Medicine、Department of Chinese Pharmaceutical Sciences and Chinese Medicine

Resources、Department of Sports Medicine、Department of Physical Therapy、School of Medicine

應修總學分：15 學分

校課程委員會通過次別：1133

Total Credits Required：15

Approved in the 1133 University Curriculum Committee meeting

| 類別<br>Category                             | 科目名稱<br>Course Title | 英文名稱<br>English Title                              | 修課年<br>級<br>Year of<br>the<br>Program | 修課學<br>期<br>Semester | 學分<br>數<br>Credits | 每週上課時數<br>Hours per week |                                   |              | 開課單位<br>Offering<br>Department | 備註(中文)<br>Remarks<br>(in Chinese) | 備註(英文)<br>Remarks<br>(in English) |
|--|----------------------|--|---------------------------------------|----------------------|--------------------|--------------------------|-----------------------------------|--------------|--------------------------------|-----------------------------------|-----------------------------------|
|  |                      |  |                                       |                      |                    | 講授<br>Lecture            | 實作(驗)<br>Practice<br>(laboratory) | 實習<br>Intern |                                |                                   |                                   |
| 必修課程 9<br>學分<br>(9)<br>Required<br>courses | 行銷學                  | Marketing  | 二<br>2 <sup>nd</sup>                  | 上<br>1 <sup>st</sup> | 3                  | 3                        | 0                                 | 0            | 亞大經管系<br>AUDBA                 |                                   |                                   |
|  | 中醫養生學                | Health promotion in<br>Chinese medicine            | 二<br>2 <sup>nd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            | 中醫大中醫系<br>CMUCHMED             |                                   |                                   |
|  | 中草藥養生與保健             | Nourishing health of<br>Chinese herbal<br>medicine | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 2                  | 2                        | 0                                 | 0            | 中醫大中資系<br>CMUSCMR              |                                   |                                   |
|  | 中醫藥養生產業              | Chinese medical life<br>Cultivation industrial     | 三<br>3 <sup>rd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            | 亞大保健系<br>AUFNHB                |                                   |                                   |
| 選修課程 6<br>學分<br>(6)<br>Elective<br>courses | 中醫與保健                | Chinese medicine &<br>health                       | 二<br>2 <sup>nd</sup>                  | 上<br>1 <sup>st</sup> | 2                  | 2                        | 0                                 | 0            | 中醫大運醫系<br>CMUSSM               |                                   |                                   |
|  | 經絡保健學                | Healthcare with<br>meridian theory                 | 二<br>2 <sup>nd</sup>                  | 上<br>1 <sup>st</sup> | 2                  | 2                        | 0                                 | 0            | 中醫大物治系<br>CMUPT                |                                   |                                   |
|  | 中醫美容學與實務             | Traditional Chinese<br>Medicinal                   | 二<br>2 <sup>nd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            | 亞大保健系                          |                                   |                                   |

| 類別<br>Category | 科目名稱<br>Course Title | 英文名稱<br>English Title  | 修課年<br>級<br>Year of<br>the<br>Program | 修課學<br>期<br>Semester | 學分<br>數<br>Credits | 每週上課時數<br>Hours per week |                                   |              | 開課單位<br>Offering<br>Department | 備註(中文)<br>Remarks<br>(in Chinese) | 備註(英文)<br>Remarks<br>(in English) |
|----------------|----------------------|--|---------------------------------------|----------------------|--------------------|--------------------------|-----------------------------------|--------------|--------------------------------|-----------------------------------|-----------------------------------|
|                |                      |  |                                       |                      |                    | 講授<br>Lecture            | 實作(驗)<br>Practice<br>(laboratory) | 實習<br>Intern |                                |                                   |                                   |
|                |                      |  |                                       |                      |                    |                          |                                   |              |                                |                                   |                                   |
|                |                      | Cosmetology and Practice   |                                       |                      |                    |                          |                                   |              | AUFNHB                         |                                   |                                   |
|                | 醫學美容保健               | Cosmetic and health care   | 三<br>3 <sup>rd</sup>                  | 上<br>1 <sup>st</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |
|                | 保健生物技術               | Health Biotechnology   | 三<br>3 <sup>rd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |
|                | 產品設計與行銷實務            | Cosmetic Design and Marketing Practice                                 | 三<br>3 <sup>rd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |
|                | 生活中藥                 | Life science of Chinese medicine                                       | 一<br>1 <sup>st</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            | 中醫大醫學系<br>CMUMD                |                                   |                                   |
|                | 中藥保健食品               | Health food in traditional Chinese medicine                            | 三<br>3 <sup>rd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |
|                | 中草藥新藥開發概論            | Introduction to discovery & development of new Chinese herbal medicine | 三<br>3 <sup>rd</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |
|                | 中草藥商品學               | Commodity science of herbal products                                   | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 2                  | 2                        | 0                                 | 0            | 中醫大中醫系<br>CMUCHMED             |                                   |                                   |
|                | 中草藥產品開發研究            | Discovery & development of Chinese herbal medicine                     | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |
|                | 中藥藥品行銷管理學            | Marketing & management of traditional Chinese medicines                | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 2                  | 2                        | 0                                 | 0            |                                |                                   |                                   |

備註：

- 一、選修課程按24學分開課。
- 二、選修課程學生選擇修讀其中6學分課程。

Remarks：

1. Elective courses are offered based on 24 credits.
2. Students select and enroll in 6 credits of elective courses.

系所主管簽章：

(Signature of Department Chair)

學院院長簽章：

(Signature of College Dean)