國立東華大學

課　綱　Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	計算機概論				
英文課程名稱 Course Name in English	Introduction to Computer Science				
科目代碼 Course Code	DMSI10030	班 別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					

課程目標
Course Objectives

This course provides a comprehensive overview of fundamental topics in computer science. Students will gain basic knowledge about computers, data manipulation and abstraction, computer architecture and organization, software development, operating systems, databases, networks, multimedia, and artificial intelligence. By the end of the course, students will have a solid foundation and knowledge in computer science, making them well-prepared for further advanced studies in advanced fields.

系教育目標
Dept.'s Education Objectives

1	培養結合理論與實務之數位行銷專業人才
2	培養結合理論與實務之服務創新專業人才
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才

系專業能力 Basic Learning Outcomes		課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備以資訊技術協助企業運作與商業管理之知識與應用能力	●
B	具備邏輯思考、問題分析與解決之能力	○
C	具備溝通協調與團隊合作之能力	○

D	具備創新思維之能力	○
E	具備國際視野及外語溝通之能力	○

圖示說明Illustration ：● 高度相關 Highly correlated ○中度相關 Moderately correlated

課程大綱 Course Outline
1. Introduction to computer 2. Data storage 3. Data manipulation 4. Operating systems 5. Networking and Internet 6. Algorithms 7. Programming languages 8. Software Engineering 9. Database 10. Artificial Intelligence

資源需求評估（師資專長之聘任、儀器設備的配合‧‧‧等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)
具資訊管理或資訊科學專長之教師。

課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods
以課堂授課為主，上網檢索為輔。

其他 Miscellaneous