



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	程式設計(一)		學年/學期 Academic Year/Semester	113/1	
課程名稱(英文) Course Name in English	Introduction to Computer Programming(I)				
科目代碼 Course Code	DMSI10010	系級 Department & Year	學一	開課單位 Course-Offering Department	數位行銷與服務創新國際 學士班
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/張漢利				
先修課程 Prerequisite					

課程描述 Course Description

This course is an introductory course to programming. It aims to establish a strong base in essential programming concepts and techniques, enhancing students' problem-solving and critical thinking skills through interactive lessons, projects, and exercises. Conducted in English, the course prepares students for the global programming community. By the end, students will understand programming principles well and be equipped with practical coding skills. These skills are vital for pursuing advanced courses in programming, algorithms, data structures, data analysis, machine learning, and solving real-world problems.

課程目標 Course Objectives

This course aims to provide students with a solid foundation in computer programming using the C and Python languages. Students will learn how to write clear codes through a hands-on learning approach. This course is designed for individuals with little to no programming experience. Students will also gain practical programming experience and develop problem-solving skills through small projects and exercises. By the end of the course, students will be able to perform basic programming tasks and have a solid foundation for further exploration of advanced topics.

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

授課進度表 Teaching Schedule & Content

週次 Week	內容 Subject/Topics	備註 Remarks
1		
2		

3		
4		
5		
6		
7		
8		
9	期中考試週 Midterm Exam	
10		
11		
12		
13		
14		
15		
16		
17		
18	期末考試週 Final Exam	

教學策略 Teaching Strategies

- 課堂講授 Lecture 分組討論 Group Discussion 參觀實習 Field Trip
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- 問題導向學習(PBL) 團體合作學習(TBL) 解決導向學習(SBL)
 翻轉教室 Flipped Classroom 磨課師 Moocs

社會責任(Social Responsibility)

- 在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作(Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance									
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)