

103-2 大葉大學 選課版課綱

基本資料			
課程名稱	世界文化創意產業個案研究系列一	科目序號/代號	2417 / CCF1005
必選修/學分數	必修 /3	上課時段/地點	(四)1 /J214、(五)12 /J214
授課語言別	中文	成績型態	數字
任課教師 / 專兼任別	孫一梅 / 兼任	畢業班/非畢業班	
學制/系所/年班	大學日間部 / 文創產業國際人才學士學位學程 / 1年1班		

課程簡介與目標

Course description:

The course CCI Case Studies will be a case study of major European cities, as a way of developing the students' ongoing communication skills, both written, and oral, and will concentrate on not only the cultural aspects, but major businesses and corporations that anchor each local economy. The students will be assigned several group projects that will replicate the presentations given by the Teacher; assignments concerning smaller, but critical cities to the overview of selected European countries. They will also be given written assignments, and quizzes.

Course curriculum:

The course will bring together the aesthetic values, as well as the economic impact, and challenges each major city faces, in industry, and possible political ramifications of current events. Major cities, over an 18 week period will be drawn from the following countries:

1. Germany
2. France
3. Italy
4. Spain
5. UK
6. Netherlands
7. Switzerland
8. Belgium
9. Austria
10. Scandinavia

課程大綱

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基本能力或先修課程

基礎英語

課程與系所基本素養及核心能力之關連

-  基本能力
-  專業能力
-  實踐能力
-  整合能力素養
-  精進成長素養
-  人際關係素養
-  國際視野素養