

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	台灣文化暨創意產業導論	Serial No. / ID	2674 / CCF1006
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部1年1班
Lecturer	程晶菁	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)12 / J309 (五)2 / J309	Language	Chinese

Introduction
This course incorporates both the general introduction to Taiwanese Cultural Creative Industries, and English language trainings. Students are supposed to deliver presentation in English regarding topics discussed.

Outline
<ol style="list-style-type: none"> 1. CCI and Tea Culture 2. Legends & CCI: Aboriginal Culture 3. Legends & CCI: Hokio Culture 4. Legends & CCI: Haka Culture 5. Legends & CCI: Mainland China Immigrants 6. CCI & Pop Culture 7 CCI & Art: LiuliGongFang 8. CCI & Exhibition 9. CCI & Market in Taiwan 10. CCI & Business Potentials

Prerequisite
Basic English listening/speaking/reading/writing abilities