



2022/2023 【S2】 International Master Degree Program in Brand and Fashion Management 【G1】 Time Table

品牌與時尚經營管理碩士學位學程 111 學年度第 2 學期課程時間表

□共同選修 General Elective Course ■ 碩一 1<sup>st</sup> year Elective Course ■ 碩二 2<sup>nd</sup> year Elective Course

Session	Monday	Tuesday	Wednesday	Thursday	Friday
D1 08:10-09:00	時尚消費心理專題 Fashion Consumer Psychology (2) <WORKSHOP>			論文 Thesis (4)	
D2 09:10-10:00					
D3 10:10-11:00	論文專題實作(二) Thesis Development I (2) Prof. Cheng Ching Yi 鄭靜宜 Prof. Li Jiunn Ger 李俊格 TC513		品牌與同理心 Brand and Empathy (2) Prof. Liou Chin Ping 劉錦萍 TC513		
D4 11:10-12:00					
DN 12:00-13:30					
D5 13:40-14:30	大數據與消費者行為 The Big-Data and Consumer Behavior(2) Prof. Wang Hui Wen 王慧雯 TC513	設計、品牌與對話 Design, Branding and Dialogue (2) Prof. Lin Kuo Dung 林國棟 TC513	時尚電商 Fashion Electronic Commerce (3) Prof. Wang Tsan Yuan 王贊元 TC513	全球組織行為解析 Organizational Behavior in Global Perspectives(2) Prof. Jane Wang 王婧 TC513	
D6 14:40-15:30					
D7 15:40-16:30	文化、博物館、品牌-英 Culture, Museum and Brand(2) Prof. Li Shi Hui 黎世輝 TC513				
D8 16:40-17:30					

※Workshop Courses will be arranged by Director Prof. Lin Kuo Dung.