

元智大學資訊管理學系「社會數據AI應用」深耕跨域微學程 科目規劃表

Department of Information Management at Yuan Ze University

“AI Applications in Social Data” Advanced Cross-Domain Micro Program Course Planning Table

(115學年度申請適用)

(For students applied in Academic Year 2026)

115.04.29 一一四學年度第七次教務會議通過

Passed by the 7th Academic Affairs Meeting, Academic Year 2025, on April 29, 2026

一、教學目標 Teaching Objectives :

隨著大數據與人工智慧 (AI) 技術的迅速發展，數據驅動的決策模式已成為政策制定與社會治理的重要趨勢。本學程結合大數據技術與人工智慧應用，培養具備數據分析與政策決策能力的專業人才。課程內容涵蓋基礎與進階數據分析、資料探勘、人工智慧技術及資料庫管理，提供完整的理論知識與實務操作，讓學生能夠運用最新的數據技術解決社會與政策問題，提升政策決策的科學性與精準度。期能強化學生研究設計及數據分析能力與提升學生職場競爭力，引導學生在未來公共政策、企業決策與數據分析領域發展。

With the rapid development of big data and artificial intelligence (AI) technologies, data-driven decision-making has become a key trend in policymaking and social governance. This program integrates big data technologies with AI applications to cultivate professionals equipped with both data analysis and policy decision-making skills. The curriculum covers fundamental and advanced data analysis, data mining, AI technologies, and database management, providing students with both theoretical knowledge and practical experience. This enables students to apply cutting-edge data technologies to address social and policy-related issues, thereby enhancing the scientific basis and accuracy of policy decisions. The program aims to strengthen students' research design and data analysis capabilities, enhance their competitiveness in the job market, and guide them toward future careers in public policy, corporate decision-making, and data analytics.

二、課程設計 Curriculum Design :

必修課程：6學分

Required Courses: 6 credits

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered the Present Course(s)	備註 Remarks
IM304	人工智慧應用 Application to Artificial Intelligence	3	大學部 Undergraduate Program	資管系 Department of Information Management	
SC132	大數據與政策分析應用基礎 Big Data and Policy Analysis Application Basic	3	大學部 Undergraduate Program	社政系 Department of Social and Policy Sciences	二擇一 Choose one of the two options
SC249	大數據與政策分析應用進階 Big Data and Policy Analysis Advanced	3	大學部 Undergraduate Program	社政系 Department of Social and Policy Sciences	

選修課程：至少3學分

Elective courses: At least 3 credits

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered the Present Course(s)	備註 Remarks
IM236	數據分析導論 Introduction to Data Analytics	3	大學部 Undergraduate Program	資管系 Department of Information Management	
IM321	資料庫管理實務 The Design and Implementation of Database Systems	3	大學部 Undergraduate Program	資管系 Department of Information Management	
IM341	資料探勘 Data Mining	3	大學部 Undergraduate Program	資管系 Department of Information Management	
AI004	人工智慧導論 Introduction to Artificial Intelligence	3	大學部 Undergraduate Program	AI聯盟 AI Alliance	可列為外校課程 Eligible to be classified as an off-campus course

三、學程證書授予標準 Certificate Award Criteria：

1. 須至少修習一門非學生所屬學系之科目（不可包含院必修「基礎程式設計」與他系合開之課程）

Students are required to take at least one course offered by a department other than their own. (The college-compulsory course 'The Fundamental Computer Programming' and courses co-offered with other departments are not included.)

2. 修讀本學程之學生必須修畢必修課程 6 學分及選修課程至少 3 學分，計修滿 9 學分（含）以上者，授與「社會數據 AI 應用」深耕跨域微學程證書。

Students enrolled in this program must complete 6 credits of required courses and at least 3 credits of elective courses. Those who complete a total of 9 credits or more will be awarded the “AI Applications in Social Data” Advanced Cross-Domain Micro Program Certificate.

四、領域別 Fields of Study：人工智慧 Artificial Intelligence

五、學程召集人 Program Director：周韻采教授 Professor Yun-Tsai Chou

六、負責規劃單位 Responsible Planning Unit：資訊管理學系 Department of Information Management