

元智大學社會暨政策科學學系「社會數據分析」深耕跨域微學程科目規劃表

Department of Social and Policy Sciences

Yuan Ze University

“Social data analysis” Cross-Domain Exploration Micro Program Course Planning Table

Advanced Cross-Domain Micro Program Course Planning Table

(115學年度申請適用)

(For students applied in Academic Year 2026)

115.4.29 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

115.8.25 一一五學年度第一次教務會議修訂通過

Amended by the 1st Academic Affairs Meeting, Academic Year 2026, on August 25, 2026

一、教學目標 Teaching Objectives：

為強化學生數據分析能力與提升學生職場競爭力，合作開設「社會數據分析」跨領域微學程。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。學程設計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。

To strengthen students' data analysis capabilities and enhance their competitiveness in the job market, an interdisciplinary micro-program titled “Social Data Analysis” is jointly established. The curriculum covers both fundamental and advanced data analysis, data mining, artificial intelligence technologies, and database management. It provides comprehensive theoretical knowledge and practical training, enabling students to apply the latest data technologies to address social and policy-related issues, and to enhance the scientific basis and precision of policy decision-making.

The program is designed to strengthen students' abilities in research design and data analysis, while also improving their competitiveness in the workplace. It aims to guide students toward future development in the fields of public policy, business decision-making, and data analytics

二、課程設計 Curriculum Design：

核心課程：3學分

Core Courses: 3 credits

| 課號<br>Course ID | 課程名稱<br>Course Name                                            | 學分<br>Credit(s) | 學制<br>Degree structure       | 開課系所<br>Department Offered the Present Course(s) | 備註 Remarks |
|-----------------|----------------------------------------------------------------|-----------------|------------------------------|--------------------------------------------------|------------|
| SC132           | 大數據與政策分析應用基礎<br>Big Data and Policy Analysis Application Basic | 3               | 大學部<br>Undergraduate Program | 社政系<br>Department of Social and Policy Sciences  | 必修         |

專業課程：至少 6學分

Professional Courses: at least 6 credits

| 課號<br>Course ID | 課程名稱<br>Course Name                                   | 學分<br>Credit(s) | 學制<br>Degree structure       | 開課系所<br>Department Offered the Present Course(s) | 備註 Remarks                            |
|-----------------|-------------------------------------------------------|-----------------|------------------------------|--------------------------------------------------|---------------------------------------|
| SC249           | 大數據與政策分析應用進階<br>Big Data and Policy Analysis Advanced | 3               | 大學部<br>Undergraduate Program | 社政系<br>Department of Social and Policy Sciences  | 四擇二<br>Choose one of the Four options |
| IM236           | 數據分析導論<br>Introduction to Data Analytics              | 3               | 大學部<br>Undergraduate         | 資管系<br>Department of                             |                                       |

| 課號<br>Course ID | 課程名稱<br>Course Name                              | 學分<br>Credit(s) | 學制<br>Degree structure       | 開課系所<br>Department Offered the Present Course(s) | 備註 Remarks |
|-----------------|--------------------------------------------------|-----------------|------------------------------|--------------------------------------------------|------------|
|                 |                                                  |                 | Program                      | Information Management                           |            |
| IM304           | 人工智慧應用<br>Application to Artificial Intelligence | 3               | 大學部<br>Undergraduate Program | 資管系<br>Department of Information Management      |            |
| IM341           | 資料探勘<br>Data Mining                              | 3               | 大學部<br>Undergraduate Program | 資管系<br>Department of Information Management      |            |

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

1. 欲修讀本學程請先至個人 portal 申請並經系所審核。
  2. 修畢學程一門核心課程及二門專業課程，合計 9 學分，成績及格者始得頒發「社會數據分析」跨領域微學程證書。
  3. 修畢本學程規定學分者，請攜帶成績單正本至社政系辦理審核及申請證書。
1. Students who wish to enroll in this program must first submit an application through the personal portal and obtain approval from the department.
  2. Students must complete one core course and two professional courses, totaling 9 credits, and pass all courses to be awarded a certificate for the "Social Data Analysis" interdisciplinary micro-program.
  3. Students who have completed the required credits of this program must bring the original transcript to the Department of Social and Public Affairs (or Social and Policy Sciences Department) for review and to apply for the certificate.

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

### 五、學程召集人 Program Director：王盈婷 Wang, Ying-Ting

### 六、負責規劃單位 Responsible Planning Unit：社會暨政策科學學系 Department of Social and Policy Sciences