

# 109 學年度管理學院雙聯學位學程課程

## 2020 Curriculum of College of Management for Dual Undergraduate Degrees Program

Department of Business Administration/Department Finance/Department of Accounting and Information Systems

**Credits for Graduation: 64**

Approved by the University Curriculum Committee on 14/11/2019

Undergraduate Program (Junior & Senior Years)

category		Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 Liberal Art Required 7 Credits	必修 4 學分	基礎華語文(一)或(二) (二選一)	Beginner Chinese I or II (select one)	3 <sup>rd</sup>	1 <sup>st</sup>	2	CEFR:A1
		臺灣/中國文化導讀(一)或(二) (二選一)	Introduction of Taiwanese/Chinese Culture I or II (select one)	4 <sup>th</sup>	1 <sup>st</sup>	2	CEFR:A1
	3 學分	商用英文會話	Business English Conversation	3 <sup>rd</sup>	1 <sup>st</sup>	3	

Category	Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference	
管院核心課程 6 學分 Management Required 6 Credits	行銷管理	Marketing Management	4 <sup>th</sup>	1	3		
	大數據分析	Big Data Analysis	4 <sup>th</sup>	1	3		
專業學程 (擇一) Professional Program (select one)	財務金融專業學程 51 學分 Finance 51 Credits	財務報表分析	Financial Statement Analysis	3 <sup>rd</sup>	1	3	
		金融科技軟體應用	Application of Fintech software	3 <sup>rd</sup>	1	3	
		投資學	Investments	3 <sup>rd</sup>	1	3	
		金融機構管理	Financial Institutions Management	3 <sup>rd</sup>	1	3	
		財務數學	Financial Mathematics	3 <sup>rd</sup>	1	3	
		企業評價	Business Valuation	3 <sup>rd</sup>	2	3	
		投資組合分析	Investment Portfolio Analysis	3 <sup>rd</sup>	2	3	
		證券市場	Securities Markets	3 <sup>rd</sup>	2	3	
		財務管理個案	Case Studies on Financial Management	3 <sup>rd</sup>	2	3	
		行為經濟學	Behavioral Economics	3 <sup>rd</sup>	2	3	
		財金研究方法	Financial Research Method	4 <sup>th</sup>	1	3	
		衍生性金融商品	Derivatives	4 <sup>th</sup>	1	3	
		公司理財專題	Topics in Corporate Finance	4 <sup>th</sup>	1	3	
		固定收益證券	Fixed Income Securities	4 <sup>th</sup>	2	3	
	資產訂價	Asset Pricing	4 <sup>th</sup>	2	3		
	金融機構管理專題	Topics in Financial Institution and Management	4 <sup>th</sup>	2	3		
	會計與資訊專業學程 51 學分 Accounting and Information Systems 51 Credits	財務報表分析	Financial Statement Analysis	4 <sup>th</sup>	2	3	
		財務報表分析	Financial Statement Analysis	3 <sup>rd</sup>	1	3	Core
		中級會計學(二)	Intermediate Accounting (2)	3 <sup>rd</sup>	1	3	Core
		進階管理會計學	Advanced Management Accounting	3 <sup>rd</sup>	1	3	Core
		企業資源規劃	Enterprise Resource Planning	3 <sup>rd</sup>	1	3	Core
		進階企業資源規劃	Advanced Enterprise Resource Planning	3 <sup>rd</sup>	2	3	Core
		企業智慧	Business Intelligence	3 <sup>rd</sup>	1	3	Core
		企業評價	Business Valuation	3 <sup>rd</sup>	2	3	Core
		中級會計學(三)	Intermediate Accounting (3)	3 <sup>rd</sup>	2	3	Core
		商用英語溝通	Business English Communication	3 <sup>rd</sup>	2	3	Core
審計學(一)		Auditing (1)	3 <sup>rd</sup>	2	3	Core	
資料探勘		Data Mining	3 <sup>rd</sup>	2	3	Elective	
審計學(二)	Auditing (2)	4 <sup>th</sup>	1	3	Core		
高等會計學(一)	Advanced Accounting (1)	4 <sup>th</sup>	1	3	Core		
內部控制與電腦審計	Internal Control and Computer Auditing	4 <sup>th</sup>	1	3	Core		
會計師證照輔導(一)	CPA Review (1)	4 <sup>th</sup>	1	3	Elective		

經營管理學 程 51 學分 Business Administra tion 51 Credits	高等會計學(二)	Advanced Accounting (2)	4 <sup>th</sup>	2	3	Core
	會計師證照輔導 (二)	CPA Review (2)	4 <sup>th</sup>	2	3	Elective
	會計師證照輔導 (三)	CPA Review (3)	4 <sup>th</sup>	2	3	Elective
	國際企業管理	International Business Management	3 <sup>rd</sup>	1	3	
	人力資源管理	Human Resource Management	3 <sup>rd</sup>	1	3	
	消費者行為	Consumer Behavior	3 <sup>rd</sup>	1	3	
	策略管理	Strategic Management	3 <sup>rd</sup>	1	3	
	生產與作業管理	Production & Operations Management	3 <sup>rd</sup>	2	3	
	電子商務與網路行銷	e-Commerce and e-Marketing	3 <sup>rd</sup>	2	3	
	非營利機構管理	Non-Profit Organization Management	3 <sup>rd</sup>	2	3	
	資料探勘	Data Mining	3 <sup>rd</sup>	2	3	
	觀光發展趨勢	Tourism Development Trend	3 <sup>rd</sup>	2	3	
	兩岸與全球經貿趨勢	Trend of Cross Strait and International Trade	4 <sup>th</sup>	1	3	
	財務報表分析	Financial Statement Analysis	4 <sup>th</sup>	1	3	
	文化創意產業	Cultural and Creative Industry	4 <sup>th</sup>	1	3	
	餐旅管理	Hospitality Management	4 <sup>th</sup>	1	3	
	創業管理專題	Topics in Entrepreneurship Management	4 <sup>th</sup>	1	3	
	全球產業分析	Global Industry Analysis	4 <sup>th</sup>	2	3	
	休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	4 <sup>th</sup>	2	3	
領導與團隊	Leadership and Teamwork	4 <sup>th</sup>	2	3		

#### Graduate Program

Category		Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
碩士必修課程 30 學分 MBA Program 30 Credits	管院必修 12 學分 College Required Courses 12 Credits	碩士論文	Thesis	2 <sup>nd</sup>	1 <sup>st</sup> or 2 <sup>nd</sup>	3	
		量化方法	Quantitative Research Methods	2 <sup>nd</sup>	1 <sup>st</sup>	3	
		研究方法	Research Methodology	2 <sup>nd</sup>	2 <sup>nd</sup>	3	
		行銷研究	Marketing Research	2 <sup>nd</sup>	2 <sup>nd</sup>	3	
	經營管理學系 18 學分 MBA Dept. Required core courses 9 Credits, Elective courses 9 Credits	統計方法與資料分析	Statistics and Data Analysis	2 <sup>nd</sup>	1 <sup>st</sup>	3	
		國際企業策略理論	International Business Strategy Theory	2 <sup>nd</sup>	1 <sup>st</sup>	3	Elective course
		行銷策略與管理	Marketing Strategy and Management	2 <sup>nd</sup>	1 <sup>st</sup>	3	Elective course
		跨文化管理	Cross-Cultural Management	2 <sup>nd</sup>	1 <sup>st</sup>	3	
		組織管理理論	Theory of Organization Management	2 <sup>nd</sup>	2 <sup>nd</sup>	3	Elective course
		科技與創新管理	Technology and Innovation of Management	2 <sup>nd</sup>	2 <sup>nd</sup>	3	

註：

1. 畢業總學分：64 學分+碩士 30 學分

Graduation requirement: 64 credits for Bachelor 30 credits for MBA

2. 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。

International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.

3. 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。

To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.

4. 系 51 學分中，12 學分可以自由選修。自由選修課程可自財務金融學程、國際企業學程或會計資訊專業學程中的會計師證照輔導選修。

Among Department 51 credits, 12 can be elective credits. Elective courses can select from Finance program, International Business program, or Accounting and Informational Systems Program's CPA review courses.

系所主管簽章:

學院院長簽章: