

110 學年度管理學院雙聯學位學程課程規劃

Curriculum of College of Management for 3+1+1 Joint Degree Program

Department of Business Administration/ Finance/ Leisure and Recreation Management/ Accounting and Information Systems

Credits for Graduation: 43 credits for Bachelor and 30 credits for MBA

Approved by the University Curriculum Committee on 29/4/2021

Category		Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 Management Required 7 Credits	必修 4 學 分	基礎華語文(一)和(二)	Beginner Chinese I and II	1 st	1 st	4	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)	1 st	1 st	2	CEFR:A1
	3 學 分	商用英文會話	Business English Conversation	1 st	1 st	3	

Category		Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
大學專業學 程(擇一) 36 學分 Professional Program (Select One) 36 Credits	經營管理 專業學程 36 學分 Business Administratio n 36 Credits	行銷管理	Marketing Management	1 st	1	3	
		大數據分析	Big Data Analysis	1 st	1	3	
		人力資源管理	Human Resource Management	1 st	1	3	
		策略管理	Strategic Management	1 st	1	3	
		財務報表分析	Financial Statement Analysis	1 st	1	3	
		創業管理與專題	Topics in Entrepreneurship Management	1 st	1	3	
		企業文化與倫理	Business Culture and Ethics	1 st	2	3	
		資料探勘	Data Mining	1 st	2	3	
		生產與作業管理	Production & Operations Management	1 st	2	3	
		電子商務與網路行銷	e-Commerce and e- Marketing	1 st	2	3	
		全球產業分析	Global Industry Analysis	1 st	2	3	
	領導與團隊	Leadership and Teamwork	1 st	2	3		
	財務金融 專業學程 36 學分 Finance 36 Credits	貨幣銀行學	Money and Banking	1 st	1	3	
		投資學	Investments	1 st	1	3	
		財務報表分析	Financial Statement Analysis	1 st	1	3	
		衍生性金融商品	Derivatives	1 st	1	3	
		金融機構管理	Financial Institutions Management	1 st	1	3	
		財金研究方法	Financial Research Method	1 st	1	3	
		固定收益證券	Fixed Income Securities	1 st	2	3	
		投資組合分析	Investment Portfolio Analysis	1 st	2	3	
		財務管理個案	Case Studies on Financial Management	1 st	2	3	
		企業評價	Business Valuation	1 st	2	3	
		證券市場	Securities Markets	1 st	2	3	
	休閒與遊憩 專業學程 36 學分 Leisure and Recreation	服務業管理	Service Management	1 st	2	3	
		消費者行為	Consumer Behavior	1 st	1	3	
		餐旅資訊系統	Hospitality Information Systems	1 st	1	3	
		餐旅創業管理	Hospitality Entrepreneurial Management	1 st	2	3	

	36Credits	餐旅專業英語	Professional English for Hospitality	1 st	1	3		
		產品設計與成本控制	Product Design and Cost Control	1 st	2	3		
		顧客關係管理	Customer Relationship Management	1 st	2	3		
		航空客運與票務訂位系統	Air Transport and Ticketing	1 st	2	3		
		旅遊專業英語	Professional English for Tourism	1 st	1	3		
		生態旅遊	Ecotourism	1 st	1	3		
		會展與國際會議管理	M.I.C.E. Management	1 st	2	3		
		旅遊安全衛生	Travel Safety and Health	1 st	2	3		
	會計與資訊 專業學程 36 學分	Accounting and Information 36 Credits	財務報表分析	Financial Statement Analysis	3 rd	1	3	Core
			中級會計學(二)	Intermediate Accounting (2)	3 rd	1	3	Core
			進階管理會計學	Advanced Management Accounting	3 rd	1	3	Core
			企業資源規劃	Enterprise Resource Planning	3 rd	1	3	Core
			進階企業資源規劃	Advanced Enterprise Resource Planning	3 rd	2	3	Core
			企業智慧	Business Intelligence	3 rd	1	3	Core
			企業評價	Business Valuation	3 rd	2	3	Core
			中級會計學(三)	Intermediate Accounting (3)	3 rd	2	3	Core
			商用英語溝通	Business English Communication	3 rd	2	3	Core
			審計學(一)	Auditing (1)	3 rd	2	3	Core
			資料探勘	Data Mining	3 rd	2	3	Core
			審計學(二)	Auditing (2)	4 th	1	3	Core
			高等會計學(一)	Advanced Accounting (1)	4 th	1	3	Core
			內部控制與電腦審計	Internal Control and Computer Auditing	4 th	1	3	Core
			會計師證照輔導 (一)	CPA Review (1)	4 th	1	3	Elective course.
高等會計學(二)	Advanced Accounting (2)	4 th	2	3	Core			
會計師證照輔導 (二)	CPA Review (2)	4 th	2	3	Elective course			
會計師證照輔導 (三)	CPA Review (3)	4 th	2	3	Elective course			

Category		Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
碩士必修課程 30 學分 MBA Compulsory Program 30 Credits	管院必修 12 學分 College Compulsory Program 12Credits	碩士論文	Thesis	2 nd	1 st or 2 nd	3	
		量化方法	Quantitative Research Methods	2 nd	1 st	3	
		研究方法	Research Methodology	2 nd	2 nd	3	
		行銷研究	Marketing Research	2 nd	2 nd	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 nd	1 st	3	
		國際企業策略理論	International Business Strategy Theory	2 nd	1 st	3	Elective course
		行銷策略與管理	Marketing Strategy and Management	2 nd	1 st	3	Elective course
		跨文化管理	Cross-Cultural Management	2 nd	1 st	3	
		組織管理理論	Theory of Organization Management	2 nd	2 nd	3	Elective course
		科技與創新管理	Technology and Innovation of Management	2 nd	2 nd	3	

註：

1. 畢業總學分：大學 43 學分+碩士 30 學分

Graduation requirement: 43 credits for Bachelor and 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.

系所主管簽章:

學院院長簽章: