

111 學年度管理學院雙聯學位學程課程規劃

2022 Curriculum of Asia Management College for UNAIR 3+1+1 Dual Degree Program

Credits for Graduation: 43 + 36 credits

Approved by the University Curriculum Committee on 111-11-15

Category		Chinese Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 7 學分 Management Required 7 Credits	必修 4 學分	基礎華語文(一)和(二)	Beginner Chinese I and II	3 rd	1 st	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 th	1 st	2	CEFR:A1
	3 學分	商用英文會話	Business English Conversation	3 rd	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 Management 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	
		國際財務管理	International Financial Management	1 st	2	3	
	休閒與遊憩 專業學程 36 學分 Leisure and Recreation 36Credits	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	
		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 Title	English Course Title	Year of the Program	Semester	Credits	Reference
碩士必修課程 21 學分 MBA Compulsory Program 15 Credits	管院必修 3 學分 College Compulsory Program 3 Credits	碩士論文	Thesis	1 st	1 st or 2 nd	3	
	經營管理必修 18 學分 MBA Compulsory Program 18 Credits	永續管理	Sustainable Management	1 st	2 nd	3	
		量化方法	Quantitative Research Methods	1 st	1 st	3	
		研究方法	Research Methodology	1 st	2 nd	3	
		統計方法與資料分析	Statistics and Data Analysis	1 st	1 st	3	
		國際企業策略理論	International Business Strategy Theory	1 st	1 st	3	
	綠色科技與創新管理	Green Technology and Innovation of Management	1 st	2 nd	3		
碩士選修課程 15 學分		自主跨域學習專題 (一)	Self-directed Interdisciplinary Project (1)	1 st	1 st	6	
MBA Elective Program 15 Credits		自主跨域學習專題 (二)	Self-directed Interdisciplinary Project (2)	1 st	2 nd	9	

註：

- 畢業總學分：大學 43 學分+碩士 36 學分。
Graduation requirement: 43 credits for Bachelor and 36 credits for MBA.
- 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. 此課規僅適用於參與 2020 3+1+1 之 UNAIR 學生。

This curriculum applies only to UNAIR students enrolled on the 2020 3+1+1 dual degree program.

學院院長簽章: