

# 112 學年度經營管理學系雙聯學位學程(2+2+1) Asia University

## 2023 Curriculum of Department of Business Administration for 2+2+1 Joint Degree Undergraduate and Graduate Programs

大學畢業總學分:64

Credits for Graduation: 64

112.04.26 校課程委員會通過

Approved by the University Curriculum Committee on 04/26/2023

Category		Chinese Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 Management Required Credits	必修 2 學分 (四選一) (Select One)	基礎華語文(一)	Beginner Chinese I	3rd /4th	1	2	CEFR: A1
		基礎華語文(二)	Beginner Chinese II	3rd /4th	2	2	CEFR: A1
		初級中文文法	Elementary Chinese Grammar	3rd /4th	2	2	CEFR: A2 CEFR: A2
		基礎華語文閱讀與寫作	Beginner Chinese Reading and Writing	3rd /4th	2	2	CEFR: A2 CEFR: A1-A2
		進階華語文會話與聽力(一)	Intermediate Chinese Conversation and Listening I	3rd /4th	1	2	CEFR: A1-A2 CEFR: A1-A2
	必修 2 學分 (二選一) (Select One)	臺灣/中國文化導讀(一)	Introduction of Taiwanese/Chinese Culture I	4th	1	2	CEFR: A2
		臺灣/中國文化導讀(二)	Introduction of Taiwanese/Chinese Culture II	4th	1	2	CEFR: A2
	必修 3 學分	商用英文會話	Business English Conversation	3rd	1	3	

Category		Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
管院核心課程 15 學分 AMC Required 15 Credits		行銷管理	Marketing Management	3rd/4th	1st	3	
		大數據分析	Big Data Analysis	3rd/4th	1st	3	
		企業管理與永續經	Business Administration and Sustainability	3rd/4th	1st/2nd	3	
		服務業管理	Service Management	3rd/4th	1st/2nd	3	
		人工智慧與管理	Artificial Intelligence and Management	3rd/4th	1st/2nd	3	
經營管理 專業學程 42 學分 Business Administration 42 Credits		國際企業管理	International Business Management	3rd/4th	1st/2nd	3	
		國際商務溝通	International Business Communication	3rd/4th	1st/2nd	3	
		生產與作業管理	Production & Operations Management	3rd/4th	1st/2nd	3	
		商業模式創新	Business Model Innovation	3rd/4th	1st/2nd	3	
		跨境管理	Managing Across Borders	3rd/4th	1st/2nd	3	
		供應鏈管理實務	Supply Chain Management Practice	3rd/4th	1st/2nd	3	
		創新與創業管理	Innovation and Entrepreneurship Management	3rd/4th	1st/2nd	3	
		人力資源管理	Human Resource Management	3rd/4th	1st/2nd	3	
		策略管理	Green Strategic Management	3rd/4th	1st/2nd	3	
		企業資源規劃	Enterprise Resource Planning	3rd/4th	1st/2nd	3	

	國際會展與簡報技巧	International Exhibition and Presentation	3rd/4th	1st/2nd	3	
	行銷個案分析	Marketing Case Study	3rd/4th	1st/2nd	3	
	實務專題 I	Practice Project I	3rd/4th	1st/2nd	3	
	實務專題 II	Practice Project II	3rd/4th	1st/2nd	3	

### 碩士 MBA 畢業總學分:36

### 36 Credits for MBA Program

Category	Chinese Course Title	English Course Title	Year of the Program	Semester	Credits	Hours per week		Reference
						Lecture	Experiment	
University Required 3 Credits	碩士論文	Master's Thesis	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
Program Required 9 Credits	量化方法	Quantitative Research Methods	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	產業策略與永續發展研討	Seminar on Industrial Strategy and Sustainable Development	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	研究方法	Research Methodology	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
Program Elective 24 Credits	統計方法與資料分析	Statistics and Data Analysis	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	永續管理	Sustainable Management	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	永續人力資源管理	Sustainable Human Resource Management	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	作業管理	Operations Management	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	國際企業策略理論	International Business Strategy Theory	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	跨文化管理	Cross-Cultural Management	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	綠色科技與創新管理	Green Technology and Innovation of Management	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		
	策略管理	Strategic Management	1 <sup>st</sup> /2 <sup>nd</sup>	1 <sup>st</sup> /2 <sup>nd</sup>	3	3		

註：

- 畢業總學分：64 大學學分，36 碩士學分 MBA。大四學生可同時修碩士班課程。  
Graduation requirement: 64 credits for Bachelor and 36 credits for MBA. Senior students can take master's courses at the same time.
- 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.
- 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.
- 經管系學生得至管院其他學系選修至多 6 門課程。
- Students from the Department of Business Administration can take up to 6 courses from other departments of the College of Management.
- 學生需透過「臺灣學術倫理教育資源中心」線上平台修習指定課程 6 小時，並於課程總測驗成績達及格標準，始得申請碩士學位考試。  
Students are required to study designated courses for 6 hours through the online platform of the "Center for Taiwan Academic Research Ethics Education (AREE)", and can apply for the master degree examination only after reaching the passing standard in the overall test of the course.

系所主管簽章:

學院院長簽章: