

# 112 學年度經營管理學系雙聯學位學程(2+2)

## Asia University

### Curriculum of Department of Business Administration for 2+2 Dual Degree Undergraduate Program

畢業總學分:64

Credits for Graduation: 64

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	3 <sup>rd</sup> /4 <sup>th</sup>	1	2	CEFR: A1
		基礎華語文(二)	Beginner Chinese II	3 <sup>rd</sup> /4 <sup>th</sup>	2	2	CEFR: A1
		初級中文文法	Elementary Chinese Grammar	3 <sup>rd</sup> /4 <sup>th</sup>	2	2	CEFR: A2
		基礎華語文閱讀與寫作	Beginner Chinese Reading and Writing	3 <sup>rd</sup> /4 <sup>th</sup>	2	2	CEFR: A2
		進階華語文會話與聽力(一)	Intermediate Chinese Conversation and Listening I	3 <sup>rd</sup> /4 <sup>th</sup>	1	2	CEFR: 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	4 <sup>th</sup>	1	2	CEFR: A1-A2
		臺灣/中國文化導讀(二)	Introduction of Taiwanese/Chinese Culture II	4 <sup>th</sup>	1	2	CEFR: A1-A2
	必修 3 學分	商用英文會話	Business English Conversation	3 <sup>rd</sup>	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	1 <sup>st</sup>	3	
		大數據分析	Big Data Analysis	3rd/4th	1 <sup>st</sup>	3	
		企業管理與永續經營	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	
各學系 專業學程 Professional Program of each department	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 Skills	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	

註：

1. 畢業總學分：64 學分

Graduation requirement: 64 credits

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. 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 4 courses from other departments of the College of Management.

系所主管簽章:

學院院長簽章: