

# 亞洲大學 Asia University

## 112 學年度大學部(2+1+1)雙聯全英語授課課程規劃

### Course Plan 2023-2024 for Undergraduate (2+1+1) Dual-Degree Program – Taught Fully in English

系別：經營管理學系  
Department of Business Administration

畢業總學分：43 學分  
Credits of Graduation: 43

2023.10.04校課程委員會通過

Approved by the University Curriculum Committee on 2023.10.04

Category		Chinese Course Title	English Course Title	Year of the program	Semester	Credits	Reference
University Required 7 Credits	Select One 2 Credits	基礎華語文(一)	Beginner Chinese I	3rd	1st	2	CEFR: A1
		基礎華語文(二)	Beginner Chinese II	3rd	2nd	2	CEFR: A1
		初級中文文法	Elementary Chinese Grammar	3rd	2nd	2	CEFR: A2
		基礎華語文閱讀與寫作	Beginner Chinese Reading and Writing	3rd	2nd	2	CEFR: A2
		進階華語文會話與聽力(一)	Intermediate Chinese Conversation and Listening I	3rd	1st	2	CEFR: A2
	Select One 2 Credits	臺灣/中國文化導讀(一)	Introduction of Taiwanese/Chinese Culture I	3rd	1st	2	CEFR: A1-A2
		臺灣/中國文化導讀(二)	Introduction of Taiwanese/Chinese Culture II	3rd	1st	2	CEFR: A1-A2
Required 3 Credits	商用英文會話	Business English Conversation	3rd	1st	3		

Category	Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
Department Required Courses 15 Credits	生產與作業管理	Production & Operations Management	3rd	1st	3	
	消費者行為	Consumer Behavior	3rd	1st	3	
	國際會展與簡報技巧	International Exhibition and Presentation Skills	3rd	2nd	3	
	國際商務溝通	International Business Communication	3rd	2nd	3	
	顧客關係管理	Customer Relationship Management	3rd	2nd	3	
Department Elective Courses  Min. 21 Credits	金融科技概論與實務	Introduction of Financial Technology and Implementation	3rd	1st	3	
	資料探勘	Data Mining	3rd	2nd	3	
	電子商務與金融市場	E-Commerce and Financial Marketing	3rd	2nd	3	
	金融資料庫管理與應用	Financial Database Management and Application	3rd	1st	3	
	企業智慧	Business Intelligence	3rd	1st	3	
	電子商務與網路行銷	e-Commerce and e-Marketing	3rd	2nd	3	
	行銷研究	Marketing Research	3rd	2nd	3	

	人力資源管理	Human Resource Management	3rd	2nd	3	
	觀光發展趨勢	Tourism Development Trend	3rd	2nd	3	
	休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	3rd	2nd	3	

註 Remarks :

\*畢業總學分：43 學分

Graduation requirement: 43 credits

\*大學部(2+1+1)定義說明：國際生前二年在貴國大學課程修課，第三年在亞洲大學就讀 1 年(相當於大學三年級)，待課程完成後，再回到原學校完成大學四年級課程。

2+1+1 Dual Degree Definition: International students take courses at a university in home country for first two years, and then study at Asia University for one year in the third year (equivalent to the third year of university). After the courses are completed, students return and take their fourth year at home country's university.

\*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 4 門課程。

Students from the Department of Business Administration can take up to 4 courses from other departments of the College of Management.