

亞洲大學 Asia University

113 學年度大學部(3+1) 雙聯全英語授課課程規劃

Course Plan 2024-2025 for Undergraduate (3+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：44 學分
Credits of Graduation: 44

113.05.08 校課程委員會通過

Approved by the University Curriculum Committee on 113.05.08

Category	Chinese Course Title	English Course Title	Year of the program	Semester	Credits	Reference
校定必修 8 學分 University Required 8 Credits	中文鑑賞與思辨	Chinese Appreciation and Critical Thinking	1 st	1 st	2	(二選一)
	中文表達與應用	Chinese Expression and Application	1 st	2 nd	2	
	程式設計與智慧應用	Computer Programming and Artificial Intelligence Application	1 st	2 nd	2	(二選一)
	設計思考與創新	Design Thinking and Innovation	1 st	2 nd	2	
	美學素養	Esthetics Accomplishment				
	歷史與文化	History and Culture	1 st	1 st	2	(六選一)
	多元文化與國際視野-4	Multiculturalism and Global Perspectives	1 st or 2 nd	1 st or 2 nd	2	
	全球公民與文化素養-2	Global Citizenship and Culture Literacy	1 st or 2 nd	1 st or 2 nd	2	
	國際移動力-4	International Mobility	1 st or 2 nd	1 st or 2 nd	2	
	西洋文學名著選讀-1	Selected Readings in Western Literature	1 st or 2 nd	1 st or 2 nd	2	
莎士比亞影片欣賞-1	Shakespeare on Screen	1 st or 2 nd	1 st or 2 nd	2		

Category	Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
系核心課程 15 學分 Core Courses of the Department 15 Credits	國際會展與簡報技巧	International Exhibition and Presentation Skills	4th	1st	3	
	國際商務溝通	International Business Communication	4th	1st	3	
	實務專題 I	Practice Project I	4th	1st	3	
	實務專題 II	Practice Project II	4th	2nd	3	
	服務業管理	Service Management	4th	2nd	3	
系自由選修學程 (至少 21 學分) Free Elective Courses of the Department (Min. 21 Credits)	智慧商務	Intelligent Commerce	4th	2nd	3	
	觀光發展趨勢	Tourism Development Trend	4th	2nd	3	
	休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	4th	2nd	3	
	行銷管理	Marketing Management	4th	1st	3	
	大數據分析	Big Data Analysis	4th	1st	3	
	人力資源管理	Human Resource Management	4th	2nd	3	
	電子商務與網路行銷	e-Commerce and e-Marketing	4th	2nd	3	
	顧客關係管理	Customer Relationship Management	4th	2nd	3	
	行銷研究	Marketing Research	4th	2nd	3	

註 Remarks :

*畢業總學分：44 學分

Graduation requirement: 44 credits

*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.