

亞洲大學 Asia University

112 學年度大學部 4 學年全英語授課課程規劃

Course Plan 2023-2024 for Undergraduate Four-Year Program - Taught Fully in English

系別：經營管理學系

畢業總學分：128 學分

Department of Business Administration

Credits of Graduation: 128

2023.04.26 校課程委員會通過

Approved by the University Curriculum Committee on 2023.04.26

2023.10.01 校課程委員會通過(修訂)

Approved by the University Curriculum Committee on 2023.10.04(Revised)

2024.00.00 校課程委員會通過(修訂)

Approved by the University Curriculum Committee on 2024.00.00(Revised)

I. 校級必修課程(30 學分) University Required Courses (30 Credits)

類別 Category		科目名稱 Course Title	CEFR 等級	修課 年級 Year of the Program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks		
							講授 Lecture	練習 Practice			
(30) University Required Credits	(24) Program Required Credits	國 文 類 10 學 分 必 修 語 文 課 程 18 學 分	基礎華語文會話與聽力(一) Beginner Chinese Conversation and Listening I	A1	1st	1st	2	2	1		
			基礎華語文會話與聽力(二) Beginner Chinese Conversation and Listening II	A1	1st	2nd	2	2	1		
			初級中文文法 Elementary Chinese Grammar	A2	1st	2nd	2	2	0		
			基礎華語文閱讀與寫作 Beginner Chinese Reading and Writing	A2	1st	2nd	2	2	0		
			進階華語文會話與聽力(一) Intermediate Chinese Conversation and Listening I	A2	2nd	1st	2	2	1		
		英文 類 8 學 分	共通英語文(一) English for General Purposes (1)		1st	1st	3	3	0	分級上課	
		共通英語文(二) English for General Purposes (2)		1st	2nd	3	3	0	分級上課		
		共通專業英語文 English for General Specific Purposes		2nd	1st	2	2	0	依系院上/下學期開 課		
		核 心 通 識 課 程 6 學 分	歷史 與 文 化	臺灣/中國文化導讀(二) Introduction of Taiwanese / Chinese Culture II	A1- A2	1st	1st	2	2	0	
			健 康 保 健	健康與生活 Health and Life		1st	1st	2	2	0	
法 律 與 生 活	娛樂、智慧財產權與法律 Entertainment and Intellectual Property Law 法律與生活 Law & Life 愛情、性別與法律 Love, Gender and Law			1st	1st	2	2	0	三選一 One Choice from Three Courses		
(6) Program Elective Credits	通 識 選 修 6 學 分	資 訊 科 技	資訊科技與華語表達訓練 Practice of Chinese Oral Expression through Information Technology	A2	1st	2nd	2	2	0	華語文能力測驗預 備課程 TOCFL Prep Course	
多 元 文 化		多元文化與國際視野-4 Multiculturalism and Global Perspective	1st、 2nd	1st、2nd	2	2	0	多元文化 與國際視 野-4 Multicultur alism and			

							Global Perspective		
		全球公民與文化素養-2 Global Citizenship and Culture Literacy	1st、2nd	1st、2nd	2	2	0	全球公民與文化素養-2 Global Citizenship and Culture Literacy	
		國際移動力-4 International Mobility	1st、2nd	1st、2nd	2	2	0	國際移動力-4 International Mobility	
		西洋文學名著選讀-1 Selected Readings in Western Literatures	1st、2nd	1st、2nd	2	2	0	西洋文學名著選讀-1 Selected Readings in Western Literatures	
		莎士比亞影片欣賞-1 Shakespeare on Screen	1st、2nd	1st、2nd	2	2	0	莎士比亞影片欣賞-1 Shakespeare on Screen	
	語文類	進階華語文閱讀與寫作 Intermediate Chinese Reading and Writing	B1	2nd	1st	2	2	0	與中文授課外籍生合併上課 Joint Course with Int'l Students from Chinese Taught Program
		進階華語文會話與聽力(二) Intermediate Chinese Conversation and Listening II	B1	2nd	2nd	2	2	0	
		中級中文文法 Intermediate Chinese Grammar	B1	1st	2nd	2	2	0	
		高階華語文會話與聽力(一) Advanced Chinese Conversation and Listening I	B2	1st	1st	2	2	1	
		高階華語文會話與聽力(二) Advanced Chinese Conversation and Listening II	B2	1st	2nd	2	2	1	
		時事華語 Current Affairs in Chinese	B2	1st	1st	2	2	0	
		專業華語文 Chinese for Specific Purposes	B2	2nd	1st	2	2	0	
		學術華語文 Chinese for Academic Purposes	B2	2nd	2nd	2	2	0	
服務與學習(一)(二)實作課 Service and Learning				1st	1st、2nd	0	1.5	0	Time of class: (1) New student orientation, (2) arranged and announced by student services
服務與學習(一)(二)講授課 Service and Learning(1)(2)-Lecture				1st	1st、2nd	0	2	0	
台華文化涵養護照(國際生畢業門檻、不計學分) Certificate of Taiwan-Chinese Cultural Understanding (Non-Credit Graduation Threshold)				1st~4th	1st or 2nd	0	2	0	本畢業門檻不計學分,大學部學生須於4年期間,參與至少8次文化活動,全英文授課國際生,參與至少4次文化活動,並完成學習心得報告。
通識涵養教育(不納入畢業學分) General Literacy Series (non-credit)				1st~4th	1st or 2nd	0	2	0	大學日間部須於在學期間至少參與4次(符合健康力1次、關懷力1次、創新力1次及卓越力1次),並完成學習成效評估,成績以P/F(通過/不通過)計分。

II. 管院核心課程(24 學分) Core Courses of the College (24 Credits)

Category	Course Title in Chinese	Course Title in English	Year of the Program	Semester of the Program	Credits	備註 Remarks
管理學院 教學核心課程 24 學分 College Core Courses 24 Credits	經濟學(一)(含實習)	Economics (1) (including practice)	1st	1st	3	
	經濟學(二)(含實習)	Economics (2) (including practice)	1st	2nd	3	
	會計學(一)(含實習)	Accounting (1) (including practice)	1st	1st	3	
	會計學(二)(含實習)	Accounting (2) (including practice)	1st	2nd	3	
	企業管理與永續經營	Business Administration and Sustainability	1st	2nd	3	
	AI 人工智慧與管理	Artificial Intelligent Management	2nd	1st	3	
	統計學(一)(含實習)	Statistics (1) (including practice)	2nd	1st	3	
	統計學(二)(含實習)	Statistics (2) (including practice)	2nd	2nd	3	

III. 系必修課程 (24 學分) Required Courses (24 Credits)

Category	Course Title in Chinese	Course Title in English	Year of the Program	Semester	Credits	備註 Remarks
學系 教學必修課程 至少 24 學分 Department Required Courses Min. 24 Credits	大數據商業分析	Big Data Business Analysis	2nd	1st	3	
	行銷管理	Marketing Management	2nd	2nd	3	
	服務業管理	Service Industry Management	2nd	2nd	3	
	電子商務實務應用	Practical Application of Electronic Commerce	3rd	1st	3	
	國際商務溝通	International Business Communication	3rd	2nd	3	
	國際會展與簡報技巧	International Exhibition and Presentation Skills	3rd	2nd	3	
	實務專題 I	Practice Project I	4th	1st	3	
	實務專題 II	Practice Project II	4th	2nd	3	

V. 系專業選修課程 (50 學分) Elective Courses (50 Credits)

Category	Course Title in Chinese	Course Title in English	Year of the Program	Semester	Credits	Reference
學系 教學選修課程 至少 50 學分 Department Elective Courses Min. 50 Credits	消費者行為	Consumer Behavior	2nd	1st	3	
	顧客關係管理	Customer Relationship Management	2nd	1st	3	
	觀光發展趨勢	Tourism Development Trends	2nd	2nd	3	
	永續觀光	Sustainable Tourism	2nd	2nd	3	
	休閒與遊憩概論	Introduction to Leisure and Recreation	2nd	2nd	3	

供應鏈管理	Supply Chain Management	3rd	1st	3	
企業資源規劃	Enterprise Resource Planning	3rd	1st	3	
生產與作業管理	Production and Operations Management	3rd	1st	3	
企業智慧	Business Intelligence	3rd	1st	3	
金融科技概論與實務	Introduction to Financial Technology and Implementation	3rd	1st	3	
投資學	Investments	3rd	1st	3	
休閒產業分析	Analysis of Leisure Industry	3rd	1st	3	
電子商務與網路行銷	e-Commerce and e-Marketing	3rd	2nd	3	
資料探勘	Data Mining	3rd	2nd	3	
行銷研究	Marketing Research	3rd	2nd	3	
文化創意產業	Cultural and Creative Industry	4th	1st	3	
跨文化管理	Cross-cultural Management	4th	1st	3	
創業管理專題	Entrepreneurship Management Project	4th	1st	3	
投資分析與科技應用	Investment Analysis and Technology Application	4th	1st	3	
金融創新	Financial Innovation	4th	1st	3	
國際企業管理	International Business Management	4th	2nd	3	
領導與團隊	Leadership and Teamwork	4th	2nd	3	
智慧商務	Intelligent Commerce	4th	2nd	3	

註 Remarks :

*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 enrolled in the university's standard liberal arts curriculum will be processed via the rules set forth from The Center for the Development of Language Teaching and Research.

*有關僑生、港澳生、陸生修習本校以全英語授課之博雅通識課程規定，比照國際生通識課程辦理。Students from Hong Kong, Macau, China, and overseas Chinese students enrolled in the university's standard liberal arts curriculum will be processed as international student standard curriculums.

* 學系專業選修課程規劃 50 學分以上，學生應修滿主修學系專業課程至少 36 學分，為鼓勵學生學習跨領域課程，學生可以由管院他系自由選修，外系選修上限為 15 學分。

The professional elective courses of each department are above 50 credits. Students should complete at least 36 credits of the professional elective courses in the major department. To encourage students to take interdisciplinary courses, students can be taken freely in other departments of College of Management. The maximum number of credits for admitting external department electives is 15 credits.

*因開課人數考量，修習外系之管理類別課程或課程名稱相同者，可抵免本系管理類別課程與課程名稱相同之學分數。他系同一門課程為上下學期者，可抵免本系單學期課程兩門。學分數可以多抵少，不可少抵用多。

Due to the cost consideration, those who study management courses or with the same course name in other departments can be credited in the name of management or the same name courses. If the courses of other departments are 2 semesters, that can be credited two similar single-semester courses. More credits can be credited for less, but less credits can't be credited for more.

*非屬以上課程之抵免原則者，得按學生興趣選擇課程抵免之。

For those subjects which are not above-mentioned credit principles, the credits selected from other departments will be credited waiver and transference according to students' interests.