

亞洲大學

Asia University

113 學年度經營管理學系大學部雙聯學位學程 (2+2)

2024-2025 Curriculum of Department of Business Administration  
for 2+2 Dual Degree Undergraduate Program

113.05.08 校課程委員會通過

Approved by the University Curriculum Committee on May 8, 2024

畢業總學分：64 學分

Credits of Graduation：64

| Category  | Chinese Course Title  | English Course Title   | Year of Admission | Semester   | Credits | Notes   |
|---|-----------------------|--|-------------------|------------|---------|---|
| 校定必修<br>(8學分)<br>University<br>Required<br>Courses<br>(8 Credits) | 中文鑑賞與思辨               | Chinese Appreciation and<br>Critical Thinking                      | 1st               | 1st        | 2       | (二選一<br>choose 1<br>between the<br>2 courses) |
|   | 中文表達與應用               | Chinese Expression and<br>Application                              | 1st               | 2nd        | 2       |   |
|   | 程式設計與智慧應用             | Computer Programming and<br>Artificial Intelligence<br>Application | 1st               | 2nd        | 2       |   |
|   | 設計思考與創新               | Design Thinking and Innovation                                     | 1st               | 2nd        | 2       | (二選一<br>choose 1<br>between the<br>2 courses) |
|   | 美學素養                  | Esthetics Accomplishment   |                   |            |         |   |
|   | 歷史與文化                 | History and Culture  | 1st               | 1st        | 2       | (六選一<br>choose 1<br>among the 6<br>courses)   |
|   | 多元文化與國際視野-4           | Multiculturalism and Global<br>Perspectives                        | 1st or 2nd        | 1st or 2nd | 2       |   |
|   | 全球公民與文化素養-2           | Global Citizenship and Culture<br>Literacy                         | 1st or 2nd        | 1st or 2nd | 2       |   |
|   | 國際移動力-4               | International Mobility   | 1st or 2nd        | 1st or 2nd | 2       |   |
|   | 西洋文學名著選讀-1            | Selected Readings in Western<br>Literature                         | 1st or 2nd        | 1st or 2nd | 2       |   |
| 莎士比亞影片欣賞-1  | Shakespeare on Screen | 1st or 2nd   | 1st or 2nd        | 2          |         |   |

| Category   | Chinese Course Title | English Course Title                                     | Year of Admission | Semester | Credits | Notes |
|--|----------------------|--|-------------------|----------|---------|-------|
| 系必修課程<br>(12學分)<br>Department<br>Required Courses<br>(12 Credits)        | 服務業管理                | Service Industry Management                              | 1st               | 1st      | 3       |       |
|  | 國際商務溝通               | International Business Communication                     | 1st               | 2nd      | 3       |       |
|  | 生產與作業管理              | Production and Operations Management                     | 2nd               | 1st      | 3       |       |
|  | 國際會展與簡報技巧            | International Exhibition and Presentation Skills         | 2nd               | 2nd      | 3       |       |
| 系選修課程<br>(至少44學分)<br>Department<br>Elective Courses<br>(Min. 44 Credits) | 企業管理與永續經營            | Business Administration and Sustainability               | 1st               | 1st      | 3       |       |
|  | 電子商務實務應用             | Practical Application of Electronic Commerce             | 1st               | 1st      | 3       |       |
|  | 行銷管理                 | Marketing Management                                     | 1st               | 1st      | 3       |       |
|  | 休閒產業分析               | Analysis of Leisure Industry                             | 1st               | 1st      | 3       |       |
|  | 金融科技概論與實務*           | Introduction of Financial Technology and Implementation* | 1st               | 1st      | 3       |       |
|  | 人力資源管理               | Human Resource Management                                | 2nd               | 1st      | 3       |       |
|  | 財務管理*                | Financial Management*                                    | 1st               | 2nd      | 3       |       |
|  | 觀光發展趨勢               | Tourism Development Trends                               | 1st               | 2nd      | 3       |       |
|  | 跨文化管理                | Cross-cultural Management                                | 1st               | 2nd      | 3       |       |
|  | 市場調查與研究方法            | Market Survey and Research Method                        | 1st               | 2nd      | 3       |       |
|  | 電子商務與網路行銷*           | e-Commerce and e-Marketing*                              | 1st               | 2nd      | 3       |       |
|  | 策略管理                 | Strategic Management                                     | 1st               | 2nd      | 3       |       |
|  | 創新與創業管理              | Innovation and Entrepreneurship Management               | 2nd               | 1st      | 3       |       |
|  | 企業智慧*                | Business Intelligence*                                   | 2nd               | 1st      | 3       |       |
|  | 消費者行為*               | Consumer Behavior*                                       | 2nd               | 1st      | 3       |       |
|  | 財務報表分析*              | Financial Statement Analysis*                            | 2nd               | 1st      | 3       |       |
|  | 大數據分析*               | Big Data Business Analysis*                              | 2nd               | 1st      | 3       |       |
|  | 金融創新*                | Financial Innovation*                                    | 2nd               | 1st      | 3       |       |
|  | 投資學*                 | Investments*   | 2nd               | 1st      | 3       |       |
|  | 資料探勘*                | Data Mining*   | 2nd               | 2nd      | 3       |       |
|  | 行銷研究                 | Marketing Research                                       | 2nd               | 2nd      | 3       |       |
|  | 供應鏈管理與永續發展           | Supply Chain Management and Sustainable Development      | 2nd               | 2nd      | 3       |       |
|  | 企業資源規劃*              | Enterprise Resource Planning*                            | 2nd               | 2nd      | 3       |       |
| 企業個案分析   | Business Case Study  | 2nd  | 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 delivered by the Center for the Development of Language Teaching and Research.
4. 經管系國際生得至管院其他學系選修至多5門課程（詳見課表中加註「\*號」的課）。  
International students from the Department of Business Administration can take up to 5 elective courses delivered by other departments of the College of Management (courses as listed in the curriculum map with a mark “\*”).

系所主管簽章:

學院院長簽章: