

亞洲大學 經營管理學系 學士班課程規劃表 (113 學年度入學適用)

Undergraduate Curriculum Plan for Department of Business Administration, Asia University
(Applicable for Fall 2024 Enrollees)

畢業總學分：128 學分

校課程委員會通過次別：1131

Credits of Graduation : 128

Approved in the 1131 University Curriculum Committee meeting

類別 Category	科目名稱 Course Title		英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern		
校定必修 30 學分 University Required 30 Credits	中文領域 Chinese Category (4 學分) (4 Credits)	中文鑑賞與思辨	Chinese Appreciation and Critical Thinking	一 1 st	上 1 st	2	2	0	0		
		中文表達與應用	Chinese Expression and Application	一 1 st	下 2 nd	2	2	0	0		
	英文領域 English Category (8 學分) (8 Credits)	共通英語文(一)	English for General Purposes (1)	一 1 st	上 1 st	3	3	0	0		
		共通英語文(二)	English for General Purposes (2)	一 1 st	下 2 nd	3	3	0	0		
		共通專業英語文: 商管英文	English for General Specific Purposes: Business English	二 2 nd	上、 下 1 st , 2 nd	2	2	0	0	管理學院 College of Management	
	程式領域 Information Category (4 學分) (4 Credits)	資訊科技概論	Introduction to Information Technology								1. 資訊科技概論，為資訊學院必修科目。 Introduction to Information Technology is a required course for students in College of Information and Electrical Engineering. 2. 非資訊學院可二選一。 Students not in the College of Information and Electrical Engineering may choose 1 out of 2.
		資訊與科技	Information and Technology	一 1 st	上 1 st	2	2	0	0		
		程式設計與智慧應用	Computer Programming and Artificial Intelligence Application	一 1 st	下 2 nd	2	2	0	0		
	歷史領域 History Category (2 學分) (2 Credits)	歷史與文化	History and Culture	一 1 st	上 1 st	2	2	0	0		
	藝術領域 Esthetics Category (2 學分) (2 Credits)	設計思考與創新	Design Thinking and Innovation	一 1 st	下 2 nd	2	2	0	0	(二選一) Choose 1 out of 2	
		美學素養	Esthetics Accomplishment								
	永續領域 Sustainable Category (2 學分) (2 Credits)	永續發展與實踐 (一)	Sustainable Development and Practice (1)	一 1 st	上 1 st	1	1	0	0		
		永續發展與實踐 (二)	Sustainable Development and Practice (2)	一 1 st	下 2 nd	1	1	0	0		

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern		
Liberal Arts Education 8 Credits 博雅通識 8 學分	博雅課程 (人文類、社會類、自然類、生活類)	General Required (Core) Courses (Categories: Humanities, Society, Nature, Life)	一~四 1 st ~ 4 th	上、 下 1 st , 2 nd	8	8	0	0	1. 博雅課程分為四類： (1)人文類-1 (2)社會類-2 (3)自然類-3 (4)生活類-4 General Required (Core) Courses are divided into 4 categories: (1) Humanities, (2) Society, (3) Nature, and (4) Life. 2. 每一類至少須選修 2 學分 (共 8 學分)；亦可以修習通 識微學分課程，或通識認可 之自主學習課程認抵之。 Students are required to take at least 2-credit course from each category (8 credits in total); Students could take General Micro- credit Course or Self- Study Course approved by the Center for General Education for credit waiver/transfer. 3. 須於畢業前修畢 8 學分，每 學分皆須上滿 18 週。 Students are required to complete 8 credits of General Required (Core) Courses before graduation.	
	Physical Education 體育	體育(一)~(四)	Physical Education (1)~(4)	一~二 1 st ~ 2 nd	上、 下 1 st , 2 nd	0	2	0	0	
Cultivation Education 涵養教育	General Education Lectures 通識講座	通識涵養教育 (健康、關懷、創新、卓越)	General Literacy Series (Domains of Literacy: Healthy, Care, Innovation, Excellence)	一~四 1 st ~ 4 th	上、 下 1 st , 2 nd	0	0	0	0	1. 在學期間，學生可自由參與 校內任何通識認證活動，不 限場次。至少參與 8 次。 Students are required to participate in at least 8 campus activities approved by the Center for General Education. 2. 每一素養至少達到 2 次： 健康 2 次、關懷 2 次、 創新 2 次、卓越 2 次。 Students are required to attend at least 2 lectures from the 4 domains of Literacy: Healthy, Care, Innovation, Excellence. 3. 畢業前須完成上述 2 項。 Student must complete the above for graduation.
	College Core 15 Credits 院核心課程 15 學分	經濟學(一)	Economics (1)	一 1 st	上 1 st	3	3	0	0	
	會計學(一)	Accounting (1)	一 1 st	上 1 st	3	3	2	0		
	企業倫理與永續經營	Business Ethics and Sustainability	一 1 st	下 2 nd	3	3	0	0		
	人工智慧與管理	Artificial Intelligence and Management	二 2 nd	上 1 st	3	3	0	0		
	統計學(一)	Statistics (1)	二 2 nd	上 1 st	3	3	0	0		

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern		
Department Core 33 Credits 系核心課程 33 學分	電子商務實務應用	Practical Application of Electronic Commerce	一 1 st	上 1 st	3	3	0	0		
	經營管理導論	Introduction to Management	一 1 st	下 2 nd	3	3	0	0		
	總體經濟學	Macroeconomics	一 1 st	下 2 nd	3	3	0	0		
	行銷管理	Marketing Management	二 2 nd	上 1 st	3	3	0	0		
	商業軟體與智慧應用	Business Software and Smart Applications	二 2 nd	上 1 st	3	3	0	0		
	生產與作業管理	Production & Operations Management	二 2 nd	下 2 nd	3	3	0	0		
	創新與創業管理	Innovation and Entrepreneurship Management	二 2 nd	下 2 nd	3	3	0	0		
	商用統計與應用	Business Statistics and Applications	二 2 nd	下 2 nd	3	3	0	0		
	國際商務溝通	International Business Communication	三 3 rd	上 1 st	3	3	0	0		
	市場調查與研究方法	Market Survey and Research Method	三 3 rd	上 1 st	3	3	0	0		
	實務專題	Practice Project	三 3 rd	下 2 nd	3	3	0	0		
Department Professional Elective Concentrations 21 Credits 系專業選修學程 21 學分	行銷管理學程 21 分 Marketing Management Concentration 21 Credits	多媒體廣告操作	二 2 nd	上 1 st	3	3	0	0	實務型課程 Practical Courses	1. 本系選修課程目，不得以通識教育課目之相同或類似科目抵免。 Elective courses in this department cannot be used as waived credits for the same or similar courses in general education courses. 2. 除修畢本系一個專業學程外，應至少再修畢一個跨領域學程 15 學分或其他系專長學程。 In addition to completing a professionalism module in this department, students should also complete at least 15 credits of an interdisciplinary module offered by the university or a specialized module by another department.
		網站流量分析	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses	
		消費者行為	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses	
		數位轉型商業思維	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses	
		顧客關係管理	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses	
		★社群經營實務	四 4 th	上 1 st	3	3	0	0	實務型課程 Practical Courses	

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern	
	★行銷企劃實務	Marketing Planning Practice	四 4 th	下 2 nd	3	3	0	0	實務型課程 Practical Courses 同意專案役男 於三下修讀 Students of the project military service are allowed to take this course in their second semester of junior year.
Business Administration Concentration 21 Credits 企業管理學程 21 學分	財務管理	Financial Management	二 2 nd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	人力資源管理	Human Resource Management	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	企業個案分析	Business Case Analysis	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	供應鏈管理與永續發展	Supply Chain Management and Sustainable Development	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	企業資源規劃	Enterprise Resource Planning	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	★零售流通實務	Retail and Distribution Practice	四 4 th	上 1 st	3	3	0	0	實務型課程 Practical Courses 同意專案役男 於三上修讀 Students of the project military service are allowed to take this course in their first semester of junior year.
★策略管理	Strategic Management	四 4 th	下 2 nd	3	3	0	0	實務型課程 Practical Courses 同意專案役男 於三下修讀 Students of the project military service are allowed to take this course in their second semester of junior year.	
Leisure & Recreation Management Concentration 21 Credits 休閒遊憩管理學程 21 學分	休閒與遊憩管理	Leisure and Recreation Management	二 2 nd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	觀光地理	Tourism Geography	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	旅店客務管理	Front Office Management	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	觀光行政與法規	Tourism Administration and Regulations	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern	
	旅宿督導管理	Hotel Supervision Management	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	領隊與導遊實務	Tour Leader and Tour Guide Practice	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	★活動企劃與實務	Event Planning and Practice	四 4 th	上 1 st	3	3	0	0	實務型課程 Practical Courses 同意專案役男於三上修讀 Students of the project military service are allowed to take this course in their first semester of junior year.
系自由選修課程 14 學分 Department Electives 14 Credits	服務業管理	Service Industry Management	二 2 nd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	人工智慧實務	Artificial Intelligence Practice	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	國際會展與英文簡報技巧	International Exhibition and English Presentation Skills	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	醫療管理概論與實務	Introduction and Practice of Medical Management	二 2 nd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	商業模式創新	Business Model Innovation	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	區域市場研究	Regional Market Studies	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	醫療器材管理	Medical Materials Management	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	醫療資訊管理	Medical Information Management	三 3 rd	上 1 st	3	3	0	0	實務型課程 Practical Courses
	醫事與衛生法規	Medical and Health Acts	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	醫療品質管理	Medical Quality Management	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	大數據商業分析	Big Data Business Analysis	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
創意餐旅專題	Creative Hospitality and Tourism Project	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses	

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern	
	地方創生與在地實踐	Regional Revitalization and local Practice	三 3 rd	下 2 nd	3	3	0	0	實務型課程 Practical Courses
	★世界餐旅文化鑑賞	Global Hospitality and Tourism Cultural Appreciation	四 4 th	上 1 st	3	3	0	0	實務型課程 Practical Courses 同意專案役男於三上修讀 Students of the project military service are allowed to take this course in their first semester of junior year.
	★企業智能化營運實務	Enterprise Intelligent Operations Practice	四 4 th	上 1 st	3	3	0	0	實務型課程 Practical Courses 同意專案役男於三上修讀 Students of the project military service are allowed to take this course in their first semester of junior year.
	★健康促進與休閒保健	Health Promotion and Recreation Health Care	四 4 th	上 1 st	3	3	0	0	實務型課程 Practical Courses 同意專案役男於三上修讀 Students of the project military service are allowed to take this course in their first semester of junior year.
	★職場心理學	Workplace Psychology	四 4 th	下	3	3	0	0	實務型課程 Practical Courses 同意專案役男於三下修讀 Students of the project military service are allowed to take this course in their second semester of junior year.

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern	
他系經營管理專長學程 15 學分 Special Concentration in Business Administration for Other Department Students (15)	行銷管理	Marketing Management	二 2 nd	上 1 st	3	3	0	0	他系學生修得 15 學分者， 即核給該學程之「專長」 Students who complete 15 credits will be marked an acquisition of Business Administration concentration courses in their graduation certificate.
	服務業管理	Service Industry Management	二 2 nd	上 1 st	3	3	0	0	
	創新與創業管理	Innovation and Entrepreneurship Management	二 2 nd	下 2 nd	3	3	0	0	
	商業模式創新	Business Model Innovation	三 3 rd	上 1 st	3	3	0	0	
	人力資源管理	Human Resource Management	三 3 rd	下 2 nd	3	3	0	0	

本系辦理實施「7+1」分流實習課程之對應科目名稱一覽表：

List of course titles for the department's implementation of the "7+1" internship program:

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern	
分流實習課程 Internship Program	專業實習(一)(7+1分流)	Semesterly Enterprise Internship (1)	四 4 th	下 2 nd	3	0	0	詳見備註 See Remarks	一、每1實習學分以不低於60小時、不超過80小時為原則。 1. Each internship credit shall be no less than 60 hours and no more than 80 hours. 二、每學期以不超過9學分「不超過720小時」為限。 2. The total number of credits per semester is limited to a maximum of 9 credits, no exceeding 720 hours in total. 三、實習學分列入畢業學分以不超過18學分「不超過1440小時」為原則。 3. Internship credits counted toward graduation requirements are limited to a maximum of 18 credits, not exceeding 1,440 hours in total.
	專業實習(二)(7+1分流)	Semesterly Enterprise Internship (2)	四 4 th	下 2 nd	3	0	0	詳見備註 See Remarks	
	專業實習(三)(7+1分流)	Semesterly Enterprise Internship (3)	四 4 th	下 2 nd	3	0	0	詳見備註 See Remarks	

本系辦理實施「3+1」分流實習課程之對應科目名稱一覽表：

List of course titles for the department's implementation of the "3+1" internship program:

類別 Category	科目名稱 Course Title	英文名稱 English Title	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	實作(驗) Practice (laboratory)	實習 Intern	
分流實習課程 Internship Program	專業實習(一)(3+1分流)	Yearly Enterprise Internship (1)	四 4 th	上 1 st	3	0	0	詳見備註 See Remarks	一、每1實習學分以不低於60小時、不超過80小時為原則。 1. Each internship credit shall be no less than 60 hours and no more than 80 hours. 二、每學期以不超過9學分「不超過720小時」為限。 2. The total number of credits per semester is limited to a maximum of 9 credits, no exceeding 720 hours in total. 三、實習學分列入畢業學分以不超過18學分「不超過1440小時」為原則。 3. Internship credits counted toward graduation requirements are limited to a maximum of 18 credits, not exceeding 1,440 hours in total.
	專業實習(二)(3+1分流)	Yearly Enterprise Internship (2)	四 4 th	上 1 st	3	0	0	詳見備註 See Remarks	
	專業實習(三)(3+1分流)	Yearly Enterprise Internship (3)	四 4 th	上 1 st	3	0	0	詳見備註 See Remarks	
	專業實習(四)(3+1分流)	Yearly Enterprise Internship (4)	四 4 th	下 2 nd	3	0	0	詳見備註 See Remarks	
	專業實習(五)(3+1分流)	Yearly Enterprise Internship (5)	四 4 th	下 2 nd	3	0	0	詳見備註 See Remarks	
	專業實習(六)(3+1分流)	Yearly Enterprise Internship (6)	四 4 th	下 2 nd	3	0	0	詳見備註 See Remarks	

備註：

Note:

1. 課程規劃適用於本學系 113 學年度入學新生。(不適用 113 學年度入學之轉學生)

The curriculum plan is applicable to new students who enrolled in the B.A. Department in academic year 2024. (Not applicable to the transfer students who enrolled in the year 2024)

2. 學生含通識課程應修畢 128 學分，需修習「校定必修」30 學分，「以院為教學核心課程」15 學分，本系「系核心課程」33 學分、本系一個「專業學程」及另一個他系「專長學程」或「跨領域學程」或取得「次專長」，始能畢業，不足畢業學分數，得自由選修除校定必修(含校定必修、體育(五)及體育(六))以外之其他課程、學程學分補足之。

Students should complete 128 credits, including General Liberal courses, 30 credits for University required courses, 15 credits for College Core Concentration, 33 credits for Department Core Concentration, a B.A. Concentration, and another department Special Concentration or Cross-disciplinary Concentration or Second Specialty Courses, to get graduated. Students can take some other elective courses (excluding school required courses, and Sports V and VI) to make up the insufficiency of graduation credits.

3. 本系學士班學生在規定修業年限內，除應修滿課程規劃之總學分數之外，尚須完成系定畢業專業基本能力規定，應考取「一張商管類別證照相關領域之基礎專業性證照，未考取證照者，需加修兩門本系所開 3 學分之自由選修課程，並達及格標準，為 6 學分抵免一張畢業證照」，詳見「經營管理學系學生基本能力指標」。

In addition to the completion of a total number of course credits earned during the study year, BA students of UG program are required to obtain "1 basic business or management discipline related examination certificate" to meet B.A. graduation requirement within the prescribed duration of their studies. Students who do not complete this requirement must take two 3-credit courses (a total of 6 credit hours) from B.A. Department Elective courses to get an exemption. Please see detail in "B.A. Department Students Basic Ability Indicators."

4. 113 全校跨領域學程，請參考：

https://ac.asia.edu.tw/zh_tw/%E8%B7%A8%E5%9F%9F%E5%AD%B8%E7%BF%92

Concerning the Interdisciplinary Curriculum, please see:

https://ac.asia.edu.tw/zh_tw/%E8%B7%A8%E5%9F%9F%E5%AD%B8%E7%BF%92

5. ★符號表示：同意學生就學期間申請專案服役者，簡稱專案役男。該課程彈性修讀，修讀方式已加註於備註欄，包含修讀學年期、專班開設或刪除。

★Symbol means: Allow students to apply for project military service during the student's school period, which is referred to as "eligible men for project military service." The course can be taken flexibly, and ways to take classes have been added in the remarks column, including the academic year of study, the opening or deletion of project military service classes.