亞洲大學 經營管理學系 學士班課程規劃表 （114學年度入學適用）

Undergraduate Curriculum Plan for Department of Business Administration, Asia University

(Applicable for Fall 2025 Enrollees)

畢業總學分：128學分 校課程委員會通過次別：1133

Credits of Graduation：128 Approved in the 1133 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 | 基礎通識20學分General Education 20Credits | 中文領域Chinese Category(4學分)(4 Credits) | 中文鑑賞與思辨 | Chinese Appreciation and Critical Thinking | 一1st | 上1st | 2 | 2 | 0 | 0 |  |
| 中文表達與應用 | Chinese Expression and Application | 一1st | 下2nd | 2 | 2 | 0 | 0 |  |
| 英文領域English Category(8學分)(8 Credits) | 學術英語文(一) | English for Academic Purposes (1) | 一1st | 上1st | 2 | 2 | 0 | 0 |  |
| 學術英語文(二) | English for Academic Purposes (2) | 一1st | 下2nd | 2 | 2 | 0 | 0 |  |
| 專業英語文(一):商管英文 | English for Specific Purposes(1): Business English | 二2nd | 上1st | 2 | 2 | 0 | 0 | 管理學院College of Management |
| 專業英語文(二):商管英文 | English for Specific Purposes(2): Business English | 二2nd | 下2nd | 2 | 2 | 0 | 0 |
| 程式領域Information Category(2學分)(4 Credits) | 資訊與科技 | Information and Technology | 一1st | 上、下1st、2nd | 2 | 2 | 0 | 0 |  |
| 歷史領域History Category(2學分)(2 Credits) | 歷史與文化 | History and Culture | 一1st | 上、下1st、2nd | 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 | 一1st | 上、下1st、2nd | 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 | Sustainable Development and Practice | 一1st | 上、下1st、2nd | 2 | 2 | 0 | 0 |  |
|  |
| 博雅通識8∼10學分(8∼10) Program Elective Credits | 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) | 一~四1st ~4th | 上、下1st , 2nd | 8∼10 | 8∼10 | 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-4General Required (Core) Courses are divided into 4 categories: (1) Humanities, (2) Society, (3) Nature, and (4) Life.1. 每一類至少須選修2學分(共四類8學分)，另外2學分可採下列方式修習。

(1)選修他系探索課程。(2)在博雅四類中任選一類修習。(3)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 complete a minimum of 2 credits of course from each category (8 credits in total for 4 categories).The other 2 credits can be obtained through the following options:(1) Take exploratory courses of other departments.(2) Take any one of the 4 categories of general required (core) courses.(3) Waiver the credits by taking general microcredit course, or self-learning course approved by Center for General Education |
| 探索0∼2學分(0∼2) Exploratory Credits | 跨系探索課程 | Exploratory Courses of Other Departments | 一~四1st ~4th | 上、下1st , 2nd | 0∼2 | 0∼2 | 0 | 0 | 1. 不修此類課程者，博雅通識課程需修滿10學分。

Students who do not take such courses are required to complete 10 credits of general liberal arts courses.1. 選修此類課程者，至多2學分，博雅通識課程需修滿8學分。

Students who take such courses are required to complete a maximum of 2 credits of the courses and 8 credits of general liberal arts courses. |
| 體育Physical Education | 體育(一)~(四) | Physical Education (1)~(4) | 一~二1st ~ 2nd | 上、下1st , 2nd | 0 | 2 | 0 | 0 |  |
| 涵養教育Cultivation Education | 通識講座General Education Lectures | 通識涵養教育(健康、關懷、創新、卓越) | General Literacy Series(Domains of Literacy: Healthy, Care, Innovation, Excellence) | 一~四1st ~ 4th | 上、下1st , 2nd | 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.1. 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.1. 畢業前須完成上述2項。

Student must complete the above for graduation. |
| 院核心課程15學分College Core 15 Credits | 經濟學(一) | Economics (1) | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 會計學(一)  | Accounting (1) | 一1st | 上1st | 3 | 3 | 2 | 0 |
| 企業倫理與永續經營 | Business Ethics and Sustainability | 一1st | 下2nd | 3 | 3 | 0 | 0 |
| 人工智慧與管理 | Artificial Intelligence and Management | 二2nd | 上1st | 3 | 3 | 0 | 0 |
| 統計學(一)  | Statistics (1) | 二2nd | 上1st | 3 | 3 | 0 | 0 |
| 系核心課程27學分Department Core 27 Credits | 經營管理導論 | Introduction to Management | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 電子商務實務應用 | Practical Application of Electronic Commerce | 一1st | 下2nd | 3 | 3 | 0 | 0 |
| 總體經濟學 | Macroeconomics | 一1st | 下2nd | 3 | 3 | 0 | 0 |
| 行銷管理 | Marketing Management | 二2nd | 上1st | 3 | 3 | 0 | 0 |
| 商業軟體與智慧應用 | Business Software and Smart Applications | 二2nd | 上1st | 3 | 3 | 0 | 0 |
| 生產與作業管理 | Production & Operations Management | 二2nd | 下2nd | 3 | 3 | 0 | 0 |
| 商用統計與應用 | Business Statistics and Applications | 二2nd | 下2nd | 3 | 3 | 0 | 0 |
| 市場調查與研究方法 | Market Survey and Research Method | 三3rd | 上1st | 3 | 3 | 0 | 0 |
| 實務專題 | Practice Project | 三3rd | 下2nd | 3 | 3 | 0 | 0 |
| 系專業選修學程18學分Department Professional Elective Concentrations 18 Credits | 行銷管理學程18分Marketing Management Concentration 18 Credits | 多媒體廣告操作 | Multimedia Ads Operations | 二2nd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses | 1. 本系選修課目，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. |
| 消費者行為 | Consumer Behavior | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 數位轉型商業思維 | Business Thinking of Digital Transformation | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 顧客關係管理 | Customer Relationship Management | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| ★社群經營實務 | Social Media Practice | 四4th | 上1st | 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. |
| ★行銷企劃實務 | Marketing Planning Practice | 四4th | 下2nd | 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. |
| 企業管理學程18學分Business Administration Concentration 18 Credits  | 財務管理 | Financial Management | 二2nd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 人力資源管理 | Human Resource Management | 二2nd | 下2nd | 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 | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 企業資源規劃 | Enterprise Resource Planning | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| ★零售流通實務 | Retail and Distribution Practice | 四4th | 上1st | 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 | 四4th | 下2nd | 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. |
| 休閒遊憩管理學程18學分Leisure & Recreation Management Concentration 18 Credits | 休閒與遊憩管理 | Leisure and Recreation Management | 二2nd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 觀光行政與法規 | Tourism Administration and Regulations | 二2nd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 觀光地理 | Tourism Geography | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 領隊與導遊實務 | Tour Leader and Tour Guide Practice | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 國際旅遊實務 | International Hospitality Practice | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 旅宿客務管理 | Front Office Management | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 系自由選修課程23學分 Department Electives 23 Credits | 醫療管理概論與實務 | Introduction and Practice of Medical Management | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses | 跨領域醫療行政人才 |
| 醫療資材管理 | Medical Materials Management | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 醫療資訊管理 | Medical Information Management | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 醫事與衛生法規 | Medical and Health Acts | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 醫療品質管理 | Medical Quality Management | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 寵物產業經營概論 | Introduction to Pet Industry Management | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses | 跨領域寵物事業經營管理 |
| 寵物行為與健康管理 | Pet Behavior and Health Management | 三3 | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 寵物空間設計與服務管理 | Pet Space Design and Service Management | 三3 | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 寵物產業行銷與品牌管理 | Marketing and Brand Management in the Pet Industry | 三3 | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 智慧寵物科技與創新應用 | Smart Pet Technology and Innovative Applications | 三3 | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 服務業管理 | Service Industry Management | 二2nd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 人工智慧實務 | Artificial Intelligence Practice | 二2nd | 下2nd | 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 | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 網站流量分析 | Website Traffic Analysis | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 企業個案分析 | Business Case Analysis | 二2nd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 商業模式創新 | Business Model Innovation | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 區域市場研究 | Regional Market Studies | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 國際商務溝通 | International Business Communication | 三3rd | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 旅宿督導管理 | Hotel Supervision Management | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 大數據商業分析 | Big Data Business Analysis | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 創意餐旅專題 | Creative Hospitality and Tourism Project | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| 地方創生與在地實踐 | Regional Revitalization and local Practice | 三3rd | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |
| ★活動企劃與實務 | Event Planning and Practice | 四4th | 上1st | 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. |
| ★世界餐旅文化鑑賞 | Global Hospitality and Tourism Cultural Appreciation | 四4th | 上1st | 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 | 四4th | 上1st | 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 | 四4th | 上1st | 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 | 四4th | 下2nd | 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. |
| 領導與團隊  | Leadership and Teamwork | 三3r | 下2nd | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 跨文化管理 | Cross-cultural Management | 四4th | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 休閒產業分析 | Analysis of Leisure Industry | 四4th | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 創新與創業管理 | Innovation and Entrepreneurship Management | 四4th | 上1st | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 社群行銷與管理 | Social Media Marketing and Management | 四4th | 下2n | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 觀光發展趨勢 | Tourism Development Trends | 四4th | 下2n | 3 | 3 | 0 | 0 | 實務型課程Practical Courses |  |
| 永續經營管理 | Sustainable Business Management | 四4th | 下2n | 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 |
| 跨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 | 二2nd | 上1st | 3 | 3 | 0 | 0 | 跨系學生修得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 | 二2nd | 上1st | 3 | 3 | 0 | 0 |
| 消費者行為 | Consumer Behavior | 二2nd | 下2nd | 3 | 3 | 0 | 0 |
| 商業模式創新 | Business Model Innovation | 三3rd | 上1st | 3 | 3 | 0 | 0 |
| 人力資源管理 | Human Resource Management | 三3rd | 下2nd | 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) | 四4th | 下2nd | 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) | 四4th | 下2nd | 3 | 0 | 0 | 詳見備註See Remarks |
| 專業實習(三) (7+1分流) | Semesterly Enterprise Internship (3) | 四4th | 下2nd | 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) | 四4th | 上1st | 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) | 四4th | 上1st | 3 | 0 | 0 | 詳見備註See Remarks |
| 專業實習(三) (3+1分流) | Yearly Enterprise Internship (3) | 四4th | 上1st | 3 | 0 | 0 | 詳見備註See Remarks |
| 專業實習(四) (3+1分流) | Yearly Enterprise Internship (4) | 四4th | 下2nd | 3 | 0 | 0 | 詳見備註See Remarks |
| 專業實習(五) (3+1分流) | Yearly Enterprise Internship (5) | 四4th | 下2nd | 3 | 0 | 0 | 詳見備註See Remarks |
| 專業實習(六) (3+1分流) | Yearly Enterprise Internship (6) | 四4th | 下2nd | 3 | 0 | 0 | 詳見備註See Remarks |

備註：

Note:

1. 課程規劃適用於本學系114學年度入學新生。(不適用114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 2025. (Not applicable to the transfer students who enrolled in the year 2025)

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」27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. 114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.