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：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22學分  General Education 22 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  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) | 共通英語文(一) | English for General Purposes (1) | 一  1st | 上  1st | 3 | 3 | 0 | 0 |  | |
| 共通英語文(二) | English for General Purposes (2) | 一  1st | 下  2nd | 3 | 3 | 0 | 0 |  | |
| 共通專業英語文:商管英文 | English for General Specific Purposes: Business English | 二  2nd | 上、下  1st , 2nd | 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 | 一  1st | 上  1st | 2 | 2 | 0 | 0 | 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.   1. 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 |
| 程式設計與智慧應用 | Computer Programming and Artificial Intelligence Application | 一  1st | 下  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  1st | 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 | 下  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(一) | Sustainable Development and Practice (1) | 一  1st | 上  1st | 1 | 1 | 0 | 0 |  | |
| 永續發展與實踐(二) | Sustainable Development and Practice (2) | 一  1st | 下  2nd | 1 | 1 | 0 | 0 |
| 博雅通識8學分  Liberal Arts Education 8 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 | 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.   1. 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.   1. 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. | |
| 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33學分  Department Core 33 Credits | | 電子商務實務應用 | | Practical Application of Electronic Commerce | 一  1st | 上  1st | 3 | 3 | 0 | 0 |  | |
| 經營管理導論 | | Introduction to Management | 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 |
| 創新與創業管理 | | Innovation and Entrepreneurship 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 |
| 國際商務溝通 | | International Business Communication | 三  3rd | 上  1st | 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21學分  Department Professional Elective Concentrations 21 Credits | 行銷管理學程21分  Marketing Management Concentration 21 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. |
| 網站流量分析 | | Website Traffic Analysis | 二  2nd | 下  2nd | 3 | 3 | 0 | 0 | 實務型課程  Practical Courses |
| 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21學分  Business Administration Concentration 21 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 |
| 企業個案分析 | | Business Case Analysis | 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21學分  Leisure & Recreation Management Concentration 21 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 |
| ★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. |
| 系自由選修課程14學分  Department Electives 14 Credits | | 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 |
| 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 |
| 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 |
| 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 |
| 旅宿督導管理 | | Hotel Supervision Management | 三  3rd | 下  2nd | 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 |
| 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 |
| ★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 | 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  2nd | 上  1st | 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  2nd | 上  1st | 3 | 3 | 0 | 0 |
| 創新與創業管理 | Innovation and Entrepreneurship Management | 二  2nd | 下  2nd | 3 | 3 | 0 | 0 |
| 人力資源管理 | Human Resource Management | 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 |

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.