

亞洲大學

Asia University

114 學年度經營管理學系大學部雙聯學位學程 (2+2)

2025-2026 Curriculum of Department of Business Administration  
for 2+2 Dual Degree Undergraduate Program

畢業總學分：65 學分

校課程委員會通過次別：1133

Credits of Graduation：65

Approved in the 1133 University Curriculum Committee meeting

Category	Chinese Course Title	English Course Title	Year of Admission	Semester	Credits	Notes
校定必修 (8 學分) University Required Courses (8 credits)	中文鑑賞與思辨	Chinese Appreciation and Critical Thinking	3rd	1st	2	(二選一 choose 1 between the 2 courses)
	中文表達與應用	Chinese Expression and Application	3rd	2nd	2	
	程式設計與智慧應用	Computer Programming and Artificial Intelligence Application	3rd	2nd	2	
	設計思考與創新	Design Thinking and Innovation	3rd	2nd	2	(二選一 choose 1 between the 2 courses)
	美學素養	Esthetics Accomplishment				
	歷史與文化	History and Culture	3rd	1st	2	(六選一 choose 1 among the 6 courses)
	多元文化與國際視野-4	Multiculturalism and Global Perspectives	3rd or 4th	1st or 2nd	2	
	全球公民與文化素養-2	Global Citizenship and Culture Literacy	3rd or 4th	1st or 2nd	2	
	國際移動力-4	International Mobility	3rd or 4th	1st or 2nd	2	
	西洋文學名著選讀-1	Selected Readings in Western Literature	3rd or 4th	1st or 2nd	2	
	莎士比亞影片欣賞-1	Shakespeare on Screen	3rd or 4th	1st or 2nd	2	

Category	Chinese Course Title	English Course Title	Year of Admission	Semester	Credits	Notes
系必修課程 (12 學分) Department Required Courses (12 credits)	服務業管理	Service Industry Management	3 <sup>rd</sup>	1 <sup>st</sup>	3	
	國際商務溝通	International Business Communication	3 <sup>rd</sup>	2 <sup>nd</sup>	3	
	生產與作業管理	Production and Operations Management	4 <sup>th</sup>	1 <sup>st</sup>	3	
	國際會展與簡報技巧	International Exhibition and Presentation Skills	4 <sup>th</sup>	2 <sup>nd</sup>	3	
系選修課程 (至少 45 學分) Department Elective Courses (Min. 45 credits)	金融科技概論與實務*	Introduction of Financial Technology and Implementation*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	Choose at least 15 courses
	企業智慧*	Business Intelligence*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	投資學*	Investments*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	財務報表分析*	Financial Statement Analysis*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	跨文化管理	Cross-cultural Management	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	行銷管理	Marketing Management	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	休閒產業分析	Analysis of Leisure Industry	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	人力資源管理	Human Resource Management	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	創新與創業管理	Innovation and Entrepreneurship Management	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	消費者行為*	Consumer Behavior*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	大數據分析*	Big Data Business Analysis*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	金融創新*	Financial Innovation*	3 <sup>rd</sup> or 4 <sup>th</sup>	1 <sup>st</sup>	3	
	市場調查與研究方法	Market Survey and Research Method	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	領導與團隊	Leadership and Teamwork	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	企業個案分析	Business Case Study	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	財務管理*	Financial Management*	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	電子商務與網路行銷*	e-Commerce and e-Marketing*	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	資料探勘*	Data Mining*	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	企業資源規劃*	Enterprise Resource Planning*	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	策略管理	Strategic Management	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	社群行銷與管理	Social Media Marketing and Management	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	顧客關係管理	Customer Relationship Management	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	觀光發展趨勢	Tourism Development Trends	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	
	永續經營管理	Sustainable Business Management	3 <sup>rd</sup> or 4 <sup>th</sup>	2 <sup>nd</sup>	3	

註：

1. 畢業總學分：65 學分

Graduation requirement: 65 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 “\*”).