

亞洲大學 經營管理學系 輔系課程規劃表

Minor Program Curriculum Plan for Department of Business Administration, Asia University

應修總學分：21 學分

校課程委員會通過次別：1133

Total Credits Required：21

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	
系 核 心 學 程 21 學 分	經營管理導論	Introduction to Management	一 1 st	上 1 st	3	3			
	電子商務實務應用	Practical Application of Electronic Commerce	一 1 st	下 2 nd	3	3			
	總體經濟學	Macroeconomics	一 1 st	下 2 nd	3	3			
	行銷管理	Marketing Management	二 2 nd	上 1 st	3	3			
	商業軟體與智慧應用	Business Software and Smart Applications	二 2 nd	上 1 st	3	3			
	生產與作業管理	Production & Operations Management	二 2 nd	下 2 nd	3	3			
	商用統計與應用	Business Statistics and Applications	二 2 nd	下 2 nd	3	3			

備註:

Remarks:

一、本課程規劃表適用於申請並核准通過後，自 114 學年度起實施之輔系學生。(含 114 學年度起開始修讀之學生)

This curriculum plan applies to students of the minor program whose applications have been approved and will take effect starting from the 2025 academic year.

二、凡本校各學系二年級(含)以上之學生，得申請以本系為輔系。

All students in their sophomore year or above from any department of the university may apply to take this department as a minor.

三、輔系生原主修學系規定之必修課程與本系所規定之輔系科目相同時，該科目不得列入本系輔系之學分。輔系生可修習本系所開設之下列專業科目以取代該課程：

- 1.消費者行為(3 學分)
- 2.人力資源管理(3 學分)
- 3.商業模式創新(3 學分)
- 4.行銷企劃實務(3 學分)
- 5.企業個案分析(3 學分)
- 6.區域市場研究(3 學分)
- 7.國際商務溝通(3 學分)
- 8.顧客關係管理(3 學分)
- 9.創新與創業管理(3 學分)

If a required course from the student's major department is the same as a course listed in this department's minor program, that course cannot be counted toward the credits for the minor. The student may instead take one of the following specialized courses offered by this department as a substitute.

1. Consumer Behavior (3 Credits)
2. Human Resource Management (3 Credits)
3. Business Model Innovation (3 Credits)
4. Marketing Planning Practice (3 Credits)
5. Business Case Analysis (3 Credits)
6. Regional Market Studies (3 Credits)
7. International Business Communication (3 Credits)
8. Customer Relationship Management (3 Credits)
9. Innovation and Entrepreneurship Management (3 Credits)