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

				11			-				0
*	領別	4	斗目名稱	英文名稱	修課 年級	修課	學分數		上週上課時 ours per we		備註
	tegory		ourse Title	安文名冊 English Title	Year of the Program	學期 Semester	子 分 製 Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	Remarks
		中文領域 Chinese Category	中文鑑賞與思辨	Chinese Appreciation and Critical Thinking		上 1 st	2	2	0	0	
		(4 學分) (4 Credits)	中文表達與應用	Chinese Expression and Application	- 1 st	下 2 nd	2	2	0	0	
		46 . 45 15	共通英語文(一)	English for General Purposes (1)	1 st	上 1 st	3	3	0	0	
		英文領域 English Category (8 學分)	共通英語文(二)	English for General Purposes (2)	1 st	下 2 nd	3	3	0	0	
		(8 Credits)	共通專業英語文: 商管英文	English for General Specific Purposes: Business English	_ 2 nd	上、 下 1 st , 2 nd	2	2	0	0	管理學院 College of Management
Ur	基礎通識 22 學分 General Education 22 Credits	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
板定必修 30 學分 Miversity Required 30 Credits			Information Category (4 學分) 資訊	資訊與科技	Information and Technology	1 st	上 1 st	2	2	0	0
ς.			程式設計與智慧應用	Computer Programming and Artificial Intelligence Application	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	1st	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 Esthetics Accomplishment	1st	下 2 nd	2	2	0	0	(二選一) Choose 1 out of 2
		永續領域 Sustainable	永續發展與實踐 (一)	Sustainable Development and Practice (1)	- 1 st	上 1 st	1	1	0	0	
		Category (2 學分) (2 Credits)	永續發展與實踐 (二)	Sustainable Development and Practice (2)	- 1 st	F 2 nd	1	1	0	0	

類別		科目名稱	英文名稱	修課 年級	修課	學分數		·週上課時 ours per we		備註
	関が tegory	TIE A神 Course Title	央又る神 English Title	Year of the Program	學期 Semester	子分數 Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	Remarks
	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 1 st ~ 4 th	上、 下 I 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 誠微學分課程,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.
	融資 Physical Education	體育(一)~(四)	Physical Education (1)~(4)	-~ <u>-</u> 1 st ~ 2 nd	上、 下 1 st , 2 nd	0	2	0	0	
Cultivation Education	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 l 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、 劍新 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.
Col) : 院	經濟學(一)	Economics (1)	1 st	上 1 st	3	3	0	0	
lege (核心	會計學(一)	Accounting (1)	1 st	上 1 st	3	3	2	0	
ore I	· 課 程 1.1	企業倫理與永續經營	Business Ethics and Sustainability		下 2 nd	3	3	0	0	
College Core 15 Credits	院核心課程 15 學分	人工智慧與管理	Artificial Intelligence and Management	二 2 nd	上 1 st	3	3	0	0	
lits	: ¹⁴	統計學(一)	Statistics (1)	= 2 nd	上 1 st	3	3	0	0	

類別				修課年級	修課	學分數		F週上課時 ours per we				
	頓別 tegory	科目名稱 Course Title	英文名稱 English Title	Year of the Program	學期 Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern]	備註 Remarks	
		電子商務實務應用	Practical Application of Electronic Commerce		上 1 st	3	3	0	0			
		經營管理導論	Introduction to Management		下 2 nd	3	3	0	0			
		總體經濟學	Macroeconomics		下 2 nd	3	3	0	0			
Depa	j &	行銷管理	Marketing Management	= 2 nd	上 1 st	3	3	0	0			
系核心課程 33 學分	核心	商業軟體與智慧應用	Business Software and Smart Applications	= 2 nd	上 1 st	3	3	0	0			
ıt Cor	系核心課程 33 學分	生產與作業管理	Production & Operations Management	二 2 nd	下 2 nd	3	3	0	0			
e 33 C	33 學	創新與創業管理	Innovation and Entrepreneurship Management	二 2 nd	下 2 nd	3	3	0	0			
redits	· 分 ·	商用統計與應用	Business Statistics and Applications	_ 2 nd	下 2 nd	3	3	0	0			
3.		國際商務溝通	International Business Communication	= 3 rd	上 1 st	3	3	0	0	1		
		市場調查與研究方法	Market Survey and Research Method	<u>≡</u> 3 rd	上 1 st	3	3	0	0			
		實務專題	Practice Project	≡ 3 rd	下 2 nd	3	3	0	0			
		多媒體廣告操作	Multimedia Ads Operations	= 2 nd	<u>+</u> 1 st	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	
		網站流量分析	Website Traffic Analysis	_ 2 nd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	抵免。 Elective courses in this department	
		消費者行為	Consumer Behavior	= 2 nd	F 2 nd	3	3	0	0	實務型課 程 Practical Courses	cannot be used as waived credits for the same or similar courses in	
Department	Marke	數位轉型商業思維	Business Thinking of Digital Transformation	<u>≡</u> 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	general education courses. 2.除修畢本系一	
ment Professional Elective Concentrations 21 Credits	Marketing Management Concentration 21 Credits	顧客關係管理	Customer Relationship Management	= 3 rd	F 2 nd	3	3	0	0	實務型課 程 Practical Courses	個專業學程外,應至少再修畢一個跨領域學程 15 學分或他	
		★社群經營實務	Social Media Practice	vg 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.	

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		多週上課時; ours per we 實作(驗) Practice (laboratory)]	備註 Remarks
		★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.
		財務管理	Financial Management	= 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	= 2 nd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	В	企業個案分析	Business Case Analysis	= 2 nd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	usiness Adı	供應鏈管理與永續發展	Supply Chain Management and Sustainable Development	<u>≡</u> 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
	企業管理學程 Iministration C	企業資源規劃	Enterprise Resource Planning	<u>≡</u> 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	企業管理學程 21 學分 Business Administration Concentration 21 Credits	★零售流通實務	Retail and Distribution Practice	면 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	면 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 & R	休閒與遊憩管理	Leisure and Recreation Management	_ 2 nd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
	休閒遊憩管理	觀光行政與法規	Tourism Administration and Regulations	_ 2 nd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
	体閒遊憩管理學程 21 學分 Leisure & Recreation Management Concentration 21 Credits	觀光地理	Tourism Geography	_ 2 nd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	on 21 Credits	領隊與導遊實務	Tour Leader and Tour Guide Practice	≡ 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	

類別	科目名稱	英文名稱	修課年級	修課	學分數		·週上課時 ours per we		備註	
Category	Course Title	English Title	Year of the Program	學期 Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern]	Remarks
	國際旅遊實務	International Hospitality Practice	<u>≡</u> 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
	旅宿客務管理	Front Office Management	<u>≡</u> 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	ख 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.
·	服務業管理	Service Industry Management	_ 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	= 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	= 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	= 2 nd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
Depa	商業模式創新	Business Model Innovation	≡ 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
urtment Ele	區域市場研究	Regional Market Studies	≡ 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
系自由選修課程 14 學分 A 自由選修課程 14 學分	醫療資材管理	Medical Materials Management	≡ 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
edits	醫療資訊管理	Medical Information Management	<u>≡</u> 3 rd	<u>+</u> 1 st	3	3	0	0	實務型課 程 Practical Courses	
	旅宿督導管理	Hotel Supervision Management	<u>≡</u> 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	醫事與衛生法規	Medical and Health Acts	<u>≡</u> 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	<u>≡</u> 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	≡ 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	

類別	科目名稱	英文名稱	修課年級	修課	學分數		上課時 ours per we		備註		
Category	Course Title	English Title	Year of the Program	學期 Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	:	Remarks	
	創意餐旅專題	Creative Hospitality and Tourism Project	<u>=</u> 3 rd	下 2 nd	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	≡ 3 rd	F 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	ख़ 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	<u>एप</u> 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	<u>एप</u> 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	एपु 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.	
			修課 年級	修課			過上課時				
類別 Category	科目名稱 Course Title	英文名稱 English Title	平数 Year of the Program	學期 Semester	學分數 Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	備註 Remarks		
O 他 B 系	行銷管理	Marketing Management	= 2 nd	上 1 st	3	3	0	0			
經營管 Special usiness er Depa	服務業管理	Service Industry Management	= 2 nd	上 1 st	3	3	0	0		修得 15 學分者, :學程之「專長」	
他系經營管理專長學程 Special Concentratic Business Administrati Other Department Stude	創新與創業管理	Innovation and Entrepreneurship Management	= 2 nd	下 2 nd	3	3	0	0	credits wi	who complete 15 Il be marked an	
	人力資源管理	Human Resource Management	_ 2 nd	F 2 nd	3	3	0	0	concentration courses in		
15 學分 n in on for nts (15)	商業模式創新	Business Model Innovation	= 3 rd	上 1 st	3	3	0	0	their grad	uation certificate.	

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:

	titles for the departi	mem s mapreme	311 01 0110	<u>, , , , , , , , , , , , , , , , , , , </u>	reermemp	P1 0 51	W1111		
類別	科目名稱	英文名稱	修課年級	修課	學分數	每週上課時數 Hours per week			備註
Category	Course Title	English Title	Year of the Program	學期 Semester	Cradita	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	Remarks
	專業實習(一)(7+1分流)	Semesterly Enterprise Internship (1)	ख़ु 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.
分流實習課程 Internship Program	專業實習(二)(7+1分流)	Semesterly Enterprise Internship (2)	ு 4 th	下 2 nd	3	0	0	詳見備 註 See Remarks	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.
	專業實習(三)(7+1分流)	Semesterly Enterprise Internship (3)	ध्य 4 th	下 2 nd	3	0	0	詳見備 註 See Remarks	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.

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:

List of course	uties for the departmen	it's implementation of	tne 3+1	1" internship program:						
類別	科目名稱	英文名稱	修課 年級	修課	學分數	每週上課時數 Hours per week			備註	
Category	Course Title	English Title	Year of the Program	學期 Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	Remarks	
	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。	
	專業實習(二)(3+1分流)	Yearly Enterprise Internship (2)	29 4 th	<u> </u>	3	0	0	詳見備 註 See Remarks	1.Each internship credit shall be no less than 60 hours and no more than 80 hours.	
分流實習課程	專業實習(三)(3+1分流)	Yearly Enterprise Internship (3)	四 4 th	<u></u> 1 st	3	0	0	詳見備 註 See Remarks	二、每學期以不超過9學 分「不超過720小時」為 限。 2.The total number of	
Internship Program	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	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	
	專業實習(五)(3+1分流)	Yearly Enterprise Internship (5)	ए <u>प</u> 4 th	下 2 nd	3	0	0	詳見備 註 See Remarks	分以不超過18學分「不超 過1440小時」為原則。 3. Internship credits counted toward graduation	
	專業實習(六)(3+1分流)	Yearly Enterprise Internship (6)	ए <u>प</u> 4 th	下 2 nd	3	0	0	詳見備 註 See Remarks	requirements are limited to a maximum of 18 credits, not exceeding 1,440 hours in total.	

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,「院核心課程」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.