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

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米百	別	科	目名稱	英文名稱	修課 年級	修課	學分數		身週上課時 ours per we		備註
	egory	• • •	arse Title	English Title	Year of the Program	學期 Semester	Credits	講授 Lecture	Practice		Remarks
		中文領域 Chinese Category	中文鑑賞與思辨	Chinese Appreciation and Critical Thinking	_ 1 st	上 1 st	2	2	0	0	
		(4 學分) (4 Credits)	中文表達與應用	Chinese Expression and Application		下 2 nd	2	2	0	0	
			學術英語文(一)	English for Academic Purposes (1)	1st	上 1 st	2	2	0	0	
		英文領域 English	學術英語文(二)	English for Academic Purposes (2)	_ 1 st	下 2 nd	2	2	0	0	
		Category (8 學分) (8 Credits)	專業英語文(一): 商管英文	English for Specific Purposes(1): Business English	= 2 nd	<u>+</u> 1 st	2	2	0	0	管理學院
Uni	Ge		專業英語文(二): 商管英文	English for Specific Purposes(2): Business English	= 2 nd	F 2 nd	2	2	0	0	College of Management
校定必修 30 學分 Vniversity Required 30 Credits	基礎通識 20 學分 General Education 20Credits	程式領域 Information Category (2 學分) (2 Credits)	資訊與科技	Information and Technology		上、 下 1 st 、 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、 下 1 st 、 2 nd	2	2	0	0	
		藝術領域 Esthetics	設計思考與創新	Design Thinking and Innovation	_	上、下	2	2	0	0	(二選一)
		Category (2 學分) (2 Credits)	美學素養	Esthetics Accomplishment	1 st	1 st \ 2 nd	۷	۷	U	U	Choose 1 out of 2
		永續領域 Sustainable Category (2 學分) (2 Credits)	永續發展與實踐	Sustainable Development and Practice	b.	0	0				

	别	科目名稱	英文名稱	修課 年級 Year of	修課學期	學分數	Н	F週上課時 ours per we		備註
Cate	egory	Course Title	English Title	the Program	Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	Remarks
	(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)	—~四 1 st ~4 th	上、 下 1 st , 2 nd	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-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
	(0~2) Exploratory Credits	跨系探索課程	Exploratory Courses of Other Departments	一~四 1 st ~4 th	上、 下 1 st , 2 nd	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. 2. 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)	-~= 1 st ~ 2 nd	上、 下 1 st , 2 nd	0	2	0	0	

類	別	科目名稱	英文名稱	修課年級	修課學期	學分數		5週上課時 ours per we		備註
Cate	gory	Course Title	English Title	Year of the Program	字期 Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	Remarks
General Education Lectures 通識講座 IM養教育 Cultivation Education		(健康、關懷、創新、卓越) (Bolhams of Elicracy, Tealthy, Care, Innovation, Excellence) 4 th 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.			
Co	院	經濟學(一)	Economics (1)	1 st	上 1 st	3	3	0	0	
llege (院核心課程	會計學(一)	Accounting (1)	1 st	上 1 st	3	3	2	0	
Core 1	課程	企業倫理與永續經營	Business Ethics and Sustainability	1 st	下 2 nd	3	3	0	0	
College Core 15 Credits	15 學分	人工智慧與管理	Artificial Intelligence and Management	_ 2 nd	上 1 st	3	3	0	0	
lits	N	統計學(一)	Statistics (1)	二 2 nd	上 1 st	3	3	0	0	
		經營管理導論	Introduction to Management		上 1 st	3	3	0	0	
		電子商務實務應用	Practical Application of Electronic Commerce	1 st	下 2 nd	3	3	0	0	
Depa	4	總體經濟學	Macroeconomics	_ 1 st	下 2 nd	3	3	0	0	
rtmen	系 核 心	行銷管理	Marketing Management	二 2 nd	上 1 st	3	3	0	0	
t Core	課程	商業軟體與智慧應用	Business Software and Smart Applications	二 2 nd	上 1 st	3	3	0	0	
Department Core 27 Credits	課程 27 學分	生產與作業管理	Production & Operations 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	
		市場調查與研究方法	Market Survey and Research Method	≡ 3 rd	上 1 st	3	3	0	0	
		實務專題	Practice Project	≡ 3 rd	下 2 nd	3	3	0	0	
S.專業選修學程 Department Prof Flective Concentr	行銷等 Concen	多媒體廣告操作	Multimedia Ads Operations	_ 2 nd	上 1 st	3	3	0	0	實務型課 1. 本系選修課程 目,不得以通識 教育課目之相 同或類似科目
Elective Concentrations 18 是要 業選修學程 18 學分	行銷管理學程 18 分 Marketing Management Concentration 18 Credits	消費者行為	Consumer Behavior	_ 2 nd	下 2 nd	3	3	0	0	實務型課 抵免。 Elective courses in this Courses department cannot be used
8 學分 ssional ions 18	8分 ement redits	數位轉型商業思維	Business Thinking of Digital Transformation	≡ 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses called as waived as waived credits for the same or similar

			第十夕經	修課 年級	修課	40. 3. 1.		·週上課時 ours per we		供社	
類 Cate	别 egory	科目名稱 Course Title	英文名稱 English Title	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
		顧客關係管理	Customer Relationship Management	<u>=</u> 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	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.
		★社群經營實務	Social Media Practice	129 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.
		★行銷企劃實務	Marketing Planning Practice	29 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	
	Business A	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	
	企業管理學	供應鏈管理與永續發展	Supply Chain Management and Sustainable Development	≡ 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
	ion Concentrati	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 18 學分 企業管理學程 18 學分	★零售流通實務	Retail and Distribution Practice	ख़ 4 th	<u></u> <u>L</u> 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.

	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	
	egory	Course Title	English Title	Year of the Program	學期 Semester	Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	1	Remarks
		★策略管理	Strategic Management	ए <u>प</u> 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.
		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	
	Leisure &	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	
	休閒遊憩管	觀光地理	Tourism Geography	_ 2 nd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	体開遊憩管理學程 18 學分	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	
	tion 18 Credits	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	
		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	2.	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	跨領
Department Electives 23 Credits	系自由選修課程 23 學分	醫療資訊管理	Medical Information Management	= 3 rd	上 1 st	3	3	0	0	實務型課 程 Practical Courses	跨領域醫療行政人才
ctives 23 C	課程 23 學	醫事與衛生法規	Medical and Health Acts	= 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	穴 人 オ
redits	分	醫療品質管理	Medical Quality Management	= 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
		寵物產業經營概論	Introduction to Pet Industry Management	= 2 nd	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			每週上課時數 Hours per week		備註
Category	れ日右神 Course Title	央又る神 English Title	Year of the Program	學期 Semester	子 方 数 Credits	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern]	佣 起 Remarks
	寵物行為與健康管理	Pet Behavior and Health Management	= 3	上 1 st	3	3	0	0	實務型課 程 Practical Courses	跨
	寵物空間設計與服務管理	Pet Space Design and Service Management	= 3	上 1 st	3	3	0	0	實務型課 程 Practical Courses	領 域 寵 物
	寵物產業行銷與品牌管理	Marketing and Brand Management in the Pet Industry	= 3	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	事業經營管
	智慧寵物科技與創新應用	Smart Pet Technology and Innovative Applications	= 3	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	管 理
	旅宿督導管理	Hotel Supervision Management	≡ 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	
	創意餐旅專題	Creative Hospitality and Tourism Project	≡ 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	休閒遊
	地方創生與在地實踐	Regional Revitalization and local Practice	<u>≡</u> 3 rd	下 2 nd	3	3	0	0	實務型課 程 Practical Courses	憩與國際
	世界餐旅文化鑑賞	Global Hospitality and Tourism Cultural Appreciation	四 4 th	上 1 st	3	3	0	0	實務型課 程 Practical Courses	專修 部
	觀光發展趨勢	Tourism Development Trends	四 4 th	下 2 ⁿ	3	3	0	0	實務型課 程 Practical Courses	
	服務業管理	Service Industry Management	= 2 nd	上 1 st	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	
	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	
	國際商務溝通	International Business Communication	= 3 rd	上 1 st	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	
	★ 活動企劃與實務	Event Planning and Practice	एपु 4 th	<u>+</u> 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	`	要過上課時。 ours per we 實作(驗) Practice (laboratory)			備註 Remarks
	★企業智能化營運實務	Enterprise Intelligent Operations Practice	एप 4 th	<u>F</u> 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.
	創新與創業管理	Innovation and Entrepreneurship Management	四 4 th	上 1 st	3	3	0	0	實務型課 程 Practical Courses	
	社群行銷與管理	Social Media Marketing and Management	四 4 th	下 2 ⁿ	3	3	0	0	實務型課 程 Practical Courses	
	永續經營管理	Sustainable Business Management	四 4 th	下 2 ⁿ	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	`	连週上課時。 ours per we 實作(驗) Practice (laboratory)			備註 Remarks
跨系 Othe	行銷管理	Marketing Management	= 2 nd	上 1 st	3	3	0	0		
跨系 經營管 Special Business Other 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」
理專長學程 Concentratic Administrati rtment Stude	消費者行為	Consumer Behavior	_ 2 nd	下 2 nd	3	3	0	0	credits wi	who complete 15 Il be marked an n of Business
Special Concentration in Special Concentration in Business Administration for Other Department Students (15)	商業模式創新	Business Model Innovation	≡ 3 rd	上 1 st	3	3	0	0	Administr concentra	ation tion courses in
in for s (15)	人力資源管理	Human Resource Management	≡ 3 rd	下 2 nd	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		週上課時 irs per w		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:

L	ist of course	titles for the departmen	nt's implementation of	tne 3+1	internsn	ip progra	m:			
	類別	科目名稱	英文名稱	修課年級	修課	學分數		週上課日 Irs per v		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)	ए <u>प</u> 4 th	<u>+</u> 1 st	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)	ए <u>प</u> 4 th	<u> </u>	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
	ernship 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)	四 4 th	下 2 nd	3	0	0	詳見備 註 See Remarks	テリスト テリスト テリスト テリスト 超過18學分「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)	면 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 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,「院核心課程」15 學分,本系「系核心課程」27 學分、本系一個「專業學程」及另一個跨系「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.