

亞洲大學

Asia University

115學年度經營管理學系大學部雙聯學位學程 (3+1)

2026-2027 Curriculum of Department of Business Administration

for 3+1 Dual Degree Undergraduate Program

畢業總學分：44 學分

校課程委員會通過次別：OOO

Credits of Graduation : 44

Approved in the OOO 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	4th	1st	2	(10選4 choose 10 among the 4 courses)
	資訊與科技	Information and Technology	4th	1st	2	
	歷史與文化	History and Culture	4th	1st	2	
	美學素養	Esthetics Accomplishment	4th	2nd	2	
	中文表達與應用	Chinese Expression and Application	4th	2nd	2	
	多元文化與國際視野-4	Multiculturalism and Global Perspectives	4th	1st or 2nd	2	
	全球公民與文化素養-2	Global Citizenship and Culture Literacy	4th	1st or 2nd	2	
	國際移動力-4	International Mobility	4th	1st or 2nd	2	
	西洋文學名著選讀-1	Selected Readings in Western Literature	4th	1st or 2nd	2	
	莎士比亞影片欣賞-1	Shakespeare on Screen	4th	1st or 2nd	2	

Category	Chinese Course Title	English Course Title	Year of Admission	Semester	Credits	Notes
系必修課程 (6 學分) Department Required Courses (6 credits)	生產與作業管理	Production and Operations Management	4th	1st	3	
	國際會展與簡報技巧	International Exhibition and Presentation Skills	4th	2nd	3	
系選修課程 (至少 30 學分) Department Elective Courses (Min. 30 credits)	服務業管理	Service Industry Management	4th	1st	3	Choose at least 10 courses
	企業智慧*	Business Intelligence*	4th	1st	3	
	投資學*	Investments*	4th	1st	3	
	財務報表分析*	Financial Statement Analysis*	4th	1st	3	
	跨文化管理	Cross-cultural Management	4th	1st	3	
	行銷管理	Marketing Management	4th	1st	3	
	休閒產業分析	Analysis of Leisure Industry	4th	1st	3	
	人力資源管理	Human Resource Management	4th	1st	3	
	創新與創業管理	Innovation and Entrepreneurship Management	4th	1st	3	
	消費者行為	Consumer Behavior*	4th	1st	3	
	金融大數據分析*	Financial Big Data Business Analysis*	4th	1st	3	
	金融創新與科技*	Financial Innovation and Technology *	4th	1st	3	
	國際商務溝通	International Business Communication	4th	2nd	3	
	市場調查與研究方法	Market Survey and Research Method	4th	2nd	3	
	領導與團隊	Leadership and Teamwork	4th	2nd	3	
	企業個案分析	Business Case Study	4th	2nd	3	
	財務管理*	Financial Management*	4th	2nd	3	
	電子商務與網路行銷	e-Commerce and e-Marketing*	4th	2nd	3	
	智慧資料探勘*	Intelligent Data Mining*	4th	2nd	3	
	企業資源規劃*	Enterprise Resource Planning*	4th	2nd	3	
	策略管理	Strategic Management	4th	2nd	3	
	社群行銷與管理	Social Media Marketing and Management	4th	2nd	3	
	顧客關係管理	Customer Relationship Management	4th	2nd	3	
	觀光發展趨勢	Tourism Development Trends	4th	2nd	3	
	智慧商務	Intelligent commerce	4th	2nd	3	
	永續經營管理	Sustainable Business Management	4th	2nd	3	

註：

1. 學生必須修滿44學分，其中包括校定必修課程(8學分)、系必修課程(6學分)以及系選修課程(30學分)。
Students must complete 44 credits, including University required courses (8 credits), Department Required Courses(6 credits), and Department Elective Courses (30credits).
2. 學生可到管院他系自由選修最多9學分。（詳見課表中加註「* 號」的課）。
Students are permitted to take a maximum of 9 elective credits from other departments within the College of Management. (courses as listed in the curriculum map with a mark “*”).