

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：000

Credits of Graduation：44

Approved in the 000 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	4 th	1 st	2	(10選4 choose 10 among the 4 courses)
	資訊與科技	Information and Technology	4 th	1 st	2	
	歷史與文化	History and Culture	4 th	1 st	2	
	美學素養	Esthetics Accomplishment	4 th	2 nd	2	
	中文表達與應用	Chinese Expression and Application	4 th	2 nd	2	
	多元文化與國際視野-4	Multiculturalism and Global Perspectives	4 th	1 st or 2 nd	2	
	全球公民與文化素養-2	Global Citizenship and Culture Literacy	4 th	1 st or 2 nd	2	
	國際移動力-4	International Mobility	4 th	1 st or 2 nd	2	
	西洋文學名著選讀-1	Selected Readings in Western Literature	4 th	1 st or 2 nd	2	
	莎士比亞影片欣賞-1	Shakespeare on Screen	4 th	1 st or 2 nd	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	4 th	1 st	3	
	國際會展與簡報技巧	International Exhibition and Presentation Skills	4 th	2 nd	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	4 th	1 st	3	Choose at least 10 courses
	企業智慧*	Business Intelligence*	4 th	1 st	3	
	投資學*	Investments*	4 th	1 st	3	
	財務報表分析*	Financial Statement Analysis*	4 th	1 st	3	
	跨文化管理	Cross-cultural Management	4 th	1 st	3	
	行銷管理	Marketing Management	4 th	1 st	3	
	休閒產業分析	Analysis of Leisure Industry	4 th	1 st	3	
	人力資源管理	Human Resource Management	4 th	1 st	3	
	創新與創業管理	Innovation and Entrepreneurship Management	4 th	1 st	3	
	消費者行為	Consumer Behavior*	4 th	1 st	3	
	金融大數據分析*	Financial Big Data Business Analysis*	4 th	1 st	3	
	金融創新與科技*	Financial Innovation and Technology *	4 th	1 st	3	
	國際商務溝通	International Business Communication	4 th	2 nd	3	
	市場調查與研究方法	Market Survey and Research Method	4 th	2 nd	3	
	領導與團隊	Leadership and Teamwork	4 th	2 nd	3	
	企業個案分析	Business Case Study	4 th	2 nd	3	
	財務管理*	Financial Management*	4 th	2 nd	3	
	電子商務與網路行銷	e-Commerce and e-Marketing*	4 th	2 nd	3	
	智慧資料探勘*	Intelligent Data Mining*	4 th	2 nd	3	
	企業資源規劃*	Enterprise Resource Planning*	4 th	2 nd	3	
	策略管理	Strategic Management	4 th	2 nd	3	
	社群行銷與管理	Social Media Marketing and Management	4 th	2 nd	3	
	顧客關係管理	Customer Relationship Management	4 th	2 nd	3	
	觀光發展趨勢	Tourism Development Trends	4 th	2 nd	3	
	智慧商務	Intelligent commerce	4 th	2 nd	3	
	永續經營管理	Sustainable Business Management	4 th	2 nd	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 “*”).