

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

112.04.26 校課程委員會通過(修訂)

Total Credits Required：21

Approved by the University Curriculum Committee on 2023.04.26(Revised)

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(中文) Remarks (in Chinese)	備註(英文) Remarks (in English)
						講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
(21) Departmental Core Concentration 系核心課程 21 學分	行銷管理	Marketing Management	二 2 nd	上 1 st	3	3	0	0		
	國際商務溝通	International Business Communication	二 2 nd	上 1 st	3	3	0	0		
	生產與作業管理	Production & Operations Management	二 2 nd	下 2 nd	3	3	0	0		
	創新與創業管理	Innovation and Entrepreneurship Management	二 2 nd	下 2 nd	3	3	0	0		
	電子商務實務應用	Practical Application of Electronic Commerce	二 2 nd	下 2 nd	3	3	0	0		
	大數據商業分析	Big Data Business Analysis	三 3 rd	上 1 st	3	3	0	0		
	策略管理	Strategic Management	四 4 th	上 1 st	3	3	0	0		

備註：

Remarks:

1. 本課程規劃表適用於申請並核准通過後，自 112 學年度起實施之輔系學生。(含 112 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 2023 academic year.

2. 凡本校各學系二年級(含)以上之學生，得申請以本系為輔系。

Students of all departments of this university who are in their second year or above may apply to take this department as a minor.

3. 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.顧客關係管理(3 學分)
- 3.商業模式創新(3 學分)
- 4.國際企業管理 (3 學分)
- 5.跨文化管理 (3 學分)
- 6.區域市場分析(3 學分)

If a required course of a minor student's home (major) department is the same as a course required for this department's minor program, that course may not be counted toward the minor credits of this department. In such cases, minor students may take one of the following professional courses offered by this department as a substitute:

1. Consumer Behavior (3 credits)
2. Customer Relationship Management (3 credits)
3. Business Model Innovation (3 credits)
4. International Business Management (3 credits)
5. Cross-Cultural Management (3 credits)
6. Regional Market Analysis (3 credits)

系所主管簽章：

(Signature of Department Chair)

學院院長簽章：

(Signature of College Dean)