

亞洲大學 經營管理學系 雙主修課程規劃表

Double Major Program Curriculum Plan for Department of Business Administration, Asia University

應修總學分：42 學分

112.04.26 校課程委員會通過(修訂)

Total Credits Required : 42

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 系核心學程 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		
(21) Departmental Elective Concentration (Choose one out of two) (21) Marketing Management Concentration 行銷管理學程 21 學分	多媒體廣告操作	Multimedia Ads Operations	二 2 nd	上 1 st	3	3	0	0		
	網站流量分析	Website Traffic Analysis	二 2 nd	下 2 nd	3	3	0	0		
	消費者行為	Consumer Behavior	二 2 nd	下 2 nd	3	3	0	0		
	顧客關係管理	Customer Relationship Management	三 3 rd	上 1 st	3	3	0	0		
	數位轉型商業思維	Business Thinking of Digital Transformation	三 3 rd	下 2 nd	3	3	0	0		
	社群經營實務	Practice of Social Media	三 3 rd	下 2 nd	3	3	0	0		
	行銷個案分析	Marketing Case Study	四 4 th	下 2 nd	3	3	0	0		

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						講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
(21) International Business Management 國際企業管理學程 21 學分	國際企業管理	International Business Management	二 2 nd	上 1 st	3	3	0	0		
	國際會展企劃與實務	Planning and Practice of International Exhibition	二 2 nd	下 2 nd	3	3	0	0		
	國際貿易實務	International Trade Practice	二 2 nd	下 2 nd	3	3	0	0		
	跨文化管理	Cross-Cultural Management	三 3 rd	上 1 st	3	3	0	0		
	商業模式創新	Business Model Innovation	三 3 rd	下 2 nd	3	3	0	0		
	國際會展與簡報技巧	International Exhibition and Presentation Skills	三 3 rd	下 2 nd	3	3	0	0		
	區域市場分析	Regional Market Studies	四 4 th	下 2 nd	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 學年度起實施之雙主修學生。(含 112 學年度起開始修讀之學生)

This curriculum plan applies to students of the double major program whose applications have been approved and will take effect starting from the 2023 academic year.

2. 雙主修至少修滿 42 學分，包含系定必修課程 21 學分，學程選修課程 21 學分。

Students pursuing a double major must complete at least 42 credits, including 21 department-required credits and 21 program elective credits.

3. 學程選修須從二年級上學期開始，自本學系開設之二學程中擇一學程主修。

Program electives must be taken starting from the first semester of the sophomore year. Students must choose one of the two programs offered by this department as their major program.

4. 若系定必修或所選之主修學程有科目相同者，須以本系所開之選修課程或另一個學程選修科目補足之。

If any department-required courses overlap with courses in the selected major program, students must make up the credits by taking elective courses offered by this department or elective courses from the other program.

系所主管簽章：

(Signature of Department Chair)

學院院長簽章：

(Signature of College Dean)