

亞洲大學 經營管理學系 進修學士班課程規劃表 (112 學年度入學適用)

Continuing Education Bachelor's Program Curriculum Plan for Department of Business Administration, Asia University

(Applicable for Fall 2023 Enrollees)

畢業總學分：128 學分

114.05.07 校課程委員會通過(修訂)

Credits of Graduation : 128

Approved by the University Curriculum Committee on 2025.05.07(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 | | | |
| (24) University Required Credits 校定必修 24 學分 | (20) Basic Education Required 基礎教育 18 學分 | 體育(一) | Literature Appreciation | 一 1 st | 上 1 st | 0 | 2 | 0 | 0 | | |
| | | 英文閱讀與寫作(一) | Literature and Life | 一 1 st | 上 1 st | 2 | 2 | 0 | 0 | | |
| | | 體育(二) | English reading and writing (1) | 一 1 st | 下 2 nd | 0 | 2 | 0 | 0 | | |
| | | 英文閱讀與寫作(二) | English reading and writing (2) | 一 1 st | 下 2 nd | 2 | 2 | 0 | 0 | | |
| | | 實用英文 | Practical English | 二 2 nd | 上 1 st | 2 | 2 | 0 | 0 | | |
| | | 文學與生活 | Health and life | 二 2 nd | 下 2 nd | 2 | 2 | 0 | 0 | | |
| | | 健康與生活 | Introduction& analysis of history and culture | 二 2 nd | 下 2 nd | 2 | 2 | 0 | 0 | | |
| | | 歷史與文化 | Information and Technology | 三 3 rd | 上 1 st | 2 | 2 | 0 | 0 | | |
| | | 資訊與科技 | Law & life | 三 3 rd | 上 1 st | 2 | 2 | 0 | 0 | | |
| | | 法律與生活 | Esthetics accomplishment | 三 3 rd | 下 2 nd | 2 | 2 | 0 | 0 | | |
| | | 美學素養 | Physical Education (1) | 三 3 rd | 下 2 nd | 2 | 2 | 0 | 0 | | |

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|--|----------------------|---------------------------------|---|--|----------------|--------------------------|-----------------------------------|--------------|--|--|
| | | | | | | 講授 Lecture | 實作(驗) Practice (laboratory) | 實習 Intern | | |
| (6) General Education Electives 通識選修 9 學分 | 通識博雅課程 | General Required (Core) Courses | 一~四 1 st ~4 th | 上、下 1 st , 2 nd | 6 | 每科目 各 2 | 0 | 0 | 1.通識博雅課程分為 4 類： (1)人文類-1 (2)社會類-2 (3)自然類-3 (4)生活應用類-4 2.修習規定：不限類別，修滿 6 學分，始得畢業。 3.通識教育開授科目，請參閱本校通識教育中心公布之課程規劃。 | 1.General Required (Core) Courses are divided into 4 categories: (1) Humanities, (2) Society, (3) Nature, and (4) Life. 2. Course Requirements: There is no restriction on course categories. Students must complete 6 credits in order to graduate. 3. For courses offered under General Education, please refer to the curriculum plan announced by the University's General Education Center. |

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| | | | | | | 講授 Lecture | 實作(驗) Practice (laboratory) | 實習 Intern | | |
| (36) Professional Required Courses 專業必修 36 學分 Credits | 經濟學(一) | Economics (1) | 一 1 st | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 文書處理 | Official Dispatch Processing | 一 1 st | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 經濟學(二) | Economics (2) | 一 1 st | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 商業簡報製作與實務 | Business Briefing Production and Practice | 一 1 st | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 試算表與資料處理 | Spreadsheet and Data Processing | 二 2 nd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 會計學 | Accounting | 二 2 nd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 企業概論 | Introduction to Business | 二 2 nd | 上 1 st | 3 | 3 | 0 | 0 | | |

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|--|--------------------------|----------------------------------|---------------------------------------|----------------------|--------------------|--------------------------|---------------------------------------|--------------|-----------------------------------|-----------------------------------|
| | | | | | | 講授 Lecture | 實作 (驗) Practice (laboratory) | 實習 Intern | | |
| | 統計學 | Statistics | 二 2 nd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 行銷管理 | Marketing Management | 二 2 nd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 人力資源管理 | Human Resource Management | 二 2 nd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 電子商務 | Electronic Commerce | 三 3 rd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 顧客關係管理 | Customer Relationship Management | 三 3 rd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| 專業選修 68 學分(68) Professional Elective Credits | Marketing Field 市場行銷類 | 商業溝通 | 一 1 st | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | | 綠色行銷 | 二 2 nd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | | 服務業管理 | 二 2 nd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | | 消費者行為 | 三 3 rd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | | 品牌管理暨企劃實務 | 三 3 rd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | | 策略管理 | 四 4 th | 上 1 st | 3 | 3 | 0 | 0 | | |
| | | 連鎖企業經營管理 | 四 4 th | 上 1 st | 3 | 3 | 0 | 0 | | |
| | | 門市服務與管理 | 四 4 th | 上 1 st | 3 | 3 | 0 | 0 | | |
| | | 行銷與廣告 | 四 4 th | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | | 行銷個案分析 | 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 | | |
| Innovative Management Field 創新經營類 | 商業禮儀 | Business Etiquette | 一 1 st | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 發明與創意設計 | Invention and Creative Design | 一 1 st | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 科技與創新管理 | Technology and Innovation Management | 二 2 nd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 財務管理 | Financial Management | 三 3 rd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 行銷與商業模式創新 | Marketing and Business Model Innovation | 三 3 rd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 薪酬管理與實務 | Compensation and Reward Management Practicum | 四 4 th | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 創業管理 | Entrepreneurship Management | 四 4 th | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 組織行為 | Organizational Behavior | 四 4 th | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 企業倫理 | Business Ethics | 四 4 th | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 個人理財規劃 | Personal Financial Planning | 四 4 th | 下 2 nd | 3 | 3 | 0 | 0 | | |
| Smart Application Field 智慧應用類 | 網頁設計與製作 | Web design and Creation | 一 1 st | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 數位趨勢與策略行銷 | Digital Trends and Strategic Marketing | 一 1 st | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 智慧科技與管理應用 | Smart Technology and Management Application | 二 2 nd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 網路與社群經營 | Network and Community Management | 二 2 nd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 社群與口碑行銷 | Social Media and Word of Mouth Marketing | 三 3 rd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 數位內容行銷 | Digital and Content Marketing | 三 3 rd | 下 2 nd | 3 | 3 | 0 | 0 | | |

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|----------------|----------------------|--------------------------------------|---------------------------------------|----------------------|--------------------|--------------------------|---------------------------------------|--------------|-----------------------------------|-----------------------------------|
| | | | | | | 講授 Lecture | 實作 (驗) Practice (laboratory) | 實習 Intern | | |
| | 微型創業電商 | Micro-Entrepreneurship e-commerce | 四 4 th | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 企業資源規劃 | Enterprise Resource Planning | 四 4 th | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 個案實務專題(一) | Practice Project (1) | 三 3 rd | 上 1 st | 3 | 3 | 0 | 0 | | |
| | 個案實務專題(二) | Practice Project (2) | 三 3 rd | 下 2 nd | 3 | 3 | 0 | 0 | | |
| | 學生自主學習 | Self-directed Learning | 四 4 th | 上 1 st | 2 | 0 | 2 | 0 | | |

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:

| 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 | | |
| 分流實習課程 Internship Program | 專業實習(一)(7+1分 流) | Semesterly Enterprise Internship (1) | 四 4 th | 下 2 nd | 3 | 0 | 3 | | 一、每1實習學分以不低於60小時、不超過80小時為原則。 二、每學期以不超過9學分「不超過720小時」為限。 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。 | 1. Each internship credit shall be no less than 60 hours and no more than 80 hours. 2. The total number of credits per semester is limited to a maximum of 9 credits, no exceeding 720 hours in total. 3. Internship credits counted toward graduation requirements are limited to a |
| | 專業實習(二)(7+1分 流) | Semesterly Enterprise Internship (2) | 四 4 th | 下 2 nd | 3 | 0 | 3 | | | |

| 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 | | |
| | 專業實習(三) (7+1分 流) | Semesterly Enterprise Internship (3) | 四 4 th | 下 2 nd | 3 | 0 | 3 | | | maximum of 18 credits, not exceeding 1,440 hours in total.A maximum of 18 internship credits can be earned during the period of study. |

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:

| 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 | | |
| 分流實習課程 Internship Program | 專業實習(一) (3+1分 流) | Yearly Enterprise Internship (1) | 四 4 th | 上 1 st | 3 | 0 | 3 | 一、每1實習學分以不低於60小時、不超過80小時為原則。 二、每學期以不超過9學分「不超過720小時」為限。 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。 | 1.Each internship credit shall be no less than 60 hours and no more than 80 hours. 2.The total number of credits per semester is limited to a maximum of 9 credits, no exceeding 720 hours in total. 3. Internship credits counted toward graduation requirements are limited to a maximum of 18 credits, not exceeding 1,440 hours in total.A maximum of 18 internship credits can be earned during the period of study. | |
| | 專業實習(二) (3+1分 流) | Yearly Enterprise Internship (2) | 四 4 th | 上 1 st | 3 | 0 | 3 | | | |
| | 專業實習(三) (3+1分 流) | Yearly Enterprise Internship (3) | 四 4 th | 上 1 st | 3 | 0 | 3 | | | |
| | 專業實習(四) (3+1分 流) | Yearly Enterprise Internship (4) | 四 4 th | 下 2 nd | 3 | 0 | 3 | | | |
| | 專業實習(五) (3+1分 流) | Yearly Enterprise Internship (5) | 四 4 th | 下 2 nd | 3 | 0 | 3 | | | |

| 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 | | |
| | 專業實習(六) (3+1分 流) | Yearly Enterprise Internship (6) | 四 4 th | 下 2 nd | 3 | 0 | 3 | | | |

備註：

Remarks：

1. 本系學生應修畢滿 128 學分(含)以上始能畢業，其中含「校定必修」24 學分(由通識中心規劃「基礎教育課程」及「通識選修課程」、系定必修 36 學分及自由選修 68 學分。

Students of this department must complete a minimum of 128 credits to be eligible for graduation. These credits include 24 university-required credits (consisting of “Basic Education Courses” and “General Education Elective Courses” as planned by the General Education Center), 36 department-required credits, and 68 free elective credits.

2. 本系之系定必修課程及自由選修課程，不得以通識課程之課程抵免。自由選修課程可經系主任核准後，自其他系開設之專業課程中選修。

Department-required courses and free elective courses may not be waived or substituted by General Education courses. Free elective courses may be taken from professional courses offered by other departments with the approval of the department chair.

3. 其他相關規定請參照本校教務處「學生選課注意事項」，若有其他特殊情況請至系辦公室詢問。

For other relevant regulations, please refer to the “Course Selection Guidelines for Students” issued by the Office of Academic Affairs. For special circumstances, students should consult the department office.

系所主管簽章：

Signature of Department Chair:

學院院長簽章：

Signature of College Dean: