亞洲大學 經營管理學系 學士班課程規劃表 （112 學年度入學適用）

Undergraduate Curriculum Plan for Department of Business Administration, Asia University

(Applicable for Fall 2023 Enrollees)

畢業總學分：128 學分　　　　　　　　　　　　　　　　　　　　校課程委員會通過次別：1131

Credits of Graduation：128　　　　　　　　　　　　　　Approved in the 1131 University Curriculum Committee meeting

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		
(30) University Required Credits 校定必修 30 學分	(16) Language General Education Credits 語文通識 16 學分	中文領域 Chinese Category (4 學分) (4 Credits)	文學賞析	Literature Appreciation	一 1st	上 1st	2	2	0	0		
			文學與生活	Literature and Life	一 1st	下 2nd	2	2	0	0		
		英文領域 English Category (8 學分) (8 Credits)	共通英語文(一)	English for General Purposes (1)	一 1st	上 1st	3	3	0	0		
			共通英語文(二)	English for General Purposes (2)	一 1st	下 2nd	3	3	0	0		
			共通專業英語文:商管英文	English for General Specific Purposes: English for Business Communication	二 2nd	上、下 1st, 2nd	2	2	0	0	管理學院	College of Management
		程式領域 Information Category (4 學分) (4 Credits)	資訊與科技	Information and Technology	一 1st	上 1st	2	2	0	0	(二選一) 1.資訊科技概論，為資訊學院必修科目。 2.非資訊學院可二選一。	(Choose 1 out of 2) 1.Introduction to Information Technology is a required course for the College of Information Sciences. 2. For non–Information Sciences colleges, students may choose one of the two options.
			資訊科技概論	Introduction to Information Technology	一 1st	上 1st	2	2	0	0		

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		
	(8) Core General Education Credits 核心通識 8 學分			Computer Programming and Artificial Intelligence Application	一 1st	下 2nd	2	2	0	0		
		健康領域 Health Category (2 學分) (2 Credits)	健康與生活	Health and Life	一 1st	上 1st	2	2	0	0		
		歷史領域 History Category (2 學分) (2 Credits)	歷史與文化	History and Culture	一 1st	下 2nd	2	2	0	0		
		法律領域 Law Category (2 學分) (2 Credits)	娛樂、智慧財產權與法律	Entertainment and Intellectual Property Law	一 1st	下 2nd	2	2	0	0	(三選一)	Choose 1 out of 3.
			法律與生活	Law & Life								
			愛情、性別與法律	Love, Gender and Law								
		藝術領域 Esthetics Category (2 學分) (2 Credits)	設計思考與創新	Design Thinking and Innovation	一 1st	下 2nd	2	2	0	0	(二選一)	Choose 1 out of 2.
			美學素養	Esthetics Accomplishment								

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		
		體育(一)～(四)	Physical Education (1)~(4)	一、二 1st, 2nd	上、下 1st, 2nd	0	2	0	0		
		服務與學習-校園實作	Service and Learning-Practice	一 1st	上、下 1st, 2nd	0	1.5	0	0	時段：晨間 7:30~8:00	Time Slot： 7:30~8:00 a.m.
		服務與學習-永續發展	Service and Learning-Sustainable Development	一 1st	上、下 1st, 2nd	0	0	0	0	時段：由課服組排定並公告。	Time Slot： Scheduled and announced by the Academic Affairs Office
		博雅課程 (人文類、社會類、自然類、生活類)	General Required (Core) Courses (Categories: Humanities, Society, Nature, Life)	一~四 1st ~ 4th	上、下 1st, 2nd	6	2 pereach	0	0	1.免修規定 (1)人文類-1：人社學院免修 (2)社會類-2：管理學院免修 (3)自然類-3：醫健學院、護理學院、資訊學院免修 (4)生活類-4：創意學院免修 2.本課程每學分皆須上滿18週，須於畢業前修習完畢。	1. Exemption Regulations (1) Humanities Category–1: Students of the College of Humanities and Social Sciences are exempt. (2) Social Sciences Category–2: Students of the College of Management are exempt. (3) Natural Sciences Category–3: Students of the College of Medical and Health Sciences, the College of Nursing, and the College of Information Sciences are exempt. (4) Life Studies Category–4: Students of the College of Creative Industries are exempt. 2. Each credit of this course requires a full 18-week duration and must be completed prior to graduation.

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		
涵養教育 Cultivation Education	General Lectures (Required) 通識講座	通識涵養教育 (健康、關懷、創新、卓越)	General Literacy Series (Domains of Literacy: Healthy, Care, Innovation, Excellence)	一～四 1st～4th	上、下 1st,2nd	1	0	0	0	「通識涵養教育」為通識教育必修，大學日間部須於在學期間至少參與8次，符合素養：健康2次、關懷2次、創新2次、卓越2次，成績以P/F(通過/不通過)計分，通過者以1學分計；惟不納入通識選修及最低畢業學分。	"General Education Character Development" is a required component of General Education. Undergraduate day-division students are required to participate at least eight (8) times during their period of study, fulfilling the following competency requirements: Health (2 times), Care (2 times), Innovation (2 times), and Excellence (2 times).Grades are assessed on a Pass/Fail (P/F) basis. Students who pass will be awarded one (1) credit; however, this credit shall not be counted toward General Education elective credits or the minimum graduation credit requirement.

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		
院核心課程24學分 (24)College Core Courses		經濟學(一)	Economics (1)	一 1st	上 1st	3	3	0	1		
		經濟學(二)	Economics (2)	一 1st	下 2nd	3	3	0	1		
		會計學(一)	Accounting (1)	一 1st	上 1st	3	3	0	2		
		會計學(二)	Accounting (2)	一 1st	下 2nd	3	3	0	2		

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		
	企業管理與永續經營	Business Administration and Sustainability	一 1st	下 2nd	2	2	0	0		
	人工智慧與管理	Artificial Intelligence and Management	二 2nd	上 1st	2	2	0	0		
	統計學(一)	Statistics (1)	二 2nd	上 1st	3	3	0	1		
	統計學(二)	Statistics (2)	二 2nd	下 2nd	3	3	0	1		
	英語文實作(一)	Essential Practical English (1)	一 1st	上 1st	1	2	0	0		
	英語文實作(二)	Essential Practical English (2)	一 1st	下 2nd	1	2	0	0		
(24) 系核心課程 24 學分 Departmental Core Courses	行銷管理	Marketing Management	二 2nd	上 1st	3	3	0	0		
	國際商務溝通	International Business Communication	二 2nd	上 1st	3	3	0	0		
	生產與作業管理	Production & Operations Management	二 2nd	下 2nd	3	3	0	0		
	創新與創業管理	Innovation and Entrepreneurship Management	二 2nd	下 2nd	3	3	0	0		
	電子商務實務應用	Practical Application of Electronic Commerce	二 2nd	下 2nd	3	3	0	0		
	大數據商業分析	Big Data Business Analysis	三 3rd	上 1st	3	3	0	0		
	實務專題	Practice Project	三 3rd	下 2nd	3	3	0	0		

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	講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern	備註(中文) Remarks (in Chinese)		備註(英文) Remarks (in English)	
			★策略管理	Strategic Management	四 4th	上 1st	3	3	0	0	同意專案役男於三上修讀		Students of the project military service are allowed to take this course in their first semester of junior year.	
(21) Department Professional Program 系專業選修學程 21 學分	Marketing Management Concentration 21 Credits 行銷管理學程 21 分		多媒體廣告操作	Multimedia Ads Operations	二 2nd	上 1st	3	3	0	0	實務型課程	1. 本系選修課目，不得以通識教育課目之相同或類似科目抵免。 2. 除修畢本系一個專業學程外，應至少再修畢一個跨領域學程 15 學分或他系專長學程。	Practical Courses	1.Elective courses in this department cannot be used as waived credits for the same or similar courses in general education courses. 2.In addition to completing a professionalism module in this department, students should also complete at least 15 credits of an interdisciplinary module offered by the university or a specialized module by another department.
			網站流量分析	Website Traffic Analysis	二 2nd	下 2nd	3	3	0	0	實務型課程		Practical Courses	
			消費者行為	Consumer Behavior	二 2nd	下 2nd	3	3	0	0	實務型課程		Practical Courses	
			數位轉型商業思維	Business Thinking of Digital Transformation	三 3rd	上 1st	3	3	0	0	實務型課程		Practical Courses	
			顧客關係管理	Customer Relationship Management	三 3rd	下 2nd	3	3	0	0	實務型課程		Practical Courses	
			社群經營實務	Practice of Social Media	三 3rd	下 2nd	3	3	0	0	實務型課程		Practical Courses	
			★行銷個案分析	Marketing Case Study	四 4th	下 2nd	3	3	0	0	實務型課程 同意專案役男於三上修讀		Practical Courses Students of the project military service are allowed to take this course in their first semester of junior year.	
		國際企業管理學程 21 學分 International Business	國際企業管理	International Business Management	二 2nd	上 1st	3	3	0	0	實務型課程		Practical Courses	
			國際會展企劃與實務	Planning and Practice of International Exhibition	二 2nd	下 2nd	3	3	0	0	實務型課程		Practical Courses	

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		
	國際貿易實務	International Trade Practice	二 2nd	下 2nd	3	3	0	0	實務型課程	Practical Courses
	跨文化管理	Cross-Cultural Management	三 3rd	上 1st	3	3	0	0	實務型課程	Practical Courses
	商業模式創新	Business Model Innovation	三 3rd	上 1st	3	3	0	0	實務型課程	Practical Courses
	國際會展與英文簡報技巧	International Exhibition and English Presentation Skills	三 3rd	下 2nd	3	3	0	0	實務型課程	Practical Courses
	★區域市場分析	Regional Market Studies	四 4th	下 2nd	3	3	0	0	實務型課程 同意專案役男於三上修讀	Practical Courses Students of the project military service are allowed to take this course in their first semester of junior year.
(14) Department Elective Courses 系自由選修課程 14 學分	商管英文個案研究	English for case studies in business and management	二 2nd	下 2nd	1	1	0	0	實務型課程	Practical Courses
	商管英文閱讀與批判思考	English for reading and critical thinking in business and management	二 2nd	下 2nd	1	1	0	0	實務型課程	Practical Courses
	服務業管理	Service Management	二 2nd	上 1st	3	3	0	0	實務型課程	Practical Courses
	人工智慧實務	Artificial Intelligence Practicum	二 2nd	下 2nd	3	3	0	0	實務型課程	Practical Courses

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		
	供應鏈管理實務	Supply Chain Management Practicum	三 3rd	上 1st	3	3	0	0	實務型課程	Practical Courses
	財務管理	Financial Management	三 3rd	上 1st	3	3	0	0	實務型課程	Practical Courses
	企業資源規劃	Enterprise Resource Planning	三 3rd	下 2nd	3	3	0	0	實務型課程	Practical Courses
	★零售流通業實務	Retail and Distribution Practice	四 4th	上 1st	3	3	0	0	實務型課程 同意專案役男於三上修讀	Practical Courses Students of the project military service are allowed to take this course in their first semester of junior year.
	★企業倫理	Business Ethics	四 4th	上 1st	3	3	0	0	實務型課程 同意專案役男於三上修讀	Practical Courses Students of the project military service are allowed to take this course in their first semester of junior year.
	★人力資源管理	Human Resource Management	四 4th	下 2nd	3	3	0	0	實務型課程 同意專案役男於三上修讀	Practical Courses Students of the project military service are allowed to take this course in their first semester of junior year.

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		
(15)他系經營管理專長學程15學分Special Concentration in Business Administration for Other Department Students	行銷管理	Marketing Management	二 2nd	上 1st	3	3	0	0	本學程僅適用他系同學修讀。	The course is only available for students from other departments to enroll.
	服務業管理	Service Industry Management	二 2nd	上 1st	3	3	0	0		
	創新與創業管理	Innovation and Entrepreneurship Management	二 2nd	下 2nd	3	3	0	0		
	人力資源管理	Human Resource Management	三 3rd	上 1st	3	3	0	0		
	商業模式創新	Business Model Innovation	三 3rd	下 2nd	3	3	0	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 4th	下 2nd	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) (7+1分流)	Semesterly Enterprise Internship (2)	四 4th	下 2nd	3	0	3			
	專業實習(三) (7+1分流)	Semesterly Enterprise Internship (3)	四 4th	下 2nd	3	0	3			

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 4th	上 1st	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	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
	專業實習(二) (3+1分流)	Yearly Enterprise Internship (2)	四 4th	上 1st	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) (3+1分流)	Yearly Enterprise Internship (3)	四 4th	上 1st	3	0	3		分以不超過18學分「不超過1440小時」為原則。	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(四) (3+1分流)	Yearly Enterprise Internship (4)	四 4th	下 2nd	3	0	3			
	專業實習(五) (3+1分流)	Yearly Enterprise Internship (5)	四 4th	下 2nd	3	0	3			
	專業實習(六) (3+1分流)	Yearly Enterprise Internship (6)	四 4th	下 2nd	3	0	3			

備註：

Remarks：

1. 課程規劃適用於本學系 112 學年度入學新生。(不適用 112 學年度入學之轉學生)

   The curriculum plan is applicable to new students who enrolled in the B.A. Department in academic year 2023. (Not applicable to the transfer students who enrolled in the year 2023)

2. 學生含通識課程應修畢 128 學分，需修習「校定必修」30 學分，「以院為教學核心課程」24 學分，本系「系核心課程」24 學分、本系一個「專業學程」及另一個他系「專長學程」或「跨領域學程」或取得「次專長」，始能畢業，不足畢業學分數，得自由選修除校定必修(含校定必修、體育(五)及體育(六))以外之其他課程、學程學分補足之。

   Students should complete 128 credits, including General Liberal courses, 30 credits for University required courses,24 credits for College Core Curriculum, 24 credits for Department Core Curriculum, a B.A. Concentration Curriculum, and another department Concentration Curriculum course or Cross-disciplinary Curriculum or Second Specialty Courses, to get graduated. Students can take some other elective courses (excluding school

requiredcourses, and Sports V and VI) to make up the insufficiency of graduation credits.

3. 本系學士班學生在規定修業年限內，除應修滿課程規劃之總學分數之外，尚須完成系定畢業專業基本能力規定，應考取「一張商管類別證照相關領域之基礎專業性證照，未考取證照者，需加修兩門本系所開 3 學分之自由選修課程，並達及格標準，為 6 學分抵免一張畢業證照」，詳見「經營管理學系學生基本能力指標」。

   In addition to the completion of a total number of course credits earned during the study year, BA students of UG program are required to obtain "1 basic business or management discipline related examination certificate" to meet B.A. graduation requirement within the prescribed duration of their studies. Students who do not complete this requirement must take two 3-credit courses (a total of 6 credit hours) from B.A. Department Elective curriculum to get an exemption. Please see detail in "B.A. Department Students Basic Ability Indicators."

4. 112 全校跨領域學程，請於 http://ac.asia.edu.tw/files/11-1032-2349.php 參考。

   Concerning the Interdisciplinary Curriculum, please see: https://web.asia.edu.tw/files/13-1000-19862.php?Lang=zh-tw

5. ★符號表示：同意學生就學期間申請專案服役者 簡稱專案役男 該課程彈性修讀，修讀方式已加註於備註欄 包含修讀學年期、專班開設或刪除 。

   ★Symbol means: Allow students to apply for project military service during the student's school period, which is referred to as "eligible men for project military service." The course can be taken flexibly, and ways to take classes have been added in the remarks column, including the academic year of study, the opening or deletion of project military service classes.

系所主管簽章：   學院院長簽章：
Signature of Department Chair: Signature of College Dean: