

亞洲大學 經營管理學系 學士班課程規劃表 (115 學年度入學適用)

Undergraduate Curriculum Plan for Department of Business Administration, Asia University

(Applicable for Fall 2026 Enrollees)

畢業總學分：128 學分

校課程委員會通過次別：1143

Credits of Graduation : 128

Approved in the 1143 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		
校 定 必 修 30 學 分	(20) General Education Credits	中文領域 Chinese Category (4學分) (4 Credits)	中文鑑賞與思辨	Chinese Appreciation and Critical Thinking	一 1st	上 1st	2	2	0	0		
			中文表達與應用	Chinese Expression and Application	一 1st	下 2nd	2	2	0	0		
		英文領域 English Category (8學分) (8 Credits)	學術英語文(一)	English for Academic Purposes (1)	一 1st	上 1st	2	2	0	0		
			學術英語文(二)	English for Academic Purposes (2)	一 1st	下 2nd	2	2	0	0		
			專業英語文(一): 商管英文	English for Specific Purposes(1): Business English	二 2nd	上 1st	2	2	0	0	管理學院	College of Management
			專業英語文(二): 商管英文	English for Specific Purposes(2): Business English	二 2nd	下 2nd	2	2	0	0		

		程式領域 Information Category	AI素養與應用(一)	AI Literacy and Applications (1)	一 1 st	上 1 st	2	2	0	0		
		(4學分) (4 Credits)	AI素養與應用(二)	AI Literacy and Applications (2)	一 1 st	下 2 nd	2	2	0	0		
		歷史領域 History Category	歷史與文化	History and Culture	一 1 st	上、下 1 st 、2 nd	2	2	0	0		
		(2學分) (2 Credits)										
		藝術領域 Esthetics Category	設計思考與創新	Design Thinking and Innovation	一 1 st	上、下 1 st 、2 nd	2	2	0	0	(二選一)	Choose 1 out of 2.
		(2學分) (2 Credits)	美學素養	Esthetics Accomplishment								
		永續領域 Sustainable Category	永續發展與實踐	Sustainable Development and Practice	一 1 st	上、下 1 st 、2 nd	2	2	0	0		
		(2學分) (2 Credits)										
	(8) Program Elective 博雅通識8學分	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 1 st ~4 th	上、下 1 st , 2 nd	8	8	0	0	1.博雅課程分為四類： (1)人文類-1 (2)社會類-2 (3)自然類-3 (4)生活類-4 2.每一類至少須選修 2 學分(共四類 8 學分)。	1.General Required (Core) Courses are divided into 4 categories: (1) Humanities, (2) Society, (3) Nature, and (4) Life. 2.Students are required to complete a minimum of 2 credits of course from each category (8 credits in total for 4 categories).
	Physical Program 體育	體育(一)~(四)		Physical Education (1)~(4)	一~二 1 st ~2 nd	上、下 1 st , 2 nd	0	2	0	0		

Cultivation Education	General Lectures (Required) 涵養教育 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	0	0	0	0	1.在學期間，學生可自由參與校內任何通識認證活動，不限場次。至少參與8次。 2.每一素養至少達到2次：健康2次、關懷2次、創新2次、卓越2次。 3.畢業前須完成上述2項。	1. Students are required to participate in at least 8 campus activities approved by the Center for General Education . 2. Students are required to attend at least 2 lectures from the 4 domains of Literacy: Healthy, Care, Innovation, Excellence . 3. Student must complete the above for graduation .
		經濟學(一)	Economics (1)	一 1st	上 1st	3	3	0	0		
		會計學(一)	Accounting (1)	一 1st	上 1st	3	3	2	0		
		企業倫理與永續經營	Business Ethics and Sustainability	一 1st	下 2nd	3	3	0	0		
		人工智慧與管理	Artificial Intelligence and Management	二 2nd	上 1st	3	3	0	0		
		統計學(一)	Statistics (1)	二 2nd	上 1st	3	3	0	0		
(24) Departmental Core Courses	系核心課程 24 學分	經營管理導論	Introduction to Management	一 1st	上 1st	3	3	0	0		
		電子商務實務應用	Practical Application of Electronic Commerce	一 1st	下 2nd	3	3	0	0		
		總體經濟學	Macroeconomics	一 1st	下 2nd	3	3	0	0		
		商業軟體與智慧應用	Business Software and Smart Applications	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		

		商用統計與應用	Business Statistics and Applications	二 2 nd	下 2 nd	3	3	0	0				
		行銷管理	Marketing Management	三 3 rd	上 1 st	3	3	0	0				
		實務專題	Practice Project	三 3 rd	下 2 nd	3	3	0	0				
(15) Department Professional Program 系專業選修學程 15 學分	行銷與企業管理學程 15 分 Marketing and Business Management Concentration 15 Credits	流量分析與廣告操作	Traffic Analysis and Ads Operations	二 2 nd	上 1 st	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 professionalis m 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.
		財務管理	Financial Management	二 2 nd	下 2 nd	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 3 rd	上 1 st	3	3	0	0	實務型課程		Practical Courses	
		企業資源規劃	Enterprise Resource Planning	三 3 rd	下 2 nd	3	3	0	0	實務型課程		Practical Courses	
		★零售流通實務	Retail and Distribution Practice	四 4 th	上 1 st	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 second semester of junior year.	

(15) Leisure & Recreation Management Concentration Credits 休閒遊憩管理學程 15 學分	休閒與遊憩管理	Leisure and Recreation Management	二 2 nd	上 1 st	3	3	0	0	實務型課程		Practical Courses	
	淨零碳排與生態旅遊實務	Net-Zero Carbon Emissions and Ecotourism Practice	二 2 nd	下 2 nd	3	3	0	0	實務型課程		Practical Courses	
	國際旅遊實務	International Hospitality Practice	三 3 rd	上 1 st	3	3	0	0	實務型課程		Practical Courses	
	旅宿客務管理	Front Office Management	三 3 rd	下 2 nd	3	3	0	0	實務型課程		Practical Courses	
	領隊與導遊實務	Tour Leader and Tour Guide Practice	四 4 th	上 1 st	3	3	0	0	實務型課程		Practical Courses	
(29) Department Elective Courses 系自由選修課程 29 學分	醫療管理概論與實務	Introduction and Practice of Medical Management	二 2 nd	下 2 nd	3	3	0	0	實務型課程 跨領域醫療行政人才		Practical Courses Interdisciplinary Healthcare Administration Professionals	
	醫療資材管理	Medical Materials Management	三 3 rd	上 1 st	3	3	0	0				
	醫療資訊管理	Medical Information Management	三 3 rd	上 1 st	3	3	0	0				
	醫事與衛生法規	Medical and Health Acts	三 3 rd	下 2 nd	3	3	0	0				

	寵物產業經營概論	Introduction to Pet Industry Management	二 2 nd	下 2 nd	3	3	0	0	實務型課程 跨領域寵物事業經營管理	Practical Courses Interdisciplinary Pet Business Management
	寵物行為與健康管理	Pet Behavior and Health Management	三 3 rd	上 1 st	3	3	0	0		
	寵物空間設計與服務管理	Pet Space Design and Service Management	三 3 rd	上 1 st	3	3	0	0		
	寵物產業行銷與品牌管理	Marketing and Brand Management in the Pet Industry	三 3 rd	下 2 nd	3	3	0	0		
	旅宿督導管理	Hotel Supervision Management	三 3 rd	下 2 nd	3	3	0	0	實務型課程 休閒遊憩與國際專修部	Practical Courses Department of Leisure, Recreation, and International Programs
	創意餐旅專題	Creative Hospitality and Tourism Project	三 3 rd	下 2 nd	3	3	0	0		
	世界餐旅文化鑑賞	Global Hospitality and Tourism Cultural Appreciation	四 4 th	上 1 st	3	3	0	0		
	觀光發展趨勢	Tourism Development Trends	四 4 th	下 2 nd	3	3	0	0		
	服務業管理	Service Industry Management	二 2 nd	上 1 st	3	3	0	0	實務型課程	Practical Courses
	觀光行政與法規	Tourism Administration and Regulations	二 2 nd	上 1 st	3	3	0	0	實務型課程	Practical Courses
	消費者行為	Consumer Behavior	二 2 nd	下 2 nd	3	3	0	0	實務型課程	Practical Courses
	專案管理理論與實務	Project Management Theory and Practice	二 2 nd	下 2 nd	3	3	0	0	實務型課程	Practical Courses
	國際會展英文實務	International Exhibition and English Skills	二 2 nd	下 2 nd	2	2	0	0	EAP 課程	EAP Courses

	英文簡報技巧	English Presentation Skills	二 2 nd	下 2 nd	1	1	0	0	EAP 課程	EAP Courses
	商業模式創新	Business Model Innovation	三 3 rd	上 1 st	3	3	0	0	實務型課程	Practical Courses
	國際商務溝通	International Business Communication	三 3 rd	上 1 st	3	3	0	0	實務型課程	Practical Courses
	供應鏈管理與永續發展	Supply Chain Management and Sustainable Development	三 3 rd	上 1 st	3	3	0	0	實務型課程	Practical Courses
	人工智慧商業分析	Artificial Intelligence Business Analytics	三 3 rd	下 2 nd	3	3	0	0	實務型課程	Practical Courses
	顧客關係管理	Customer Relationship Management	三 3 rd	下 2 nd	3	3	0	0	實務型課程	Practical Courses
	人力資源管理	Human Resource Management	三 3 rd	下 2 nd	3	3	0	0	實務型課程	Practical Courses
	★活動企劃與實務	Event Planning and Practice	四 4 th	上 1 st	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.
	★企業智能化營運實務	Enterprise Intelligent Operations Practice	四 4 th	上 1 st	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.
	創新與創業管理	Innovation and Entrepreneurship Management	四 4 th	上 1 st	3	3	0	0	實務型課程	Practical Courses
	社群行銷與管理	Social Media Marketing and Management	四 4 th	下 2 nd	3	3	0	0	實務型課程	Practical Courses
	永續經營管理	Sustainable Business Management	四 4 th	下 2 nd	3	3	0	0	實務型課程	Practical Courses

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	0	詳見 備註 See Remarks	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.
	專業實習(二) (7+1 分流)	Semesterly Enterprise Internship (2)	四 4 th	下 2 nd	3	0	0	詳見 備註 See Remarks		
	專業實習(三) (7+1 分流)	Semesterly Enterprise Internship (3)	四 4 th	下 2 nd	3	0	0	詳見 備註 See Remarks		

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	0	詳見 備註 See Remar ks	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.
	專業實習(二) (3+1分 流)	Yearly Enterprise Internship (2)	四 4 th	上 1 st	3	0	0	詳見 備註 See Remar ks		
	專業實習(三) (3+1分 流)	Yearly Enterprise Internship (3)	四 4 th	上 1 st	3	0	0	詳見 備註 See Remar ks		
	專業實習(四) (3+1分 流)	Yearly Enterprise Internship (4)	四 4 th	下 2 nd	3	0	0	詳見 備註 See Remar ks		
	專業實習(五) (3+1分 流)	Yearly Enterprise Internship (5)	四 4 th	下 2 nd	3	0	0	詳見 備註 See Remar ks		

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	0	詳見 備註 See Remarks		

備註：

Note:

1. 課程規劃適用於本學系 115 學年度入學新生。(不適用 115 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 2026. (Not applicable to the transfer students who enrolled in the year 2026)

2. 學生含通識課程應修畢 128 學分，需修習「校定必修」30 學分，「院核心課程」15 學分，本系「系核心課程」24 學分、本系一個「專業學程」及另一個跨系「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, 15 credits for College Core Concentration, 24 credits for Department Core Concentration, a B.A. Concentration, and another department Special Concentration or Cross-disciplinary Concentration or Second Specialty Courses, to get graduated. Students can take some other elective courses (excluding school required courses, 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 courses to get an exemption. Please see detail in “B.A. Department Students Basic Ability Indicators.”

4. 115 全校跨領域學程，請參考：

https://ac.asia.edu.tw/zh_tw/%E8%B7%A8%E5%9F%9F%E5%AD%B8%E7%BF%92

Concerning the Interdisciplinary Curriculum, please see:

https://ac.asia.edu.tw/zh_tw/%E8%B7%A8%E5%9F%9F%E5%AD%B8%E7%BF%92

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：

Signature of Department Chair:

學院院長簽章：

Signature of College Dean: