

# 亞洲大學 經營管理學系大學部雙聯學位學程 (3+1) 課程規劃表 (115 學年度入學適用)

Curriculum of Department of Business Administration for 3+1 Dual Degree Undergraduate Program

(Applicable for Fall 2026 Enrollees)

畢業總學分：44 學分

校課程委員會通過次別：1143

Credits of Graduation：44

Approved in the 1143 University Curriculum Committee meeting

| 類別<br>Category                                                     | 科目名稱<br>Course Title | 英文名稱<br>English Title                      | 修課<br>年級<br>Year of<br>the<br>Program | 修課<br>學期<br>Semester                         | 學分<br>數<br>Credits | 每週上課時數<br>Hours per week |                                       |              | 備註(中文)<br>Remarks<br>(in Chinese) | 備註(英文)<br>Remarks<br>(in English) |
|--------------------------------------------------------------------|----------------------|--------------------------------------------|---------------------------------------|----------------------------------------------|--------------------|--------------------------|---------------------------------------|--------------|-----------------------------------|-----------------------------------|
|                                                                    |                      |                                            |                                       |                                              |                    | 講授<br>Lecture            | 實作<br>(驗)<br>Practice<br>(laboratory) | 實習<br>Intern |                                   |                                   |
| (8) University Required Credits<br>校<br>定<br>必<br>修<br>8<br>學<br>分 | 中文鑑賞與思辨              | Chinese Appreciation and Critical Thinking | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 2                  | 2                        | 0                                     | 0            | (10 選 4)                          | choose 10 among the 4 courses     |
|                                                                    | AI 素養與應用(一)          | AI Literacy and Applications (1)           | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                                    | 歷史與文化                | History and Culture                        | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                                    | 美學素養                 | Esthetics Accomplishment                   | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup>                         | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                                    | 中文表達與應用              | Chinese Expression and Application         | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup>                         | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                                    | 多元文化與國際視野-4          | Multiculturalism and Global Perspectives   | 四<br>4 <sup>th</sup>                  | 上、<br>下<br>1 <sup>st</sup> , 2 <sup>nd</sup> | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                                    | 全球公民與文化素養-2          | Global Citizenship and Culture Literacy    | 四<br>4 <sup>th</sup>                  | 上、<br>下<br>1 <sup>st</sup> , 2 <sup>nd</sup> | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                                    | 國際移動力-4              | International Mobility                     | 四<br>4 <sup>th</sup>                  | 上、<br>下<br>1 <sup>st</sup> , 2 <sup>nd</sup> | 2                  | 2                        | 0                                     | 0            |                                   |                                   |

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|---------------------------------------------------------|----------------------|--------------------------------------------------|---------------------------------------|----------------------------------------------|--------------------|--------------------------|---------------------------------------|--------------|-----------------------------------|-----------------------------------|
|                                                         |                      |                                                  |                                       |                                              |                    | 講授<br>Lecture            | 實作<br>(驗)<br>Practice<br>(laboratory) | 實習<br>Intern |                                   |                                   |
|                                                         | 西洋文學名著選讀-1           | Selected Readings in Western Literature          | 四<br>4 <sup>th</sup>                  | 上、<br>下<br>1 <sup>st</sup> , 2 <sup>nd</sup> | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                         | 莎士比亞影片欣賞-1           | Shakespeare on Screen                            | 四<br>4 <sup>th</sup>                  | 上、<br>下<br>1 <sup>st</sup> , 2 <sup>nd</sup> | 2                  | 2                        | 0                                     | 0            |                                   |                                   |
|                                                         |                      |                                                  |                                       |                                              |                    |                          |                                       |              |                                   |                                   |
| 系必修課程(6學分)<br>(6) Department<br>Required Courses        | 生產與作業管理              | Production and Operations Management             | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 國際會展與簡報技巧            | International Exhibition and Presentation Skills | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
| 系自由選修課程至少 30 學分<br>(Min.30) Department Elective Courses | 服務業管理                | Service Industry Management                      | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            | 至少選擇 10 門課程                       | Choose at least 10 courses        |
|                                                         | 企業智慧*                | Business Intelligence*                           | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 投資學*                 | Investments*                                     | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 財務報表分析*              | Financial Statement Analysis*                    | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 跨文化管理                | Cross-cultural Management                        | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 行銷管理                 | Marketing Management                             | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 休閒產業分析               | Analysis of Leisure Industry                     | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                                                         | 人力資源管理               | Human Resource Management                        | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup>                         | 3                  | 3                        | 0                                     | 0            |                                   |                                   |

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|----------------|----------------------|--------------------------------------------|---------------------------------------|----------------------|--------------------|--------------------------|---------------------------------------|--------------|-----------------------------------|-----------------------------------|
|                |                      |                                            |                                       |                      |                    | 講授<br>Lecture            | 實作<br>(驗)<br>Practice<br>(laboratory) | 實習<br>Intern |                                   |                                   |
|                | 創新與創業管理              | Innovation and Entrepreneurship Management | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 消費者行為                | Consumer Behavior*                         | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 金融大數據分析*             | Financial Big Data Business Analysis*      | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 金融創新與科技*             | Financial Innovation and Technology *      | 四<br>4 <sup>th</sup>                  | 上<br>1 <sup>st</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 國際商務溝通               | International Business Communication       | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 市場調查與研究方法            | Market Survey and Research Method          | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 領導與團隊                | Leadership and Teamwork                    | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 企業個案分析               | Business Case Study                        | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 財務管理*                | Financial Management*                      | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 電子商務與網路行銷            | e-Commerce and e-Marketing*                | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 智慧資料探勘*              | Intelligent Data Mining*                   | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 企業資源規劃*              | Enterprise Resource Planning*              | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 策略管理                 | Strategic Management                       | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 社群行銷與管理              | Social Media Marketing and Management      | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 顧客關係管理               | Customer Relationship Management           | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |

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|----------------|----------------------|---------------------------------|---------------------------------------|----------------------|--------------------|--------------------------|---------------------------------------|--------------|-----------------------------------|-----------------------------------|
|                |                      |                                 |                                       |                      |                    | 講授<br>Lecture            | 實作<br>(驗)<br>Practice<br>(laboratory) | 實習<br>Intern |                                   |                                   |
|                | 觀光發展趨勢               | Tourism Development Trends      | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 智慧商務                 | Intelligent commerce            | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |
|                | 永續經營管理               | Sustainable Business Management | 四<br>4 <sup>th</sup>                  | 下<br>2 <sup>nd</sup> | 3                  | 3                        | 0                                     | 0            |                                   |                                   |

備註：

Remarks：

1. 學生必須修滿 44 學分，其中包括校定必修課程(8 學分)、系必修課程(6 學分)以及系選修課程(30 學分)。

Students must complete 44 credits, including University required courses (8 credits), Department Required Courses( 6 credits), and Department Elective Courses (30credits).

2. 學生可到管院他系自由選修最多 9 學分。(詳見課表中加註「\* 號」的課)。

Students are permitted to take a maximum of 9 elective credits from other departments within the College of Management. (courses as listed in the curriculum map with a mark “\*”).

系所主管簽章：

Signature of Department Chair:

學院院長簽章：

Signature of College Dean: