

國立勤益科技大學日間部四年制 108 學年度 企業管理學系學分計畫表
National Chin-Yi University of Technology
Curriculum Planning of 2019 Four-Year Degree in Department of Business Administration

108.02.19 系課程會議通過
108.02.21 系務會議通過
108.03.14 系課程會議通過
108.04.18 系課程會議通過
108.04.18 系務會議通過
108.05.08 院課程會議通過
108.05.21 校課程會議通過
108.05.30 臨時教務會議通過
108.09.19 系課程會議通過
108.10.31 系務會議及 108.11.27 院課程會議通過
108.12.10 校課程委員會會議及 108.12.19 教務會議審議修正通過
108.09.19 系課程會議、108.11.28 系課程會議及 109.05.07 系課程會議審議修正通過
108.10.31 系務會議通過、108.12.03 系務會議通過及 109.03.05 系務會議審議修正通過
109 年 5 月 12 日院課程會議審議修正通過
109.5.28 校課程委員會會議及 109.6.11 教務會議審議修正通過
109.12.10 校課程委員會會議及 109.12.17 教務會議審議修正通過
110.03.11 系課程會議及臨時系務會議通過
110.05.12 院課程會議通過
110.05.25 校課程委員會會議及 110.06.15 教務會議審議通過

| 科目 | Courses | 上學期 First Semester | | | 下學期 Second Semester | | |
|--|--|--------------------|-------------|---------------|---------------------|-------------|---------------|
| | | 學分 Credits | 正課 Lectures | 實習 Internship | 學分 Credits | 正課 Lectures | 實習 Internship |
| 共同必修科目(30 學分) General Required Courses (30 credits) | | | | | | | |
| 第一學年 First Year | | | | | | | |
| 國文(一) | Chinese (I) | 3 | 3 | 0 | | | |
| 大一英文(一) | Freshman English (I) | 2 | 2 | 0 | | | |
| 英文聽講(一) | Listening and Speaking (I) | 1 | 1 | 0 | | | |
| 歷史與文化(一) | History and Culture (I) | 2 | 2 | 0 | | | |
| 體育(一) | Physical Education (I) | 0 | 2 | 0 | | | |
| 全民國防教育軍事訓練(一) | All-Out Defense Education Military Training (I) | 0 | 2 | 0 | | | |
| 勞作與社會服務教育(一) | Labor and Social Services Education (I) | 0 | 0 | 1 | | | |
| 音樂鑑賞 | Art Appreciation | 1 | 1 | 0 | | | |
| 國文(二) | Chinese (II) | | | | 3 | 3 | 0 |
| 大一英文(二) | Freshman English (II) | | | | 2 | 2 | 0 |
| 英文聽講(二) | Listening and Speaking (II) | | | | 1 | 1 | 0 |
| 歷史與文化(二) | History and Culture (II) | | | | 2 | 2 | 0 |
| 體育(二) | Physical Education (II) | | | | 0 | 2 | 0 |
| 全民國防教育軍事訓練(二) | All-Out Defense Education Military Training (II) | | | | 0 | 2 | 0 |
| 勞作與社會服務教育(二) | Labor and Social Services Education (II) | | | | 0 | 0 | 1 |
| 藝術鑑賞 | Music Appreciation | | | | 1 | 1 | 0 |
| 第二學年 Second Year | | | | | | | |
| 體育(三) | Physical Education (III) | 0 | 2 | 0 | | | |
| 博雅通識課程 | Liberal Education | 2 | 2 | 0 | | | |
| 博雅通識課程 | Liberal Education | 2 | 2 | 0 | | | |
| 博雅通識課程 | Liberal Education | | | | 2 | 2 | 0 |
| 憲法與民主 | Constitution and Democracy | | | | 2 | 2 | 0 |
| 體育(四) | Physical Education (IV) | | | | 0 | 2 | 0 |
| 第三學年 Third Year | | | | | | | |
| 博雅通識課程 | Liberal Education | 2 | 2 | 0 | | | |
| 博雅通識課程 | Liberal Education | | | | 2 | 2 | 0 |
| 第四學年 Fourth Year (無必修課程 No General Required Courses) | | | | | | | |
| 專業必修科目 (62 學分) Department Required Courses (62 credits) | | | | | | | |
| 第一學年 First Year | | | | | | | |
| 微積分(一) | Calculus (I) | 2 | 2 | 0 | | | |
| 「●」商業套裝軟體 | Business Softwares Application | 3 | 3 | 0 | | | |
| 經濟學(一) | Economics (I) | 3 | 3 | 0 | | | |
| 中級會計學(一) | Intermediate Accounting (I) | 3 | 3 | 0 | | | |
| 微積分(二) | Calculus (II) | | | | 2 | 2 | 0 |
| 經濟學(二) | Economics (II) | | | | 3 | 3 | 0 |
| 中級會計學(二) | Intermediate Accounting (II) | | | | 3 | 3 | 0 |
| 管理學 | Management | | | | 3 | 3 | 0 |
| 第二學年 Second Year | | | | | | | |
| 財務管理 | Financial Management | 3 | 3 | 0 | | | |
| 行銷管理 | Marketing Management | 3 | 3 | 0 | | | |
| 統計學(一) | Statistics (I) | 3 | 3 | 0 | | | |
| 商事法 | Law of Commercial Affairs | 3 | 3 | 0 | | | |
| 統計學(二) | Statistics (II) | | | | 3 | 3 | 0 |
| 商用英文書信 | Business English Writing | | | | 3 | 3 | 0 |

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|--|-------------------------------------|---|---|---|---|---|---|
| 人力資源管理 | Human Resource Management | | | | 3 | 3 | 0 |
| 管理數學 | Management Mathematics | | | | 3 | 3 | 0 |
| 第三學年 Third Year | | | | | | | |
| 生產與作業管理 | Production and Operation Management | 3 | 3 | 0 | | | |
| 職場工作倫理 | Work Ethic | 3 | 3 | 0 | | | |
| 實務專題(一) | Project Study (I) | 2 | 0 | 6 | | | |
| 策略管理 | Strategy Management | | | | 3 | 3 | 0 |
| 「●」企劃實務 | Practical of Marketing Planning | | | | 3 | 3 | 0 |
| 實務專題(二) | Project Study (II) | | | | 2 | 0 | 6 |
| 第四學年 Fourth Year (無排定 No Department Required Courses) | | | | | | | |

| 科目 | Courses | 上學期 First Semester | | | 下學期 Second Semester | | |
|---|--|--------------------|-------------|---------------|---------------------|-------------|---------------|
| | | 學分 Credits | 正課 Lectures | 實習 Internship | 學分 Credits | 正課 Lectures | 實習 Internship |
| 共同選修科目 General Electives Courses | | | | | | | |
| 第一學年 First Year(無排定共同選修課程 No General Elective Courses) | | | | | | | |
| 第二學年 Second Year | | | | | | | |
| 全民國防教育軍事訓練(三) | All-Out Defense Education Military Training (III) | 1 | 2 | 0 | | | |
| 全民國防教育軍事訓練(四) | All-Out Defense Education Military Training (IV) | | | | 1 | 2 | 0 |
| 第三學年 Third Year | | | | | | | |
| 體育選修 | Physical Elective Course | 1 | 2 | 0 | 1 | 2 | 0 |
| 全民國防教育軍事訓練(五) | All-Out Defense Education Military Training (V) | 1 | 2 | 0 | | | |
| 第四學年 Fourth Year | | | | | | | |
| 體育選修 | Physical Elective Course | 1 | 2 | 0 | 1 | 2 | 0 |
| 專業選修科目 Department Elective Courses | | | | | | | |
| 第一學年 First Year | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 第二學年 Second Year | | | | | | | |
| 行銷與電子商務選修 | | | | | | | |
| 零售管理 | Retail Management | 3 | 3 | 0 | | | |
| 會展規劃與行銷 | Public Exhibition Planning and Marketing | | | | 3 | 3 | 0 |
| 消費者行為 | Consumer Behavior | | | | 3 | 3 | 0 |
| 業務管理 | Business Management | | | | 3 | 3 | 0 |
| 財務與金融管理選修 | | | | | | | |
| 成本會計 | Cost Accounting | 3 | 3 | 0 | | | |
| 貨幣銀行學 | The Economics of Money, Banking, and Financial Markets | 3 | 3 | 0 | | | |
| 金融市場 | Financial Markets | | | | 3 | 3 | 0 |
| 管理會計 | Managerial Accounting | | | | 3 | 3 | 0 |
| 經營與資源規劃選修 | | | | | | | |
| 物流管理 | Logistics Management | 3 | 3 | 0 | | | |
| 國際企業管理 | International Enterprise Management | 3 | 3 | 0 | | | |
| 商業心理學 | The Business Psychology | | | | 3 | 3 | 0 |
| 消費者保護 | Consumer Protection | | | | 3 | 3 | 0 |
| 管理資訊系統 | Management Information Systems | | | | 3 | 3 | 0 |
| 中小企業管理 | Management of SME | | | | 3 | 3 | 0 |
| 其它專業選修課程 Other Elective Courses | | | | | | | |
| 職涯發展 | Career Development | 3 | 3 | 0 | | | |
| 職場英語 | Basic Business English Conversation | 3 | 3 | 0 | | | |
| 商業簡報理論與實務 | The Theory and Practice of Business Presentation | | | | 3 | 3 | 0 |
| 專題師徒實習(一) | Mentor-Apprentice Internship Course for Project(I) | | | | 2 | 3 | 0 |
| 師徒實務專題(一) | Mentor-Apprentice Project study (I) | | | | 3 | 0 | 3 |
| 選修科目學分 | | 3 | 3 | 0 | 6 | 6 | 0 |
| 第三學年 Third Year | | | | | | | |
| 行銷與電子商務選修 | | | | | | | |
| 顧客關係管理 | Customer Relationship Management | 3 | 3 | 0 | | | |
| 服務業行銷與管理 | Services Marketing and Management | 3 | 3 | 0 | | | |
| 行銷研究 | Marketing Research | 3 | 3 | 0 | | | |
| 資料庫管理 | Database Management System | 3 | 3 | 0 | | | |
| 國際行銷 | International Marketing | 3 | 3 | 0 | | | |

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|---------------------------------|---|-----|---|-----|-----|---|-----|
| 行銷企劃 | Marketing Planning | 3 | 3 | 0 | | | |
| 新產品管理 | New Product Management | | | | 3 | 3 | 0 |
| 品牌管理 | Brand Management | | | | 3 | 3 | 0 |
| 「AI」電子商務 | Electronic Commerce | | | | 3 | 3 | 0 |
| 行銷與廣告 | Marketing & Advertising | | | | 3 | 3 | 0 |
| 市場調查實務 | Practical of Market Survey | | | | 3 | 3 | 0 |
| 「AI」大數據分析 | Big Data Analysis | | | | 3 | 3 | 0 |
| 財務與金融管理選修 | | | | | | | |
| 稅務法規 | Taxation Principle | 3 | 3 | 0 | | | |
| 財務報表分析 | Financial Statement Analysis | 3 | 3 | 0 | | | |
| 國際財務管理 | International Financial Management | 3 | 3 | 0 | | | |
| 稅務會計 | Tax Accounting | | | | 3 | 3 | 0 |
| 證券市場與分析 | Securities Markets and Analysis | | | | 3 | 3 | 0 |
| 金融機構與管理 | Financial Institutions and Management | | | | 3 | 3 | 0 |
| 財務軟體應用 | Financial Software Application | | | | 3 | 3 | 0 |
| 經營與資源規劃選修 | | | | | | | |
| 人際關係與溝通 | Interpersonal Relationship and Communication Skills | 3 | 3 | 0 | | | |
| 企業研究方法 | Business Research Methods | 3 | 3 | 0 | | | |
| 服務業經營實務 | Service Industry Management Practices | | | | 3 | 3 | 0 |
| 專案管理 | Project Management | | | | 3 | 3 | 0 |
| 作業研究 | Operations Research | | | | 3 | 3 | 0 |
| 團隊學習 | Team Learning | | | | 3 | 3 | 0 |
| 勞工權益 | Labor Rights | | | | 3 | 3 | 0 |
| 其它專業選修課程 Other Elective Courses | | | | | | | |
| 商業英文會議簡報 | English Business Presentation | 3 | 3 | 0 | | | |
| 企業與人文 | Humanity and Business | | | | 3 | 3 | 0 |
| 校外實習(暑期) | Extracurricular Intern (Summer) | | | | 3 | 0 | 3 |
| 選修科目學分 | | 6 | 6 | 0 | 9 | 9 | 0 |
| 第四學年 Fourth Year | | | | | | | |
| 行銷與電子商務選修 | | | | | | | |
| 綠色行銷 | Green Marketing | 3 | 3 | 0 | | | |
| 國際貿易實務 | International Trade Practice | 3 | 3 | 0 | | | |
| 行銷策略 | Marketing Strategy | 3 | 3 | 0 | | | |
| 觀光與餐旅行銷 | Marketing for Tourism and Hospitality | 3 | 3 | 0 | | | |
| 行銷資訊系統 | Marketing Information System | | | | 3 | 3 | 0 |
| 行銷個案研討 | Marketing Case Discussions | | | | 3 | 3 | 0 |
| 財務與金融管理選修 | | | | | | | |
| 財務個案分析 | Case Study in Financial Management | 3 | 3 | 0 | | | |
| 風險管理 | Risk Management | 3 | 3 | 0 | | | |
| 期貨與選擇權 | Futures And Options Markets | | | | 3 | 3 | 0 |
| 投資學 | Investments | | | | 3 | 3 | 0 |
| 經營與資源規劃選修 | | | | | | | |
| 績效管理 | Performance Management | 3 | 3 | 0 | | | |
| 休閒活動規劃管理 | Leisure Activities Programming and Management | 3 | 3 | 0 | | | |
| 供應鏈管理 | Supply Chain Management | 3 | 3 | 0 | | | |
| 產業競爭分析 | Industrial Competition Analysis | 3 | 3 | 0 | | | |
| 創新個案 | Innovation and Case Study | 3 | 3 | 0 | | | |
| 科技管理 | Management of Technology | 3 | 3 | 0 | | | |
| 組織行為 | Organizational Behavior | 3 | 3 | 0 | | | |
| 知識管理 | Knowledge Management | 3 | 3 | 0 | | | |
| 品質管理 | Quality Management | | | | 3 | 3 | 0 |
| 管理決策分析 | Management Decision Analysis | | | | 3 | 3 | 0 |
| 其它專業選修課程 Other Elective Courses | | | | | | | |
| 商業禮儀 | Business Etiquette | | | | 3 | 3 | 0 |
| 校外實習(一) | Extracurricular Intern (I) | 9 | 0 | 9 | | | |
| 海外實習(一) | Overseas Internship (I) | 1 2 | 0 | 1 2 | | | |
| 專題師徒實習(二) | Mentor-Apprentice Internship Course for Project(II) | 2 | 3 | 0 | | | |
| 師徒實務專題(二) | Mentor-Apprentice Project study (II) | 3 | 0 | 3 | | | |
| 校外實習(二) | Extracurricular Intern(II) | | | | 9 | 0 | 9 |
| 海外實習(二) | Overseas Internship (II) | | | | 1 2 | 0 | 1 2 |
| 選修科目學分 | | 9 | 9 | 0 | 9 | 9 | 0 |

備註 Note:

一、畢業至少應修滿 132 學分【必修 92 學分，選修至少 40 學分(須含本系專業選修至少 27 學分)】

Students should complete at least 132credits before graduation, including 92required credits,40 elective credits (elective creditsshould have at least 27 credits from

department elective courses).

二、本校訂有「國立勤益科技大學學生英文及資訊能力與服務學習畢業門檻辦法」，請依規定辦理。

Please follow the rule of English, Computer Ability and Service Learning Graduation Threshold in National Chin-Yi University of Technology.

三、通識教育學院所開設之「博雅通識課程」學分數（時）為 2 學分 2 學時或 3 學分 3 學時，經 101 學年度第二學期校課程委員會會議通過。

Liberal Arts General Study courses opened by College of General Education, are divided into 2 hours course with 2 credits or 3 hours course with 3 credits, ratified by Course Committee in 2012.

四、其它商業證照：須於修業期間參加至少 1 次商業相關之證照測驗，如未通過者，須修習本系管理學院學程中六學分六學時。

Other business certification: During the semester, students should attend at least one certification relating to business. If not passing, then students should take the 6 credits and hours courses held in the college of management.

五、課程名稱前有標示「AI」符號者，為「人工智慧相關課程」。

Courses with an “AI” refer to an artificial intelligence related course.

六、課程名稱前有標示「●」符號者，為「職能專業課程」。

Courses with a “●” refer to a professional competence course.