

國立勤益科技大學日間部四年制 111 學年度 企業管理學系學分計畫表  
National Chin-Yi University of Technology  
Curriculum Planning of 2022 Four-Year Degree in Department of Business Administration

110.11.03 系課程會議通過  
110.11.04 系務會議通過  
110.11.17 院課程會議通過  
110.12.9.校課程委員會會議及 110.12.16.教務會議審議通過  
111.06.02.校課程委員會會議及 111.06.16.臨時教務會議審議修正通過  
111.11.01 系課程會議通過、111.11.02 系務會議通過  
111.11.29.院課程委員會審議通過  
111.12.13.校課程會議及 111.12.22.臨時教務會議審議修正通過  
112.09.12 系課程會議通過  
112.09.13 系務會議通過  
112.11.23 院課程會議審議通過  
112.12.07.校課程委員會會議及 112.12.21.臨時教務會議審議通過  
113.10.15 系課程會議通過  
113.11.06 系務會議通過  
113.11.19 課程會議審議通過  
113.12.5.校課程委員會會議及 113.12.24.臨時教務會議審議修正通過

科目	Courses	上學期 First Semester			下學期 Second Semester		
		學分 Credits	正課 Lecture	實習 Internship	學分 Credits	正課 Lecture	實習 Internship
<b>共同必修科目(28 學分) General Required Courses (28 credits)</b>							
<b>第一學年 First Year</b>							
國文(一)	Chinese ( I )	2	2	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			
音樂鑑賞	Music Appreciation	1	1	0			
國文(二)	Chinese ( II )				2	2	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
藝術鑑賞	Art Appreciation				1	1	0
<b>第二學年 Second Year</b>							
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
<b>第三學年 Third Year</b>							
博雅通識課程	Liberal Education	2	2	0			
博雅通識課程	Liberal Education				2	2	0
<b>第四學年 Fourth Year (無必修課程 No General Required Courses)</b>							
<b>專業必修科目 (59 學分) Department Required Courses (59 credits)</b>							
<b>第一學年 First Year</b>							
微積分(一)	Calculus ( I )	2	2	0			
「●」「△」商用程式設計	Programming for Business Analytics	3	3	0			
經濟學(一)	Economics ( I )	3	3	0			
會計學(一)	Accounting ( I )	3	3	0			
微積分(二)	Calculus ( II )				2	2	0
經濟學(二)	Economics ( II )				3	3	0
會計學(二)	Accounting ( II )				3	3	0
管理學	Management				3	3	0
<b>第二學年 Second Year</b>							
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			
企業經營法律	Business Law	3	3	0			
統計學(二)	Statistics ( II )				3	3	0
組織行為	Organizational Behavior				3	3	0
<b>第三學年 Third Year</b>							
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			
人力資源管理	Human Resource Management	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
<b>第四學年 Fourth Year (無排定 No Department Required Courses)</b>							
科目	Courses	上學期 First Semester			下學期 Second Semester		
		學分 Credits	正課 Lecture	實習 Internship	學分 Credits	正課 Lecture	實習 Internship
<b>共同選修科目 General Electives Courses</b>							
<b>第一學年 First Year(無排定共同選修課程 No General Elective Courses)</b>							
<b>第二學年 Second Year</b>							
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
<b>第三學年 Third Year</b>							
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			
<b>第四學年 Fourth Year</b>							
體育選修	Physical Elective Course	1	2	0	1	2	0
<b>專業選修科目 Department Elective Courses</b>							
<b>第一學年 First Year</b>							
<b>第二學年 Second Year</b>							
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							
管理資訊系統	Management Information Systems	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
「■」物流管理	Logistics Management				3	3	0
國際貿易實務	International Trade Practice				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
商用英文書信	Business English Writing				3	3	0
管理數學	Management Mathematics				3	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	9	9	0
<b>第三學年 Third Year</b>							
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			
行銷企劃	Marketing Planning	3	3	0			
「AI」「■」人工智慧管理應用	Artificial Intelligence in Management Application	3	3	0			
「AI」「■」電子商務	Electronic Commerce				3	3	0
「AI」應用統計與大數據分析	Applied Statistics and Big Data Analysis				3	3	0
「AI」人工智慧數位行銷	Artificial Intelligence in Digital Marketing				3	3	0
新產品管理	New Product Management				3	3	0
品牌管理	Brand Management				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
財務與金融管理選修							
租稅實務與規劃	Taxation Practice and Planning	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			
「■」中小企業管理	Management of SME	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	6	6	0
<b>第四學年 Fourth Year</b>							
行銷與電子商務選修							
綠色行銷	Green Marketing	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			
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							
校外實習(一)	Extracurricular Intern (I)	9	0	9			
海外實習(一)	Overseas Internship (I)	1 2	0	1 2			
師徒實務專題(二)	Mentor-Apprentice Project study (II)	3	0	3			
商業禮儀	Business Etiquette				3	3	0
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 128 學分【必修 87 學分，選修至少 41 學分(須含本系專業選修至少 30 學分)】

Students should complete at least 128 credits before graduation, including 87 required credits, 41 elective credits (elective credits should have at least 30 credits from department elective courses).

二、本校訂有「國立勤益科技大學學生畢業門檻辦法」，畢業門檻條件：英文能力及自主學習，請依規定辦理。

Our school has established the "National Chin-yi University of Science and Technology Student Graduation Threshold Measures", Graduation threshold: English proficiency and independent study, please follow the regulations.

三、博雅通識課程三大領域中，每一領域至少各修習一門課程，學分總計至少 10 學分。每門課程學分數(時)為 2 學分 2 學時或 3 學分 3 學時。Among the 3 core areas of liberal education curriculum, students should take 10 or more credits in 3 different areas. The credit hours for each course are either 2 hours course with 2 credits or 3 hours course with 3 credits.

四、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.

五、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.

六、課程名稱前有標示「△」符號者，為「程式設計課程」。

Courses with a "△" refer to an application design course.

七、課程名稱前有標示「■」符號者，為「模組課程」。

規劃【行銷與電子商務】、【財務與金融管理】、【經營與資源規劃】課程模組。

A course name with the symbol "■" can be deemed to the "module course".

Planning course modules for 【Marketing and E-commerce】，【Finance and Financial Management】，【Operations and Resource Planning】。

八、學生須選讀本系所訂跨領域學程課程 並有成績登錄。

Students need to register for the course of inter-disciplinary program set by this department and have a record of grades.

「智慧管理跨領域學分學程」：

本系(選修二門)					外系(選擇二門)				
課程選別	學年	科目名稱	學分	學時	選修系	學年	科目名稱	學分	學時
必修	一/下	管理學	3	3	資管系	三/上	巨量資料分析	3	3
必修	三/下	企劃實務	3	3	資管系	二/下	企業資源規劃系統	3	3
選修	三/上	人工智慧管理應用	3	3	工管系	二/上	智慧製造概論	3	3
選修	三/上	財務報表分析	3	3	工管系	三/下	時間與溝通管理	3	3
選修	三/上	企業研究方法	3	3	流管系	三/上	網際網路程式設計	3	3
選修	三/下	電子商務	3	3					
選修	三/下	財務軟體應用	3	3					
選修	三/下	專案管理	3	3					

「創新服務管理跨領域學分學程」：

本系(選修二門)					外系(選擇二門)				
課程選別	學年	科目名稱	學分	學時	選修系	學年	科目名稱	學分	學時
必修	一/下	管理學	3	3	流管系	三/下	創意行銷	3	3
必修	三/下	企劃實務	3	3	流管系	二/下	採購與庫存管理	3	3
選修	三/上	服務業行銷與管理	3	3	休管系	二/下	餐旅經營實務(二)	3	3
選修	三/上	財務報表分析	3	3	休管系	二/上	觀光學	3	3
選修	三/上	人際關係與溝通	3	3	工管系	二/下	資料庫與網頁設計	3	3
選修	三/下	服務業經營實務	3	3					
選修	三/下	財務軟體應用	3	3					
選修	三/下	人工智慧數位行銷	3	3					

備註：畢業前須擇一領域修讀，並應修習該領域中本系必修 2 門課、選修 2 門課、外系選修 2 門課，並依教務處相關規定辦理。

"Smart Management Cross-Field Credit Course"

The Department (Two Elective Courses)					Other Department(s) (Choosing Two Courses)				
Required/ Elective Courses	School Year	Course Name	Credit	Hours	Department	School Year	Course Name	Credit	Hours
Required	First Year/ Second Semester	Management	3	3	Department of Information Management	Third Year/ First Semester	Big Data Analysis	3	3
Required	Third Year/ Second Semester	Practical of Marketing Planning	3	3	Department of Information Management	Second Year/ Second Semester	Enterprise Resource Planning Systems	3	3
Elective	Third Year/ First Semester	Artificial Intelligence in Management Application	3	3	Department of Industrial Engineering and Management	Second Year/ First Semester	Introduction to Smart Manufacturing	3	3
Elective	Third Year/ First Semester	Financial Statement Analysis	3	3	Department of Industrial Engineering and Management	Third Year/ Second Semester	Time Management and Communication	3	3
Elective	Third Year/ First Semester	Business Research Methods	3	3	Department of Distribution Management	Third Year/ First Semester	Internet Programming	3	3
Elective	Third Year/ Second Semester	Electronic Commerce	3	3					
Elective	Third Year/ Second Semester	Financial Software Application	3	3					
Elective	Third Year/ Second Semester	Project Management	3	3					

"Innovative Service Management Cross-Field Credit Course"

This Department (Two Elective Courses)					Other Department(s) (Choosing Two Courses)				
Required/ Elective Courses	School Year	Course Name	Credit	Hours	Department	School Year	Course Name	Credit	Hours
Required	First Year/ Second Semester	Management	3	3	Department of Distribution Management	Third Year/ Second Semester	Creative Marketing	3	3
Required	Third Year/ Second Semester	Practical of Marketing Planning	3	3	Department of Distribution Management	Second Year/ Second Semester	Purchasing and Inventory Management	3	3
Elective	Third Year/ First Semester	Services Marketing and Management	3	3	Department of Leisure Industry Management	Second Year/ Second Semester	Hospitality and Tourism Management and Operation (II)	3	3
Elective	Third Year/ First Semester	Financial Statement Analysis	3	3	Department of Leisure Industry Management	Second Year/ First Semester	Tourism	3	3
Elective	Third Year/ First Semester	Human Relations and Communication	3	3	Department of Industrial Engineering and Management	Second Year/ Second Semester	WEB Database Design	3	3
Elective	Third Year/ Second Semester	Service Industry Management Practices	3	3					
Elective	Third Year/ Second Semester	Financial Software Application	3	3					
Elective	Third Year/ Second Semester	Artificial Intelligence in Digital Marketing	3	3					

Note: Before graduation, students must choose one field to study. The students are required to complete 2 required courses and 2 elective courses within our Business Administration department. The students also have to complete 2 elective courses from the other departments in that chosen field, following the relevant regulations of the Office of Academic Affairs.

九、為因應法規變更、評鑑建議或政府計畫規定等外在因素，本系保有調整學分計畫之權利。若有修訂，將於學期開始前公告，並明確說明修訂內容、影響範圍及相關配套措施，以保障學生權益。

The department reserves the right to adjust the curriculum in response to external factors such as changes in regulations, suggestions of evaluation and accreditation, or government program regulations. If there are any revisions, will be announced before the start of the semester, and the revised content, scope of impact, and related supporting measures will be clearly stated to protect the rights and interests of students.