

國立勤益科技大學日間部四年制 114 學年度 企業管理學系學分計畫表
National Chin-Yi University of Technology
Curriculum Planning of 2025 Four-Year Degree in Department of Business Administration

113.10.15 系課程會議通過

113.11.06 系務會議審議通過

113.11.19 院課程審議通過

113.12.5.校課程委員會議及 113.12.24.臨時教務會議審議通過

| 科目 | Courses | 上學期 First Semester | | | 下學期 Second Semester | | |
|--|--|--------------------|------------|---------------|---------------------|------------|---------------|
| | | 學分 Credits | 正課 Lecture | 實習 Internship | 學分 Credits | 正課 Lecture | 實習 Internship |
| 共同必修科目(28 學分) General Required Courses (28 credits) | | | | | | | |
| 第一學年 First Year | | | | | | | |
| 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 |
| 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 (59 學分) Department Required Courses (59 credits) | | | | | | | |
| 第一學年 First Year | | | | | | | |
| 微積分(一) | Calculus (I) | 2 | 2 | 0 | | | |
| 「●」「△」商用程式設計 | Business Application Programming | 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 |
| 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 | | | |
| 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 |
| 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 | Workplace Ethics | 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 |

| 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 Lecture | 實習 Internship | 學分 Credits | 正課 Lecture | 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 Marketing and E-commerce (Elective Course) | | | | | | | |
| 零售管理 | Retail Management | 3 | 3 | 0 | | | |
| 會展規劃與行銷 | Exhibition Planning and Marketing | | | | 3 | 3 | 0 |
| 「■」消費者行為 | Consumer Behavior | | | | 3 | 3 | 0 |
| 業務管理 | Sales Management | | | | 3 | 3 | 0 |
| 財務與金融管理選修 Finance and Financial Management (Elective Course) | | | | | | | |
| 成本會計 | Cost Accounting | 3 | 3 | 0 | | | |
| 「■」貨幣銀行學 | Monetary Banking | 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 Operation and Resource Planning (Elective Course) | | | | | | | |
| 管理資訊系統 | Management Information Systems | 3 | 3 | 0 | | | |
| 國際企業管理 | International Business Management | 3 | 3 | 0 | | | |
| 商業心理學 | 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 | Project Study of International Trade | | | | 3 | 3 | 0 |
| 其它專業選修課程 Other Elective Courses | | | | | | | |
| 職涯發展 | Career Life Development | 3 | 3 | 0 | | | |
| 職場英語 | Basic Business English Conversation | 3 | 3 | 0 | | | |
| 商業簡報理論與實務 | Business Presentation Theory and Practice | | | | 3 | 3 | 0 |
| 商用英文書信 | Business English Letter | | | | 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 |
| 企業與人文 | Business and Humanity | | | | 3 | 3 | 0 |
| 選修科目學分 | | 3 | 3 | 0 | 9 | 9 | 0 |
| 第三學年 Third Year | | | | | | | |
| 行銷與電子商務選修 Marketing and E-commerce (Elective Course) | | | | | | | |
| 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 | 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 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 and Advertising | | | | 3 | 3 | 0 |
| 市場調查實務 | Project Study of Market Survey | | | | 3 | 3 | 0 |
| 財務與金融管理選修 Finance and Financial Management (Elective Course) | | | | | | | |
| 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 Operation and Resource Planning (Elective Course) | | | | | | | |
| 人際關係與溝通 | Human Relations and Communication | 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 |
| 其它專業選修課程 Other Elective Courses | | | | | | | |
| 商業英文會議簡報 | Business English Presentation | 3 | 3 | 0 | | | |
| 校外實習(暑期) | Extracurricular Internship (Summer) | | | | 3 | 0 | 3 |
| 選修科目學分 | | 6 | 6 | 0 | 6 | 6 | 0 |
| 第四學年 Fourth Year | | | | | | | |
| 行銷與電子商務選修 Marketing and E-commerce (Elective Course) | | | | | | | |
| 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 | Case Study of Marketing Research | | | | 3 | 3 | 0 |
| 財務與金融管理選修 Finance and Financial Management (Elective Course) | | | | | | | |
| 財務個案分析 | Case Study of 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 Operation and Resource Planning (Elective Course) | | | | | | | |
| 績效管理 | Performance Management | 3 | 3 | 0 | | | |
| 休閒活動規劃管理 | Leisure Activities Planning 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 | Technology Management | 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 |
| 勞工權益 | Labor Rights | | | | 3 | 3 | 0 |
| 其它專業選修課程 Other Elective Courses | | | | | | | |
| 校外實習(一) | Extracurricular Internship (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 Internship (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 | 健管系 | 二/下 | 智慧醫療管理與應用 | 3 | 3 |
| 選修 | 三/上 | 財務報表分析 | 3 | 3 | 健管系 | 二/上 | 健康管理 | 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 Healthcare Industry Technology Development and Management | Second Year/ Second Semester | Smart Medical Management and Application | 3 | 3 |
| Elective | Third Year/ First Semester | Financial Statement Analysis | 3 | 3 | Department of Healthcare Industry Technology Development and Management | Second Year/ First Semester | Health Management | 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.