

國立勤益科技大學進修部四年制114學年度企業管理系學分計畫表
National Chin-Yi University of Technology Continuing Education Division
Curriculum for 2025 Four-Year Bachelor Program of Department of Business Administration

113.10.15 系課程會議通過
113.11.06 系務會議通過
113.11.19 院課程會議審議通過
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 Credit | 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 hours) | | | | | | | |
| 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 | | | |
| 體育(一) | Physical Education (I) | 0 | 2 | 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 |
| 體育(二) | Physical Education (II) | | | | 0 | 2 | 0 |
| 第二學年 Second Year | | | | | | | |
| 歷史與文化(一) | History and Culture (I) | 2 | 2 | 0 | | | |
| 博雅通識課程 | Liberal Education | 2 | 2 | 0 | | | |
| 體育(三) | Physical Education (III) | 0 | 2 | 0 | | | |
| 歷史與文化(二) | History and Culture (II) | | | | 2 | 2 | 0 |
| 博雅通識課程 | Liberal Education | | | | 2 | 2 | 0 |
| 體育(四) | Physical Education (IV) | | | | 0 | 2 | 0 |
| 第三學年 Third Year | | | | | | | |
| 藝術鑑賞(一) | Art Appreciation (I) | 1 | 1 | 0 | | | |
| 憲法與民主(一) | Constitution and Democracy (I) | 2 | 2 | 0 | | | |
| 音樂鑑賞(一) | Music Appreciation (I) | 1 | 1 | 0 | | | |
| 藝術鑑賞(二) | Art Appreciation (II) | | | | 1 | 1 | 0 |
| 憲法與民主(二) | Constitution and Democracy (II) | | | | 2 | 2 | 0 |
| 音樂鑑賞(二) | Music Appreciation (I) | | | | 1 | 1 | 0 |
| 第四學年 Fourth Year (無必修課程 No General Required Courses) | | | | | | | |
| 專業必修科目(61 學分) Department Required Courses(61 credits hours) | | | | | | | |
| 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 |
| 管理學 | Management | | | | 3 | 3 | 0 |
| 經濟學(二) | Economics (II) | | | | 3 | 3 | 0 |
| 會計學(二) | Accounting (II) | | | | 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 |
| 商用英文書信 | Business English Letter | | | | 3 | 3 | 0 |
| 組織行為 | Organizational Behavior | | | | 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 | | | |
| 人力資源管理 | Human Resource Management | 3 | 3 | 0 | | | |
| 策略管理 | Strategy Management | | | | 3 | 3 | 0 |
| 第四學年 Fourth Year | | | | | | | |
| 企劃實務 | Practical of Marketing Planning | 3 | 3 | 0 | | | |
| 職場工作倫理 | Workplace Ethics | 3 | 3 | 0 | | | |

| 科目 | Courses | 上學期 First Semester | | | 下學期 Second Semester | | |
|--|--|--------------------|---------------|------------------|---------------------|---------------|------------------|
| | | 學分 Credit | 正課 Lecture | 實習 Internship | 學分 Credits | 正課 Lecture | 實習 Internship |
| 專業選修科目 Department Electives 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 |
| 其他專業課程選修 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 |
| 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 | | | |
| 人工智慧管理應用 | Artificial Intelligence Management Application | 3 | 3 | 0 | | | |
| 電子商務 | Electronic Commerce | | | | 3 | 3 | 0 |
| 應用統計與大數據分析 | Applied Statistics and Big Data Analysis | | | | 3 | 3 | 0 |
| 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 |
| 勞工權益 | Labor Rights | | | | 3 | 3 | 0 |
| 其他專業選修課程 Other Elective Courses | | | | | | | |
| 商業英文會議簡報 | Business English Presentation | 3 | 3 | 0 | | | |
| 企業與人文 | Business and Humanity | | | | 3 | 3 | 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 |

其他專業選修課程 Other Elective Courses

| | | | | | | | |
|------|--------------------|--|--|--|---|---|---|
| 商業禮儀 | Business Etiquette | | | | 3 | 3 | 0 |
|------|--------------------|--|--|--|---|---|---|

共同選修科目 General Electives Courses

第一學年 First Year

| | | | | | | | |
|---------------|--|---|---|---|---|---|---|
| 全民國防教育軍事訓練(一) | All-Out Defense Education Military Training (I) | 1 | 2 | 0 | | | |
| 全民國防教育軍事訓練(二) | All-Out Defense Education Military Training (II) | | | | 1 | 2 | 0 |

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 |
|------|--------------------------|---|---|---|---|---|---|

學分學時總數計算表

| 第一學年 | | 第二學年 | | | | 第三學年 | | | | 第四學年 | | | | | | | | | |
|-------------|-----|------|-----|----|-------------|------|----|-----|----|-------------|-----|----|-----|----|-------------|----|----|---|---|
| 學分 | 上學期 | | 下學期 | | 學分 | 上學期 | | 下學期 | | 學分 | 上學期 | | 下學期 | | | | | | |
| | 正課 | 實習 | 學時 | 學時 | | 學分 | 正課 | 實習 | 學時 | | 學時 | 學分 | 正課 | 實習 | 學時 | 學時 | | | |
| 必修科目學分/時數 | 17 | 19 | 17 | 19 | 必修科目學分/時數 | 16 | 18 | 16 | 18 | 必修科目學分/時數 | 10 | 10 | 7 | 7 | 必修科目學分/時數 | 6 | 6 | 0 | 0 |
| 最低選修科目學分/時數 | 0 | 0 | 0 | 0 | 最低選修科目學分/時數 | 3 | 3 | 3 | 3 | 最低選修科目學分/時數 | 9 | 9 | 9 | 9 | 最低選修科目學分/時數 | 6 | 6 | 9 | 9 |
| 總學分數及時數累計 | 17 | 19 | 17 | 19 | 總學分數及時數累計 | 19 | 21 | 19 | 21 | 總學分數及時數累計 | 19 | 19 | 16 | 16 | 總學分數及時數累計 | 12 | 12 | 9 | 9 |

備註 Note:

一、畢業至少應修滿 128 學分【必修 89 學分，選修至少 39 學分(其中至少需含本系專業選修 27 學分)】。

Students should complete at least 128 credits before graduation, including 89 required credits, 39 elective credits (elective credits should have at least 27 credits from department elective courses).

二、博雅通識課程三大領域中，應修習二門不同領域課程，學分總計至少 4 學分。

Among the 3 core areas of liberal education curriculum, students should take 4 or more credits in 2 different areas.

三、課程名稱前有標示「△」符號者，為「程式設計課程」。

Courses with a“△”refers to an application design course.

四、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.

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、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.