

## Curriculum - BA Program, 110Academic Year

## 學士班課程規劃表

College : Management Department : Business Administration Section:

管理學院 企業管理學系

| Category<br>類別   | Module<br>模組                                    | Course Title<br>課程名稱                          | Course code<br>科目代碼                                    | R/E<br>選別                                    | Credits<br>學分 | Freshmen<br>一年級 |             | Sophomore<br>二年級 |                          | Junior<br>三年級   |             | Senior<br>四年級 |  | credits for this<br>category<br>類別最低應修 | credits for this<br>module<br>模組最低應修 | Remarks<br>備註 |  |
|--|---|---|--|--|---------------|-----------------|-------------|------------------|--------------------------|---|-------------|---------------|--|--|--------------------------------------|---------------|--|
|  |   |   |  |  |               | First<br>上      | Second<br>下 | First<br>上       | Second<br>下              | First<br>上  | Second<br>下 | First<br>上    | Second<br>下                              |  |                                      |               |  |
| University<br>校訂必修   | Required  | 導師時間  | Time for Class Advisor                                 |  |               |                 |             |                  |                          |   |             |               |  | 0                                      | 0                                    |               |  |
| Holistic<br>Education<br>Program of<br>Study<br>全人教育課程         | core<br>courses<br>核心課程                         | 大學入門  | Introduction to University Studies                     | 00015  | R/必           | 2               | 2           |                  |                          |   |             |               |  | 32                                     | 8                                    |               |  |
|  |   | 人生哲學  | Philosophy of Life                                     | 00007  | R/必           | 4               |             |                  |                          | 2   | 2           |               |  |  |                                      |               |  |
|  |   | 專業倫理-企業倫理                                     | Professional Ethics-Business Ethics                    | 08824  | R/必           | 2               |             |                  |                          |   |             |               | 2  |  |                                      |               |  |
|  |   | 體育  | Physical Education                                     | 00009  | R/必           | 0               | 0           | 0                | 0                        | 0   |             |               |  |  |                                      |               |  |
|  |   | 國文  | Chinese  | 00001  | R/必           | 4               | 2           | 2                |                          |   |             |               |  |  |                                      |               |  |
|  | Fundamen<br>tal Skills<br>Courses<br>基本能力<br>課程 | 外國語文  | Foreign Language                                       |  | R/必           | 8               | 2           | 2                | 2                        | 2   |             |               |  |  |                                      | 12            | At least 4 credits of English. 英文至少4學分，但入學考試成績達一定標準者，得免修英文，透過修讀第二外語課程。   |
|  |   | 資訊素養  | Information Literacy                                   |  | R/必           | 0               |             |                  |                          |   |             |               |  |  |                                      |               | There will be no school-wide compulsory courses. Students need to take related courses or pass the school's basic information ability test as a graduation condition.<br>不開設全校性必修課程，或以學生需通過本校資訊基本能力檢定為畢業條件，檢定方式採認證或修讀相關課程方式抵免。 |
|  |   | General<br>Education<br>Courses<br>通識涵蓋<br>課程 | 人文與藝術通識領域  | Humanities & Arts                            |               | G/通             | 4           |                  |                          |   |             |               |  |  |                                      |               | 12   |
|  |   |   | 自然與科技通識領域  | Nature & Technology                          |               | G/通             | 4           |                  |                          |   |             |               |  |  |                                      |               |  |
|  |   |   | 社會科學通識領域   | Social Sciences                              |               | G/通             | 4           |                  |                          |   |             |               |  |  |                                      |               |  |
|  | 院系<br>必修<br>課程                                  |   | 經濟學  | Economics                                    | 02457         | R/必             | 6           | 3                | 3                        |   |             |               |  |  | 65                                   | 65            |  |
|  |   |   | 會計學  | Accounting                                   | 02412         | R/必             | 6           | 3                | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 微積分   | Calculus   | 02390  | R/必           | 6               | 3           | 3                |                          |   |             |               |  |  |                                      |               |  |
|  |   | 程式設計概論  | Introduction to Programming                            | 24495  | R/必           | 3               | 3           |                  |                          |   |             |               |  |  |                                      |               |  |
|  |   | 企業管理概論  | Introduction to Business                               | 05201  | R/必           | 3               |             | 3                |                          |   |             |               |  |  |                                      |               |  |
|  |   | 統計學   | Statistics   | 02222  | R/必           | 6               |             | 3                | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 管理學   | Management   | 02635  | R/必           | 3               |             | 3                |                          |   |             |               |  |  |                                      |               |  |
|  |   | 商事法   | Commercial Law   | 02056  | R/必           | 3               |             |                  | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 人力資源管理  | Human Resources Management                             | 01013  | R/必           | 3               |             |                  | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 財務管理  | Financial Management                                   | 01983  | R/必           | 3               |             |                  | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 行銷管理  | Marketing Management                                   | 01483  | R/必           | 3               |             | 3                |                          |   |             |               |  |  |                                      |               |  |
|  |   | 作業管理  | Operations Management                                  | 11822  | R/必           | 3               |             | 3                |                          |   |             |               |  |  |                                      |               |  |
|  |   | 管理數學  | Managerial Mathematics                                 | 02632  | R/必           | 3               |             | 3                |                          |   |             |               |  |  |                                      |               |  |
|  |   | 成本會計  | Cost Accounting  | 01449  | R/必           | 2               |             |                  | 2                        |   |             |               |  |  |                                      |               |  |
|  |   | 管理會計  | Management Accounting                                  | 02629  | R/必           | 2               |             |                  |                          | 2   |             |               |  |  |                                      |               |  |
|  |   | 資訊管理  | Information Management                                 | 02502  | R/必           | 3               |             |                  | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 企業政策  | Business Policy  | 01389  | R/必           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  | 企業管理專題（一）                                       | Seminar on Business Administration (I)        | 14212  | R/必  | 2             |                 |             |                  | 2                        |   |             |               |  |  |                                      |               |  |
|  | 企業管理專題（二）                                       | Seminar on Business Administration (II)       | 14213  | R/必  | 2             |                 |             |                  |                          | 2   |             |               |  |  |                                      |               |  |
| Dept Elective<br>Courses<br>系選修課程                              | Advanced<br>Election<br>courses<br>專業選修         | 品質管理  | Quality Management                                     | 03021  | E/選           | 3               |             |                  |                          | 3   |             |               |  | 6                                      | 6                                    |               |  |
|  |   | 金融經營管理與創新                                     | Financial Operating Management and Innovation          | 24869  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 創新管理  | Innovation Management                                  | 04564  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 全球供應鏈管理                                       | Global Supply Chain Management                         | 15353  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 產業管理研討  | Discussion in Industrial Management                    | 14211  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 組織與社會發展                                       | Organization and Social Development                    | 24864  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 產品/服務設計與發展                                    | Product/Service Design and Development                 | 24868  | E/選           | 3               |             |                  | 3                        |   |             |               |  |  |                                      |               |  |
|  |   | 作業流程設計  | Design of Operations Flow                              | 24866  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 作業環境設計  | Design of Operation Environment                        | 24867  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 消費者行為   | Consumer Behavior                                      | 01951  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 電子商務與網路行銷                                     | E-Commerce & Internet Marketing                        | 10992  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 行銷研究  | Marketing Research                                     | 01480  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 創意思考與行銷創新                                     | Creative Thinking and Marketing Innovation             | 24865  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 推廣策略  | Promotional Strategy                                   | 14210  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 組織發展與變革                                       | Organization Development and Change                    | 06935  | E/選           | 3               |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  |   | 人力規劃與選才                                       | Manpower Planning and Recruiting                       | 20021  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  |   | 績效管理與人才發展                                     | Performance Management and Talent Development          | 24862  | E/選           | 3               |             |                  |                          |   | 3           |               |  |  |                                      |               |  |
|  | 固定收益證券  | Fixed Income Securities                       | 10458  | E/選  | 3             |                 |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  | 國際財務管理  | International Financial Management            | 02093  | E/選  | 3             |                 |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  | 投資學   | Investment                                    | 01579  | E/選  | 3             |                 |             |                  |                          | 3   |             |               |  |  |                                      |               |  |
|  | 中級會計學   | Intermediate Accounting                       | 01109  | E/選  | 6             |                 |             | 3                | 3                        |   |             |               |  |  |                                      |               |  |
| Holistic Education<br>Program of Study<br>(A)<br>全人教育課程學<br>分數 |   | 32  | Department<br>Required courses<br>(B)<br>院系必修必選學分<br>數 | Required<br>必修<br>Advanced<br>Election<br>必選 | 65            |                 |             | 65               | Election<br>(C)<br>選修學分數 | Advanced<br>Election in<br>department<br>專業選修<br>Other Election<br>其他選修 | 15          | 37            | Credits for Graduation<br>A+B+C<br>畢業學分數 | 134                                    |                                      |               |  |
|  |   |   |  |  | 0             |                 |             |                  |                          | 22  |             |               |  |  |                                      |               |  |

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管理學院 企業管理學系

| Category<br>類別 | Module<br>模組 | Course Title<br>課程名稱 | Course code<br>科目代碼 | R/E<br>選別 | Credits<br>學分 | Freshmen<br>一年級 |             | Sophomore<br>二年級 |             | Junior<br>三年級 |             | Senior<br>四年級 |             | credits for this<br>category<br>類別最低應修 | credits for this<br>module<br>模組最低應修 | Remarks<br>備註 |
|----------------|--------------|----------------------|---------------------|-----------|---------------|-----------------|-------------|------------------|-------------|---------------|-------------|---------------|-------------|--|--------------------------------------|---------------|
|                |              |                      |                     |           |               | First<br>上      | Second<br>下 | First<br>上       | Second<br>下 | First<br>上    | Second<br>下 | First<br>上    | Second<br>下 |  |                                      |               |

The English Proficiency Requirement for Graduation for each undergraduate student of the College is the exam score report of B2 level of CEF (Common European Framework) (equivalent to TOEIC score of 750+, IELTS score of 6.0+, TOEFL CBT score of 197+, TOEFL iBT score of 71+, or GEPT High-Intermediate or better) obtained prior to the 2nd semester in the 3rd year of their study in Fu Jen.

Students who do not meet the standard prior to the 2nd semester in their 3rd year are required to (1) participate in the Autonomous English Learning Project and take at least 4 tests each semester in their 4th year. Students who achieve the average score of 80+ in the 1st semester tests or have accumulated 4 times test scores of 80+ during the 2 semesters can waive the remaining tests. Students who have completed the Project required tests are eligible for graduation. Or they can (2) take any English proficiency examinations again and achieve the B2 level of CEF to meet the English proficiency requirement for graduation.

須於畢業前至少參加一次英文檢定考試，且成績應達CEFR之B2高階級（各項英語能力檢測成績與CEFR之B2高階級的成績對應另行公告）；大三上學期結束前未達前述標準者，須於大四參加管理學院舉辦之8次英語自學方案測驗（上學期4次、下學期4次，如上學期或下學期4次測驗成績平均高於80分者，則免參加一次一學期之測驗；如累計4次80分者，亦可免參加其餘測驗）或再次參加英文檢定考試，且成績達CEFR之B2高階級始有畢業資格。

Each undergraduate student of the College should take at least 1 professional course(3 credit) taught in English prior to graduation (English training courses are excluded, e.g. Foreign Language, English Conversation, English Conversation and Writing, and Freshman English Conversation) to meet graduation requirement.

於畢業前需至少修畢3學分本院開設之「以英語授課的專業課程」，始有畢業資格。

| Category<br>類別              | Module<br>模組 | Course Title<br>課程名稱  | Course code<br>科目代碼  | R/E<br>選別 | Credits<br>學分 | Freshmen<br>一年級 |             | Sophomore<br>二年級 |             | Junior<br>三年級 |             | Senior<br>四年級 |             | minimum<br>credits for this<br>category<br>類別最低應修 | minimum<br>credits for this<br>module<br>模組最低應修 | Remarks<br>備註 |
|-----------------------------|--------------|-----------------------|--|-----------|---------------|-----------------|-------------|------------------|-------------|---------------|-------------|---------------|-------------|---|---|---------------|
|                             |              |                       |  |           |               | First<br>上      | Second<br>下 | First<br>上       | Second<br>下 | First<br>上    | Second<br>下 | First<br>上    | Second<br>下 |   |   |               |
| Elective<br>Courses<br>選修課程 |              | 組織行為                  | Organizational Behavior  | 02234     | E/選           | 3               |             |                  | 3           |               |             |               |             |   |   |               |
|                             |              | 組織學習與社會探究             | Organizational Learning and Social Inquiry   | 19664     | E/選           | 2               |             |                  |             | 2             |             |               |             |   |   |               |
|                             |              | 組織領導與社會創新實務           | Organizational Leadership and Social Innovation Practices  | 19663     | E/選           | 2               |             |                  |             |               | 2           |               |             |   |   |               |
|                             |              | 家族企業管理                | Family Business Management   | 35562     | E/選           | 3               |             |                  |             |               |             | 3             |             |   |   |               |
|                             |              | 健康管理產業概論              | Introduction to Health Care Industry   | 30709     | E/選           | 3               |             |                  |             | 3             |             |               |             |   |   |               |
|                             |              | 健康產業經營專題              | Seminar of Healthcare Industry Management  | 31019     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 職涯探索與規劃               | Career Exploration and Planning  | 31493     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 企業社會責任與永續發展           | Corporate Social Responsibility and Sustainability   | 31494     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 管理心理學                 | Management Psychology  | 03136     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 職場健康與安全管理             | Management of Occupational Health and Safety   | 33745     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 商業溝通與談判               | Effective Business Communication and Negotiation   | 31006     | E/選           | 3               |             |                  |             |               |             | 3             |             |   |   |               |
|                             |              | 勞資關係與薪酬管理             | Labor Relationship and Compensation Management   | 24863     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 個體經濟學                 | Micro-Economics  | 01910     | E/選           | 3               |             |                  |             | 3             |             |               |             |   |   |               |
|                             |              | 公司治理                  | Corporate Governance   | 15470     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 金融業策略管理               | Strategic Management of Financial Institutions   | 32544     | E/選           | 2               |             |                  |             |               |             | 2             |             |   |   |               |
|                             |              | 金融市場分析研討              | Contemporary Issues in Financial Markets   | 17823     | E/選           | 3               |             |                  |             |               |             | 3             |             |   |   |               |
|                             |              | 社群媒體行銷                | Social Media Marketing   | 23196     | E/選           | 3               |             |                  |             |               |             | 3             |             |   |   |               |
|                             |              | 服務設計                  | Service Design   | 23502     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 專案管理                  | Project Management   | 02141     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 國際行銷管理                | International Marketing Management   | 06037     | E/選           | 3               |             |                  |             |               |             | 3             |             |   |   |               |
|                             |              | 智慧零售管理                | Smart Retailing Management   | 33939     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 行銷數據分析與應用             | Marketing Analytics and Applications   | 35805     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 科技管理概論                | Introduction to Technology Management  | 11279     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 亞太區域經營管理實務            | Business and Management Practice in Asia Pacific Region  | 35563     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 人工智慧及大數據在行銷及顧客關係管理之應用 | Application of Artificial Intelligence and Big Data Analytic in Marketing and Customer Relationship Management | 34807     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 商業智慧和大数据分析            | Business Intelligence and Big Data Analytics   | 35564     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 全球企業策略管理實務            | Global Business Strategy Management and Practices  | 32822     | E/選           | 2               |             |                  |             |               | 2           |               |             |   |   |               |
|                             |              | 國際企業管理                | International Business Management  | 02083     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 產業管理專題                | Seminar on Industry Management   | 33743     | E/選           | 3               |             |                  |             |               |             | 3             |             |   |   |               |
|                             |              | 新興科技產業概論              | Introduction to Emerging Technology and Digital Business   | 31495     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             |              | 企業永續人才培育              | Sustainable Talent Development for Organizations   | 36591     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 企業個案分析                | Business Case Analysis   | 35806     | E/選           | 3               |             |                  |             |               | 3           |               |             |   |   |               |
|                             |              | 商業模式創新與競爭策略           | Business Model Innovation and Competition Strategy   | 35565     | E/選           | 3               |             |                  |             |               |             |               | 3           |   |   |               |
|                             | 產業實作(一)      | Internship (I)        | 25125  | E/選       | 3             |                 |             |                  |             |               |             | 3             |             |   |   |               |
|                             | 產業實作(二)      | Internship (II)       | 25126  | E/選       | 3             |                 |             |                  |             |               |             | 3             |             |   |   |               |
|                             | 產業實作(三)      | Internship (III)      | 25127  | E/選       | 3             |                 |             |                  |             |               |             | 3             |             |   |   |               |