

Curriculum - BA Program, 111Academic 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 類別	Module 模組	Course Title 課程名稱	Course code 科目代碼	R/E 選別	Credits 學分	Freshmen 一年級		Sophomore 二年級		Junior 三年級		Senior 四年級		credits for this category 類別最低應修	credits for this module 模組最低應修	Remarks 備註
						First 上	Second 下	First 上	Second 下	First 上	Second 下	First 上	Second 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。

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