

Curriculum - BA Program, 112 Academic 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			
University Required 校訂必修		導師時間 Time for Class Advisor	02795	R/必 必	0	0	0	0	0	0	0	0	0	0	0	
Holistic Education Program of Study 全人教育課程	core courses 核心課程	大學入門 Introduction to University Studies	00015	R/必	2	2								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							
	Fundament al Skills Courses 基本能力 課程	國文 Chinese	00001	R/必	4	2	2							32	12	At least 4 credits of English. 英文至少4學分，但入學考試或經驗檢定達一定標準者，得免修英文，並選擇請第二外語課程。 There will be no school-side compulsory courses. Students need to take related courses or pass the school's basic information ability test as a graduation condition. 取消校側必修課程，改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。
		外國語文 Foreign Language		R/必	8	2	2	2	2							
		資訊素養 Information Literacy		R/必	0											
	General Education Courses 通識涵養 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 必修 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							
Dept Elective Courses 系選修課程	Advanced Election courses 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							
Holistic Education Program of Study (A) 全人教育課程學 分數		固定收益證券 Fixed Income Securities	10458	E/選	3						3		15	37	Credits for Graduation A+B+C 畢業學分數	
		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							
		Department Required courses (B) 院系必修必選學分 數	Required 必修 必選	65	65		Election (C) 選修學分數		Advanced Election in department 專業選修		15		37		134	
		Advanced Election 必選	0					Other Election 其他選修		22						

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The English Proficiency Requirement for Graduation for each undergraduate student of the College is the exam score report of B2 level of CEFR (Common European Framework of Reference for Language) (equivalent to TOEIC score of 785+, IELTS score of 6.0+, OPT score of 61+, TOEFL iBT score of 72+, 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 CEFR 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 5 professional courses (or 15 credits) 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5門（或15學分）本院開設之「以英語授課的專業課程」，始有畢業資格。

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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			
		商業智慧和數據分析	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				