## Curriculum - BA Program, 113 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	Module		Course Title	Course code	R/E	Credits	-:	hmen 年級	==	omore 年級	Jun ≞4	-級	_	年級	credits for this category	credits for this module	Remarks
類別	模组		課程名稱	科目代碼	選別	學分	First 上	Second F	First 上	Second F	First 上	Second 下	First 上	Second 下	類別最低應 修	模組最低應 修	備註
niversity 校訂必		導師時間	Time for Class Advisor	02795	R/必	0	0	0	0	0	0	0	0	0	0	0	
12.12	- 19	大學入門	Introduction to University Studies	00015	必 R/必	2	2										
	core	人生哲學	Philosophy of Life	00013	R/必	4	-				2	2			1		
	courses 核心課程	ale attack as a subsequence	Professional Ethics-Business Ethics	08824	R/必	2							2	2	1	8	
		體育	Physical Education	00009	R/必	0	0	0	0	0					1		
		國文	Chinese	00001	R/必	4	2	2									
Holistic		外國語文	Foreign Language		R/必	8	2	2	2	2							At least 4 credits of English, 英文至少4學分 但入學考試或經檢定達一 標準者,得免修英文,退 修讀第二外揭課程。
Education Program of Study 公人教育课 程	Fundamen tal Skills Courses 基本能力 课程	資訊素養	Information Literacy		R/必	0									32	12	There will be no school vide compulsory course students need to take related courses or past be school's basic information ability to as a graduation condition. 不開设全校性必修课程、在同位的证明。
	General Education	人文與藝術通識領域	Humanities & Arts		G/通	4									1		
	Courses	自然與科技通識領域	Nature & Technology		G/通	4										12	
	通識涵養課程	社會科學通識領域	Social Sciences		G/通	4									]		
		經濟學	Economics	02457	R/必	6	3	3									
		會計學	Accounting	02412	R/必	6	3	3	L	L	L		L	L	]		
		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							1		
院系必修課程		統計學	Statistics	02222	R/必	6			3	3					65		
		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						65	
		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						1		
		成本會計	Cost Accounting	01449	R/必	2					2				1		
		管理會計	Management Accounting	02629	R/必	2						2			1		
		資訊管理	Information Management	02502	R/必	3					3				1		
		企業政策	Business Policy	01389	R/必	3							3		1		
		企業管理專題 (一)	Seminar on Business Administration (I)	14212	R/必	2						2			1		
		企業管理專題 (二)	Seminar on Business Administration (II)	14213	R/必	2							2		1		
		品質管理	Quality Management	03021	E/選	3	<u> </u>				3						
		金融經營管理與創新	Financial Operating Management and	24869	E/選	3					3				1		
		亚加江古日 二六八月111	Innovation		D/ -20												
		創新管理	Innovation Management	04564	E/選	3					3				6	6	
ļ		全球供應鏈管理	Global Supply Chain Management	15353	E/選	3						3				-	
ļ		產業管理研討	Discussion in Industrial Management	14211	E/選	3						3					
ļ		組織與社會發展	Organization and Social Development	24864	E/選	3						3			1		
ļ		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			9		
ļ		作業環境設計	Design of Operation Environment	24867	E/選	3						3			1		
		消費者行為	Consumer Behavior	01951	E/選	3					3					1	
		電子商務與網路行銷	E-Commerce & Internet Marketing	10992	E/選	3					3				1		
		行銷研究	Marketing Research	01480	E/選	3						3			1 _		
Elective	Advnced	創意思考與行銷創新	Creative Thinking and Marketing	24865	E/選	3						3			9		
urses 修課程	Eleciton courses	7,111,111	Innovation														
	專業選修	推廣策略	Promotional Strategy	14210	E/選	3						3					Choose one of fi
ļ		組織發展與變革	Organization Development and Change	06935	E/選	3	İ				3				Ì	1	
- 1		人力規劃與選才	Manpower Planning and Recruiting	20021	E/選	3						3			9	9	study, at least subjects and 9
		績效管理與人才發展	Performance Management and Talent	24862	E/選	3						3			,		credits
			Development														五組選一組,至2 科9學分
Ì		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			9		
		to the en	Investment	01579	E/選	3					3						
		投資學			E/選	6			3	3			_				
		投資學 中級會計學	Intermediate Accounting	01109	11/12	_											
			Intermediate Accounting Business Case Analysis	35806	E/選	3						3					
		中級會計學	Business Case Analysis Business Model Innovation and		_	3						3	3				
		中級會計學 企業個案分析 商業模式創新與競爭策略	Business Case Analysis Business Model Innovation and Competition Strategy	35806	E/選 E/選							3	3		9		
		中級會計學 企業個案分析	Business Case Analysis Business Model Innovation and	35806	E/選	3							3		9		
listic Ed	lucation	中級會計學 企業個案分析 商業模式創新與競爭策略	Business Case Analysis Business Model Innovation and Competition Strategy	35806	E/選 E/選 E/選	3					Adva Elecit	3			9		
ogram o	f Study	中級會計學 企業個案分析 商業模式創新與競爭策略 動態策略與系統創新	Business Case Analysis Business Model Innovation and Competition Strategy	35806 35565  Department Required courses	E/選 E/選	3				ction	Elecit depar	3 nced on in tment	3	27	Credits for	Graduation	124
listic Edogram o (A) 人教育	f Study )	中級會計學 企業個案分析 商業模式創新與競爭策略	Business Case Analysis Business Model Innovation and Competition Strategy	35806 35565	E/選 E/選 E/選	3	- 6	55	(	ction C) 學分數	Elecit	3 need on in tment 速修		- 37			134

## Curriculum - BA Program, 113 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

C	ategory	Module	Course Title	Course code	R/E	Credits	Fresh — 4	<b>半級</b>	Sopho 二年	-級	= 4		四 5	年級	category	module	Remarks
	類別	模组	課程名稱	科目代碼	選別	學分	First 上	Second F	First 上	Second F	First 上	Second F	First 上	Second F	類別最低應修	模組最低應 修	備註

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。

		Course Title	Course code	R/E	Credits			Sophomore					nior	minimum credits for this	minimum	Remarks
		課程名稱	科目代碼	選別	學分	—年 First	E級 Second	First	手級 Second	三生 First	E級 Second	四至 First	三級 Second	credits for this category 類別最低應係	s credits for this module 等 模組最低應係	備註
	組織行為	Organizational Behavior	02234	E/猴	3	Ŀ	下	Ŀ	3	Ŀ	下	Ŀ	下	郑州取临思郎	<b>9</b> 代的日时发出5.05.18	
	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		1		
	健康管理產業概論	Introduction to Health Care Industry	30709	E/選	3					3				1		
	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			1		
	職場健康與安全管理	Management of Occupational Health and Safety Effective Business Communication and	33745	E/選	3							2	3			
	商業溝通與談判	Negotiation  Labor Relationship and Compensation	31006	E/選	3							3	3			
	勞資關係與薪酬管理	Management	24863	E/選	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				
Elective	金融市場分析研討	Contemporary Issues in Financial Markets	17823	E/選	3							3		1		
Courses	社群媒體行銷	Social Media Marketing	23196	E/選	3							3		1		
選修課程	服務設計	Service Design	23502	E/選	3								3	1		
	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		1		
	智慧零售管理	Smart Retailing Management	33939	E/選	3					3				1		
	行銷數據分析與應用	Marketing Analytics and Applications	35805	E/選	3						3			1		
	科技管理概論	Introduction to Technology Management Business and Management Practice in	11279	E/選	3					3		2		1		
	亞太區域經營管理實務	Asia Pacific Region  Application of Artificial Intelligence and	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	Big Data Analytic in Marketing and Customer Relationship Management	34807	E/選	3											
	商業智慧和大數據分析	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	1		
	產業管理專題	Seminar on Industry Management	33743	E/選	3							3		1		
	新興科技產業概論	Introduction to Emerging Technology and Digital Business Sustainable Talent Development for	31495	E/選	3							3				
	企業永續人才培育	Organizations	36591	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			
														]		