

114.10.14 系課程會議通過
114.10.22 系務會議通過
114.11.19 院課程會議通過
114.12.04 校課程委員會議及114.12.23 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 Credit | 正課 Lecture | 實習 Internship | |
| 共同必修科目(28學分)General Required Courses(28credits hours) | | | | | | | | |
| 第一學年First Year | | | | | | | | |
| 體育(一) | Physical Education (I) | 0 | 2 | 0 | | | | |
| 英文聽講(一) | English Listening and Speaking (I) | 1 | 1 | 0 | | | | |
| 大一英文(一) | Freshman English (I) | 2 | 2 | 0 | | | | |
| 國文(一) | Chinese (I) | 3 | 3 | 0 | | | | |
| 體育(二) | Physical Education (II) | | | 0 | 2 | 0 | | |
| 英文聽講(二) | English Listening and Speaking (II) | | | 1 | 1 | 0 | | |
| 大一英文(二) | Freshman English (II) | | | 2 | 2 | 0 | | |
| 國文(二) | Chinese (II) | | | 3 | 3 | 0 | | |
| 第二學年Second Year | | | | | | | | |
| 體育(三) | Physical Education (III) | 0 | 2 | 0 | | | | |
| 博雅通識課程 | Liberal Education Curriculums | 2 | 2 | 0 | | | | |
| 歷史與文化(一) | History and Culture (I) | 2 | 2 | 0 | | | | |
| 體育(四) | Physical Education (IV) | | | 0 | 2 | 0 | | |
| 博雅通識課程 | Liberal Education Curriculums | | | 2 | 2 | 0 | | |
| 歷史與文化(二) | History and Culture (II) | | | 2 | 2 | 0 | | |
| 第三學年Third Year | | | | | | | | |
| 音樂鑑賞(一) | Music Appreciation (I) | 1 | 1 | 0 | | | | |
| 憲法與民主(一) | Constitution and Democracy (I) | 2 | 2 | 0 | | | | |
| 藝術鑑賞(一) | Art Appreciation (I) | 1 | 1 | 0 | | | | |
| 音樂鑑賞(二) | Music Appreciation (II) | | | 1 | 1 | 0 | | |
| 憲法與民主(二) | Constitution and Democracy (II) | | | 2 | 2 | 0 | | |
| 藝術鑑賞(二) | Art Appreciation (II) | | | 1 | 1 | 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 Credit | 正課 Lecture | 實習 Internship | |
| 專業必修科目(61學分)Department Required Courses(61credits hours) | | | | | | | | |
| 第一學年First Year | | | | | | | | |
| 會計學(一) | Accounting (I) | 3 | 3 | 0 | | | | |
| 經濟學(一) | Economics (I) | 3 | 3 | 0 | | | | |
| △商用程式設計 | Business Application Programming | 3 | 3 | 0 | | | | |
| 微積分(一) | Calculus (I) | 2 | 2 | 0 | | | | |
| 會計學(二) | Accounting (II) | | | 3 | 3 | 0 | | |
| 經濟學(二) | Economics (II) | | | 3 | 3 | 0 | | |
| 管理學 | Management | | | 3 | 3 | 0 | | |
| 微積分(二) | Calculus(II) | | | 2 | 2 | 0 | | |
| 第二學年Second Year | | | | | | | | |
| 企業經營法律 | Business Law | 3 | 3 | 0 | | | | |
| 統計學(一) | Statistics (I) | 3 | 3 | 0 | | | | |
| 行銷管理 | Marketing Management | 3 | 3 | 0 | | | | |
| 財務管理 | Financial Management | 3 | 3 | 0 | | | | |
| 管理數學 | Management Mathematics | | | 3 | 3 | 0 | | |
| 組織行為 | Organizational Behavior | | | 3 | 3 | 0 | | |
| 商用英文書信 | Business English Letter | | | 3 | 3 | 0 | | |
| 統計學(二) | Statistics (II) | | | 3 | 3 | 0 | | |
| 第三學年Third Year | | | | | | | | |
| 人力資源管理 | Human Resource Management | 3 | 3 | 0 | | | | |
| 生產與作業管理 | Production and Operation Management | 3 | 3 | 0 | | | | |
| 策略管理 | Strategy Management | | | 3 | 3 | 0 | | |
| 第四學年Fourth Year | | | | | | | | |
| 職場工作倫理 | Workplace Ethics | 3 | 3 | 0 | | | | |
| 企劃實務 | Practical of Marketing Planning | 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 Credit | 正課 Lecture | 實習 Internship | |
| 專業選修科目Department Electives Courses | | | | | | | | |
| 第二學年Second Year | | | | | | | | |
| 行銷與電子商務Marketing and E-commerce | | | | | | | | |
| 零售管理 | Retailing Management | 3 | 3 | 0 | | | | |
| 業務管理 | Sales Management | | | 3 | 3 | 0 | | |

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| 消費者行為 | Consumer Behavior | | | | 3 | 3 | 0 |
| 會展規劃與行銷 | Exhibition Planning and Marketing | | | | 3 | 3 | 0 |
| 其他專業課程選修Other Elective Courses | | | | | | | |
| 職場英語 | Basic Business English Conversation | 3 | 3 | 0 | | | |
| 職涯發展 | Career Life Development | 3 | 3 | 0 | | | |
| 商業簡報理論與實務 | Business Presentation Theory and Practice | | | | 3 | 3 | 0 |
| 財務與金融管理Finance and Financial Management | | | | | | | |
| 貨幣銀行學 | Monetary Banking | 3 | 3 | 0 | | | |
| 成本會計 | Cost Accounting | 3 | 3 | 0 | | | |
| 管理會計 | Managerial Accounting | | | | 3 | 3 | 0 |
| 金融市場 | Financial Markets | | | | 3 | 3 | 0 |
| 經營與資源規劃Operation and Resource Planning | | | | | | | |
| 國際企業管理 | International Business Management | 3 | 3 | 0 | | | |
| 管理資訊系統 | Management Information Systems | 3 | 3 | 0 | | | |
| 國際貿易實務 | Project Study of International Trade | | | | 3 | 3 | 0 |
| 物流管理 | Logistics Management | | | | 3 | 3 | 0 |
| 消費者保護 | Consumer Protection | | | | 3 | 3 | 0 |
| 商業心理學 | Business Psychology | | | | 3 | 3 | 0 |
| 第三學年Third Year | | | | | | | |
| 行銷與電子商務Marketing and E-commerce | | | | | | | |
| 人工智慧管理應用 | Artificial Intelligence Management Application | 3 | 3 | 0 | | | |
| 行銷企劃 | Marketing Planning | 3 | 3 | 0 | | | |
| 國際行銷 | International Marketing | 3 | 3 | 0 | | | |
| 資料庫管理 | Database Management | 3 | 3 | 0 | | | |
| 行銷研究 | Marketing Research | 3 | 3 | 0 | | | |
| 服務業行銷與管理 | Services Marketing and Management | 3 | 3 | 0 | | | |
| 顧客關係管理 | Customer Relationship Management | 3 | 3 | 0 | | | |
| 市場調查實務 | Project Study of Market Survey | | | | 3 | 3 | 0 |
| 行銷與廣告 | Marketing and Advertising | | | | 3 | 3 | 0 |
| 品牌管理 | Brand Management | | | | 3 | 3 | 0 |
| 新產品管理 | New Product Management | | | | 3 | 3 | 0 |
| 人工智慧數位行銷 | Artificial Intelligence in Digital Marketing | | | | 3 | 3 | 0 |
| 應用統計與大數據分析 | Applied Statistics and Big Data Analysis | | | | 3 | 3 | 0 |
| 電子商務 | Electronic Commerce | | | | 3 | 3 | 0 |
| 其他專業課程選修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 |
| 財務與金融管理Finance and Financial Management | | | | | | | |
| 國際財務管理 | International Financial Management | 3 | 3 | 0 | | | |
| 財務報表分析 | Financial Statement Analysis | 3 | 3 | 0 | | | |
| 租稅實務與規劃 | Taxation Practice and Planning | 3 | 3 | 0 | | | |
| 智慧財務決策與金融科技應用 | Intelligent Financial Decision-Making and FinTech Applications | | | | 3 | 3 | 0 |
| 財務軟體應用 | Financial Software Application | | | | 3 | 3 | 0 |
| 金融機構與管理 | Financial Institutions and Management | | | | 3 | 3 | 0 |
| 證券市場與分析 | Securities Markets and Analysis | | | | 3 | 3 | 0 |
| 稅務會計 | Tax Accounting | | | | 3 | 3 | 0 |
| 經營與資源規劃Operation and Resource Planning | | | | | | | |
| 中小企業管理 | Management of SME | 3 | 3 | 0 | | | |
| 企業研究方法 | Business Research Methods | 3 | 3 | 0 | | | |
| 人際關係與溝通 | Human Relations and Communication | 3 | 3 | 0 | | | |
| 永續經營管理 | Sustainability Management | | | | 3 | 3 | 0 |
| 服務創新與管理 | Service Innovation and Management | | | | 3 | 3 | 0 |
| 數位轉型與創新 | Digital Transformation and Innovation | | | | 3 | 3 | 0 |
| 勞工權益 | Labor Rights | | | | 3 | 3 | 0 |
| 團隊學習 | Team Learning | | | | 3 | 3 | 0 |
| 作業研究 | Operations Research | | | | 3 | 3 | 0 |
| 專案管理 | Project Management | | | | 3 | 3 | 0 |
| 服務業經營實務 | Service Industry Management Practices | | | | 3 | 3 | 0 |
| 第四學年Fourth Year | | | | | | | |
| 行銷與電子商務Marketing and E-commerce | | | | | | | |
| 觀光與餐旅行銷 | Marketing for Tourism and Hospitality | 3 | 3 | 0 | | | |
| 行銷策略 | Marketing Strategy | 3 | 3 | 0 | | | |
| 綠色行銷 | Green Marketing | 3 | 3 | 0 | | | |
| 行銷個案研討 | Case Study of Marketing Research | | | | 3 | 3 | 0 |
| 行銷資訊系統 | Marketing Information System | | | | 3 | 3 | 0 |
| 其他專業課程選修Other Elective Courses | | | | | | | |
| 商業禮儀 | Business Etiquette | | | | 3 | 3 | 0 |
| 財務與金融管理Finance and Financial Management | | | | | | | |
| 風險管理 | Risk Management | 3 | 3 | 0 | | | |

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|--|---|------------|------------------------|------------|-----------------------|---------------|------------------------|--------------|---------------|------------------|--|
| 財務個案分析 | Case Study in Financial Management | 3 | 3 | 0 | | | | | | | |
| 投資學 | Investments | | | 3 | 3 | 0 | | | | | |
| 期貨與選擇權 | Futures and Options Markets | | | 3 | 3 | 0 | | | | | |
| 經營與資源規劃Operation and Resource Planning | | | | | | | | | | | |
| 知識管理 | Knowledge Management | 3 | 3 | 0 | | | | | | | |
| 科技管理 | Technology Management | 3 | 3 | 0 | | | | | | | |
| 產業競爭分析 | Industrial Competition Analysis | 3 | 3 | 0 | | | | | | | |
| 供應鏈管理 | Supply Chain Management | 3 | 3 | 0 | | | | | | | |
| 休閒活動規劃管理 | Leisure Activities Planning Management | 3 | 3 | 0 | | | | | | | |
| 績效管理 | Performance Management | 3 | 3 | 0 | | | | | | | |
| 創新個案 | Innovation and Case Study | 3 | 3 | 0 | | | | | | | |
| 管理決策分析 | Management Decision Analysis | | | | 3 | 3 | 0 | | | | |
| 品質管理 | Quality Management | | | | 3 | 3 | 0 | | | | |
| 科目 | 上學期First Semester | | | | 下學期Second Semester | | | | | | |
| | Courses | | | | 學分 Credit | 正課 Lecture | 實習 Internship | 學分 Credit | 正課 Lecture | 實習 Internship | |
| 共同選修科目General Elective 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 Education Elective | 1 | 2 | 0 | | | | | | | |
| 全民國防教育軍事訓練（五） | All-Out Defense Education Military Training (V) | 1 | 2 | 0 | | | | | | | |
| 體育選修 | Physical Education Elective | | | | 1 | 2 | 0 | | | | |
| 第四學年Fourth Year | | | | | | | | | | | |
| 體育選修 | Physical Education Elective | 1 | 2 | 0 | | | | | | | |
| 外語菁英課程 | Foreign Language Elite Courses | 6 | 6 | 0 | | | | | | | |
| 體育選修 | Physical Education Elective | | | | 1 | 2 | 0 | | | | |
| 外語菁英課程 | Foreign Language Elite Courses | | | | 6 | 6 | 0 | | | | |
| 學分/時數統計 Credit/Hour Total | 第一學年First Year | | 第二學年Second Year | | 第三學年Third Year | | 第四學年Fourth Year | | | | |
| | 上學期 First Semester | | 下學期 Second Semester | | 上學期 First Semester | | 下學期 Second Semester | | | | |
| | 學分 Credit | 學時 Hour | 學分 Credit | 學時 Hour | 學分 Credit | 學時 Hour | 學分 Credit | 學時 Hour | | | |
| 必修科目學分/時數 Required Courses Credit / Hour | 17 | 19 | 17 | 19 | 16 | 18 | 16 | 18 | | | |
| 最低選修科目學分/時數 Minimum Electives Courses Credit / Hour | 0 | 0 | 0 | 0 | 3 | 3 | 9 | 9 | | | |
| 總學分數/時數累計 Credits / Hours Total | 17 | 19 | 17 | 19 | 19 | 21 | 19 | 19 | | | |

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.