

元智大學 管理學院學士班 必修科目表
College of Management BBA Program, Yuan Ze University
List of Required Courses
(110 學年度入學新生適用)
(Applicable to Students Admitted in Academic Year of 2021)

110.03.24 一○九學年第五次班課程委員會議通過
110.05.05 一○九學年度第五次教務會議通過
Passed by the 5th Academic Affairs Meeting, Academic Year 2020, on May 05, 2021
110.05.13 一○九學年第六次班課程委員會議通過
110.06.16 一○九學年度第六次教務會議修訂通過
Amended by the 6th Academic Affairs Meeting, Academic Year 2020, on June 16, 2021
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學年 Academic Year 學期 Semester 科目 Subject	第一學年 1 st Academic Year		第二學年 2 nd Academic Year		第三學年 3 rd Academic Year		第四學年 4 th Academic Year	
	上 Fall	下 Spring	上 Fall	下 Spring	上 Fall	下 Spring	上 Fall	下 Spring
共同必修科目 University Compulsory (17)	國文 (一) Chinese (I) (2)	國文 (二) Chinese (II) (2)						
	英語 (一) English (I) (2)	英語 (二) English (II) (2)						

	<p>外語課程應依「通識外語修課規定」修習，共計 10 學分。</p> <p>1.「英語（一）」及「英語（二）」為基礎課程，採能力分級上課，共計二學期四學分。</p> <p>2.除了「英語（一）」及「英語（二）」外，應修習主題式英語課程三學期 5 學分，畢業前需修畢三個不同英語課程，始取得畢業資格。大一英語能力後測 TOEIC 模擬測驗成績未達 350 分者，應修習「應試加強班」，修習「應試加強班」期間之期末 TOEIC 模擬測驗成績未達 350 分者，則該科成績將「不及格」，並應再次修習「應試加強班」，直到取得 TOEIC 模擬測驗分數達 350 分(含)始得修習其他主題式英語課程。</p> <p>3.另開設「英語檢定」計一學期 1 學分，「英語檢定」之修課限制與注意事項，請參照「英語檢定」修課規定，並由通識教學部公佈後施行。</p> <p>外國學生改修華語須經國際語言文化中心審核通過始可改修華語課程 10 學分，其華語課程 10 學分應含「華語檢定」1 學分，「華語檢定」修課限制與注意事項，請參照「英語檢定」修課規定。</p> <p>凡本校大學部外國學生(不含交換生)修習「華語一」或「華語二」任一課程成績未達 60 分，不得修習「華語三」、「華語四」、「華語五」、「華語六」，若修習「華語三」、「華語四」任一課程成績未達 60 分，不得修習「華語五」或「華語檢定」。</p> <p>The undergraduate students must complete 10 required credits of foreign language courses as follows:</p> <ul style="list-style-type: none">● English (I), (II): 4 credits● English thematic course: 5 credits● English Test: 1 credit <p>English (I) and (II) are 4 credits elementary courses for the freshmen who are grouped on English competence-based to complete within two semesters.</p> <p>English thematic courses are 5-credit of English courses; students are required to obtain 5 credits through 3 different thematic courses for graduation.</p> <p>For the requirements of registering “English Testing”, please refer to "the Regulation for Registering English Test" announced and implemented by the College of General Education.</p> <p>Foreign students need approval by ILCC for taking 10 credits of Mandarin Chinese courses as alternative courses of English.</p> <p>The undergraduate foreign students, exchange students excluded, must score 60 points or higher to pass Mandarin Chinese (I) and (II) before taking Mandarin Chinese (III), (IV), (V), and (VI). Students must score 60 points or higher in Mandarin Chinese (III) and (IV) before taking Mandarin Chinese (V) and (VI).</p> <p>英語檢定 English Testing（1）、經典五十 Fifty Canonized Books（2）、服務學習 Service Learning（1）</p>							
	體育 Physical Education（0）	體育 Physical Education（0）	體育 Physical Education（0）	體育 Physical Education（0）				
	體育除修習大一至大二 4 個學期外，另需通過「游泳能力檢定」及「心肺適能檢定」等二項檢測，列為畢業門檻。 Beside taking PE courses for 4 semesters (Year 1 to 2), students must pass both swimming and cardiopulmonary function tests.							
通識教育科目 General Education （10）	<p>通識課程分為人文藝術、自然科學、社會科學及生命科學四大類。學生須於四大領域中各選修 2 學分課程，共計 8 學分。General Education program comprises four categories：Humanities, Natural Science, Social Science and Life Science. Students are required to take a 2-credit course from each category to get 8 credits before graduation.</p> <p>通識跨域課程 General Education Interdisciplinary Course：此 2 學分學生可自由於通識講座課程、微課自主學習或在地多元文化課群中選課。惟外籍生與工程學院英語學士班、資訊學院英語學士班、人文社會學院英語學士班、電機通訊學院英語學士班學生仍須於四大領域中選課，依各院修課規定辦理。Students can select the 2 credits from a General Education Lecture course, Micro Credit courses, Self-Study courses, or Local-Multicultural courses. Only foreign students and undergraduates of International Programs in the Colleges of Engineering, Informatics, Humanities and Social Sciences, as well as Electrical and Communication Engineering are required to take a 2-credit course from the four categories according to each college’s policy before graduation.</p>							
管院共同必修科目 Department Compulsory （42）	微積分 CM116(3) Calculus		統計學（上） CM201(3) Statistics(I)	統計學（下） CM202(3) Statistics(II)	基礎程式設計- 數據分析入門 CM001(2) Fundamental Computer Programming - Introduction to Data Analysis	基礎程式設計- 統計程式與資料 分析 CM002(2) Fundamental Computer Programming- Statistical and Quantitative Analysis		
	會計學（上）* CM103(3) Accounting Principle (I)	會計學（下）* CM104(3) Accounting Principle (II)	財務管理* CM205(3) Financial Management					
	經濟學（上） CM105(3) Economics (I)	經濟學（下） CM106(3) Economics (II)	行銷管理 CM203(3) Marketing Management					
	管理學 CM108(3) Management	商事法 CM113(2) The Commercial Law	組織行為* CM204(3) Organization Behavior					
	企業倫理與社會責任 CM114(3) Business Ethics and Community Responsibility							

主修領域必修科目 Major compulsory courses (3-6)		作業管理* CM206(3) (企管) Operations Management (BA)	國際企業管理* CM216(3) (國企) International Business Management (IB)	策略管理* CM401(3)(企管) Strategic Management (BA)	
備註 Remarks		中級會計學(一) CM220(3) (會計) Intermediate Accounting(I) (AC)	投資學* CM222(3) (財金) Investments (FN)		
			公司理財* CM223(3) (財金) Corporate Finance (FN)		
	<p>1. 有關共同必修及通識教育科目之詳細規定，另依據「元智大學共同必修科目表」之規定辦理。 Please refer to Yuan Ze University Common Required Course List for General Education courses information and regulations.</p> <p>2. 通識教育科目學分只採計至多 10 學分，超修之學分將不列入畢業學分。 The maximum credits for general education courses is 10, the exceeding credits will not be counted.</p> <p>3. 各學程終端學習課程為必修「議題導向實作專題課程」3 學分。 The experiential learning course of each concentration is a compulsory three-credit course of "Topic and Implementation-oriented courses".</p> <p>4. 資訊軟體應用(CM115)、數位資料分析方法(CM263)、服務行銷與管理(CM304)、創業財務規劃(CM371)、數位創新與服務(CM245)、數位與行動商務(CM469)、人才培育與才能管理(CM384)、數位行銷傳播管理與應用(CM396)、數位與社群行銷(CM399)、數位經濟議題(CM477)、數位轉型案例分析(CM249)、衍生性金融商品(CM327)、財務軟體應用(CM449)、財經數據分析方法(CM460)、網路爬蟲與人工智慧之投資應用(CM261)、Python 程式設計(CM250)、資料採礦(CM252)、區塊鏈(CM253)、會計資訊系統(CM418)、電腦審計(CM488)為本院「數位應用相關課程」，畢業前須通過至少 2 門「數位應用相關課程」(可至本系或外系修習)。 Introduction to Computer Software and Applications (CM115), Data Analysis Methods (CM263), Entrepreneurial Finance (CM371), Digital Innovation & Service (CM245), Digital and Mobile Business (CM469), Talent Development and Competence Management (CM384), Digital Marketing Communication Management and application (CM396), Digital and Community Marketing (CM399), The Digital Economy (CM477), Case Study of Digital Transformation (CM249), Derivative Securities (CM327), Financial Packages and Applications (CM449), Financial Data Analysis (CM460), Web Crawler and Artificial Intelligence: The Application in Investment (CM261), Python Programming (CM250), Data Mining (CM252), Blockchain (CM253), Accounting Information System (CM418) and Computer Auditing (CM488) are courses of 'digital application courses'. Students require passing at least two 'digital application courses'. (Student may take 'digital application courses' from another department.)</p> <p>5. 本班同學總共必須修滿 128 學分方可畢業，包括共同必修及通識課程共 27 學分、院共同必修 42 學分、主修領域必修 3-6 學分、主修學程 24-27 學分（外系選修至多承認 26-32 學分，與他系合作之學程，依學程規定承認最高學分）。管院學士班之跨領域選修請參考第 7 條之規定。 Student of BBA must take 128 credits in total for graduation, include Required Common Courses and General Education courses (27), College Compulsory courses (42), Major Compulsory (3-6), and Concentration Subject (24-27). (Outside the Department of elective up to recognize the (26-32) credits, and the cooperation courses with other departments, according to the provisions of the highest recognition of credit). If you choose elective credits of CM. Please refer to regulation 7 below for regulations regarding electives.</p> <p>6. 學士班學生應選擇「企業管理」、「財務金融」、「國際企業」或「會計」為主修領域(Major Area)：</p> <p>(1) 主修領域必修科目 3 或 6 學分：</p> <p>a. 企業管理：學生應必修「作業管理」、「策略管理」</p> <p>b. 財務金融：學生應必修「投資學」、「公司理財」</p> <p>c. 國際企業：學生應必修「國際企業管理」</p> <p>d. 會計：學生應必修「中級會計學（一）」</p> <p>(2) 管院主修學程科目 24-27 學分：</p> <p>a. 企業管理：學生應自「企業管理學程」、「領導暨人力資源學程」、「行銷學程」及「國際企業學程」中擇一做為主修學程。</p> <p>b. 財務金融：學生應自「投資與企業金融學程」、「投資與風險管理學程」及「金融科技學程」中擇一做為主修學程。</p> <p>c. 國際企業：學生應自「企業管理學程」、「領導暨人力資源學程」、「行銷學程」及「國際企業學程」中擇一做為主修學程。</p> <p>d. 會計：學生應修習「會計專業學程」做為主修學程。</p> <p>Students must choose one of the Major Areas and fulfill requirements of each major listed below:</p> <p>(1) Major Areas and corresponding compulsory courses(3or6)</p> <p>a. Business Administration：「Operations Management」、「Strategic Management」</p> <p>b. Finance：「Investments」、「Corporate Finance」</p> <p>c. International Business：「International Business Management」</p>				

	<p>d.Accounting：「Intermediate Accounting(I)」</p> <p>(2) Concentration courses (24-27)：</p> <p>a.Students who major in Business Administration, 4 concentrations available: “Business Management”, “Leadership & Human Resources”, “Marketing” and “International Business”.Students should choose a minimum of one as the major concentration.</p> <p>b.Students who major in Finance, 3 concentrations available: “Investment and Corporate Finance”, “Investment and Risk Management”and “FinTech”. Students should choose a minimum of one as the major concentration.</p> <p>c.Students who major in International Business, 4 concentrations available: “Business Management”, “Leadership & Human Resources”, “Marketing”and “International Business”. Students should choose a minimum of one as the major concentration.</p> <p>d.Students who major in Accounting can choose “Accounting Professional”as the major concentration.</p> <p>7. 管院學士班學生之跨領域選修規定：</p> <p>(1) 學生除主修學程外，應符合下列任一輔修規定：</p> <p>a.輔修學程科目：修習另一學程三門課做為輔修學程(9 學分)。</p> <p>b.輔修產業學程科目：修習本院或跨院產業學程 12 學分做為輔修學程（12 學分不得含管院共同必修）。</p> <p>c.輔修跨院學程科目：修習他院 12 學分做為輔修學程(12 學分須為同院課程)。</p> <p>(2) 完成主修學程修課規定之學生，符合前項 a(輔修學程科目)及 b(輔修產業學程科目)規定者，將於畢業證書上加註證明；符合前項 c(輔修跨院學程科目)者，不另提供證明或證書。</p> <p>Regulations regarding electives:</p> <p>(1) In addition to fulfilling the requirements of selected major and concentration, students also must satisfy one of the following requirements:</p> <p>a.Concentration minor in CM: students should take 9 credits within each of their selected minor(s).</p> <p>b.Industrial Program minor: students should take 12 credits within each of their selected industrial program(s) (excluding 12 credits of College Compulsory courses).</p> <p>c.Minor outside CM: students should take 12 credits within a college.</p> <p>(2) Concentration minor in CM and Industrial Program minor will be certified on the diploma. Minor outside CM will not be certified.</p> <p>8. 學士班學生須於畢業前修畢職涯素養，詳細修課方式請參閱管院職涯辦公室「元智大學管理學院職涯護照實施辦法」。Students also need to complete Career Literacy credits in order to graduate. Please check the [Yuan Ze College of Management Career Path Planning Passport] for detailed information.</p> <p>9. 星號(*)課程為 EMI (English as Medium of Instruction)英語授課專業課程(依各主修學程必修規定) Courses with * are EMI courses (required by each major area.)</p> <p>10. 為增進學生英文能力，鼓勵選修英語授課課程(含英專班)，其修習之課程科目及學分數之認抵需依學系規定辦理。 To improve students’ English, we encourage students to take the courses in English (including English Bachelor), which courses and credits waiver and transference should be standardized by each department.</p>
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選修科目表
Yuan Ze University, College of Management BBA Program
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(110 學年度入學新生適用 Academic Year 2021)

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學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
企業管理 Business Management	數位企業經營模組 Digital Business Management (DBM) Module							
			創新管理與實務 CM235(3) Innovation Management and Practice	企業資源規劃 CM208(3) Enterprise Resource Planning	供應鏈管理 CM302(3) Supply Chain Management	智慧商務專案管 理 CM262(3) Smart Commerce Project Management	數位資料分析方 法 CM263(3) Data Analysis Methods	企業管理實務專 題 CM487(3) Business Management Practice and Seminar
					服務行銷 與管理 CM304(3) Service Marketing and Management			

科技創新管理模組 Technology & Innovation Management (TIM) Module							
			創意與創業傾向 CM236(3) Creative and Entrepreneurial Orientation	創業管理概論 CM370(3) Introduction to Entrepreneurship	創業行銷 CM372(3) Entrepreneurial Marketing	創業財務規劃 CM371(3) Entrepreneurial Finance	
			科技管理導論 CM257(3) Introduction to Technology Management	數位創新與服務 CM245(3) Digital Innovation & Service	數位與行動商務 CM469(3) Digital and Mobile Business		
<p>說明：課程十四選八</p> <p>主修必選－創新管理與實務、數位創新與服務、數位與行動商務、企業管理實務專題（終端學習課程）。</p> <p>輔修－數位創新與服務或數位與行動商務(二選一)、創新管理與實務或企業管理實務專題(終端學習課程)(二選一)，其餘任選一門。</p> <p>Notes: Course selection: choose eight out of fourteen.</p> <p>Required courses for Concentration: “Innovation Management and Practice”, “Digital Innovation & Service”, “Digital and Mobile Business “ and “Business Management Practice and Seminar.</p> <p>Required courses for Minor: (1) “Digital Innovation & Service” or “Digital and Mobile Business” (1 out of 2). (2) “Innovation Management and Practice” or “Business Management Practice and Seminar” (1 out of 2). Elective courses for Minor: choose a minimum of 1 course out of remaining 12 courses.</p>							

學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
領導暨人力資源 Leadership & Human Resources			團隊建立與管理 CM307(3) Team Building and Management	人力資源管理* CM211(3) Human Resources Management	生涯與諮商心理學 CM373(3) Career and Counseling Psychology	激勵與領導 CM310(3) Motivation and Leadership	人力資源管理專題 CM309(3) Special Topics in Human Resource Management	
				商業溝通與社交禮儀 CM229(3) Business Communication and Social Etiquette	人才培育與才能管理 CM384(3) Talent Development and Competence Management	國際人力資源管理* CM406(3) International Human Resource Management		
				員工關係與人力資源實務 CM382(3) Employment Relationship and Practice	領導才能發展 CM348(3) Leadership Competency Development	領導與創新專題 CM467(3) Seminar on Leadership and Innovation		
				創意思考與問題解決 CM232(3) Creative thinking and Problem solving	溝通說服與談判 CM375(3) Negotiation Strategies and Persuasion Skills	心理測驗與人力資源應用 CM308(3) Psychological Testing and HR assessment		

	<p>說明：課程十四選八 主(輔)修必選－人力資源管理或國際人力資源管理(二選一)、激勵與領導（終端學習課程）</p> <p>Note: Course selection: choose eight out of fourteen. Required courses: “Human Resources Management” or “International Human Resources Management “(pick one of two) and “Motivation and Leadership” Elective courses for Concentration: in addition to two required courses, choose a minimum of 6 courses out of remaining 12 courses Elective courses for Minor: in addition to two required courses, choose a minimum of 1 course out of remaining 12 courses</p>							
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學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
行銷 Marketing			通路管理 CM213(3) Marketing Channels Management	消費者心理洞察 與行為* CM243(3) Consumer Psychology, Insights and Behavior	全球跨文化行銷 CM395 Global and Cross-Cultural Marketing	公關行銷 CM317(3) Public relations Marketing	大數據分析與行銷研究* CM484(3) Big Data Analysis and Marketing Research	
				零售管理 CM215(3) Retailing Management	數位行銷傳播管理與應用 CM396 Digital Marketing Communication Management and Application	關係行銷與科技應用 CM398(3) Relationship Marketing and Technology Application	行銷管理專題* CM409(3) Special Topics in Marketing Management	
				品牌管理與社群經營 CM244(3) Brand and Community Management	新產品開發與管理 CM397 New product Development and Management	數位與社群行銷 CM399(3) Digital and Community Marketing		
					行銷企劃 CM447(3) Marketing plans	休閒與文創行銷 CM369(3) Leisure, Cultural and Creative Industries Marketing		
	<p>說明：課程十四選八 主修必選－消費者心理洞察與行為、大數據分析與行銷研究、行銷管理專題（終端學習課程） 輔修－任選三門</p> <p>Note: Course selection: choose eight out of fourteen. Required courses: “Consumer Psychology, Insights and Behavior”, “Big Data Analysis and Marketing Research”, and “Special Topics in Marketing Management” Elective courses for Concentration: in addition to three required courses, choose a minimum of 5 courses out of remaining 11 courses Elective courses for Minor: choose a minimum of 3 courses out of 14 courses</p>							

學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
國際企業 International Business			市場競爭分析 CM227(3) Market Competition Analysis	全球電商與物流 CM240(3) Global E- Commerce and Logistics	國際企業談判 CM368(3) International Business Negotiations	國際企業經營決策* CM320(3) Strategic Management of Multinational Corporations	前瞻產業實務研究 CM366(3) Foresight Industries and Practices	策略布局與商業模式新創實作 CM483(3) Practice in Strategic Formulation and Business Model Innovation

				全球產業分析 CM219(3) Global Industrial Analysis	國際金融 CM318(3) International Finance	國際人力資源管 理* CM406(3) International Human Resource Management	跨國界創新實務 議題 CM482 (3) Cross-border Innovation and Growth	
				國貿實務 CM242(3) Practice of International Trade	管理決策模型 CM246(3) Decision Models for Management	數位轉型案例分 析 CM249(3) Case Study of Digital Transformation		
						新興市場議題 CM446(3) Emerging Market Issues		
<p>說明：課程十四選八</p> <p>主修必選—全球產業與分析、國際金融、國際企業經營決策、策略布局與商業模式新創實作（終端學習課程），以上四門均為國際企業學程必選。下述為建議選課模組，但不強制。</p> <p>(1) 全球化管理模式模組：全球電商與物流、國際人力資源管理、跨國界創新實務議題、市場競爭分析。</p> <p>(2) 當代議題模組：新興市場議題、數位轉型案例分析、前瞻產業實務研究。</p> <p>(3) 證照與技能模組：國貿實務、國際企業談判、管理決策模型。</p> <p>輔修必選—國際企業管理(主修領域為國際企業之學生，應另選一門學程選修課替代)、策略布局與商業模式新創實作</p> <p>Note: Course selection: choose eight out of fourteen.</p> <p>Required courses for Concentration: “Global Industrial Analysis”, “International Finance”, “Strategic Management of Multinational Corporations”, “Practice in Strategic Formulation and Business Model Innovation”, the above four courses are required for the core module. The modules below are the suggestion of the courses selection. Just for reference and not mandatory.</p> <p>(1) Management strategies for global businesses module :“Global E-Commerce and Logistics”、“International Human Resource Management”、“Cross-border Innovation and Growth”、“Market Competition Analysis”</p> <p>(2) Contemporary issues module :“ Emerging Market Issues”、“ Case Study of Digital Transformation”、“Foresight Industries and Practices”</p> <p>(3) Certificate and skill module :“Practice of International Trade”、“International Business Negotiations”、“Decision Models for Management”</p> <p>Required courses for Minor: “International Business Management” and “Practice in Strategic Formulation and Business Model”</p> <p>Elective courses for Minor: choose a minimum of 1 course out of remaining 13 courses. If you are already a major in international business, you must choose an elective course instead of 'International Business Management'.</p>								

學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
投資與企業金融 Investment and Corporate Finance			個體經濟學 CM217 (3) Microeconomics	企業財務分析 CM238(3) Business Analysis Using Financial Statements	計量經濟學 CM323(3) Econometrics	國際財務管理 CM321 (3) International Financial Management	財務金融 個案研討 CM470(3) Case Studies in Finance	
			金融倫理與法規 CM326(3) Financial Ethics and the Securities Law	解讀財經新聞 CM239(3) Financial News Guide	金融機構管理 CM380(3) Financial Institutions Management	財務軟體應用 CM449(3) Financial Packages and Applications	不動產投資與融 資 CM471 (3) Real Estate Finance and Investment	
			金融市場 CM237(3) Financial Markets		企業評價與併購 實務 CM381 (3) The Practice of Corporate Valuation and Acquisitions	投資組合與 證券分析 CM331(3) Portfolio and Security Analysis		

					資產管理實務與 投資策略分析 CM264 (3) Asset Management Practice and Investment Strategy Analysis	衍生性金融商品 CM327 (3) Derivative Securities		
<p>說明：課程十五選八</p> <p>主修必選—金融市場、金融機構管理、企業財務分析、金融倫理與法規、財務金融個案研討（終端學習課程）；若為雙主修本學程與「投資與風險管理」學程者，"金融倫理與法規"須以此二學程之其他選修課替代。</p> <p>輔修—必選投資學，其餘任選兩門。若為財金主修或已輔修「投資與風險管理」學程者，則須任選三門。</p> <p>Note: Course selection: choose eight out of fifteen. Required courses for Concentration: "Financial Markets", "Financial Institutions Management", "Business Analysis Using Financial Statements", "Financial Ethics and the Securities Law", and "Case Studies in Finance". Elective courses for Concentration: in addition to above required courses, choose a minimum of 3 courses out of remaining 10 courses. Students who double major in this Concentration and "Investment and Risk Management" Concentration are required to take one elective course in these two Concentrations to replace "Financial Ethics and the Securities Law".</p> <p>Required courses for Minor: "Investments" Elective courses for Minor: choose a minimum of 2 courses out of remaining 15 courses. Students who major in Finance or minor in "Investment and Risk Management", choose a minimum of 3 courses out of remaining 15 courses.</p>								

學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
投資與風險管理 Investment and Risk Management			總體經濟學 CM218 (3) Macroeconomics	個人理財 CM329 (3) Personal Finance	計量經濟學 CM323 (3) Econometrics	固定收益 證券分析 CM330(3) Fixed Income Security Analysis	財務創新 CM428(3) Financial Innovation	
			金融倫理與法規 CM326 (3) Financial Ethics and the Securities Law	貨幣銀行學 CM258(3) Money and Banking	衍生性金融商品 CM327 (3) Derivative Securities	投資組合與 證券分析 CM331(3) Portfolio and Security Analysis	不動產投資與融 資 CM471 (3) Real Estate Finance and Investment	
			解讀財經新聞 CM239(3) Financial News Guide		網路爬蟲與人工 智慧之投資應用 CM261(3) Web Crawler and Artificial Intelligence: The Application in Investment	財經數據分析方 法 CM460(3) Financial Data Analysis		
					資產管理實務與 投資策略分析 CM264 (3) Asset Management Practice and Investment Strategy Analysis	風險管理 CM414 (3) Risk Management		

	<p>說明：課程十五選八</p> <p>主修必選一衍生性金融商品、計量經濟學、風險管理、金融倫理與法規、投資組合與證券分析（終端學習課程）；若為雙主修本學程與「投資與企業金融」學程者，"金融倫理與法規"須以此二學程之其他選修課替代。</p> <p>輔修一必選投資學，其餘任選兩門。若為財金主修或已輔修「投資與企業金融」學程者，則須任選三門。</p> <p>Note:</p> <p>Course selection: choose eight out of fifteen.</p> <p>Required courses for Concentration: "Derivative Securities", "Econometrics", "Risk Management", "Financial Ethics and the Securities Law", and "Portfolio and Security Analysis".</p> <p>Elective courses for Concentration: in addition to above required courses, choose a minimum of 3 courses out of remaining 10 courses.</p> <p>Students who double major in this Concentration and "Investment and Corporate Finance" Concentration are required to take one elective course in these two Concentrations to replace "Financial Ethics and the Securities Law".</p> <p>Required courses for Minor: "Investments"</p> <p>Elective courses for Minor: choose a minimum of 2 courses out of remaining 15 courses. Students who major in Finance or minor in "Investment and Corporate Finance", choose a minimum of 3 courses out of remaining 15 courses.</p>
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學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
金融科技 FinTech	管理課程(以下有 8 門) Management courses							
				銀行風險管理實務 CM363(3) Risk Management Practices	衍生性金融商品 CM327(3) Derivative Securities	商業數據分析實作 CM248(3) Practice of Business Data Analysis		金融監理與法規 CM479(3) Financial Supervision and Regulation
					數位行銷傳播管理與應用 CM396(3) Digital Marketing Communication Management and Application	數位轉型案例分析 CM249(3) Case Study of Digital Transformation		風險管理 CM414(3) Risk Management
						數位經濟議題 CM477(3) The Digital Economy		
	科技課程(以下有 7 門) Technology courses							
			Python 程式設計 CM250(3) Python Programming	資料採礦 CM252(3) Data Mining	機器學習應用 CM254(3) Machine Learning Applications	資料科學 CS531(3) Data Science	金融科技創客 CM486(3) FinTech Maker	
				金融科技創新 CM391(3) Financial Technology Innovation		區塊鏈 CM253(3) Blockchain		

	<p>說明：課程十五選九</p> <p>主修—必選 Python 程式設計、資料採礦、金融科技創新、區塊鏈、金融科技創客(終端學習課程)。</p> <p>輔修—必選 Python 程式設計。其餘課程五選二：資料採礦、金融科技創新、區塊鏈、機器學習應用、金融科技創客。</p> <p>Note:</p> <p>Course selection: choose nine out of fifteen.</p> <p>Required courses for Concentration: “Python Programming”, “Data Mining”, “Financial Technology Innovation”, “Blockchain”and“FinTech Maker”.</p> <p>Elective courses for Concentration: in addition to the above 5 required courses , choose a minimum of 4 courses out of the remaining 10 courses.</p> <p>Required courses for Minor:“Python Programming”</p> <p>Elective courses for Minor: in addition to the above 1 required course , choose a minimum of 2 courses out of the remaining 5 technology courses: “Data Mining”, “Financial Technology Innovation”, “Blockchain”, “Machine Learning Applications”and“FinTech Maker”</p>
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學年 Academic Year 學期 Semester	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
管院學程科目(30) Concentration Subject(30)	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
會計專業 Accounting Professional			成本與管理會計 (上)CM385(3) Cost and Managerial Accounting(I)	中級會計學 (二) CM221(3) Intermediate Accounting(II)	中級會計學 (三) CM332(3) Intermediate Accounting(III)	審計學(下) CM336(3) Auditing(II)	會計資訊系統 CM418(3) Accounting Information System	政府會計與會審 法規 CM419(3) Government Accounting & the Laws of Accounting & Auditing
				成本與管理會計 (下)CM386(3) Cost and Managerial Accounting (II)	審計學(上) CM335 (3) Auditing(I)	財務報表分析 CM325(3) Financial Statement Analysis	管理決策會計 CM374(3) Managerial Decision Accounting	電腦審計 CM488(3) Computer Auditing
					稅務法規 CM338(3) Taxation Law	租稅規劃 CM387(3) Tax Planning	高級會計學 (下) CM416(3) Advanced Accounting(II)	永續與會計 CM489(3) Sustainability and Accounting
						高級會計學 (上) CM415(3) Advanced Accounting(I)		
<p>說明：課程十六選九</p> <p>主修必選-中級會計學(二)、成本與管理會計(上)、成本與管理會計(下)、稅務法規、高級會計學(上)、高級會計學(下)、審計學(上)、審計學(下)(終端學習課程)。主修同學若選修「管理決策會計」，將不認列學分。</p> <p>輔修—任選三門</p> <p>Note:</p> <p>Course selection: choose nine out of sixteen.</p> <p>Required courses for Concentration: “Intermediate Accounting(II)”, “Cost and Managerial Accounting(I)”, “Cost and Managerial Accounting(II)”, “Taxation Law”, “Advanced Accounting(I)”, “Advanced Accounting(II)”, “Auditing(I)”, and “Auditing(II)”</p> <p>Elective courses for Concentration: in addition to above required courses, choose a minimum of 1 course out of remaining 7 courses</p> <p>The credits from “Managerial Decision Accounting” cannot be double counted for students major in Accounting Professional</p> <p>Elective courses for Minor: choose a minimum of 3 courses out of 16 courses.</p>								

產業學程科目 Industrial Program Subject	<p>依據「休閒旅遊管理產業學程」、「零售產業與管理學程」、「金融服務業產業學程」、「社會企業學程」、「醫療產業服務與行銷管理學程」、「數位應用與管理產業學程」、「文創產業與管理學程」及「通訊產業與管理學程」科目規劃一覽表訂定</p> <p>Please refer to the list of Required Courses of 「Leisure Travel Industry Concentration」、「Retail Management Concentration」、「Financial Services Industry Concentration」、「Social Enterprise Concentration」、「Healthcare Services and Marketing Management」、「Digital Business and Management」、「Cultural Creative Industry Management Concentration」and「Telecommunication Industry Management Concentration」</p>
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學年 Academic Year 學期 Semester 科目 Subject	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
職場競爭力 養成科目(必修) Workplace Competitiveness (require)								職涯素養 CM472(0) Career Literacy
職場競爭力 養成科目(選修) Workplace Competitiveness Selective (elective)	資訊軟體應用 CM115(3) Introduction to Computer Software and Applications	管理數學 CM117(3) Mathematics for Management			企業文化案 例研討 CM265(3) Case Study of Business Culture		企業實習 (一) CM435 (4) Internship(I)	企業實習 (二) CM436 (4) Internship(II)
		商用英語與簡報技巧 CM441(3) English for Business Professionals & Presentation Skill					企業永續概論 CM270(3) Fundamentals of Corporate Sustainability	國際研習(二) CM475(3) International learning (II)
	說明：學士班學生須於畢業前修畢職涯素養，詳細修課方式請參閱管院職涯辦公室「元智大學管理學院職涯護照實施辦法」。 Note: Students need to complete Career Literacy, for details regarding this course, please check the [Yuan Ze College of Management Career Path Planning Passport]							

學年 Academic Year 學期 Semester 科目 Subject	第一學年 First Academic Year		第二學年 Second Academic Year		第三學年 Third Academic Year		第四學年 Fourth Academic Year	
	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd	上 1 st	下 2 nd
其餘選修 Additional Courses (elective)			泰語(一) CM233(3) Thai (I)	泰語(二) CM234(3) Thai (II)		海外研習 (一) CM340(3) Overseas Study(I)	海外研習 (二) CM422(3) Overseas Study(II)	
			民商法律專題 CM118(2) Seminar on Civil and Commercial Law					

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