

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
(114 學年度入學新生適用)

(Applicable to Students Admitted in Academic Year of 2025)

114.03.18 一一三學年第三次班課程委員會議通過

114.04.23 一一三學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2024, on April 23, 2025

114.05.07 一一三學年第四次班課程委員會議通過

114.06.04 一一三學年度第六次教務修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2024, on June 04, 2025

| 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 | | 第三學年 3 rd Academic Year | | 第四學年 4 th Academic Year | |
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| | 上 Fall | 下 Spring | 上 Fall | 下 Spring | 上 Fall | 下 Spring | 上 Fall | 下 Spring |
| 共同必修科目 Common Compulsory (17) | 中文閱讀、思辨與表達 (一) Chinese Reading, Critical Thinking, and Expression (I) | 中文閱讀、思辨與表達 (二) Chinese Reading, Critical Thinking, and Expression (II) | | | | | | |
| | (2) | (2) | | | | | | |
| | 英語 (一) English (I) | 英語 (二) English (II) | | | | | | |
| | (2) | (2) | | | | | | |
| <p>1. 外語課程應修習 10 學分。</p> <p>2. 「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>3. 除了「英語 (一)」及「英語 (二)」外，畢業前應修畢二個不同主題式英語課程，共計 4 學分。</p> <p>4. 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」(EL260)。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>5. 另開設「英語檢定」(EL160) 計一學期 2 學分，「英語檢定」之修課限制與注意事項，請參照「通識外語『英語檢定』修課規定」，並由通識教學部公佈後施行。</p> <p>6. 外國學生可修華語課程 10 學分，其華語課程 10 學分應含「華語檢定」2 學分，「華語檢定」修課限制與注意事項，請參照「通識外語『英語檢定』修課規定」及「元智大學外籍生華語學分抵免規定」。</p> <p>7. 凡本校大學部外國學生修習「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)」。</p> <p>若修習「華語 (三)」、「華語 (四)」任一課程成績未達 60 分，不得修習「華語檢定」(EL375)。</p> <p>1. The undergraduate students must complete 10 required credits of foreign language courses.</p> <p>2. English (I) & (II) for the total 4 credits: English (I) and (II) are 4 credits elementary courses for the freshmen who are grouped on English competence; to complete within two semesters.</p> <p>3. English thematic course for the total 4 credits: English thematic courses are 4-credit English courses; students are required to obtain 4 credits through 2 different thematic courses for graduation.</p> <p>4. Students who do not reach the 350-point threshold of TOEIC Mock Exam in the end of the freshman year must take English Testing (EL260) course. Students will fail the course if they do not score higher than 350 points of TOEIC Mock Exam by the end of the course, and must repeatedly take the course until they can score higher than 350 points.</p> <p>5. "English Testing" (EL160) is a 2-credit course: 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>6. Foreign students could take 10 credits of Mandarin Chinese courses as alternative courses of English. The 10 credits in Mandarin Chinese courses must include 2 credits for "Chinese Proficiency Test". For the specific restrictions and considerations for taking the "Chinese Proficiency Test", please refer to the 'General Education Foreign Language "English Proficiency Exam" Course Requirements' and 'Yuan Ze University Regulations for Exempting the Mandarin Chinese as a Foreign Language Credit ' for more details.</p> <p>7. The undergraduate foreign students must pass Mandarin Chinese (I) and (II) before taking Mandarin Chinese (III) and (IV). Students must pass Mandarin Chinese (III) and (IV) before taking 'Chinese Proficiency Test' (EL375).</p> <p>英語檢定 English Testing (2)、經典選讀 A Guide to Classics (2)、服務學習 Service Learning (1)</p> | | | | | | | | |
| | 體育 Physical Education (0) | 體育 Physical Education (0) | 興趣選項體育 optional physical education (0) | 興趣選項體育 optional physical education (0) | | | | |

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| | <p>大學部必須修習 4 學期體育課程；其中 2 學期為大一體育課程原班級上課，另 2 學期為興趣選項體育課程。</p> <p>The undergraduate students must attend the physical education course for 4 semesters; 2 semesters for the freshman physical education courses, the other two semesters for the optional physical education courses.</p> |
| <p>通識教育科目 General Education (10)</p> | <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。</p> <p>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> |

| 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 |
| 管院共同必修 科目 Department Compulsory (43) | 微積分 CM116(3) Calculus | 商事法 CM113(2) The Commercial Law | 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) | 組織行為* CM204(3) Organization Behavior | | | | | |
| | 管理學 CM108(3) Management | 行銷管理 CM203(3) Marketing Management | | | | | | |
| | 企業倫理與社會責任 CM114(3) Business Ethics and Community Responsibility | | | | | | | |
| | 商業英文 ESP 入 門 CM121(1) Business English ESP Introduction Course | | | | | | | |

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| 備註 Remarks | <ol style="list-style-type: none"> 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. 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. 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". 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)、AI 創新實踐與應用(CM271)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), Computer Auditing(CM488) and AI Innovation Practice and Application(CM271), are courses of 'digital application courses'. Students require passing at least two 'digital application courses'. (Student may take 'digital application courses' from another department.) 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 43 學分、主修學程 24-30 學分、輔修學程 9-12 學分【自由選修至多承認 16-25 學分(含專業自主學習至多 3 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 (43), Concentration Subject (24-30), and Concentration minor (9-12). 【A maximum of (16-25) credits can be recognized for free electives (including up to 3 credits from Disciplinary self-directed learning). For the cooperation courses with other departments, credits will be recognized according to the specific program regulations.】. If you choose elective credits of BBA, Please refer to regulation 7 below for regulations regarding electives. 學士班學生應選擇「數位行銷與人力資源」、「財務金融」、「國際企業管理」或「會計」為主修領域(Major Area)：管院主修學程科目 24-30 學分： <ol style="list-style-type: none"> 數位行銷與人力資源：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。 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。 國際企業管理：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。 會計：學生應修習「會計專業學程」做為主修學程。 <p>Students must choose one of the Major Areas and fulfill requirements of each major listed below: Concentration courses (24-30) :</p> <ol style="list-style-type: none"> Students who major in Digital Marketing and Human Resources, 4 concentrations available: "Business Management", "Leadership & Human Resources", "Marketing" and "International Business". Students should choose a minimum of one as the major concentration. 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. Students who major in Business Administration & 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. Students who major in Accounting can choose "Accounting Professional" as the major concentration. 管院學士班學生之跨領域選修規定： <ol style="list-style-type: none"> 學生除主修學程外，應符合下列任一輔修規定： <ol style="list-style-type: none"> 輔修學程科目：修習另一學程三門課做為輔修學程(9 學分)。 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)。 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)。 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>Regulations regarding electives:</p> <ol style="list-style-type: none"> In addition to fulfilling the requirements of selected major and concentration, students also must satisfy one of the following requirements: <ol style="list-style-type: none"> Concentration minor in CM: students should take 9 credits within each of their selected minor(s). Industrial Program minor: students should take 12 credits within each of their selected industrial program(s) (excluding 12 credits of College Compulsory courses). Minor outside CM: students should take 12 credits within a college. |
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| | <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> <p>11. 自 106 學年度起軍訓課程由必修改為選修，該學分納入當學期修課學分數計算，但不納入畢業總學分計算。 The military education courses are no longer compulsory starting the 106 academic year. The military education courses will not be accumulated to the graduation requirements, but they can be counted as taken credits for each semester.</p> <p>12. 修習碩士班課程以大三以上學生為限，且不得修習碩士在職專班課程。 Master's degree courses are limited to students in their third year or above, and students are not allowed to take courses from the Executive Master program.</p> |
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元智大學 管理學院學士班選修科目表
Yuan Ze University, College of Management BBA Program
List of Elective Courses
(114 學年度入學新生適用 Academic Year 2024)

114.03.18 一一三學年第三次班課程委員會議通過

114.04.23 一一三學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2024, on April 23, 2025

114.05.07 一一三學年第四次班課程委員會議通過

114.06.04 一一三學年度第六次教務修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2024, on June 04, 2025

| 學年 Academic Year | 第一學年 | | 第二學年 | | 第三學年 | | 第四學年 | |
|--|---------------------|-------------------|---|---|--|---|---|-------------------|
| 學期 Semester | First Academic Year | | Second Academic Year | | Third Academic Year | | 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 | | | 創新管理與實務 CM235(3) Innovation Management and Practice | 科技管理導論 CM257(3) Introduction to Technology Management | 數位創新與服務 CM245(3) Digital Innovation & Service | 創業行銷 CM372(3) Entrepreneurial Marketing | 創業財務 規劃 CM371(3) Entrepreneurial Finance | |
| | | | 作業管理* CM206(3) Operations Management | 創意與創業傾向 CM236(3) Creative and Entrepreneurial Orientation | 服務行銷 與管理 CM304(3) Service Marketing and Management | 策略管理* CM401(3) Strategic Management | 企業管理實務專 題 CM487(3) Business Management Practice and Seminar | |
| | | | | 企業資源規劃 CM208(3) Enterprise Resource Planning | 創業管理 概論 CM370(3) Introduction to Entrepreneurship | 數位與行動商務 CM469(3) Digital and Mobile Business | 數位資料分析方 法 CM263(3) Data Analysis Methods | |
| | | | | | ESG 企業永續經 營與轉型管理 CM269(3) ESG Enterprise Sustainable Operations and Transformation Management | 智慧商務專案管 理 CM262(3) Smart Commerce Project Management | | |

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| | <p>說明：課程十六選八</p> <p>主修必選－創新管理與實務、數位創新與服務或數位與行動商務(二選一)、作業管理或策略管理(二選一)、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 sixteen. Required courses for Concentration: “Innovation Management and Practice”, “Digital Innovation & Service” or “Digital and Mobile Business” (1 out of 2), “Operations Management” or “Strategic Management” (1 out of 2), and “Business Management Practice and Seminar”. Elective courses for Concentration: in addition to four required courses, choose a minimum of 4 courses out of remaining 12 courses 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: in addition to two required courses, choose a minimum of 1 course out of remaining 14 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 | |
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| 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 | | |
| | | | | 員工關係與人資實務 CM382(3) Employment Relationship and Practice | 領導才能發展 CM348(3) Leadership Competency Development | 心理測驗與人資應用 CM308(3) Psychological Testing and HR assessment | | |
| | | | | 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 | 永續領導專題 CM272(3) Special Topics in Sustainability Leadership | | |
| | <p>說明：課程十四選八</p> <p>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> | | | | | | | |

| 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 | |
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| 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 |

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| 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 | 數位行銷傳播管 理與應用 CM396(3) Digital Marketing Communication Management and Application | 關係行銷與科技 應用 CM398(3) Relationship Marketing and Technology Application | 大數據分析與行 銷研究* CM484(3) Big Data Analysis and Marketing Research | |
| | | | 全球跨文化行銷 CM395(3) Global and Cross-Cultural Marketing | 零售管理 CM215(3) Retailing Management | 行銷企劃 CM447(3) Marketing plans | 數位與社群行銷 CM399(3) Digital and Community Marketing | 行銷管理專題* CM409(3) Special Topics in Marketing Management | |
| | | | 新產品開發與管 理 CM397(3) New product Development and Management | 品牌管理與社群 經營 CM244(3) Brand and Community Management | 採購策略與供應 鏈管理 CM268(3) Procurement Strategy and Supply Chain Management | 休閒與文創行銷 CM369(3) Leisure, Cultural and Creative Industries Marketing | | |
| | | | 數位科技與行銷 CM267(3) Digital Technology and Marketing | | | | | |
| <p>說明：課程十五選八 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 fifteen. 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 12 courses. Elective courses for Minor: choose a minimum of 3 courses out of 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 | |
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| 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 |
| | | | 創新管理與實務 CM235(3) Innovation Management and Practice | 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 | | |
| | | | | 國際企業管理* CM216(3) International Business Management | 服務行銷 與管理 CM304(3) Service Marketing and Management | 新興市場議題 CM446(3) Emerging Market Issues | | |

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| | <p>說明：課程十七選八</p> <p>主修必選－國際企業管理、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）。</p> <p>輔修必選－國際企業管理、策略布局與商業模式新創實作</p> <p>Note:</p> <p>Course selection: choose eight out of seventeen.</p> <p>Required courses for Concentration: “International Business Management”, “International Finance”, “Strategic Management of Multinational Corporations”, “Practice in Strategic Formulation and Business Model Innovation”</p> <p>Elective courses for Concentration: in addition to five required courses, choose a minimum of 4 courses out of remaining 13 courses.</p> <p>Required courses for Minor: “International Business Management” and “Practice in Strategic Formulation and Business Model”</p> <p>Elective courses for Minor: in addition to two required courses, choose a minimum of 1 course 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 | |
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| 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 | | | 投資學* CM222(3) Investments | 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 | 金融市場與機構 CM324(3) Financial Market and Institution | 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 | |
| | | | | 公司理財* CM223(3) Corporate Finance | 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 | | |
| | | | | 貨幣銀行學 CM258(3) Money and Banking | | 衍生性金融商品 CM327 (3) Derivative Securities | | |
| <p>說明：課程十五選十</p> <p>主修必選－投資學、公司理財、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」學程或「金融科技」學程者，「投資學」、「公司理財」須以此三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」學程或已輔修「金融科技」學程者，則須任選三門。</p> <p>Note:</p> <p>Course selection: choose ten out of fifteen.</p> <p>Required courses for Concentration: “Investments”, “Corporate Finance”, “Business Analysis Using Financial Statements”, “Financial Ethics and the Securities Law”, and “Case Studies in Finance”.</p> <p>Elective courses for Concentration: in addition to five required courses, choose a minimum of 5 courses out of remaining 10 courses.</p> <p>Students who double major in this Concentration and "Investment and Risk Management" Concentration or "FinTech" Concentration are required to take another elective course in these three Concentrations to replace “Investments”, “Corporate Finance”.</p> <p>Required courses for Minor: “Investments”</p> <p>Elective courses for Minor: in addition to one required course, choose a minimum of 2 courses out of remaining 14 courses. Students who major in Finance or minor in "Investment and Risk Management" Concentration or "FinTech" Concentration, 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 | |
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| 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 |

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| 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 | 投資學* CM222(3) Investments | 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 | 公司理財* CM223(3) Corporate Finance | 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 | | |
| | | | | | | 風險管理 CM414 (3) Risk Management | | |
| <p>說明：課程十五選十 主修必選一投資學、公司理財、計量經濟學、衍生性金融商品、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」學程或「金融科技」學程者，"投資學"、"公司理財"須以此三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」學程或已輔修「金融科技」學程者，則須任選三門。</p> <p>Note: Course selection: choose ten out of fifteen. Required courses for Concentration: "Investments", "Corporate Finance", "Econometrics", "Derivative Securities", and "Portfolio and Security Analysis". Elective courses for Concentration: in addition to five required courses, choose a minimum of 5 courses out of remaining 10 courses. Students who double major in this Concentration and "Investment and Corporate Finance" Concentration or "FinTech" Concentration are required to take another elective course in these three Concentrations to replace "Investments", "Corporate Finance".</p> <p>Required courses for Minor: "Investments" Elective courses for Minor: in addition to one required course, choose a minimum of 2 courses out of remaining 14 courses. Students who major in Finance or minor in "Investment and Corporate Finance" Concentration or "FinTech" Concentration, 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 | |
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| 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 | | | Python 程式設計 CM250(3) Python Programming | 銀行風險管理實 務 CM363(3) Risk Management Practices | 衍生性金融商品 CM327 (3) Derivative Securities | 固定收益 證券分析 CM330(3) Fixed Income Security Analysis | 金融科技創客 CM486(3) FinTech Maker | 金融監理與法規 CM479 (3) Financial Supervision and Regulation |
| | | | | 貨幣銀行學 CM258(3) Money and Banking | 銀行實務專題 CM376(3) Special Topics on Banking Practices | 資訊安全管理概 論 IM334 (3) Introduction to Information Security Management | | 風險管理 CM414(3) Risk Management |
| | | | | 投資學* CM222(3) Investments | 國際金融 CM318(3) International Finance | 區塊鏈 CM253(3) Blockchain | | |
| | | | | 公司理財* CM223(3) Corporate Finance | 深度學習 CM266(3) Deep Learning | | | |

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| 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 | |
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| 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 | 民商法律專題 CM118(2) Seminar on Civil and Commercial Law | | | | | |
| | | 商用英語與簡 報技巧 CM441(3) English for Business Professionals & Presentation Skill | AI 創新實踐與 應用 CM271(3) AI Innovation Practice and Application | | | | 企業實習 (一) CM435 (4) Internship(I) | 企業實習 (二) CM436 (4) Internship(II) |
| | | 商業英文 CM120(2) English for Business Studies | 商務溝通與職 場英語 CM122(2) Business Communication and Workplace English | | | | 國際研習(一) CM474(3) International learning (I) | 國際研習(二) CM475(3) International learning (II) |
| | <p>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」。</p> <p>Note: Students need to complete Career Literacy, for details regarding this course, please check the [Yuan Ze College of Management Career Path Planning Passport]</p> | | | | | | | |