

元智大學管理學院學士班輔系科目表(111 學年度適用)
College of Management BBA Program, Yuan Ze University List of Minor Courses
(Applicable to Students Admitted in Academic Year of 2022)

111.03.23 一一〇學年第六次班課程委員會議通過

111.04.20 一一〇學年度第六次教務會議通過

112.10.18 一一二學年第二次班課程委員會議通過

112.11.22 一一二學年度第五次教務會議修訂通過

Amended by the 5th Academic Affairs Meeting, Academic Year 2023, on November 22, 2023

輔系名稱 Minor Title	輔系科目 (課號/中文課名/英文課名) Course Title (Course Code/Chinese Course Title/English Course Title)	學分 Credits	備註 Remarks
主修領域：企業管理、國際企業 Major Area: Business Administration、International Business	CM108 管理學 Management	3	必修(21 學分) Compulsory courses (21 credits)
	CM203 行銷管理 Marketing Management	3	
	CM205 財務管理 Financial Management	3	
	CM206 作業管理 Operations Management	3	
	CM401 策略管理 Strategic Management	3	
	CM216 國際企業管理 International Business Management	3	
	CM211 人力資源管理 Human Resources Management	3	
主修領域：財務金融 Major Area: Finance	CM108 管理學 Management	3	必修(21 學分) Compulsory courses (21 credits)
	CM103 會計學(上)Accounting Principle(I)	3	
	CM105 經濟學(上)Economics(I)	3	
	CM106 經濟學(下)Economics(II)	3	
	CM201 統計學(上)Statistics(I)	3	
	CM202 統計學(下) Statistics(II)	3	
	CM205 財務管理 Financial Management	3	
主修領域：會計 Major Area: Accounting	CM108 管理學 Management	3	必修(21 學分) Compulsory courses (21 credits)
	CM105 經濟學(上)Economics(I)	3	
	CM103 會計學(上)Accounting Principle(I)	3	
	CM104 會計學(下)Accounting Principle(II)	3	
	CM201 統計學(上)Statistics(I)	3	
	CM202 統計學(下) Statistics(II)	3	
	CM325 財務報表分析 Financial Statement Analysis	3	
企業管理學程 Business Management Concentration	CM235 創新管理與實務 Innovation Management and Practice	3	選修(9 學分) 四門選三門 Elective courses (9 credits) Choose 3 out of 4
	CM370 創業管理概論 Introduction to Entrepreneurship	3	
	CM372 創業行銷 Entrepreneurial Marketing	3	
	CM469 數位與行動商務 Digital and Mobile Business	3	
領導暨人力資源學程 Leadership & Human	CM204 組織行為 Organization Behavior	3	選修(9 學分) 四門選三門 Elective courses (9
	CM307 團隊建立與管理 Team Building and Management	3	

Resources Concentration	CM348 領導才能發展 Leadership Competency Development	3	credits) Choose 3 out of 4
	CM310 激勵與領導 Motivation and Leadership	3	
行銷學程 Marketing Concentration	CM243 消費者心理洞察與行為 Consumer Psychology, Insights and Behavior	3	選修(9學分) 四門選三門 Elective courses (9 credits) Choose 3 out of 4
	CM396 數位行銷傳播管理與應用 Digital Marketing Communication Management and Application	3	
	CM244 品牌管理與社群經營 Brand and Community Management	3	
	CM484 大數據分析與行銷研究 Big Data Analysis and Marketing Research	3	
國際企業學程 International Business Concentration	CM242 國貿實務 Practice of International Trade	3	選修(9學分) 四門選三門 Elective courses (9 credits) Choose 3 out of 4
	CM219 全球產業分析 Global Industrial Analysis	3	
	CM320 國際企業經營決策 Strategic Management of Multinational Corporations	3	
	CM446 新興市場議題 Emerging Market Issues	3	
投資與企業金融學程 Investments and Corporate Finance Concentration	CM331 投資組合與證券分析 Portfolio and Security Analysis	3	選修(9學分) 四門選三門 Elective courses (9 credits) Choose 3 out of 4
	CM237 金融市場 Financial Markets	3	
	CM380 金融機構管理 Financial Institutions Management	3	
	CM449 財務軟體應用 Financial Packages and Applications	3	
投資與風險管理學程 Investment and Risk Management Concentration	CM222 投資學 Investments	3	選修(9學分) 四門選三門 Elective courses (9 credits) Choose 3 out of 4
	CM329 個人理財 Personal Finance	3	
	CM414 風險管理 Risk Management	3	
	CM331 投資組合與證券分析 Portfolio and Security Analysis	3	
金融科技學程 Fintech Concentration	CM254 機器學習應用 Machine Learning Applications	3	選修(9學分) 四門選三門 Elective courses (9 credits) Choose 3 out of 4 學生需自行先修 Python 程式語言相關課程 Students are required to complete Python programming language courses on their own in advance.
	CM253 區塊鏈 Blockchain	3	
	CM486 金融科技創客 Financial Supervision and Regulation	3	
	CM391 金融科技創新 Financial Technology Innovation	3	
會計專業學程	CM220 中級會計學(一)Intermediate Accounting(I)	3	選修(9學分)

Accounting Professional Concentration	CM221 中級會計學(二)Intermediate Accounting(II)	3	四門選三門 Elective courses (9 credits) Choose 3 out of 4
	CM335 審計學(上)Auditing(I)	3	
	CM374 管理決策會計 Managerial Decision Accounting	3	

AA-CP-04-CF09 (1.4 版) / 113.12.16 修訂

註：

1. 學生輔系本院學程最低須修滿 21 學分，且每科皆需達到 60 分以上。於學位證書之「輔系」欄位登載「管理學院 (XXXX 學程)」。

Students pursuing a minor in the College of Management must complete at least 21 credits, with a passing grade of 60 or above for each course. The minor program will be recorded under the "Minor" section of the degree certificate.

2. 必修科目 (共計 21 學分)：

- (1) 主修領域企業管理或國際企業：管理學、行銷管理、財務管理、作業管理、策略管理、國際企業管理、人力資源管理。
- (2) 主修領域財務金融：管理學、會計學 (上)、經濟學 (上) / (下)、統計學 (上) / (下)、財務管理。
- (3) 主修會計專業：管理學、經濟學 (上)、會計學 (上) / (下)、統計學 (上) / (下)、財務報表分析。

Compulsory courses (a total of 21 credits):

- (1) Students who major in Business Administration or International Business: Management, Marketing Management, Financial Management, Operations Management, Strategic Management, International Business Management, Human Resources Management
 - (2) Students who major in Finance: Management, Accounting Principle(I), Economics(I), Economics(II), Statistics(I), Statistics(II), Financial Management
 - (3) Students who major in Accounting: Management, Economics(I), Accounting Principle(I), Accounting Principle(II), Statistics(I), Statistics(II), Financial Statement Analysis
3. 選修科目 (共計 9 學分): 至少需選修三門課。

Elective courses (a total of 9 credits): Students must complete at least three elective courses.

4. 各科擋修科目請參考元智大學管理學院擋修科目表規定。

Please refer to the Yuan Ze University College of Management Prerequisite Course Table for specific course prerequisites.

<https://www.yzu.edu.tw/admin/aa/index.php/tw/2016-01-14-06-58-46/42-2016-03-25-06-15-54/112-99>