

**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**  
**(112 學年度入學新生適用)**  
**(Applicable to Students Admitted in Academic Year of 2023)**

112.03.15 一一一學年第五次班課程委員會議通過  
 112.04.19 一一一學年度第六次教務會議通過  
 Passed by the 6th Academic Affairs Meeting, Academic Year 2022, on April 19, 2023  
 112.04.25 一一一學年第七次班課程委員會議通過  
 112.05.31 一一一學年度第七次教務會議修訂通過  
 Amended by the 7th Academic Affairs Meeting, Academic Year 2022, on May 31, 2023  
 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  
 112.11.28 一一二學年第三次班課程委員會議通過  
 113.01.03 一一二學年度第六次教務會議修訂通過  
 Amended by the 6th Academic Affairs Meeting, Academic Year 2023, on January 03, 2024  
 113.03.20 一一二學年第六次班課程委員會議通過  
 113.05.01 一一二學年度第八次教務修訂通過  
 Amended by the 8th Academic Affairs Meeting, Academic Year 2023, on May 01, 2024  
 113.05.02 一一二學年第七次班課程委員會議通過  
 113.06.05 一一二學年度第九次教務修訂通過  
 Amended by the 9th Academic Affairs Meeting, Academic Year 2023, on June 05, 2024  
 113.10.23 一一三學年第二次班課程委員會議通過  
 113.11.20 一一三學年度第二次教務修訂通過  
 Amended by the 2nd Academic Affairs Meeting, Academic Year 2024, on November 20, 2024

學年 Academic Year 學期 Semester 科目 Subject	第一學年 1 <sup>st</sup> Academic Year		第二學年 2 <sup>nd</sup> Academic Year		第三學年 3 <sup>rd</sup> Academic Year		第四學年 4 <sup>th</sup> Academic Year	
	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)	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>外語課程應修習 10 學分。</p> <ol style="list-style-type: none"> <li>「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。</li> <li>除了「英語（一）」及「英語（二）」外，畢業前應修畢三個不同主題式英語課程，共三學期 5 學分。</li> <li>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。</li> <li>另開設「英語檢定」(EL360)計一學期 1 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。</li> </ol> <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「通識外語『英語檢定』修課規定」。</p> <p>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)」，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」(EL372)。</p> <p>The undergraduate students must complete 10 required credits of foreign language courses.</p> <ol style="list-style-type: none"> <li>English (I) &amp; (II) for the total 4 credits: English (I) and (II) are 4 credit elementary courses for the freshmen who are grouped on English competence; to complete within two semesters.</li> <li>English thematic course for the total 5 credits: English thematic courses are 5-credit English courses; students are required to obtain 5 credits through 3 different thematic courses for graduation.</li> <li>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 in TOEIC Mock Exam by the end of the course, and must repeatedly take the course until they can score higher than 350 points.</li> <li>“English Testing” (EL360) for the total 1 credit: 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.</li> </ol> <p>Foreign students need approval by ILCC for taking 10 credits of Mandarin Chinese courses as alternative courses of English. 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 Mandarin Chinese (V) and Chinese Proficiency Test (EL372).</p> <p>英語檢定 English Testing (1)、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)				
	<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>							
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。</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 <sup>st</sup> Academic Year		第二學年 2 <sup>nd</sup> Academic Year		第三學年 3 <sup>rd</sup> Academic Year		第四學年 4 <sup>th</sup> 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 (44)	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							
	商業思維與職涯 素養 CM119(2) Career Success Specialization							
主修領域必修 科目 Major compulsory courses (0-6)		作業管理* CM206(3) (國企管) Operations Management (BA&IB)						
			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)				
備註 Remarks	<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)、<b>電腦審計(CM488)</b>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 &amp; 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 <b>Computer Auditing(CM488)</b> 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 44 學分、主修領域必修 0-6 學分、主修學程 30 學分（外系選修至多承認 21-27 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 (0-6), and Concentration Subject (30). (Outside the Department of elective up to recognize the (21-27) 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「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)： (1) 主修領域必修科目 0~6 學分： a. 數位行銷與人力資源：無 b. 財務金融：學生應必修「投資學」、「公司理財」 c. 國際企業管理：學生應必修「作業管理」 d. 會計：學生應必修「中級會計學(一)」</p>							

- (2) 管院主修學程科目 30 學分：
- a.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。
  - 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。
  - c.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。
  - d.會計：學生應修習「會計專業學程」做為主修學程。

Students must choose one of the Major Areas and fulfill requirements of each major listed below:

- (1) Major Areas and corresponding compulsory courses(0~6)
- a.Digital Marketing and Human Resources : N/A
  - b.Finance : 「Investments」、「Corporate Finance」
  - c.Business Administration & International Business : 「Operations Management」
  - d.Accounting : 「Intermediate Accounting(I)」
- (2) Concentration courses (30) :
- a.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.
  - 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.
  - c.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.
  - d.Students who major in Accounting can choose “Accounting Professional”as the major concentration.

7. 管院學士班學生之跨領域選修規定：

- (1) 學生除主修學程外，應符合下列任一輔修規定：
- 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)。
  - 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）。
  - 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)。

- (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。

Regulations regarding electives:

- (1) In addition to fulfilling the requirements of selected major and concentration, students also must satisfy one of the following requirements:
- a.Concentration minor in CM: students should take 9 credits within each of their selected minor(s).
  - b.Industrial Program minor: students should take 12 credits within each of their selected industrial program(s) (excluding 12 credits of College Compulsory courses).
  - c.Minor outside CM: students should take 12 credits within a college.
- (2) Concentration minor in CM and Industrial Program minor will be certified on the diploma. Minor outside CM will not be certified.

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.

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.)

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.

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.

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

( 112 學年度入學新生適用 Academic Year 2023 )

112.03.15 一一一學年第五次班課程委員會議通過

112.04.19 一一一學年度第六次教務會議通過

Passed by the 6th Academic Affairs Meeting, Academic Year 2022, on April 19, 2023

112.04.25 一一一學年第七次班課程委員會議通過  
 112.05.31 一一一學年度第七次教務會議修訂通過  
 Amended by the 7th Academic Affairs Meeting, Academic Year 2022, on May 31, 2023  
 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  
 112.11.28 一一二學年第三次班課程委員會議通過  
 113.01.03 一一二學年度第六次教務會議修訂通過  
 Amended by the 6th Academic Affairs Meeting, Academic Year 2023, on January 03, 2024  
 113.03.20 一一二學年第六次班課程委員會議通過  
 113.05.01 一一二學年度第八次教務修訂通過  
 Amended by the 8th Academic Affairs Meeting, Academic Year 2023, on May 01, 2024  
 113.05.02 一一二學年第七次班課程委員會議通過  
 113.06.05 一一二學年度第九次教務修訂通過  
 Amended by the 8th Academic Affairs Meeting, Academic Year 2023, on June 05, 2024  
 113.10.23 一一三學年第二次班課程委員會議通過  
 113.11.20 一一三學年度第二次教務修訂通過  
 Amended by the 2nd Academic Affairs Meeting, Academic Year 2024, on November 20, 2024

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	
	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
管院學程科目(30) Concentration Subject(30)								
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	策略管理* CM401(3) Strategic 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：課程十五選十</p> <p>主修必選－創新管理與實務、數位創新與服務、策略管理、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 ten out of fifteen. Required courses for Concentration: “Innovation Management and Practice”, “Digital Innovation &amp; Service”, “Strategic Management”, “Digital and Mobile Business “ and “Business Management Practice and Seminar”. Required courses for Minor: (1) “Digital Innovation &amp; 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 12courses.</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	
	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
管院學程科目(30) Concentration Subject(30)			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	
領導暨人力資源 Leadership & Human Resources				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	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	心理測驗與人資 應用 CM308(3) Psychological Testing and HR assessment		
	<p>說明：課程十四選十 主(輔)修必選一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 ten out of fourteen. Required courses: "Human Resources Management" or "International Human Resources Management" (pick one of two) and "Motivation and Leadership"</p> <p>Elective courses for Concentration: in addition to two required courses, choose a minimum of 8 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	
	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
管院學程科目(30) Concentration Subject(30)			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 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	
行銷 Marketing			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 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：課程十五選十 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 ten 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 7 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	
	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
管院學程科目(30) Concentration Subject(30)								
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
			<b>創新管理與實務</b> CM235(3) <b>Innovation Management and Practice</b>	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	<b>服務行銷 與管理</b> CM304(3) <b>Service Marketing and Management</b>	新興市場議題 CM446(3) Emerging Market Issues		







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	固定收益證券分析 CM330(3) Fixed Income Security Analysis		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			風險管理 CM414(3) Risk Management
				國際金融 CM318(3) International Finance			
科技課程(以下有 7 門) Technology courses							
金融科技 FinTech		Python 程式設計 CM250(3) Python Programming	機器學習應用 CM254(3) Machine Learning Applications	深度學習 CM266(3) Deep Learning	資訊安全管理概論 IM334(3) Introduction to Information Security Management	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：課程十五選十 主修－必選 Python 程式設計、機器學習應用、金融科技創新、區塊鏈、金融科技創客(終端學習課程)。 輔修－必選七選三：Python 程式設計、資訊安全管理概論、機器學習應用、金融科技創新、區塊鏈、深度學習、金融科技創客。</p> <p>Note: Course selection: choose ten out of fifteen. Required courses for Concentration: “Python Programming”, “Machine Learning Applications”, “Financial Technology Innovation”, “Blockchain”and“FinTech Maker” . Elective courses for Concentration: in addition to the above 5 required courses , choose a minimum of 5 courses out of the remaining 10 courses. Required courses for Minor: choose a minimum of 3 courses out of the remaining 7 technology courses: “Python Programming”, “Introduction to Information Security Management”,“Machine Learning Applications”,“Financial Technology Innovation”, “Blockchain” , “Deep Learning”and“FinTech Maker”</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	
	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
管院學程科目(30) Concentration Subject(30)			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
會計專業 Accounting Professional				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)	
						高級會計學 (上) CM415(3) Advanced Accounting(I)	<b>永續與會計 CM489(3) Sustainability and Accounting</b>	
<p>說明：課程十五選十  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。  輔修—任選三門</p> <p>Note:  Course selection: choose ten out of fifteen.  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)”  Elective courses for Concentration: in addition to above required courses, choose a minimum of 2 courses out of remaining 7 courses  The credits from “Managerial Decision Accounting” cannot be double counted for students major in Accounting Professional  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>
---	---

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 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
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		企業永續概論 CM270(3) Fundamentals of Corporate Sustainability		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					<b>國際研習(一) CM474(3) International learning (I)</b>	<b>國際研習(二) CM475(3) International learning (II)</b>
		商業英文 CM120(2) English for Business Studies						

	<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>
--	--

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 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>	上 1 <sup>st</sup>	下 2 <sup>nd</sup>
其餘選修 Additional Courses (elective)			民商法律專題 CM118(2) Seminar on Civil and Commercial Law			海外研習 (一) CM340(3) Overseas Study(I)	海外研習 (二) CM422(3) Overseas Study(II)	

AA-CP-04-CF05 (1.2 版)/101.11.15 修訂