**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**

**（109學年度入學新生適用）**

**(Applicable to Students Admitted in Academic Year of 2020)**

109.03.26一○八學年第六次班課程委員會議通過

109.05.06 一○八學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2019, on May 06, 2020

109.10.13一○九學年第二次班課程委員會議通過

109.11.11 一○九學年度第二次教務會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2020, on Nov 11, 2020

109.12.03一○九學年第三次班課程委員會議通過

110.01.06 一○九學年度第三次教務會議修訂通過

Amended by the 3rd Academic Affairs Meeting, Academic Year 2020, on Jan 06, 2021

110.03.04一○九學年第四次班課程委員會議通過

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修訂通過

Amended 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

110.10.21一一○學年第二次班課程委員會議通過

110.11.24 一一○學年度第二次教務會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2021, on Dec 02, 2021

110.12.02一一○學年第三次班課程委員會議通過

111.01.05 一一○學年度第三次教務會議修訂通過

Amended by the 3rd Academic Affairs Meeting, Academic Year 2021, on Jan 05, 2022

111.03.23一一○學年第六次班課程委員會議通過

111.04.20 一一○學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2021, on April 20, 2022

111.10.19一一一學年第二次班課程委員會議通過

111.11.16 一一一學年度第二次教務會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2022, on Novenber 16, 2022

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修訂通過

Amended 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 Novenber 22, 2023

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| 學年Academic Year  學期Semester  科目Subject | 第一學年1st Academic Year | | | | | 第二學年2nd Academic Year | | | | | 第三學年3rd Academic Year | | | | 第四學年4th 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  （21） | 國文（一）  Chinese (I)  （2） | | | 國文（二）  Chinese (II)  （2） | |  | |  | | |  | |  | |  | |  | |
| 英語（一）  English (I)  （2） | | | 英語（二）  English (II)  （2） | |  | |  | | |  | |  | |  | |  | |
| 程式語言共4學分，依各院修課規則辦理。(開課名稱：基礎程式設計)  Fundamental Computer Programming is a four-credit course. For those who would like to registered “Fundamental computer programming”, he/she has to meet the college requirement. (Course Name: Fundamental Computer Programming) | | | | | | | | | | | | | | | | | |
| 外語課程應依「通識外語修課規定」修習，共計10學分。   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。 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。 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。   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」修課限制與注事意項，請參照「英語檢定」修課規定。  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」。  The undergraduate students must complete 10 required credits of foreign language courses as follows:   * English (I), (II): 4 credits * English thematic course: 5 credits * English Test: 1 credit   English (I) and (II) are 4 credits elementary courses for the freshmen who are grouped on English competence-based to complete within two semesters.  English thematic courses are 5-credit of English courses; students are required to obtain  5 credits through 3 different thematic courses for graduation.  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.  Foreign students need approval by ILCC for taking 10 credits of Mandarin Chinese courses as alternative courses of English.  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).  英語檢定English Testing（1）、經典五十Fifty Canonized Books（2）、服務學習Service Learning（1） | | | | | | | | | | | | | | | | | |
| 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） | 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.  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. | | | | | | | | | | | | | | | | | |
| 管院共同必修科目Department Compulsory  (38) | 微積分  CM116(3)  Calculus |  | | | 統計學（上）CM201(3)  Statistics(I) | | | | 統計學（下）  CM202(3)  Statistics(Ⅱ) | | |  | |  | |  | |  |
| 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) | | | |  |
|  | | | | 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 | 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.   1. 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.   1. 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".   1. 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)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) are courses of 'digital application courses'. Students require passing at least two 'digital application courses'. (Student may take 'digital application courses' from another department.)   1. 本系同學總共必須修滿128學分方可畢業，包括共同必修及通識課程共31學分、院共同必修38學分、主修領域必修3-6學分、主修學程30學分（外系選修至多承認23-26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 Dept. of Ad must take 128 credits in total for graduation,include Required Common Courses and General Education courses (31), College Compulsory courses (38), Major Compulsory (3-6),and Concentration Subject(30). (Outside the Department of elective up to recognize the (23-26) 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.   1. 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)： 2. 主修領域必修科目3或6學分：   a.企業管理：學生應必修「作業管理」、「策略管理」  b.財務金融：學生應必修「投資學」、「公司理財」  c.國際企業：學生應必修「國際企業管理」  d.會計：學生應必修「中級會計學（一）」   1. 管院主修學程科目30學分：   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。  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：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(3or6) 2. Business Administration：「Operations Management」、「Strategic Management」 3. Finance：「Investments」、「Corporate Finance」 4. International Business：「International Business Management」 5. Accounting：「Intermediate Accounting(I)」 6. Concentration courses (30)： 7. 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. 8. 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. 9. 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. 10. Students who major in Accounting can choose「Accounting Professional」as the major concentration. 11. 管院學士班學生之跨領域選修規定： 12. 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)。   1. 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: 2. Concentration minor in CM: students should take 9 credits within each of their selected minor(s). 3. Industrial Program minor: students should take 12 credits within each of their selected industrial program(s) (excluding 12 credits of College Compulsory courses). 4. Minor outside CM: students should take 12 credits within a college. 5. Concentration minor in CM and Industrial Program minor will be certified on the diploma. Minor outside CM will not be certified. 6. 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.   1. **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.** | | | | | | | | | | | | | | | | | |

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

（109學年度入學新生適用Academic Year 2020）

109.03.26一○八學年第六次班課程委員會議通過

109.05.06 一○八學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2019, on May 06, 2020

109.10.13一○九學年第二次班課程委員會議通過

109.11.11 一○九學年度第x次教務會議修訂通過

Amended by the 4th Academic Affairs Meeting, Academic Year 2020, on Nov 11, 2020

109.12.03一○九學年第三次班課程委員會議通過

109.01.06 一○九學年度第三次教務會議修訂通過

Amended by the 3rd Academic Affairs Meeting, Academic Year 2020, on Jan 06, 2021

110.03.04一○九學年第四次班課程委員會議通過

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修訂通過

Amended 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

110.10.21一一○學年第二次班課程委員會議通過

110.11.24 一一○學年度第二次教務會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2021, on Nov 24, 2021

110.12.02一一○學年第三次班課程委員會議通過

111.01.05 一一○學年度第三次教務會議修訂通過

Amended by the 3rd Academic Affairs Meeting, Academic Year 2021, on Jan 05, 2022

111.03.23一一○學年第六次班課程委員會議通過

111.04.20 一一○學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2021, on April 20, 2022

111.10.19一一一學年第二次班課程委員會議通過

111.11.16 一一一學年度第二次教務會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2022, on Novenber 16, 2022

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修訂通過

Amended 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 Novenber 22, 2023

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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1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| **企業管理**  **Business Management** | **數位企業經營模組**  **Digital Business Management (DBM) Module** | | | | | | | |
|  |  | **數位與行動商務**  **CM469(3)**  **Digital and Mobile Business** | 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 | **創新管理與實務**  **CM235(3)**  **Innovation Management and Practice** |  |  |
| 說明：課程十四選十  主修必選－科技管理導論、創新管理與實務、企業資源規劃、企業管理實務專題（終端學習課程），以上四門均為企業管理學程必選，其餘六門課程，須依下述所有模組規定選修。  (1)數位企業經營模組(五選三)：數位與行動商務、供應鏈管理、服務行銷與管理、智慧商務專案管理、數位資料分析方法。  (2)科技創新管理模組(五選三)：創意與創業傾向、創業管理概論、數位創新與服務、創業行銷、創業財務規劃。  輔修－科技管理導論或企業資源規劃(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。  Notes:  Required courses for Concentration:“ Introduction to Technology Management”, “Innovation Management and Practice” , “Enterprise Resource Planning“ and “Business Management Practice and Seminar” , the above four courses are required for the core module. For the remaining six courses, please follow the module below:   1. Digital Business Management (DBM) Module (3 out of 5): “Digital and Mobile Business”, “Supply Chain Management ”, “Service Marketing and Management”, “Smart Commerce Project Management” and “Data Analysis Methods ”. 2. Technology & Innovation Management (TIM) Module (3 out of 5): “Creative and Entrepreneurial Orientation”, “Introduction to Entrepreneurship”, “Digital Innovation & Service”, “Entrepreneurial Marketing” and “Entrepreneurial Finance”.   Required courses for Minor:   1. “Introduction to Technology Management” or “Enterprise Resource Planning” (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 10 courses. | | | | | | | |

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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1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 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 | 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 |  |  |
| 說明：課程十四選十  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）  Note:  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 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 | | | | | | | |

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| 管院學程科目(30)  Concentration Subject(30) | 上1st | | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 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 |  |  |
| 說明：課程十四選十  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  Note:  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 11 courses  Elective courses for Minor: choose a minimum of 3 courses out of 14 courses | | | | | | | | |

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| 管院學程科目(30)  Concentration Subject(30) | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 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 | 新興市場議題  CM446(3)  Emerging Market Issues |
|  |  |  | 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 |  | 策略布局與商業模式新創實作  CM483(3)  Practice in Strategic Formulation and Business Model Innovation |
|  |  |  | 國貿實務  CM242(3)  Practice of International Trade | **管理決策模型**  **CM246(3)**  **Decision Models for Management** | 跨國界創新實務議題  CM482 (3)  Cross-border Innovation and Growth |  |  |
|  |  |  |  |  | **數位轉型案例分析**  **CM249(3)**  **Case Study of Digital Transformation** |  |  |
| 說明：課程十**四**選十  主修必選－市場競爭分析、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），以上五門均為國際企業學程必選，其餘五門課程，須依下述所有模組規定選修。   1. 全球化管理模式模組（三選二）：全球電商與物流、國際人力資源管理、**跨國界創新實務議題**。 2. 當代議題模組（**三**選二）：新興市場議題、**數位轉型案例分析、前瞻產業實務研究**。 3. 證照與技能模組（**三**選一）：國貿實務、國際企業談判**、管理決策模型**。   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  Note:  Required courses for Concentration: “Market Competition Analysis”，“Global Industrial Analysis”，“International Finance”，“Strategic Management of Multinational Corporations”，“Practice in Strategic Formulation and Business Model Innovation” , the above five courses are required for the core module. For the remaining five courses, please follow the module below.   1. Management strategies for global businesses module (2 out of 3):“Global E-Commerce and Logistics”、“International Human Resource Management”、**“Cross-border Innovation and Growth”** 2. Contemporary issues module (2 out of **3**):“ Emerging Market Issues”、**“ Case Study of Digital Transformation”、“Foresight Industries and Practices”** 3. Certificate and skill module (1 out of **3**):“Practice of International Trade”、“International Business Negotiations”**、“Decision Models for Management”**   Required courses for Minor: “International Business Management” and “Practice in Strategic Formulation and Business Model”  Elective courses for Minor: choose a minimum of 1 course out of remaining 12 courses. If you are already a major in international business, you must choose an elective course instead of 'International Business Management'. | | | | | | | |

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| 管院學程科目(30)  Concentration Subject(30) | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 投資與企業金融  Investment and Corporate Finance |  |  | 個體經濟學  CM217 (3)  Microeconomics | 金融市場  CM237(3)  Financial Markets | 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 | 企業財務分析  CM238(3)  Business Analysis Using Financial Statements | 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 |  |
|  |  | 解讀財經新聞  CM239(3)  Financial News Guide |  | 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** |  |  |
| 說明：課程十**五**選十  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。**  　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。  Note:  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 **5** 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”.**  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. | | | | | | | |

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| 管院學程科目(30)  Concentration Subject(30) | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 投資與風險管理  Investment and Risk Management |  |  | 總體經濟學  CM218 (3)  Macroeconomics | 解讀財經新聞  CM239(3)  Financial News Guide | 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 | 個人理財  CM329 (3)  Personal Finance | 國際金融  CM318(3)  International Finance | 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 |  |
|  |  |  | 貨幣銀行學  CM258(3)  Money and Banking | **衍生性金融商品**  **CM327 (3)**  **Derivative Securities** | **財經數據分析方法**  **CM460(3)**  **Financial Data Analysis** |  |  |
|  |  |  |  | **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** | **風險管理**  **CM414 (3)**  **Risk Management** |  |  |
| 說明：課程十**五**選十  主修必選－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。**  輔修－必選投資學，其餘任選兩門。若為財金主修**或已輔修「投資與企業金融」學程者**，則須任選三門。  Note:  Required courses for Concentration: “Derivative Securities”, “Econometrics”, “Risk Management”, “Financial Ethics and the Securities Law”, and “Portfolio and Security Analysis”.  Elective courses for Concentration: in addition to above 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 are required to take one elective course in these two Concentrations to replace “Financial Ethics and the Securities Law”.**  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 Corporate Finance"**, choose a minimum of 3 courses out of remaining **15** courses. | | | | | | | |

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| 管院學程科目(30)  Concentration Subject(30) | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 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** |  |  |
| 說明：課程十五選十  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）。  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。  Note:  Required courses for Concentration: “Python Programming”, “Data Mining”, “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:“Python Programming”  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 ” | | | | | | | |

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| 管院學程科目(30)  Concentration Subject(30) | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 會計專業  Accounting Professional |  |  | 成本與管理會計(上)CM385(3)  Cost and Managerial Accounting(Ι) | 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) | 高級會計學（上）  CM415(3)  Advanced Accounting(I) | 高級會計學（下）  CM416(3)  Advanced Accounting(II) |
|  |  |  | 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 | 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 |
|  |  |  |  | 稅務法規  CM338(3)  Taxation Law | 租稅規劃  CM387(3)  Tax Planning | 管理決策會計  CM374(3)  Managerial Decision Accounting | **電腦審計**  **CM488(3)**  **Computer Auditing** |
| 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  Required courses for Concentration: “Intermediate Accounting(II)”, “Cost and Managerial Accounting(Ι)”, “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 6 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 1**5** courses. | | | | | | | |

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| 產業學程科目  Industrial Program Subject | 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  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」 |

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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1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 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 |  |  |  |  | 企業實習（一）  CM435 (4)  Internship(I) | 企業實習（二）  CM436 (4)  Internship(II) |
|  |  |  |  |  |  | **企業文化案例研討**  **CM265(3)**  **Case Study of Business Culture** |  |
| 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] | | | | | | | |

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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1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd | 上1st | 下2nd |
| 其餘選修  Additional Courses (elective) | 民商法律專題  CM118(2)  Seminar on Civil and Commercial Law | | 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) |  |

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