**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○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

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| **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 Resources Concentration | CM204組織行為Organization Behavior | 3 | 選修(9學分)  四門選三門  Elective courses (9 credits)  Choose 3 out of 4 |
| CM307團隊建立與管理Team Building and Management | 3 |
| CM348領導才能發展Leadership Competency Development | 3 |
| 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**  Accounting Professional Concentration | CM220中級會計學(一)Intermediate Accounting(I) | 3 | 選修(9學分)  四門選三門  Elective courses (9 credits)  Choose 3 out of 4 |
| CM221中級會計學(二)Intermediate Accounting(II) | 3 |
| CM335審計學(上)Auditing(I) | 3 |
| CM374管理決策會計Managerial Decision Accounting | 3 |

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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.

1. 必修科目（共計21學分）：
2. 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。
3. 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。
4. 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
4. 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.

1. 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>