**元智大學管理學院學士班輔系科目表(112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 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

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

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會議修訂通過

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會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2024, on November 20, 2024

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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) | | | | **備註**  Remarks |
| **共同課程七選四**  Compulsory courses  Choose 4 out of 7 | **學分**  Credits | **專業學程七選三**  Concentration courses  Choose 3 out of 7 | **學分**  Credits |
| **企業管理學程**  Business Management Concentration | CM108  管理學  Management | 3 | CM235  創新管理與實務  Innovation Management and Practice | 3 |  |
| CM203  行銷管理  Marketing Management | 3 | CM370  創業管理概論  Introduction to Entrepreneurship | 3 |
| CM205  財務管理  Financial Management | 3 | CM372  創業行銷  Entrepreneurial Marketing | 3 |
| CM206  作業管理  Operations Management | 3 | CM469  數位與行動商務  Digital and Mobile Business | 3 |
| CM401  策略管理  Strategic Management | 3 | CM208  企業資源規劃  Enterprise Resource Planning | 3 |
| CM216  國際企業管理  International Business Management | 3 | CM304  服務行銷與管理  Service Marketing and Management | 3 |
| CM211  人力資源管理  Human Resources Management | 3 | CM371  創業財務規劃  Entrepreneurial Finance | 3 |
| **領導暨人力資源學程**  Leadership & Human Resources Concentration | CM108  管理學  Management | 3 | CM204  組織行為  Organization Behavior | 3 | **領導暨人力資源學程必選：「人力資源管理」**  Required courses for Leadership & Human Resources Concentration：" Human Resources Management " |
| CM203  行銷管理  Marketing Management | 3 | CM307  團隊建立與管理  Team Building and Management | 3 |
| CM205  財務管理  Financial Management | 3 | CM348  領導才能發展  Leadership Competency Development | 3 |
| CM206  作業管理  Operations Management | 3 | CM310  激勵與領導  Motivation and Leadership | 3 |
| CM401  策略管理  Strategic Management | 3 | CM229  商業溝通與社交禮儀  Business Communication and Social Etiquette | 3 |
| CM216  國際企業管理  International Business Management | 3 | CM375  溝通說服與談判  Negotiation Strategies and Persuasion Skills | 3 |
| CM211  人力資源管理  Human Resources Management | 3 | CM382  員工關係與人資實務  Employment Relationship and Practice | 3 |
| **行銷學程**  Marketing Concentration | CM108  管理學  Management | 3 | CM243  消費者心理洞察與行為  Consumer Psychology, Insights and Behavior | 3 | **行銷學程必選：「行銷管理」**  Required courses for Marketing Concentration：" Marketing Management " |
| CM203  行銷管理  Marketing Management | 3 | CM396  數位行銷傳播管理與應用  Digital Marketing Communication Management and Application | 3 |
| CM205  財務管理  Financial Management | 3 | CM244  品牌管理與社群經營  Brand and Community Management | 3 |
| CM206  作業管理  Operations Management | 3 | CM484  大數據分析與行銷研究  Big Data Analysis and Marketing Research | 3 |
| CM401  策略管理  Strategic Management | 3 | CM213  通路管理  Marketing Channels Management | 3 |
| CM216  國際企業管理  International Business Management | 3 | CM398  關係行銷與科技應用  Relationship Marketing and Technology Application | 3 |
| CM211  人力資源管理  Human Resources Management | 3 | CM409  行銷管理專題  Special Topics in Marketing Management | 3 |
| **國際企業學程**  International Business Concentration | CM108  管理學  Management | 3 | CM242  國貿實務  Practice of International Trade | 3 | **國際企業學程必選：「國際企業管理」**  Required courses for International Business Concentration：" International Business Management " |
| CM203  行銷管理  Marketing Management | 3 | CM219  全球產業分析  Global Industrial Analysis | 3 |
| CM205  財務管理  Financial Management | 3 | CM320  國際企業經營決策  Strategic Management of Multinational Corporations | 3 |
| CM206  作業管理  Operations Management | 3 | CM446  新興市場議題  Emerging Market Issues | 3 |
| CM401  策略管理  Strategic Management | 3 | CM318  國際金融  International Finance | 3 |
| CM216  國際企業管理  International Business Management | 3 | CM240  全球電商與物流  E-Commerce and Logistics | 3 |
| CM211  人力資源管理  Human Resources Management | 3 | CM483  策略布局與商業模式新創實作  Practice in Strategic Formulation and Business Model Innovation | 3 |
| **投資與企業金融學程**  Investments and Corporate Finance Concentration | CM108  管理學  Management | 3 | CM331  投資組合與證券分析  Portfolio and Security Analysis | 3 | **投資與企業金融學程必選：「財務管理」**  Required courses for Investments and Corporate Finance Concentration：" Financial Management " |
| CM103  會計學(上)  Accounting Principle(I) | 3 | CM237  金融市場  Financial Markets | 3 |
| CM105  經濟學(上)  Economics(I) | 3 | CM223  公司理財  Corporate Finance | 3 |
| CM106  經濟學(下)  Economics(II) | 3 | CM449  財務軟體應用  Financial Packages and Applications | 3 |
| CM201  統計學(上)  Statistics(I) | 3 | CM222  投資學  Investments | 3 |
| CM202  統計學(下)  Statistics(II) | 3 | CM238  企業財務分析  Business Analysis Using Financial Statements | 3 |
| CM205  財務管理  Financial Management | 3 | CM470  財務金融個案研討  Case Studies in Finance | 3 |
| **投資與風險管理學程**  Investment and Risk Management Concentration | CM108  管理學  Management | 3 | CM222  投資學  Investments | 3 | **投資與風險管理學程必選：「財務管理」**  Required courses for Investment and Risk Management Concentration：" Financial Management " |
| CM103  會計學(上)  Accounting Principle(I) | 3 | CM329  個人理財  Personal Finance | 3 |
| CM105  經濟學(上)  Economics(I) | 3 | CM414  風險管理  Risk Management | 3 |
| CM106  經濟學(下)  Economics(II) | 3 | CM331  投資組合與證券分析  Portfolio and Security Analysis | 3 |
| CM201  統計學(上)  Statistics(I) | 3 | CM327  衍生性金融商品  Derivative Securities | 3 |
| CM202  統計學(下)  Statistics(II) | 3 | CM323  計量經濟學  Econometrics | 3 |
| CM205  財務管理  Financial Management | 3 | CM223  公司理財  Corporate Finance | 3 |
| **金融科技學程**  Fintech Concentration | CM108  管理學  Management | 3 | CM254  機器學習應用  Machine Learning Applications | 3 |  |
| CM103  會計學(上)  Accounting Principle(I) | 3 | CM253  區塊鏈  Blockchain | 3 |
| CM105  經濟學(上)  Economics(I) | 3 | CM486  金融科技創客  Financial Supervision and Regulation | 3 |
| CM106  經濟學(下)  Economics(II) | 3 | CM391  金融科技創新  Financial Technology Innovation | 3 |
| CM201  統計學(上)  Statistics(I) | 3 | CM479  金融監理與法規  Financial Supervision and Regulation | 3 |
| CM202  統計學(下)  Statistics(II) | 3 | CM266  深度學習  Deep Learning | 3 |
| CM205  財務管理  Financial Management | 3 | CM250  Python程式設計  Python Programming | 3 |
| **會計專業學程**  Accounting Professional Concentration | CM108  管理學  Management | 3 | CM220  中級會計學(一)  Intermediate Accounting(I) | 3 | **會計專業學程必選：「會計學(上)」、「會計學(下)」**  Required courses for Accounting Professional Concentration：" Accounting Principle(I) "、" Accounting Principle(II) " |
| CM105  經濟學(上)  Economics(I) | 3 | CM221  中級會計學(二)  Intermediate Accounting(II) | 3 |
| CM103  會計學(上)  Accounting Principle(I) | 3 | CM335  審計學(上)  Auditing(I) | 3 |
| CM104  會計學(下)  Accounting Principle(II) | 3 | CM336  審計學(下)  Auditing(II) | 3 |
| CM201  統計學(上)  Statistics(I) | 3 | CM385  成本與管理會計(上)  Cost and Managerial Accounting(Ι) | 3 |
| CM202  統計學(下)  Statistics(II) | 3 | CM386  成本與管理會計(下)  Cost and Managerial Accounting(Π) | 3 |
| CM325  財務報表分析  Financial Statement Analysis | 3 | CM338  稅務法規  Taxation Law | 3 |
| 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. 共同課程科目（共計12學分）：至少需從必修科目表中選修四門課。   Compulsory courses (a total of 12 credits): Students must complete at least four courses from the compulsory course list   1. 專業學程科目（共計9學分）：至少需選修三門課。   Concentration courses (a total of 9 credits): Students must complete at least three elective courses.   1. 各學程必選請詳見備註。   Please refer to the remarks for required courses in each concentration.   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> | | | | | |