**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 | CM250Python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 list1. 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> |