**元智大學管理學院學士班輔系科目表(114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 2025)**

114.03.18一一三學年第三次班課程委員會議通過

114.04.23一一三學年度第五次教務會議通過

 Passed by the 5th Academic Affairs Meeting, Academic Year 2024, on April 23, 2025

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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 |
| **管院共同必修七選四**Department Compulsory 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 | CM105經濟學(上)Economics(I) | 3 | CM208企業資源規劃Enterprise Resource Planning | 3 |  |
| CM106經濟學(下)Economics(II) | 3 | CM235創新管理與實務Innovation Management and Practice | 3 |
| CM108管理學Management | 3 | CM304服務行銷與管理Service Marketing and Management | 3 |
| CM201統計學(上)Statistics(I) | 3 | CM469數位與行動商務Digital and Mobile Business | 3 |
| CM202統計學(下) Statistics(II) | 3 | CM370創業管理概論Introduction to Entrepreneurship | 3 |
| CM203行銷管理Marketing Management | 3 | CM371創業財務規劃Entrepreneurial Finance | 3 |
| CM205財務管理Financial Management | 3 | CM372創業行銷Entrepreneurial Marketing | 3 |
| **領導暨人力資源學程**Leadership & Human Resources Concentration | CM105經濟學(上)Economics(I) | 3 | CM211人力資源管理Human Resources Management | 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 " |
| CM106經濟學(下)Economics(II) | 3 | CM229商業溝通與社交禮儀Business Communication and Social Etiquette | 3 |
| CM108管理學Management | 3 | CM307團隊建立與管理Team Building and Management | 3 |
| CM114企業倫理與社會責任Ethical Decisions and Corporate Social Responsibility | 3 | CM310激勵與領導Motivation and Leadership | 3 |
| CM203行銷管理Marketing Management | 3 | CM348領導才能發展Leadership Competency Development | 3 |
| CM204組織行為Organization Behavior | 3 | CM375溝通說服與談判Negotiation Strategies and Persuasion Skills | 3 |
| CM205財務管理Financial Management | 3 | CM382員工關係與人資實務Employment Relationship and Practice | 3 |
| **行銷學程**Marketing Concentration | CM105經濟學(上)Economics(I) | 3 | CM213通路管理Marketing Channels Management | 3 | **行銷學程必選：「行銷管理」**Required courses for Marketing Concentration：" Marketing Management " |
| CM106經濟學(下)Economics(II) | 3 | CM243消費者心理洞察與行為Consumer Psychology, Insights and Behavior | 3 |
| CM108管理學Management | 3 | CM244品牌管理與社群經營Brand and Community Management | 3 |
| CM114企業倫理與社會責任Ethical Decisions and Corporate Social Responsibility | 3 | CM396數位行銷傳播管理與應用Digital Marketing Communication Management and Application | 3 |
| CM203行銷管理Marketing Management | 3 | CM398關係行銷與科技應用Relationship Marketing and Technology Application | 3 |
| CM204組織行為Organization Behavior | 3 | CM409行銷管理專題Special Topics in Marketing Management | 3 |
| CM205財務管理Financial 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 | CM105經濟學(上)Economics(I) | 3 | CM216國際企業管理International Business Management | 3 | **國際企業學程必選：「經濟學(上)」、「經濟學(下)」、「國際企業管理」**Required courses for International Business Concentration：" Economics(I) "、" Economics(II)"、" International Business Management " |
| CM106經濟學(下)Economics(II) | 3 | CM219全球產業分析Global Industrial Analysis | 3 |
| CM108管理學Management | 3 | CM240全球電商與物流E-Commerce and Logistics | 3 |
| CM201統計學(上)Statistics(I) | 3 | CM318國際金融International Finance | 3 |
| CM202統計學(下) Statistics(II) | 3 | CM320國際企業經營決策Strategic Management of Multinational Corporations | 3 |
| CM203行銷管理Marketing Management | 3 | CM446新興市場議題Emerging Market Issues | 3 |
| CM205財務管理Financial 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 | CM116微積分Calculus | 3 | CM222投資學Investments | 3 | **投資與企業金融學程必選：「財務管理」、「投資學」**Required courses for Investments and Corporate Finance Concentration：" Financial Management "、" Investments " |
| CM103會計學(上)Accounting Principle(I) | 3 | CM238企業財務分析Business Analysis Using Financial Statements | 3 |
| CM105經濟學(上)Economics(I) | 3 | CM331投資組合與證券分析Portfolio and Security Analysis | 3 |
| CM106經濟學(下)Economics(II) | 3 | CM223公司理財Corporate Finance | 3 |
| CM201統計學(上)Statistics(I) | 3 | CM449財務軟體應用Financial Packages and Applications | 3 |
| CM202統計學(下)Statistics(II) | 3 | CM470財務金融個案研討Case Studies in Finance | 3 |
| CM205財務管理Financial Management | 3 | CM471不動產投資與融資Real Estate Finance and Investment | 3 |
| **投資與風險管理學程**Investment and Risk Management Concentration | CM116微積分Calculus | 3 | CM222投資學Investments | 3 | **投資與風險管理學程必選：「財務管理」、「投資學」**Required courses for Investment and Risk Management Concentration：" Financial Management "、" Investments " |
| CM103會計學(上)Accounting Principle(I) | 3 | CM223公司理財Corporate Finance | 3 |
| CM105經濟學(上)Economics(I) | 3 | CM323計量經濟學Econometrics | 3 |
| CM106經濟學(下)Economics(II) | 3 | CM327衍生性金融商品Derivative Securities | 3 |
| CM201統計學(上)Statistics(I) | 3 | CM329個人理財Personal Finance | 3 |
| CM202統計學(下) Statistics(II) | 3 | CM331投資組合與證券分析Portfolio and Security Analysis | 3 |
| CM205財務管理Financial Management | 3 | CM414風險管理Risk Management | 3 |
| 金融科技學程Fintech Concentration | CM108管理學Management | 3 | CM250Python程式設計Python Programming | 3 |  |
| CM103會計學(上)Accounting Principle(I) | 3 | CM253區塊鏈Blockchain | 3 |
| CM105經濟學(上)Economics(I) | 3 | CM254機器學習應用Machine Learning Applications | 3 |
| CM106經濟學(下)Economics(II) | 3 | CM266深度學習Deep Learning | 3 |
| CM201統計學(上)Statistics(I) | 3 | CM391金融科技創新Financial Technology Innovation | 3 |
| CM202統計學(下) Statistics(II) | 3 | CM479金融監理與法規Financial Supervision and Regulation | 3 |
| CM205財務管理Financial Management | 3 | CM486金融科技創客Financial Supervision and Regulation | 3 |
| **會計專業學程**Accounting Professional Concentration | CM103會計學(上)Accounting Principle(I) | 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) " |
| CM104會計學(下)Accounting Principle(II) | 3 | CM221中級會計學(二)Intermediate Accounting(II) | 3 |
| CM105經濟學(上)Economics(I) | 3 | CM335審計學(上)Auditing(I) | 3 |
| CM108管理學Management | 3 | CM336審計學(下)Auditing(II) | 3 |
| CM201統計學(上)Statistics(I) | 3 | CM338稅務法規Taxation Law | 3 |
| CM202統計學(下) Statistics(II) | 3 | CM385成本與管理會計(上)Cost and Managerial Accounting(Ι) | 3 |
| CM205財務管理Financial Management | 3 | CM386成本與管理會計(下)Cost and Managerial Accounting(Π) | 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. 管院共同必修（共計12學分）：至少需從必修科目表中選修四門課。

Department 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> |

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