**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 | CM250  Python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 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> |

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