

中信科技大學 進修部
二年制 企業管理系 課程規劃表
 (適用113學年度入學)

CTBC University of Technology Curriculum of Business Administration Department for Two-Year Bachelor's
 Degree Program -Night Division (Effective from Fall 2024)

科目名稱 Subject		第一學年1st School Year		第二學年2nd School Year	
		上學期 1st semester	下學期 2nd semester	上學期 1st semester	下學期 2nd semester
		(學分/時數) (Credits/Hours)	(學分/時數) (Credits/Hours)	(學分/時數) (Credits/Hours)	(學分/時數) (Credits/Hours)
共同必修 General Required Courses	應用英文(1)(2) Applied English(1)(2)	2/ 2	2/ 2		
	通識課程(1)(2)(3)(4) General Studies(1)(2)(3)(4)	2/ 2	2/ 2	2/ 2	2/ 2
	小計Subtotal	4/ 4	4/ 4	2/ 2	2/ 2
專業必修 Professional Required Courses	行銷管理 Marketing Management	3/ 3			
	財務管理 Financial Management	3/ 3			
	企業政策 Business Policy	3/ 3			
	創業管理 Entrepreneurship Management	3/ 3			
	組織理論與管理 Organizational Theory and Management		3/ 3		
	商業套裝軟體 Business Software Package		3/ 3		
	實務專題(1)(2) Practical topics(1)(2)		3/ 3	3/ 3	
	財務報表分析 Financial Statement Analysis			3/ 3	
	人力資源管理 Human Resource Management				3/ 3
	經營管理實務 Business Management				3/ 3
	小計Subtotal	12/ 12	9/ 9	6/ 6	6/ 6
	溝通與簡報技巧 The skills of communication and presentation	3/ 3			
	消費者行為 Consumer Behavior	3/ 3			
	日語會話 Japanese Conversation	2/ 2			
	生產作業與管理 Production and Operations Management	3/ 3			
	零售管理 Retail Management	3/ 3			
	門市服務管理研討 Retailing Service Management	3/ 3			
	高齡金融規劃 Eldercare Financial Planning		3/ 3		
	綠色產業發展 The development of green industry		3/ 3		
	知識管理 Knowledge Management		3/ 3		

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專業選修 Professional Elective Courses	廣告管理 Advertisement Management		3/ 3			
	企業永續管理 Enterprise Sustainable Management			3/ 3		
	文創行銷 Cultural and Creative Industry Marketing			3/ 3		
	電子商務實務 Electronic Commerce			2/ 2		
	國際行銷 Global Marketing			3/ 3		
	科技產業概論 Introduction of Technology Industry			3/ 3		
	投資理財實務 Investment and financial management Practice				3/ 3	
	微型創業管理 Micro Entrepreneurship				3/ 3	
	創新與設計 Innovation and Design				2/ 2	
	管理個案分析 Case Analysis of Management				3/ 3	
	智慧行銷個案研討 Case Study on Smart Marketing				3/ 3	
	擬開最低選修學分		3/ 3	6/ 6	11/ 11	11/ 11
	合計Total		19/ 19	19/ 19	19/ 19	19/ 19
備註 Note	113年07月30日 校課程發展委員會會議通過Amended Date：2024-07-30					
	一、畢業總學分至少76分： The total number of credits completed to be eligible to graduate shall not be less than 76 credits. 1.共同必修12學分；專業必修33學分；專業選修至少24學分。 General Required Courses:12 credits. Professional Required Courses:33 credits. Professional Elective Courses:Not less than 24 credits. 2.一般選修至多7學分(開放學生自由選修本系或外系課程)。 The general elective credits shall be up to 7 credits. (Open for students to freely choose courses within their own or other departments) 二、畢業門檻：Graduation Threshold 1.學生於修業年限內應修畢「共同必修」、「專業必修」、「專業選修(含一般選修)」共計76學分。 Students are required to complete a total of 76 credits of " General Required Courses", "Professional Required Courses", and "Professional Elective Courses" ("General Elective Course" included) within their academic years.					