

中信科技大學 進修部
二年制 企業管理系 課程規劃表
 (適用114學年度入學)

CTBC University of Science and Technology
 Department of Business Administration

for Two-Year Bachelor's Degree Program -Night Division (Effective from Fall 2025)

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	2/ 2			
	消費行為分析 Consumer Behavior Analysis	2/ 2			
	財務規劃與管理 Financial Planning and Management	2/ 2			
	組織理論與管理 Organizational Theory and Management	2/ 2			
	AI商業應用 AI on Business Applications	2/ 2			
	顧客關係管理 Customer Relationship Management		2/ 2		
	產業專題討論 Industry Issues Seminar		2/ 2		
	商圈管理 Business District Management		2/ 2		
	網路行銷 Internet Marketing		2/ 2		
	生活與經濟 Life and Economics		2/ 2		
	創業管理 Entrepreneurship Management			2/ 2	
	AI生活數據分析 AI-Driven Life Data Analysis			2/ 2	
	實務專題(1)(2) Practical topics(1)(2)			2/ 2	2/ 2
	簡報製作與表達 Presentation and Expression				2/ 2
	行銷企劃 Marketing Planning				2/ 2
	小計Subtotal	10/ 10	10/ 10	6/ 6	6/ 6
	溝通與簡報技巧 Skills of Communication and Presentation	2/ 2			
	投資與理財 Personal Finance and Investment	2/ 2			
	日語會話 Japanese Conversation	2/ 2			
	品牌管理 Brand Management	2/ 2			

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專業選修 Professional Elective Courses	物流與供應鏈管理 Logistics and Supply Chain Management	2/ 2			
	門市服務管理研討 Retailing Service Management	2/ 2			
	高齡金融規劃 Elderly Financial Planning		2/ 2		
	綠色產業發展 The Development of Green Industry		2/ 2		
	知識管理 Knowledge Management		2/ 2		
	廣告管理 Advertisement Management		2/ 2		
	整合行銷傳播 Integrated Marketing Communications			2/ 2	
	企業永續管理 Enterprise Sustainable Management			2/ 2	
	文創行銷 Cultural and Creative Marketing			2/ 2	
	電子商務實務 Electronic Commerce			2/ 2	
	行銷研究 Marketing Research			2/ 2	
	科技產業概論 Introduction of Technology Industry			2/ 2	
	組織行為 Organizational Behavior				2/ 2
	投資理財實務 Investment and Financial Management Practice				2/ 2
	微型創業管理 Micro-Entrepreneurship Management				2/ 2
	創新與設計 Innovation and Design				2/ 2
	經營管理實務 Business Management Practices				2/ 2
	企業政策 Business Policy				2/ 2
	管理個案分析 Case Analysis of Management				2/ 2
	智慧行銷個案研討 Case Study on Smart Marketing				2/ 2
擬開最低選修學分 Proposed Minimum Elective Credits		4/ 4	6/ 6	12/ 12	10/ 10
合計Total		18/ 18	20/ 20	20/ 20	18/ 18
114年07月08日 校課程發展委員會會議通過Amended Date：2025-07-08					

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備註 Note	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32學分；專業選修至少26學分。 General Required Courses:12 credits. Professional Required Courses:32 credits. Professional Elective Courses:Not less than 26 credits. 2.一般選修至多6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 6 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.				