

中信科技大學 進修部
二年制 企業管理科 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 Program of Junior College-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 (學分/時數) (Credits/Hours)	下學期 2nd semester (學分/時數) (Credits/Hours)	上學期 1st semester (學分/時數) (Credits/Hours)	下學期 2nd semester (學分/時數) (Credits/Hours)
共同必修 General Required Courses	中文閱讀與表達(1)(2) Chinese Reading and Expression(1)(2)	2/ 2	2/ 2		
	英文聽力與閱讀(1)(2) English Listening and Reading(1)(2)	2/ 2	2/ 2		
	性別文化與社會 Gender Culture and Society	2/ 2			
	藝術與生活 Art and Life	2/ 2			
	健康與生活 Health and Life		2/ 2		
	科技與智慧人生 Technology and Smart Life			2/ 2	
	人文與社會 Humanities and Social Sciences			2/ 2	
	創意思考與訓練 Creative Thinking and Training				2/ 2
	小計Subtotal	8/ 8	6/ 6	4/ 4	2/ 2
專業必修 Professional Required Courses	管理學 Principles of Management	2/ 2			
	經濟學 Economics	2/ 2			
	企業概論 Introduction to Business	2/ 2			
	商業套裝軟體 Commercial Software Package	2/ 2			
	AI基礎應用 Basic Applications of AI		2/ 2		
	會計學 Accounting		2/ 2		
	行銷學 Marketing		2/ 2		
	人力資源管理 Human Resource Management		2/ 2		
	統計學 Statistics		2/ 2		
	生產作業與管理 Production and Operations Management			2/ 2	
	財務管理 Financial Management			2/ 2	
	人際關係 Interpersonal Relationships			2/ 2	
	數位行銷 Digital Marketing			2/ 2	
	消費者行為 Consumer Behavior			2/ 2	
	科技管理 Technology Management				2/ 2
	簡報與表達 Briefing and Presentation				2/ 2

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	創新與創業概論 Introduction to Innovation and Entrepreneurship				2/ 2
	服務業管理 Service Industry Management				2/ 2
	企業倫理 Business Ethics				2/ 2
	門市管理 Store Management				2/ 2
	小計Subtotal	8/ 8	10/ 10	10/ 10	12/ 12
專業選修 Professional Elective Courses	日語 Japanese	2/ 2			
	商業心理學 Business Psychology	2/ 2			
	健康產業管理 Health Industry Management		2/ 2		
	服務業行銷 Service Industry Marketing		2/ 2		
	休閒產業概論 Introduction to Leisure Industry		2/ 2		
	個人理財 Personal Finance			2/ 2	
	AI應用與實作 AI Applications and Implementations			2/ 2	
	零售管理 Retail Management			2/ 2	
	促銷管理 Promotion Management				2/ 2
	流通管理 Distribution Management				2/ 2
	連鎖企業管理 Chain Store Management				2/ 2
	擬開最低選修學分 Proposed Minimum Elective Credits	4/ 4	4/ 4	6/ 6	6/ 6
	合計Total	20/ 20	20/ 20	20/ 20	20/ 20
備註 Note	114年07月08日 校課程發展委員會會議通過Amended Date：2025-07-08				
	一、畢業總學分至少80分： The total number of credits completed to be eligible to graduate shall not be less than 80 credits. 1.共同必修20學分；專業必修40學分；專業選修至少14學分。 General Required Courses:20 credits. Professional Required Courses:40 credits. Professional Elective Courses:Not less than14 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80學分。 Students are required to complete a total of 80 credits of "General Required Courses", "Professional Required Courses", and "Professional Elective Courses" ("General Elective Course" included) within their academic years.				