

| 類別 | 科目 | 學分數 | 時數 | 第一學年 | | | | 第二學年 | | | | 第三學年 | | | | 第四學年 | | | | 備註 |
|------|--------------|-----|----|------|----|-----|----|------|----|-----|----|------|----|-----|----|------|----|-----|----|----|
| | | | | 上學期 | | 下學期 | | 上學期 | | 下學期 | | 上學期 | | 下學期 | | 上學期 | | 下學期 | | |
| | | | | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | |
| | | | | | | | | | | | | | | | | | | | | |
| | 資訊管理 | 3 | 3 | | | | | | | 3 | 3 | | | | | | | | | |
| | 組織行為 | 2 | 2 | | | | | | | 2 | 2 | | | | | | | | | |
| | 消費者行為 | 2 | 2 | | | | | | | 2 | 2 | | | | | | | | | |
| | 作業管理 | 3 | 3 | | | | | | | | | 3 | 3 | | | | | | | |
| | 策略人力資源管理 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 創業管理 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 策略管理 | 3 | 3 | | | | | | | | | | 3 | 3 | | | | | | |
| | 實務專題(一)(二) | 4 | 4 | | | | | | | | | | 2 | 2 | 2 | 2 | | | | |
| | 小計 | 60 | 62 | 13 | 14 | 11 | 12 | 12 | 12 | 10 | 10 | 7 | 7 | 5 | 5 | 2 | 2 | 0 | 0 | |
| 選修科目 | 管理概論 | 1 | 1 | 1 | 1 | | | | | | | | | | | | | | | |
| | 文化創意導論 | 2 | 2 | 2 | 2 | * | * | | | | | | | | | | | | | |
| | 綠色企業管理與永續經營 | 2 | 2 | 2 | 2 | * | * | | | | | | | | | | | | | |
| | 商業日文 | 2 | 2 | 2 | 2 | | | | | | | | | | | | | | | |
| | 創意思考與應用 | 2 | 2 | | | 2 | 2 | | | | | | | | | | | | | |
| | 進階商業日文 | 2 | 2 | | | 2 | 2 | | | | | | | | | | | | | |
| | 財務證照輔導 | 1 | 1 | | | 1 | 1 | | | | | | | | | | | | | |
| | 進階商業套裝軟體 | 2 | 2 | | | | | 2 | 2 | | | | | | | | | | | |
| | 日文能力輔導 | 2 | 2 | | | | | 2 | 2 | | | | | | | | | | | |
| | 網頁設計與實習 | 2 | 2 | | | | | 2 | 2 | | | | | | | | | | | |
| | 創新與團隊運作 | 2 | 2 | | | | | | | 2 | 2 | | | | | | | | | |
| | 大數據決策與行銷應用實務 | 3 | 6 | | | | | | | 3 | 6 | | | | | | | | | |
| | 日文能力檢定 | 2 | 2 | | | | | | | 2 | 2 | | | | | | | | | |
| | 行銷證照輔導 | 1 | 1 | | | | | | | 1 | 1 | | | | | | | | | |
| | 微型創業專案管理 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 商業英文 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 進階日文能力輔導 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 企業參訪 | 1 | 1 | | | | | | | | | 1 | 1 | | | | | | | |
| | 職場實習 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 產品創新管理 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |
| | 進階商業英文 | 2 | 2 | | | | | | | | | | | 2 | 2 | | | | | |
| | 進階應用日文 | 2 | 2 | | | | | | | | | | | 2 | 2 | | | | | |
| | 管理證照輔導 | 1 | 1 | | | | | | | | | | | 1 | 1 | | | | | |
| | 英文能力檢定 | 2 | 2 | | | | | | | | | | | | | 2 | 2 | | | |
| | 管理實務專題 | 2 | 2 | | | | | | | | | | | | | 2 | 2 | | | |
| | 校外實習(一)(二) | 18 | 18 | | | | | | | | | | | | | 9 | 9 | 9 | 9 | |
| | 校外實習 | 9 | 9 | | | | | | | | | | | | | | | 9 | 9 | |
| | 小計 | 73 | 76 | 7 | 7 | 5 | 5 | 6 | 6 | 8 | 11 | 11 | 11 | 5 | 5 | 13 | 13 | 18 | 18 | |
| | 管理會計學 | 3 | 3 | | | | | 3 | 3 | * | * | | | | | | | | | |
| | 文化創意產業管理 | 2 | 2 | | | | | | | 2 | 2 | | | | | | | | | |
| | 電腦會計 | 3 | 3 | | | | | * | * | 3 | 3 | | | | | | | | | |
| | 服務業行銷 | 2 | 2 | | | | | | | 2 | 2 | | | | | | | | | |
| | 廣告學 | 2 | 2 | | | | | | | | | 2 | 2 | | | | | | | |

共同專業選修

創業行銷模組選修

| 類別 | 科目 | 學分數 | 時數 | 第一學年 | | | | 第二學年 | | | | 第三學年 | | | | 第四學年 | | | | 備註 | |
|----|-----------|---|-----|------|----|-----|----|------|----|-----|----|------|----|-----|----|------|----|-----|----|----|--------------|
| | | | | 上學期 | | 下學期 | | 上學期 | | 下學期 | | 上學期 | | 下學期 | | 上學期 | | 下學期 | | | |
| | | | | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | 學分 | 時數 | | |
| | 零售管理 | 3 | 3 | | | | | | | | | 3 | 3 | | | | | | | | |
| | 智慧財產權管理 | 2 | 2 | | | | | | | | | | 2 | 2 | | | | | | | |
| | 運籌管理 | 3 | 3 | | | | | | | | | | 3 | 3 | | | | | | | |
| | 顧客關係管理 | 2 | 2 | | | | | | | | | | 2 | 2 | | | | | | | |
| | 企業資源規劃 | 3 | 3 | | | | | | | | | | 3 | 3 | | | | | | | |
| | 電子商務 | 2 | 2 | | | | | | | | | | 2 | 2 | | | | | | | |
| | 供應鏈管理 | 3 | 3 | | | | | | | | | | | | 3 | 3 | | | | | |
| | 採購管理學 | 2 | 2 | | | | | | | | | | | | 2 | 2 | | | | | |
| | 公眾形象 | 2 | 2 | | | | | | | | | | | | | | 2 | 2 | | | |
| | 行銷策略規畫 | 3 | 3 | | | | | | | | | | | | | | 3 | 3 | | | |
| | 連鎖店經營管理 | 2 | 2 | | | | | | | | | | | | | | 2 | 2 | | | |
| | 小計 | 39 | 39 | 0 | 0 | 0 | 0 | 3 | 3 | 7 | 7 | 5 | 5 | 12 | 12 | 5 | 5 | 7 | 7 | | |
| | 組織理論與管理 | 2 | 2 | | | 2 | 2 | | | | | | | | | | | | | | |
| | 管理心理學 | 2 | 2 | | | | | | 2 | 2 | | | | | | | | | | | |
| | 創意與組織 | 2 | 2 | | | | | | 2 | 2 | | | | | | | | | | | |
| | 人力資源經濟學 | 2 | 2 | | | | | | 2 | 2 | | | | | | | | | | | |
| | 壓力與情緒管理 | 2 | 2 | | | | | | 2 | 2 | | | | | | | | | | | |
| | 人力規劃與任用 | 2 | 2 | | | | | | | | 2 | 2 | | | | | | | | | |
| | 溝通與協調 | 2 | 2 | | | | | | | | 2 | 2 | | | | | | | | | |
| | 組織創新 | 2 | 2 | | | | | | | | 2 | 2 | | | | | | | | | |
| | 勞動法 | 2 | 2 | | | | | | | | 2 | 2 | | | | | | | | | |
| | 服務業人力資源管理 | 2 | 2 | | | | | | | | | | 2 | 2 | | | | | | | 人力資源 模組選修 |
| | 國際人力資源管理 | 3 | 3 | | | | | | | | | | 3 | 3 | | | | | | | |
| | 人力訓練與發展 | 2 | 2 | | | | | | | | | | 2 | 2 | | | | | | | |
| | 勞資關係與企業倫理 | 3 | 3 | | | | | | | | | | 3 | 3 | | | | | | | |
| | 薪資與福利管理 | 2 | 2 | | | | | | | | | | | | 2 | 2 | | | | | |
| | 績效評估與管理 | 2 | 2 | | | | | | | | | | | | 2 | 2 | | | | | |
| | 領導統御 | 2 | 2 | | | | | | | | | | | | 2 | 2 | | | | | |
| | 人力資源大數據分析 | 2 | 2 | | | | | | | | | | | | | | 2 | 2 | | | |
| | 知識管理 | 2 | 2 | | | | | | | | | | | | | | 2 | 2 | | | |
| | 小計 | 38 | 38 | 0 | 0 | 2 | 2 | 0 | 0 | 8 | 8 | 8 | 8 | 10 | 10 | 6 | 6 | 4 | 4 | | |
| | 合計 | 150 | 153 | 7 | 7 | 7 | 7 | 9 | 9 | 23 | 26 | 24 | 24 | 27 | 27 | 24 | 24 | 29 | 29 | | |
| | 選修至少應修 | 40 | 40 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 7 | 7 | 9 | 9 | 3 | 3 | 9 | 9 | | |
| | 專業科目至少應修 | 100 | | | | | | | | | | | | | | | | | | | |
| | 合計 | 238 | 243 | | | | | | | | | | | | | | | | | | |
| | 畢業至少應修 | 128 | | | | | | | | | | | | | | | | | | | |
| | 授予學位名稱 | 管理學學士 (Bachelor of Business Administration) | | | | | | | | | | | | | | | | | | | |

*表示上下學期對開