

(115學年度入學學生適用)

[illegible]

台南應用科技大學 日間部四年制企業管理系 科目表

(115學年度入學學生適用)

|                                                  |      |    |    |    |   |   |    |    |   |   |   |   |   |   |   |   |   |
|--------------------------------------------------|------|----|----|----|---|---|----|----|---|---|---|---|---|---|---|---|---|
| 會計學 (一)<br>Accounting I                          | 3    | 3  |    |    |   |   |    |    |   |   |   |   |   |   |   |   |   |
| 邏輯思考能力<br>Logical Thinking                       | 3    | 3  |    |    |   |   |    |    |   |   |   |   |   |   |   |   |   |
| 企業法律環境<br>Legal Environment of Business          |      |    | 3  | 3  |   |   |    |    |   |   |   |   |   |   |   |   |   |
| 會計學 (二)<br>Accounting II                         |      |    | 3  | 3  |   |   |    |    |   |   |   |   |   |   |   |   |   |
| 經濟學 (二)<br>Economics II                          |      |    | 3  | 3  |   |   |    |    |   |   |   |   |   |   |   |   |   |
| ★管理學<br>Management                               |      |    | 2  | 2  |   |   |    |    |   |   |   |   |   |   |   |   |   |
| ★人力資源管理<br>Human Resource Management             |      |    |    |    | 3 | 3 |    |    |   |   |   |   |   |   |   |   |   |
| 統計學 (一)<br>Statistics I                          |      |    |    |    | 3 | 3 |    |    |   |   |   |   |   |   |   |   |   |
| 財務管理<br>Financial Management                     |      |    |    |    | 3 | 3 |    |    |   |   |   |   |   |   |   |   |   |
| 統計學 (二)<br>Statistics II                         |      |    |    |    |   |   | 3  | 3  |   |   |   |   |   |   |   |   |   |
| 資訊管理<br>Information Management                   |      |    |    |    |   |   | 3  | 3  |   |   |   |   |   |   |   |   |   |
| ★組織行為<br>Organizational Behavior                 |      |    |    |    |   |   | 2  | 2  |   |   |   |   |   |   |   |   |   |
| ★行銷管理<br>Marketing Management                    |      |    |    |    |   |   | 3  | 3  |   |   |   |   |   |   |   |   |   |
| 實務專題 (一)<br>Practical Project I                  |      |    |    |    |   |   |    |    | 2 | 2 |   |   |   |   |   |   |   |
| ★作業管理<br>Operations Management                   |      |    |    |    |   |   |    |    | 3 | 3 |   |   |   |   |   |   |   |
| ★消費者行為<br>Consumer Behavior                      |      |    |    |    |   |   |    |    | 2 | 2 |   |   |   |   |   |   |   |
| ★策略人力資源管理<br>Strategic Human Resource Management |      |    |    |    |   |   |    |    |   |   | 2 | 2 |   |   |   |   |   |
| 實務專題 (二)<br>Practical Project II                 |      |    |    |    |   |   |    |    |   |   | 2 | 2 |   |   |   |   |   |
| ★創業管理<br>Entrepreneurship Management             |      |    |    |    |   |   |    |    |   |   | 2 | 2 |   |   |   |   |   |
| 策略管理<br>Strategic Management                     |      |    |    |    |   |   |    |    |   |   | 3 | 3 |   |   |   |   |   |
| 小計                                               | 13   | 13 | 11 | 11 | 9 | 9 | 11 | 11 | 7 | 7 | 9 | 9 | 0 | 0 | 0 | 0 | 0 |
| 專業必修                                             | 60學分 |    |    |    |   |   |    |    |   |   |   |   |   |   |   |   |   |
| 專業選修                                             | 0    | 0  | 1  | 1  | 5 | 5 | 3  | 3  | 8 | 8 | 5 | 5 | 9 | 9 | 9 | 9 | 9 |

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|          |                                               |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |
|----------|-----------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|
| 小計       | 0                                             | 0  | 1  | 1  | 5  | 5  | 3  | 3  | 8  | 8  | 5  | 5  | 9 | 9 | 9 | 9 |
| 專業選修     | 至少應修40學分                                      |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |
| 學分總計     | 22                                            | 22 | 21 | 21 | 16 | 16 | 18 | 18 | 17 | 17 | 16 | 16 | 9 | 9 | 9 | 9 |
| 畢業至少應修學分 | 128學分                                         |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |
| 授予學位名稱   | 管理學學士 ( Bachelor of Business Administration ) |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |

「\*」依實際開課情況做班級對開調整。「★」為輔系專業科目。「◎」為分組授課專業科目。

必修備註

台南應用科技大學 日間部四年制企業管理系 科目表

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| 專業選修科目                                                                | 第一學年 |    |      |    | 第二學年 |    |      |    | 第三學年 |    |      |    | 第四學年 |    |      |    |
|-----------------------------------------------------------------------|------|----|------|----|------|----|------|----|------|----|------|----|------|----|------|----|
|                                                                       | 第一學期 |    | 第二學期 |    | 第一學期 |    | 第二學期 |    | 第一學期 |    | 第二學期 |    | 第一學期 |    | 第二學期 |    |
|                                                                       | 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 |
| ▲商業管理與行銷<br>Business Management and Marketing                         | 1    | 1  |      |    |      |    |      |    |      |    |      |    |      |    |      |    |
| 數位影音剪輯<br>Digital Video Editing                                       |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |      |    |
| 綠色企業管理與永續經營<br>Green Management and Sustainable Management            |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |      |    |
| 創意思考與應用<br>Creativity Thinking and Application                        |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 網頁設計與實習<br>Web Design and Practice                                    |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 文化創意產業管理<br>Cultural Creativity Industry Management                   |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 服務業行銷<br>Service Marketing                                            |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 企業永續管理<br>Sustainable Business Administration                         |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 淨零碳管理與能力鑑定實務<br>Net Zero Carbon Management and Certification Practice |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 數位創新<br>Digital Innovation                                            |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| 創新與團隊運作<br>Teamwork for Innovation                                    |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 大數據決策與行銷應用實務<br>Big Data Decision and Marketing Application           |      |    |      |    | *    | *  | 3    | 3  |      |    |      |    |      |    |      |    |
| 企業參訪<br>Enterprise Visiting                                           |      |    |      |    | *    | *  | 1    | 1  |      |    |      |    |      |    |      |    |
| 管理心理學<br>Management Psychology                                        |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 進階商業套裝軟體<br>Advanced Business Software                                |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 連鎖店經營管理<br>Chain Store Management                                     |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 壓力與情緒管理<br>Stress and Emotion Management                              |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 行銷證照輔導<br>Marketing Certificate Counseling                            |      |    |      |    |      |    | 1    | 1  |      |    |      |    |      |    |      |    |
| 企業資源規劃<br>Enterprise Resources Planning                               |      |    |      |    |      |    |      |    | 3    | 3  | *    | *  |      |    |      |    |
| 產品創新管理<br>Product Innovation Management                               |      |    |      |    |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |

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|                                                             |  |  |  |  |  |  |  |  |   |   |   |   |   |    |   |   |
|-------------------------------------------------------------|--|--|--|--|--|--|--|--|---|---|---|---|---|----|---|---|
| 勞資關係與勞動法<br>Labor Relation and Labor Law                    |  |  |  |  |  |  |  |  | 3 | 3 | * | * |   |    |   |   |
| 人力規劃與任用<br>Manpower Planning & Recruitment                  |  |  |  |  |  |  |  |  | 2 | 2 | * | * |   |    |   |   |
| 溝通與協調<br>Communication and Coordination                     |  |  |  |  |  |  |  |  | 2 | 2 | * | * |   |    |   |   |
| 商業英文<br>Business English                                    |  |  |  |  |  |  |  |  | 2 | 2 | * | * |   |    |   |   |
| 廣告學<br>Advertising                                          |  |  |  |  |  |  |  |  | 2 | 2 | * | * |   |    |   |   |
| 人工智慧經營管理應用<br>AI and Business Application                   |  |  |  |  |  |  |  |  | 3 | 3 | * | * |   |    |   |   |
| 統計軟體應用<br>Statistics Software Application                   |  |  |  |  |  |  |  |  | 2 | 2 | * | * |   |    |   |   |
| 進階統計軟體應用<br>Advanced Statistics Software Application        |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 人力資源大數據分析<br>Human Resource Analytics                       |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 跨域自主學習<br>Interdisciplinary Autonomous Learning             |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 海外參訪研習<br>Overseas Study Practicum                          |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 進階商業英文<br>Advanced Business English                         |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 服務業人力資源管理<br>Human Resource Management for Service Industry |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 人力訓練與發展<br>Human Training and Development                   |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 智慧財產權管理<br>Intellectual Property Rights Management          |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 公眾形象<br>Public Image                                        |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 顧客關係管理<br>Customer Relation Management                      |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 供應鏈管理<br>Supply Chain Management                            |  |  |  |  |  |  |  |  | * | * | 3 | 3 |   |    |   |   |
| 電子商務<br>Electronic Commerce                                 |  |  |  |  |  |  |  |  | * | * | 2 | 2 |   |    |   |   |
| 管理證照輔導<br>Managerial Certificate Practice                   |  |  |  |  |  |  |  |  | * | * | 1 | 1 |   |    |   |   |
| 校外實習 (一)<br>Business Internship I                           |  |  |  |  |  |  |  |  |   |   |   |   | 9 | 40 |   |   |
| 組織理論與管理<br>Organization Theory and Management               |  |  |  |  |  |  |  |  |   |   |   |   | 2 | 2  | * | * |

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|                                                      |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 國際人力資源管理<br>International Human Resource Management  |   |   |   |   |    |    |    |    |    |    |    |    |    | 3  | 3  | *  | *  |
| 績效評估與管理<br>Performance Evaluation Management         |   |   |   |   |    |    |    |    |    |    |    |    |    | 2  | 2  | *  | *  |
| 零售管理<br>Retailing Management                         |   |   |   |   |    |    |    |    |    |    |    |    |    | 3  | 3  | *  | *  |
| 國際行銷管理<br>International Marketing Management         |   |   |   |   |    |    |    |    |    |    |    |    |    | 3  | 3  | *  | *  |
| 管理個案研究<br>Management Case Study                      |   |   |   |   |    |    |    |    |    |    |    |    |    | 2  | 2  | *  | *  |
| 數位行銷策略規劃<br>Digital Marketing Strategic Planning     |   |   |   |   |    |    |    |    |    |    |    |    |    | *  | *  | 3  | 3  |
| 運籌管理<br>Logistic Management                          |   |   |   |   |    |    |    |    |    |    |    |    |    | *  | *  | 3  | 3  |
| 知識管理<br>Knowledge Management                         |   |   |   |   |    |    |    |    |    |    |    |    |    | *  | *  | 2  | 2  |
| 就業策略與核心職能<br>Employment Strategy and Core Competency |   |   |   |   |    |    |    |    |    |    |    |    |    | *  | *  | 3  | 3  |
| 薪資與福利管理<br>Reward and Compensation Management        |   |   |   |   |    |    |    |    |    |    |    |    |    | *  | *  | 2  | 2  |
| 校外實習 (二)<br>Business Internship II                   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    | 9  | 40 |
| 小計                                                   | 1 | 1 | 4 | 4 | 14 | 14 | 15 | 15 | 21 | 21 | 26 | 26 | 24 | 55 | 22 | 53 |    |

「\*」依實際開課情況做班級對開調整。「◎」為分組授課專業科目。「▲」為銜接課程。① 行銷模組。② 人力資源模組。

選修備註

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|                          |
|--------------------------|
| 民國115年04月30日系課程委員會議通過    |
| 民國115年05月18日中心/院課程委員會議備查 |
| 民國115年05月27日校課程委員會議備查    |
| 民國115年06月24日教務課程委員會議備查   |