

(113學年度入學學生適用)

民國115年06月24日教務會議通過

台南應用科技大學 日間部四年制企業管理系◆\_科目表  
(113學年度入學學生適用)

| 學年<br>類別 | 第一學年                                           |  |               |               | 第二學年                                         |   |                                                           |               | 第三學年                                 |   |               |               | 第四學年                                                           |  |               |               | 備註                                                               |                                                                   |   |    |       |   |    |
|----------|------------------------------------------------|--|---------------|---------------|----------------------------------------------|---|-----------------------------------------------------------|---------------|--------------------------------------|---|---------------|---------------|----------------------------------------------------------------|--|---------------|---------------|------------------------------------------------------------------|-------------------------------------------------------------------|---|----|-------|---|----|
|          | 科目                                             |  | 第一學期<br>學分 時數 | 第二學期<br>學分 時數 | 科目                                           |   | 第一學期<br>學分 時數                                             | 第二學期<br>學分 時數 | 科目                                   |   | 第一學期<br>學分 時數 | 第二學期<br>學分 時數 | 科目                                                             |  | 第一學期<br>學分 時數 | 第二學期<br>學分 時數 |                                                                  |                                                                   |   |    |       |   |    |
| 選修<br>科目 | ▲②商業管理與行銷<br>Business Management and Marketing |  | 1             | 1             | 民法<br>Civil Law                              |   | 2                                                         | 2             | ②商用英文進階<br>Advanced Business English |   | 2             | 2             | ①經貿英文<br>Trade English                                         |  | 2             | 2             |                                                                  |                                                                   |   |    |       |   |    |
|          | 商用日文（一）<br>Business Japanese（I）                |  | 2             | 2             | ②模擬企業經營<br>Simulation of Business Management |   | 2                                                         | 2             | ②組織行為學<br>Organizational Behavior    |   | 2             | 2             | ②國際商務海外研習<br>International Business Overseas Study             |  | 1             | 1             |                                                                  |                                                                   |   |    |       |   |    |
|          | 商用日文（二）<br>Business Japanese（II）               |  |               |               | 2                                            | 2 | ①活動企劃實務<br>Activities Planning and Practice               |               | 2                                    | 2 | *             | *             | ②行銷研究<br>Marketing Research                                    |  | 2             | 2             | 校外實習（一）<br>Field Training I                                      |                                                                   | 9 | 40 |       |   |    |
|          | ②世界經濟地理<br>The Geography of the World Economy  |  |               |               | 2                                            | 2 | 日文能力檢定（一）<br>Japanese Language Proficiency Test（I）        |               | 2                                    | 2 |               |               | ①廣告與社群行銷<br>Social Media Advertising                           |  | 2             | 2             | ②國際企業專題研討<br>Special Topics on International Business Management |                                                                   | 2 | 2  |       |   |    |
|          | ②商業溝通與表達<br>Business Communication             |  |               |               | 2                                            | 2 | 日文能力檢定（二）<br>Japanese Language Proficiency Test（II）       |               |                                      |   | 2             | 2             | 進階日文能力檢定（一）<br>Advanced Japanese Language Proficiency Test（I）  |  | 2             | 2             | ②外匯金融實務<br>Practice of Foreign Exchange                          |                                                                   | 2 | 2  |       |   |    |
|          |                                                |  |               |               |                                              |   | ①智慧零售實作<br>AI Retail Practice                             |               |                                      |   | 2             | 2             | ①國際貿易付款與融資<br>International Trade Payment and Financing        |  |               | 2             | 2                                                                | ①市調分析實務<br>Market Survey Analysis Practice                        |   | 2  | 2     |   |    |
|          |                                                |  |               |               |                                              |   | ①商業攝影與直播<br>Commercial Photography and Live streaming     |               | *                                    | * | 2             | 2             | 進階日文能力檢定（二）<br>Advanced Japanese Language Proficiency Test（II） |  |               | 2             | 2                                                                | ②全球品牌管理<br>Global Brand Management                                |   | 2  | 2     |   |    |
|          |                                                |  |               |               |                                              |   | ②管理經濟學<br>Management Economics                            |               |                                      |   | 2             | 2             | ②國際商務英語<br>International Business English                      |  |               | 2             | 2                                                                | ①兩岸暨東協經貿實務<br>Trade Practices of Cross-Strait and ASEAN Economics |   | 2  | 2     |   |    |
|          |                                                |  |               |               |                                              |   | 國貿證照輔導<br>Tutorial on International Trade License         |               |                                      |   | 2             | 2             | ②國際禮儀實務<br>International Etiquette Practice                    |  |               | 2             | 2                                                                | 跨域自主學習<br>Interdisciplinary Autonomous Learning                   |   | 2  | 2     |   |    |
|          |                                                |  |               |               |                                              |   | ②經貿商情分析<br>The Analysis of World Economy and Trade Trends |               |                                      |   | 2             | 2             | ①網站製作與設計<br>Website Production and Design                      |  |               | 2             | 2                                                                | 企業永續管理<br>Corporate Sustainability Management                     |   | 2  | 2     | * | *  |
|          |                                                |  |               |               |                                              |   | ②管理心理學<br>Managing Psychology                             |               | *                                    | * | 2             | 2             | ②投資學<br>Investment                                             |  |               | 2             | 2                                                                | 職場實習<br>Fields of Study                                           |   | 4  | 17.78 |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               | ②消費者行為<br>Consumer Behavior                                    |  |               | 2             | 2                                                                | ①大數據行銷<br>Big Data Marketing                                      |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               | ②國際人力資源管理<br>International Human Resource                      |  |               | 2             | 2                                                                | ①經貿個案探討與分析<br>Analysis on Topics of Trade and Economics           |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               | ②國際商務秘書實務<br>Practice of International Business                |  |               | 2             | 2                                                                | 校外實習（二）<br>Field Training II                                      |   |    |       | 9 | 40 |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  | ②國際服務業管理<br>International Service Management                      |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  | ②商用英語會話<br>Business English Conversation                          |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  | ②證券交易實務<br>Practice of Security Exchange                          |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  | ②創業管理<br>Entrepreneurial Management                               |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  | ①流通管理<br>Retailing Management                                     |   |    |       | 2 | 2  |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |
|          |                                                |  |               |               |                                              |   |                                                           |               |                                      |   |               |               |                                                                |  |               |               |                                                                  |                                                                   |   |    |       |   |    |

台南應用科技大學 日間部四年制企業管理系◆\_科目表  
 (113學年度入學學生適用)

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/院課程委員會議修正通過。  
 民國115年05月27日校課程委員會議通過。  
 民國115年06月24日教務會議通過。

