

(114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

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|                                                               |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|---------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| 邏輯思考<br>Logical Thinking                                      | 2 | 2 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
| 資訊科技商業應用<br>Commercial Applications of Information Technology |   |   | 2 | 2 |   |   |   |   |   |   |   |   |  |  |  |  |  |
| 會計學 (二)<br>Accounting II                                      |   |   | 3 | 3 |   |   |   |   |   |   |   |   |  |  |  |  |  |
| 企業經營策略<br>Strategic Business Management                       |   |   | 2 | 2 |   |   |   |   |   |   |   |   |  |  |  |  |  |
| 經濟學 (二)<br>Economics II                                       |   |   | 3 | 3 |   |   |   |   |   |   |   |   |  |  |  |  |  |
| ★國際企業管理<br>International Business Management                  |   |   |   |   | 2 | 2 |   |   |   |   |   |   |  |  |  |  |  |
| ★國際貿易實務 (一)<br>International Trade Practice I                 |   |   |   |   | 3 | 3 |   |   |   |   |   |   |  |  |  |  |  |
| 統計學<br>Statistics                                             |   |   |   |   | 2 | 2 |   |   |   |   |   |   |  |  |  |  |  |
| ★數位行銷<br>Digital Marketing                                    |   |   |   |   | 2 | 2 |   |   |   |   |   |   |  |  |  |  |  |
| ★簡報製作<br>Business Presentation Skills                         |   |   |   |   | 2 | 2 |   |   |   |   |   |   |  |  |  |  |  |
| ★商用英文<br>Business English                                     |   |   |   |   |   |   | 2 | 2 |   |   |   |   |  |  |  |  |  |
| 統計軟體應用<br>Statistical Software Applications                   |   |   |   |   |   |   | 2 | 2 |   |   |   |   |  |  |  |  |  |
| ★國際貿易實務 (二)<br>International Trade Practice II                |   |   |   |   |   |   | 3 | 3 |   |   |   |   |  |  |  |  |  |
| ★國際行銷管理<br>International Marketing Management                 |   |   |   |   |   |   | 2 | 2 |   |   |   |   |  |  |  |  |  |
| 商事法<br>Business Law                                           |   |   |   |   |   |   | 2 | 2 |   |   |   |   |  |  |  |  |  |
| ★國際經濟學 (一)<br>International Economics I                       |   |   |   |   |   |   |   |   | 2 | 2 |   |   |  |  |  |  |  |
| ★財務管理<br>Financial Management                                 |   |   |   |   |   |   |   |   | 2 | 2 |   |   |  |  |  |  |  |
| 專題製作 (一)<br>Seminar For Selected Research I                   |   |   |   |   |   |   |   |   | 2 | 2 |   |   |  |  |  |  |  |
| 國際通關實務<br>International Clearance Practice                    |   |   |   |   |   |   |   |   | 3 | 3 |   |   |  |  |  |  |  |
| ★跨境電子商務<br>Cross-Border e-Commerce                            |   |   |   |   |   |   |   |   | 3 | 3 |   |   |  |  |  |  |  |
| ★會展管理實務<br>Meeting, Conventions and Event Management          |   |   |   |   |   |   |   |   |   |   | 2 | 2 |  |  |  |  |  |
| 專題製作 (二)<br>Seminar For Selected Research II                  |   |   |   |   |   |   |   |   |   |   | 2 | 2 |  |  |  |  |  |

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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|                                          |                                            |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |
|------------------------------------------|--------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|
| ★國際經濟學 (二)<br>International Economics II |                                            |    |    |    |    |    |    |    |    |    |    | 2  | 2 |   |   |   |   |
| 小計                                       | 10                                         | 10 | 10 | 10 | 11 | 11 | 11 | 11 | 12 | 12 | 6  | 6  | 0 | 0 | 0 | 0 | 0 |
| 專業必修                                     | 60學分                                       |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |
| 專業選修                                     | 0                                          | 0  | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 8  | 8  | 9 | 9 | 9 | 9 | 9 |
| 小計                                       | 0                                          | 0  | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 8  | 8  | 9 | 9 | 9 | 9 | 9 |
| 專業選修                                     | 至少應修40學分                                   |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |
| 學分總計                                     | 19                                         | 19 | 21 | 21 | 17 | 17 | 19 | 19 | 18 | 18 | 16 | 16 | 9 | 9 | 9 | 9 | 9 |
| 畢業至少應修學分                                 | 128學分                                      |    |    |    |    |    |    |    |    |    |    |    |   |   |   |   |   |
| 授予學位名稱                                   | 商學學士 (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               |
| • 企業管理系◆代表原國際企業經營系 |

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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 |
| 商用日文 (一)<br>Business Japanese (I)                               | 2    | 2  |      |    |      |    |      |    |      |    |      |    |      |    |      |    |
| ▲②商業管理與行銷<br>Business Management and Marketing                  | 1    | 1  |      |    |      |    |      |    |      |    |      |    |      |    |      |    |
| 商用日文 (二)<br>Business Japanese (II)                              |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |      |    |
| ②世界經濟地理<br>The Geography of the World Economy                   |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |      |    |
| ②商業溝通與表達<br>Business Communication                              |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |      |    |
| 民法<br>Civil Law                                                 |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |
| 日文能力檢定 (一)<br>Japanese Language Proficiency Test (I)            |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |
| ②模擬企業經營<br>Simulation of Business Management                    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |      |    |
| ①活動企劃實務<br>Activities Planning and Practice                     |      |    |      |    | 2    | 2  | *    | *  |      |    |      |    |      |    |      |    |
| ①商業攝影與直播<br>Commercial Photography and Live streaming           |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 日文能力檢定 (二)<br>Japanese Language Proficiency Test (II)           |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |
| ②管理經濟學<br>Management Economics                                  |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |
| ②管理心理學<br>Managing Psychology                                   |      |    |      |    | *    | *  | 2    | 2  |      |    |      |    |      |    |      |    |
| 國貿證照輔導<br>Tutorial on International Trade License               |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |
| ②經貿商情分析<br>The Analysis of World Economy and Trade Trends       |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |
| ①智慧零售實作<br>AI Retail Practice                                   |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |      |    |
| ②組織行為學<br>Organizational Behavior                               |      |    |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |
| ②商用英文進階<br>Advanced Business English                            |      |    |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |
| ②行銷研究<br>Marketing Research                                     |      |    |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |
| 進階日文能力檢定 (一)<br>Advanced Japanese Language Proficiency Test (I) |      |    |      |    |      |    |      |    | 2    | 2  |      |    |      |    |      |    |

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|                                              |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |   |    |
|----------------------------------------------|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|---|----|
| ②國際服務業管理<br>International Service Management |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    | 2 | 2  |
| ②創業管理<br>Entrepreneurial Management          |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    | 2 | 2  |
| ①流通管理<br>Retailing Management                |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    | 2 | 2  |
| 校外實習 (二)<br>Field Training II                |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    | 9 | 40 |
| 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  |
| 小計                                           | 3 | 3 | 6 | 6 | 8 | 8 | 14 | 14 | 10 | 10 | 18 | 18 | 26 | 57 | 23 | 54 |   |    |

「\*」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 跨境電商管理模組。② 國際商務管理模組。

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日教務課程委員會議通過     |