

國立臺北商業大學 進修大學部四年制 企業管理系 課程科目表(113學年度入學新生適用)  
 Course List for Bachelor of Business Administration (BBA) - 4 Years Program- Evening Program, Department of Business Administration, School of Management, National Taipei University of Business  
 (Applicable to Students Admitted in Fall, 2024 and in Spring, 2025)

科目類別 Category	科目名稱 Course Title		學分數 Credit	時數 Hour	授 課 時 數 Contact Hour																備註 Remarks
					第一學年Yr 1				第二學年Yr 2				第三學年Yr 3				第四學年Yr 4				
					上Fall		下Spring		上Fall		下Spring		上Fall		下Spring		上Fall		下Spring		
					授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
通識科目 (一般科目) Liberal Arts (Compulsory)	基礎必修 (語文思辯) Basic required courses (Language)	國文領域 Chinese	大學國文選 (一)(二)	4	4	2		2												依年級規定修課，惟學期課程，依通識中心實際排課為準。 Each course must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center.  依年級規定修課，惟學期課程，依通識中心實際排課為準。且每一領域至少需修習2學分。 Each field/domain must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center. At least two credits are required for each field/domain.  因興趣選修為跨領域課程，故可依學生需求，自行安排跨年度、學期選修，大一起即可自由選修，惟畢業前需修畢8學分，且其中2學分需為國際視野之英語文相關(通識教育中心訂定之)課程。 Due to the interdisciplinary nature of general education, before graduation students have to take 8 credits in total for elective courses, including a mandatory 2 credits for English-related courses offered by the General Education Center.  一至三年級為必修，四年級為選修，並計入應修最低畢業學分數內。 Compulsory in Yr 1 to Yr 3, Elective in Yr 4, PE Graduation credits are included in the minimum graduation requirement.  選修(不計入畢業最低總學分數) Elective courses (Not included in the minimum graduation requirement.)	
			應用文與習作	2	2										2						
		英文領域 English	英文(一)(二)	4	4	2		2													
			英文(三)	2	2					2											
	核心必修 (公民涵養) Core required courses (Citizenship)	公民意識領域 Citizenship	依通識中心課程公告及實際開課為準	2	2										2						
		永續發展領域 sustainable development	依通識中心課程公告及實際開課為準	2	2								2								
		生活美學領域 Aesthetics	依通識中心課程公告及實際開課為準	2	2								2								
	興趣選修 (跨領域選修) Elective courses (Interdisciplinary)	國際視野 Global views	依通識中心課程公告及實際開課為準	2	2																
		社會融合 Social sciences	依通識中心課程公告及實際開課為準																		
		自然科學 Science	依通識中心課程公告及實際開課為準	6	6					2											
		應用科學 Applied sciences	依通識中心課程公告及實際開課為準																		
		人文藝術 Humanities	依通識中心課程公告及實際開課為準																		
		體育 physical education		0	12	2		2		2		2		2							
		體育(選修) physical education(Elective)		(2)	(4)											(2)			(2)		
	全民國防教育軍事訓練 National Defense Education Military Training		(8)	(8)	(2)		(2)		(2)		(2)										
	合計// Subtotal		26	38	6	0	6	0	6	0	6	0	6	0	2	0	0	0			
院必修 College Requirement	會計學 ACCOUNTING		3	3	3																
	經濟學 ECONOMICS		6	6	3		3														
	管理學 MANAGEMENT		3	3	3																
	計算機概論 INTRODUCTION OF COMPUTER SCIENCE		3	3			3														
	統計學 STATISTICS		4	6					2	1	2	1									
	合計// Subtotal		19	21	9	0	6	0	2	1	2	1	0	0	0	0	0	0	0	0	
專業必修 Core Course (Compulsory)	成本與管理會計 Cost and Management Accounting		3	3					3												
	數位商務與管理 DIGITAL BUSINESS AND MANAGEMENT		2	2					2												
	企業永續管理 CORPORATE SUSTAINABILITY MANAGEMENT		3	3							3										
	行銷管理 MARKETING MANAGEMENT		3	3							3										
	投資學 INVESTMENT		3	3							3										
	統計應用軟體 STATISTICS APPLICATION SOFTWARE		2	3							1	2									
	資訊管理 INFORMATION MANAGEMENT		3	3									3								
	行銷企劃實作 MARKETING PLANNING AND PRACTICE		2	2									2								
	人力資源管理 HUMAN RESOURCES MANAGEMENT		3	3									3								
	財務管理 FINANCIAL MANAGEMENT		3	3									3								
	通路管理 CHANNEL MANAGEMENT		2	2										2							
	企業實務專題(一) TOPICS OF BUSINESS PRACTICAL APPLICATION I		1	3											3						
	生產與作業管理 PRODUCTION & OPERATIONS MANAGEMENT		3	3										3							
	物流管理 LOGISTICS MANAGEMENT		2	2											2						

**國立臺北商業大學 進修大學部四年制 企業管理系 課程科目表(113學年度入學新生適用)**  
**Course List for Bachelor of Business Administration (BBA) - 4 Years Program- Evening Program, Department of Business Administration, School of Management, National Taipei University of Business**  
**(Applicable to Students Admitted in Fall, 2024 and in Spring, 2025)**

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授 課 時 數 Contact Hour																備註 Remarks
				第一學年Yr 1				第二學年Yr 2				第三學年Yr 3				第四學年Yr 4				
				上Fall		下Spring		上Fall		下Spring		上Fall		下Spring		上Fall		下Spring		
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
	企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION II	1	3													3				
	策略管理 STRATEGIC MANAGEMENT	3	3													3				
	數位行銷 DIGITAL MARKETING	2	3															3		
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATIONS	2	3															3		程式設計導入之課程 備註2 As Remark2
	創新與創業管理 INNOVATION AND ENTREPRENEURSHIP MANAGEMENT	3	3															3		
	人工智慧與商業應用 Artificial Intelligence and Business Application	3	3															3		
	合計// Subtotal	49	56	0	0	0	0	5	0	10	2	11	0	8	0	8	0	12	0	
	必修合計 // Subtotal, Compulsory	94	115	15	0	12	0	13	1	18	3	17	0	14	0	8	0	12	0	

國立臺北商業大學進修大學部四年制企業管理系課程科目表(113學年度入學新生適用)  
 Course List for Bachelor of Business Administration (BBA) - 4 Years Program- Evening Program, Department of Business Administration, School of Management, National Taipei University of Business  
 (Applicable to Students Admitted in Fall, 2024 and in Spring, 2025)

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour																備註 Remarks
				第一學年Yr 1				第二學年Yr 2				第三學年Yr 3				第四學年Yr 4				
				上Fall		下Spring		上Fall		下Spring		上Fall		下Spring		上Fall		下Spring		
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
專業選修 Elective	企業文化與倫理 ENTERPRISE CULTURE AND ETHIC	2	2	2																
	消費者行為 CUSTOMER BEHAVIOR	2	2	2																
	服務業管理 SERVICE MANAGEMENT	2	2	2																
	廣告管理 ADVERTISEMENT	2	2	2																
	非營利事業組織經營與管理 NONPROFIT ORGANIZATIONS MANAGEMENT	2	2			2														
	行銷研究 MARKETING RESEARCH	2	2			2														
	金融市場 FINANCIAL MARKET	2	2			2														
	公共關係 PUBLIC RELATIONS	2	2			2														
	商事法 COMMERCIAL LAW	3	3					3												
	國際貿易實務 PRACTICE OF INTERNATIONAL TRADE	2	2					2												
	公司理財 CORPORATE FINANCE	2	2					2												
	財務報表分析 FINANCIAL STATEMENTS ANALYSIS	2	2						2											
	金融市場 FINANCIAL MARKET	2	2						2											
	勞資關係 LABOR-CAPITAL RELATIONS	2	2						2											
	組織理論與管理 ORGANIZATION THEORY AND MANAGEMENT	3	3									3								
	全面品質管理 TOTAL QUALITY MANAGEMENT	2	2									2								
	產業競爭分析 INDUSTRIAL COMPETITION ANALYSIS	2	2									2								
	國際企業管理 INTERNATIONAL BUSINESS MANAGEMENT	2	2											2						
	新產品行銷 NEW PRODUCT MARKETING	2	2											2						
	品牌管理 BRAND MANAGEMENT	2	2											2						
	零售管理 RETAILING MANAGEMENT	2	2												2					
	證券與期貨市場 SECURITIES AND FUTURES MARKETS	2	2												2					
	科技管理 MANAGEMENT OF TECHNOLOGY	2	2												2					
	組織行為 ORGANIZATIONAL BEHAVIOR	3	3												3					
	商務英語會話 BUSINESS ENGLISH CONVERSATION	2	2												2					
	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	2																2	
	顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	2	2																2	
	全球運籌管理 GLOBAL LOGISTICS MANAGEMENT	2	2																2	
	企業資源規劃 ENTERPRISE RESOURCE PLANNING	2	2																2	
	財務金融科技 FINANCIAL FINTECH	2	2																2	
	教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(8)	(8)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	教學輔助學習生(不計入畢業最低總學分) Teaching assistant (Credits will be NOT counted toward total credits required for graduation.)
	專題研究實習 PRACTICE OF TOPIC RESEARCH	(8)	(8)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	國科會、科技部、產學合作計畫(不計入畢業最低總學分) Research assistant of the MOST projects and industry-academia cooperation projects. Credits will be NOT counted toward total credits required for graduation.
	教育專業實習 PRACTICE OF EDUCATIONAL CASE STUDY	(8)	(8)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	教育部、經濟部、勞動部或其他專案計畫(不計入畢業最低總學分) Research assistant of the MOE projects, MEA projects, ML projects, and other project plans. Credits will be NOT counted toward total credits required for graduation.
合計// Subtotal		63	63	8	0	8	0	7	0	6	0	7	0	6	0	11	0	10	0	

畢業最低總學分數128(專業選修至少應修34學分)

Total Number of Required Credits : 128 (Minimum of Electives Required:34Credits)

備註1: 依本校「學術倫理教育課程實施要點」規定：自107學年度起入學之大學部、專科部學生須完成「臺灣學術倫理教育資源中心」之「學術倫理教育」全部核心單元並通過總測驗，或修習其他管道之學術倫理教育課程6小時以上且持有修課證明者始得畢業。

Remark1: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註2: 依本校「學生資訊能力檢核辦法」規定：自113學年度起入學之研究所、大學部、專科部學生須於畢業前達成本辦法列出之擇一資訊能力檢核認定項目者始得畢業。

Remark2: According to the school's "Regulations for Student Information Literacy Assessment," starting from the 2024 academic year, all incoming graduate, undergraduate, and college students must meet one of the information literacy assessment requirements listed in these regulations before they can graduate.

本課程科目表經113年6月18日教務會議審議通過，適用113學年度入學新生。

Approved by Council of Academic Affairs on June 18, 2024.

**國立臺北商業大學 進修大學部四年制 企業管理系 課程科目表(113學年度入學新生適用)**  
**Course List for Bachelor of Business Administration (BBA) - 4 Years Program- Evening Program, Department of Business Administration, School of Management, National Taipei University of Business**  
**(Applicable to Students Admitted in Fall, 2024 and in Spring, 2025)**

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				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	

備註3：專業必修、選修科目得視實際情況調整開課學期學年別。

Remark3: The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

備註4：專業選修課程至少應修34學分，可含外系專業必修及專業選修至多8學分(不含通識及體育科目)。

Remark4: The Students must take at least 34 credits of professional elective courses, which may include up to 8 credits (excluding general education courses) from required professional courses and elective courses of other departments.

備註5：一年級上學期專業選修學分至少修4學分、一年級下學期專業選修學分至少修6學分、二年級上學期專業選修學分至少修4學分、二年級下學期專業選修學分至少修4學分、三年級上學期專業選修學分至少修4學分、三年級下學期專業選修學分至少修4學分、四年級上學期專業選修學分至少修4學分、四年級下學期專業選修學分至少修4學分。

Remark5: For this department, students must take at least 4credits of professional elective courses in the first semester of the first year, at least 6credits in the second semester of the first year, at least 4credits in the first semester of the second year, and at least 4 credits in the second semester of the second year,at least 4credits in the first semester of the third year, and at least 4credits in the second semester of the third year,at least 4credits in the first semester of the fourth year, and at least 4 credits in the second semester of the fourth year,.