

國立臺北商業大學二技進修部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) - 2 Years - Evening Program, Department of Business Administration, School of Management, National Taipei University of Business

(Applicable to Students Admitted in Fall or Spring, 2024)

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		
					第一學年Yr 1				第二學年Yr 2						
					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			
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	國文	2	2	2								依年級規定修課，惟屬學期課程，學期開設時間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，此領域至少需修習2學分。 This 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 this field/domain. 依年級規定修課，惟學期課程，依通識中心實際排課為準。且此兩大領域至少擇一門課程，需修習2學分。 This 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 this field/domain. 興趣選修為跨領域課程，故可依學生需求自行選修。自一年級起即可開始修習，學生於畢業前至少須修畢1門，計2學分。 Due to the interdisciplinary nature of general education, students have to take a mandatory 2 credits for elective courses before graduation. 一年級為必修，二年級為選修，並計入應修最低畢業學分數內。 Compulsory in Yr 1, Elective in Yr 2, PE Graduation credits are included in the minimum graduation requirement.	
		英文領域 English	英文	2	2			2							
	核心必修 (公民涵養) Core required courses (Citizenship)	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									
		公民意識/永續發展領域 Citizenship / sustainable development	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										興趣選修為跨領域課程，故可依學生需求自行選修。自一年級起即可開始修習，學生於畢業前至少須修畢1門，計2學分。 Due to the interdisciplinary nature of general education, students have to take a mandatory 2 credits for elective courses before graduation.
		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					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	4	2			2						
	體育(選修) physical education(Elective)		(2)	(4)						(2)		(2)			
	合計// Subtotal		10	14	8	0	6	0	0	0	0	0			
專業必修 Core Course (Compulsory)	商用統計(一) BUSINESS STATISTICS I		2	2	2										
	行銷管理 MARKETING MANAGEMENT		2	2	2										
	企業永續管理 CORPORATE SUSTAINABILITY MANAGEMENT		2	2	2										
	財務管理 FINANCIAL MANAGEMENT		2	2	2										
	統計應用軟體 STATISTICS APPLICATION SOFTWARE		2	2				2					程式設計導入之課程 備註2 As Remark2		
	人力資源管理 HUMAN RESOURCES MANAGEMENT		2	2				2							
	行銷企劃實作 MARKETING PLANNING AND PRACTICE		2	2				2							
	企業實務專題(一) TOPICS OF BUSINESS PRACTICAL APPLICATION I		1	3				3							
	資訊管理 INFORMATION MANAGEMENT		2	2				2							
	生產與作業管理 PRODUCTION & OPERATIONS MANAGEMENT		2	2				2							
	投資學 INVESTMENT		2	2					2						
	物流管理 LOGISTICS MANAGEMENT		2	2					2						
	數位商務與管理 DIGITAL BUSINESS AND MANAGEMENT		2	2					2						
	企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION II		1	3					3						
	人工智慧與商業應用 Artificial Intelligence and Business Application		2	2					2						
	策略管理 STRATEGIC MANAGEMENT		2	2					2						
	數位行銷 DIGITAL MARKETING		2	2							2				
	商務英語會話 BUSINESS ENGLISH CONVERSATION		2	2							2				
	企管實務講座 BUSINESS MANAGEMENT PRACTICE LECTURES		2	2							2				
	合計// Subtotal		36	40	8	0	13	0	13	0	6	0			
	必修合計// Subtotal, Compulsory		46	54	16	0	19	0	13	0	6	0			

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.

國立臺北商業大學二技進修部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) - 2 Years - Evening Program, Department of Business Administration, School of Management, National Taipei University of Business

(Applicable to Students Admitted in Fall or Spring, 2024)

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	
				第一學年Yr 1				第二學年Yr 2					
				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		
專業選修 Elective	服務業管理 SERVICE MANAGEMENT	2	2	2									
	非營利事業組織經營策略管理 NONPROFIT ORGANIZATION MANAGEMENT	2	2	2									
	顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	2	2	2									
	企業倫理 BUSINESS ETHICS	2	2	2									
	消費者行為 CUSTOMER BEHAVIOR	2	2	2									
	組織理論與管理 ORGANIZATION THEORY AND MANAGEMENT	2	2			2							
	品牌管理 BRAND MANAGEMENT	2	2			2							
	科技管理 MANAGEMENT OF TECHNOLOGY	2	2			2							
	商用統計(二) BUSINESS STATISTICS II	2	2			2							
	通路管理 CHANNEL MANAGEMENT	2	2			2							
	組織行為 ORGANIZATIONAL BEHAVIOR	2	2					2					
	創新與創業管理 INNOVATION MANAGEMENT AND ENTREPRENEURSHIP	2	2					2					
	產業競爭分析 INDUSTRIAL COMPETITION ANALYSIS	2	2					2					
	財務報表分析 FINANCIAL STATEMENTS ANALYSIS	2	2					2					
	金融市場 FINANCIAL MARKET	2	2					2					
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATIONS	2	2							2			
	公司理財 CORPORATE FINANCE	2	2							2			
	證券與期貨市場 SECURITIES AND FUTURES MARKET	2	2							2			
	廣告管理 ADVERTISEMENT	2	2							2			
	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	2							2			
	教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(4)	(4)	(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	(4)	(4)	(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.
	教育專案實習 PRACTICE OF EDUCATIONAL CASE STUDY	(4)	(4)	(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		40	40	10	0	10	0	10	0	10	0	
	畢業最低總學分數 72 學分 (選修至少26學分) Total Number of Required Credits : 72 (Minimum of Electives Required:26Credits)												

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.

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26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 26 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4: 一年級上學期專業選修學分至少修6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6學分、二年級下學期專業選修學分至少修8學分。

Remark4: For this department, students must take at least 6 credits of professional elective courses in the first semester of the first year, at least 6 credits in the second semester of the first year, at least 6 credits in the first semester of the second year, and at least 8 credits in the second semester of the second year.