

國立臺北商業大學【二技進修部】企業管理系 課程科目表（115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, 2026)

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 (Languages)	國文領域 Chinese	國文 Chinese	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.
		英文領域 English	英文 English	2	2			2						
	核心必修 (公民涵養) Core Required Courses (Civic Literacy)	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 Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	2	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。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.
		生活美學領域 Aesthetics		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 Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	2	2					2				因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												
		自然科學 Natural Sciences												
		應用科學 Applied Sciences												
		人文藝術 Humanities												
	體育 physical education			0	4	2		2						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.
體育(選修) physical education (Elective)			(2)	(4)					(2)		(2)			
全民國防教育軍事訓練(選修) National Defense Education Military Training (Elective)			(8)	(8)	(2)		(2)		(2)		(2)		選修(不計入畢業最低總學分數) Elective courses (Not included in the minimum graduation requirement.) 實際開課學期，依軍訓室實際排課為準。 the semester of courses is subject to the actual arrangement of the Military Education Office.	
合計// Subtotal			10	14	4	0	4	0	4	0	2	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
	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			2	2			2						
	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			2	2					2				
	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			38	38	8	0	12	0	12	0	6	0	
必修合計 // Subtotal, Compulsory				48	52	12	0	16	0	16	0	8	0	

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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							
	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					
	財務報表分析 FINANCIAL STATEMENTS ANALYSIS	2	2					2					
	金融市場 FINANCIAL MARKET	2	2					2					
	國際貿易實務 PRACTICE OF INTERNATIONAL TRADE	2	2					2					
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATIONS	2	2							2			
	廣告管理 ADVERTISEMENT	2	2							2			
	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	2							2			
		合計// Subtotal	34	34	10	0	8	0	10	0	6	0	
畢業最低總學分數 72 學分（選修至少24學分） Total Number of Required Credits : 72 (Minimum of Electives Required:24Credits)													

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: 113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。

Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.

備註3：專業必修、選修課程得視實際情況調整開課學期學年別。

Remark8: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24學分，可含外系專業必修及專業選修至多8學分(不含通識科目)。

Remark9:Full-time undergraduate students must take at least 24 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：本系專選一上至少修習6學分；一下至少修習6學分；二上至少修習6學分；二下至少修習6學分。

Remark 10: For this department, students must take at least 6 credits 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 6credits in the first semester of the second year, and at least 6 credits in the second semester of the second year6.