

中信科技大學 進修部
二年制 企業管理科 課程規劃表
 (適用113學年度入學)

CTBC University of Technology Curriculum of Business Administration Department
 for Two-Year Program of Junior College-Night Division (Effective from Fall 2024)

科目名稱 Subject		第一學年1st School Year		第二學年2nd School Year	
		上學期 1st semester (學分/時數) (Credits/Hours)	下學期 2nd semester (學分/時數) (Credits/Hours)	上學期 1st semester (學分/時數) (Credits/Hours)	下學期 2nd semester (學分/時數) (Credits/Hours)
共同必修 General Required Courses	中文閱讀與表達(1)(2) Chinese Reading and Expression(1)(2)	2/ 2	2/ 2		
	英文聽力與閱讀(1)(2) English Listening and Reading(1)(2)	2/ 2	2/ 2		
	性別文化與社會 Gender Culture and Society	2/ 2			
	藝術與生活 Art and Life	2/ 2			
	健康與生活 Health and Life		2/ 2		
	科技與智慧人生 Technology and Smart Life			2/ 2	
	人文與社會 Humanities and Social Sciences			2/ 2	
	創意思考與訓練 Creative Thinking and Training				2/ 2
	小計Subtotal	8/ 8	6/ 6	4/ 4	2/ 2
	專業必修 Professional Required Courses	管理學 Mangement	2/ 2		
生活與經濟 Life and Economics		2/ 2			
電腦視窗軟體 Window Software		2/ 2			
企業概論 Introduction of Business		2/ 2			
會計學 Accounting			2/ 2		
商業套裝軟體 Business Software Package			2/ 2		
行銷學 Marketing			2/ 2		
人力資源管理 Human Resource Management			2/ 2		
統計學 Statistics			2/ 2		
生產作業與管理 Production and Operations Management				2/ 2	
財務管理 Financial Management				2/ 2	
人際關係與溝通 Interpersonal Relationships and Communication				2/ 2	
數位行銷 Digital Marketing				2/ 2	
消費者行為 Consumer Behavior				2/ 2	
科技管理 Technology Management					2/ 2
簡報與表達 Briefing and Presentation				2/ 2	

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	創新與創業概論 Introduction of Innovation and Entrepreneurship				2/ 2
	服務業管理 Service Industry Management				2/ 2
	企業倫理 Corporate Ethics				2/ 2
	門市管理 Store Operation Management				2/ 2
	小計Subtotal	8/ 8	10/ 10	10/ 10	12/ 12
專業選修 Professional Elective Courses	日語 Japanese	2/ 2			
	商業心理學 Business psychology	2/ 2			
	健康產業管理 Health Industry Management		2/ 2		
	服務業行銷 Service Sector Marketing		2/ 2		
	國際行銷 Global Marketing		2/ 2		
	投資學 Principle of Investment			2/ 2	
	網紅行銷 Internet Celebrity Marketing			2/ 2	
	零售管理 Retail Management			2/ 2	
	促銷管理 Promotion Management				2/ 2
	流通管理 Circulation Management				2/ 2
	連鎖加盟管理 Chain Franchise Management				2/ 2
	擬開最低選修學分 Proposed Minimum Elective Credits		4/ 4	4/ 4	6/ 6
合計Total		20/ 20	20/ 20	20/ 20	20/ 20

113年07月30日 校課程發展委員會會議通過 Amended Date : 2024-07-30

備註
Note

一、畢業總學分至少80分：
 The total number of credits completed to be eligible to graduate shall not be less than 80 credits.
 1. 共同必修20學分；專業必修40學分；專業選修至少15學分。
 General Required Courses:20 credits. Professional Required Courses:40 credits. Professional Elective Courses:Not less than15 credits.
 2. 一般選修至多5學分(開放學生自由選修本系或外系課程)。
 The general elective credits shall be up to 5 credits. (Open for students to freely choose courses within their own or other departments)

二、畢業門檻：Graduation threshold
 1. 學生於修業年限內應修畢「共同必修」、「專業必修」、「專業選修(含一般選修)」共計80學分。
 Students are required to complete a total of 80 credits of "General Required Courses", "Professional Required Courses", and "Professional Elective Courses" ("General Elective Course" included) within their academic years.