

亞洲大學

109 學年度全英文課程規劃

2020 Academic Year Asia University Course Curriculum for Undergraduate Program

Bachelor Program in Department of Business Administration

Credits for Graduation: 128

Approved by the University Curriculum Committee on

Approved by the College Curriculum Committee on

Year 1-2 Fundamental Courses Total 62 Credits

類別 Category	科目名稱 Course Title	CEFR 等級	類別 Category	科目 名稱 Course Title	學分 數 Credits	每週上課時 數 Hours per week		備 註 Remarks				
						講授 Lecture	練習 Practice					
University Required Credits 32 Credits	Program Required Credits 24 Credits	必修語 文課程 18 學分 Language 18 Credits	國文類 10 學分 Chinese 10 Credits	進階華語文會話與聽 力(一) High-Intermediate Chinese Conversation and Listening I	B1	1 st	1 st	2	2	1		
				進階華語文會話與聽 力(二) High-Intermediate Chinese Conversation and Listening II	B1	1 st	2 nd	2	2	1		
				中級中文文法 Intermediate Chinese Grammar	B1	1 st	2 nd	2	2	0		
				高階華語文會話與聽 力(一) Advanced Chinese Conversation and Listening I	B2	2 nd	1 st	2	2	1		
				時事華語 Current Affairs in Chinese	B2	2 nd	1 st	2	2	0		
			英文類 8 學分 English 8 Credits	共通英語文(一) English for General Purposes (1)		1 st	1 st	3	3	0	分級上 課	
				共通英語文(二) English for General Purposes (2)		1 st	2 nd	3	3	0	分級上 課	
				共通專業英語文 English for General Specific Purposes		2 nd	1 st	2	2	0	依系院 上/下學 期開課	
			核心通 識課程 6 學分 Liberal Art Core Courses 6 Credits	歷史與文 化 History 2 Credits	臺灣/中國文化導讀 (二) Introduction of Taiwanese / Chinese Culture II	B2	1 st	1 st	2	2	0	
				健康保健 Health 2 Credits	健康與生活 Health and Life		1 st	2 nd	2	2	0	
					娛樂、智慧財產權與法律		1 st		2	2	0	

			法律與生活 Law & Life 2 Credits	Entertainment and Intellectual Property Law 法律與生活 Law & Life 愛情、性別與法律 Love, Gender and Law		1 st or 2 nd				三選一 One Choice from Three Courses
Program Elective Credits 8 Credits	通識選修 8 學分 Liberal Art Elective Courses 8 Credits	資訊科技類 Information Technology 2 Credits	資訊科技與華語表達訓練 Practice of Chinese Oral Expression through Information Technology	B1	1 st	2 nd	2	2	0	
			進階華語文閱讀與寫作 High-Intermediate Chinese Reading and Writing	B1	1 st	2 nd	2	2	0	
		語文類 Language 10 Credits	學術華語文 Chinese for Academic Purposes	C1	2 nd	2 nd	2	2	0	
			*專業華語文 Chinese for Specific Purposes	B2	2 nd	1 st	2	2	0	專業華語目前提供醫學華語與商業華語，視選課需要而定。
			高階華語文會話與聽力(二) Advanced Chinese Conversation and Listening II	B2	2 nd	1 st	2	2	1	
			華語文課程 Chinese Course				2	2		
服務與學習(一)(二)-實作課 Service and Learning					1 st	1 st 、2 nd	0	1.5	0	Time of class: (1) New student orientation, (2) arranged and announced by student services
服務與學習(一)(二)-講授課 Service and Learning(1)(2)-Lecture					1 st	1 st 、2 nd	0	2	0	
台華文化涵養護照(國際生畢業門檻、不計學分) Certificate of Taiwan-Chinese Cultural Understanding (Non-Credit Graduation Threshold)					1 st ~4 th	1 st or 2 nd	0	2	0	本畢業門檻不計學分，大學部學生須於4年期間，參與至少8次文化活動，全

							英文授課國際生，參與至少4次文化活動，並完成學習心得報告。
通識涵養教育（不納入畢業學分） General Literacy Series (non-credit)		1 st ~4 th	1 st or 2 nd	0	2		大學日間部須於在學期間至少參與4次(符合健康力1次、關懷力1次、創新力1次及卓越力1次),並完成學習成效評估，成績以P/F(通過/不通過)計分。

Category	Course Title in Chinese	Course Title in English	Year of the Program	Semester of the Program	Credits	
以院為教學 核心課程 30 學分 College Core Courses 30 Credits	經濟學(一)(含實作)	Economics(1) (including practice)	1 st	1 st	3	統計學 (一) => 機率論 (syllabus) 統計學 (二) => 推論統計 (syllabus) 經濟學 (一) => 個體經濟學 (syllabus) 經濟學 (二) => 總體經濟學 (syllabus)
	經濟學 (二)(含實作)	Economics (2) (including practice)	1 st	2 nd	3	
	會計學(一)(含實作)	Accounting(1) (including practice)	1 st	1 st	3	
	會計學(二)(含實作)	Accounting(2) (including practice)	1 st	2 nd	3	
	管理學(含企業倫理)	Management (Including Business Ethics)	1 st	2 nd	3	
	AI 人工智慧與管理	Artificial Intelligent Management	2 nd	1 st	3	
	統計學(一)(含實作)	Statistics(1) (including practice)	2 nd	1 st	3	
	管理數學	Management Mathematics	2 nd	1 st	3	
	統計學(二)(含實作)	Statistics (2) (including practice)	2 nd	2 nd	3	
	大數據分析	Big Data Analysis	2 nd	2 nd	3	

Year 3-4 Professional Courses 66 Credits (including 15 elective credits)

Category	Course Title in Chinese	Course Title in English	Year of the Program	Semester	Credits	Reference
經營管理學程 51 學分 Business Administration 51 Credits	供應鏈管理	Supply Chain Management	3 rd	1	3	
	企業資源規劃	Enterprise Resource Planning	3 rd	1	3	
	消費者行為	Consumer Behavior	3 rd	1	3	
	大數據行銷	Big Data Analysis	3 rd	1	3	
	人力資源管理	Human Resource Management	3 rd	1	3	
	生產與作業管理	Production & Operations Management	3 rd	2	3	
	電子商務與網路行銷	e-Commerce and e-Marketing	3 rd	2	3	
	行銷研究	Marketing Research	3 rd	2	3	
	資料探勘	Data Mining	3 rd	2	3	
	顧客關係管理	Customer Relationship Management	3 rd	2	3	
	永續管理	Sustainable Management	4 th	1	3	
	財務報表分析	Financial Statement Analysis	4 th	1	3	
	文化創意產業	Cultural and Creative Industry	4 th	1	3	
	跨文化管理	Cross-Cultural Management	4 th	1	3	
	創業管理專題	Topics in Entrepreneurship Management	4 th	2	3	
	國際企業管理	International Business Management	4 th	2	3	
領導與團隊	Leadership and Teamwork	4 th	2	3		

一、 學生含通識課程應修畢 128 學分(含)以上始能畢業，其中含通識課程(必修語文課程、核心通識及通識選修)32 學分，院基礎學程 30 學分、系核心學程 51 學分，餘者 15 學分數為自由選修，學生可選管理學院其他系課程補足。

Students must complete 128 credits including the liberal arts curriculum in order to graduate. The liberal arts curriculum (language requirements, core curriculum, and elective curriculum) includes 32 credits, the college fundamental curriculum includes 30 credits, the department core curriculum includes 51 credits. The rest of 15 credits are elective credits. Students are free to choose the other departments' courses in management college.

二、 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。

International students enrolled in the university's standard liberal arts curriculum will be processed via the rules set forth from The Center for the Development of Language Teaching and Research.

三、有關僑生、港澳生、陸生修習本校以全英語授課之博雅通識課程規定，比照國際生通識課程辦理。

Students from Hong Kong, Macau, China, and overseas Chinese students enrolled in the university's standard liberal arts curriculum will be processed as international student standard curriculums

系所主管簽章:

學院院長簽章:

國際學院

院長簽章: