

國立臺北商業大學二技日間部企業管理系課程科目表(109學年度入學新生適用)
Course List for Bachelor of Business Administration (BBA) - 2 Years, Department of Business Administration, College of Management, National Taipei University of Business
(Applicable to Students Admitted in Fall, 2020)

| 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 AY 1 | | | | 第二學年 AY 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) | 國文 Chinese | 2 | 2 | | | 2 | | | | | | | | |
| | 英文 English | 2 | 2 | 2 | | | | | | | | | | |
| | 公民涵養-生活美學領域 Course module of life aesthetics | 2 | 2 | 2 | | | | | | | | | | |
| | 興趣選修課程 Elective courses from the Center for General Education | 2 | 2 | 2 | | | | | | | | | | |
| | 公民涵養- 民主法治/環境保育領域 Course module of democracy and law and order/Course module of environmental protection | 2 | 2 | | | 2 | | | | | | | | |
| | 體育 physical education | 0 | 4 | 2 | | 2 | | | | | | | | 二年級體育為選修課程，計入畢業最低總學分 選修學分數 |
| | 體育 physical education | 2 | 4 | | | | | 2 | | 2 | | | | |
| | 英語訓練(畢輔) SUPPLEMENTARY ENGLISH COURSE(GRADUATION REQUIREMENT) | 0 | (2) | | | | | (2) | | (2) | | | | 未通過英語畢業門檻學生必修課程,各系上下對 開。 |
| 合計 Subtotal | 10 | 10 | 8 | 0 | 6 | 0 | 2 | 0 | 2 | 0 | | | | |
| 專業必修 Core Course (Compulsory) | 組織理論與管理 ORGANIZATION THEORY MANAGEMENT | 3 | 3 | 3 | | | | | | | | | | |
| | 人力資源管理 HUMAN RESOURCE MANAGEMENT | 3 | 3 | 3 | | | | | | | | | | |
| | 應用軟體專題 TOPICS OF APPLIED SOFTWARE | 2 | 3 | 1 | 2 | | | | | | | | | |
| | 通路管理 CHANNEL MANAGEMENT | 3 | 3 | | | | | 3 | | | | | | |
| | 商用統計(一) BUSINESS STATISTICS I | 2 | 3 | 1 | 2 | | | | | | | | | |
| | 企業倫理 BUSINESS ETHICS | 2 | 2 | 2 | | | | | | | | | | |
| | 程式設計 PROGRAMMING | 2 | 3 | | | 2 | 1 | | | | | | | |
| | 管理會計 MANAGEMENT ACCOUNTING | 3 | 3 | | | | | 3 | | | | | | |
| | 行銷管理 MARKETING MANAGEMENT | 3 | 3 | | | 3 | | | | | | | | |
| | 財務管理 FINANCIAL MANAGEMENT | 3 | 3 | | | 3 | | | | | | | | |
| | 企業實務專題(一) TOPICS OF BUSINESS PRACTICAL APPLICATION I | 3 | 3 | | | 3 | | | | | | | | |
| | 企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION II | 3 | 3 | | | | | 3 | | | | | | |
| | 生產與作業管理 PRODUCTION MANAGEMENT | 3 | 3 | | | | | 3 | | | | | | |
| | 資訊管理 INFORMATION MANAGEMENT | 3 | 3 | | | | | 3 | | | | | | |
| | 策略管理 STRATEGIC MANAGEMENT | 3 | 3 | | | | | | | 3 | | | | |
| 組織行為 ORGANIZATION BEHAVIOR | 3 | 3 | | | 3 | | | | | | | | | |
| 合計 Subtotal | 44 | 47 | 10 | 4 | 14 | 1 | 15 | 0 | 3 | 0 | | | | |
| 必修合計 Subtotal, Compulsory | | 54 | 57 | 18 | 4 | 20 | 1 | 17 | 0 | 5 | 0 | | | |
| | 高科技投資管理 HI-TEC INVESTMENT MANAGEMENT | 2 | 2 | 2 | | | | | | | | | | |
| | 服務業管理 SERVICE MANAGEMENT | 3 | 3 | 3 | | | | | | | | | | |
| | 供應鏈管理 SUPPLY CHAIN MANAGEMENT | 2 | 2 | 2 | | | | | | | | | | |

| 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 AY 1 | | | | 第二學年 AY 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 | |
| | 科技管理 MANAGEMENT OF TECHNOLOGY | 2 | 2 | 2 | | | | | | | | |
| | 電子商務與網路行銷 E-COMMERCE AND E-MARKETING | 2 | 2 | 2 | | | | | | | | |
| | 非營利事業組織管理 NON-PROFIT ORGANIZATION MANAGEMENT | 2 | 2 | 2 | | | | | | | | 融入型服務學習課程 |
| | 國際物流管理 GLOBAL LOGISTICS MANAGEMENT | 3 | 3 | 3 | | | | | | | | |
| | 財經時事分析 ECONOMIC ANALYSIS | 2 | 2 | 2 | | | | | | | | |
| | 商業智慧應用 BUSINESS INTELLIGENCE APPLICATIONS | 2 | 2 | 2 | | | | | | | | |
| | 初級會計學 ACCOUNTING | 0 | 2 | 2 | | | | | | | | 先修基礎課程 |
| | 商用統計(二) BUSINESS STATISTICS II | 2 | 3 | | | 1 | 2 | | | | | |
| | 商業設計 BUSINESS DESIGN | 2 | 2 | | | 2 | | | | | | |
| | 品牌管理 BRAND MANAGEMENT | 3 | 3 | | | 3 | | | | | | |
| | 物流管理 LOGISTICS MANAGEMENT | 2 | 2 | | | 2 | | | | | | |
| | 服務科學 SERVICE SCIENCE | 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 | | | | | | |
| | 企業研究方法 BUSINESS RESEARCH METHOD | 2 | 2 | | | 2 | | | | | | |
| | 財務風險管理 FINANCIAL RISK MANAGEMENT | 2 | 2 | | | 2 | | | | | | |
| | 非政府組織管理 NGO MANAGEMENT | 2 | 2 | | | 2 | | | | | | 融入型服務學習課程 |
| | 學習型組織 LEARNING ORGANIZATION | 3 | 3 | | | 3 | | | | | | |
| | 中小企業管理 SMALL MEDIUM BUSINESS MANAGEMENT | 3 | 3 | 3 | | | | | | | | |
| | 作業研究 OPERATION RESEARCH | 3 | 3 | | | | | 3 | | | | |
| | 企業經營模擬 BUSINESS OPERATION SIMULATION | 2 | 2 | | | | | 2 | | | | |
| | 企管英文文摘導讀(一) BUSINESS DIGEST READING IN ENGLISH I | 2 | 2 | | | | | 2 | | | | |
| | 經營管理實習(一) PRACTICE OF BUSINESS ADMINISTRATION I | 1 | 1 | | | | 40 | | | | | 一年級寒假校外實習，至少須實習80小時 |
| | 經營管理實習(二) PRACTICE OF BUSINESS ADMINISTRATION II | 2 | 2 | | | | | | 40 | | | 一年級升二年級暑假校外實習，至少須實習160小時 |
| | 產業競爭分析 INDUSTRIAL COMPETITION ANALYSIS | 2 | 2 | | | | | 2 | | | | |
| | 全面品質管理 TOTAL QUALITY MANAGEMENT | 2 | 2 | | | | | 2 | | | | |
| | 網路應用與管理 APPLICATION & MANAGEMENT OF INTERNET | 2 | 2 | | | | | 2 | | | | |
| | 行銷企劃實作 MARKETING PLANNING AND PRACTICE | 2 | 3 | | | | | 1 | 2 | | | |
| | 資料探勘 DATA MINING | 2 | 2 | | | | | 2 | | | | |

專業選修
Elective

| 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 AY 1 | | | | 第二學年 AY 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 | |
| | 財務報表分析 FINANCIAL STATEMENTS ANALYSIS | 2 | 2 | | | | | 2 | | | | |
| | 財富管理 WEALTH MANAGEMENT | 3 | 3 | | | | | 3 | | | | |
| | 大師系列講座(一) MASTER LECTURE SERIES I | 2 | 2 | | | | | 2 | | | | 二技二、四技四合開課程 |
| | 大師系列講座(二) MASTER LECTURE SERIES II | 2 | 2 | | | | | | | 2 | | 二技二、四技四合開課程 |
| | 企管英文摘導讀(二) BUSINESS DIGEST READING IN ENGLISH II | 2 | 2 | | | | | | | 2 | | |
| | 財金證照研習 Financial Certification and License | 3 | 3 | | | | | | | 3 | | |
| | 企業經營實務 BUSINESS PRACTICES | 0 | 2 | | | | | | | 2 | | 畢業門檻課程 |
| | 物流與供應鏈系統設計 LOGISTICS AND SUPPLY CHAIN SYSTEM DESIGN | 3 | 3 | | | | | | | 3 | | |
| | 專案管理 PROJECT MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 商情預測與分析 BUSINESS FORECASTING AND ANALYSIS | 2 | 2 | | | | | | | 2 | | |
| | 公司理財 CORPORATE FINANCE | 2 | 2 | | | | | | | 2 | | |
| | 消費者行為 CUSTOMER BEHAVIOR | 2 | 2 | | | | | | | 2 | | |
| | 知識管理 KNOWLEDGE MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 投資規劃與管理 INVESTMENT PLANNING & MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 連鎖加盟管理實務 THE PRACTICE OF CHAINS OPERATION MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 共同核心職能 COMMON CORE COMPETENCIES | 3 | 3 | | | | | | | 3 | | |
| | 經營管理實習(三) PRACTICE OF BUSINESS ADMINISTRATION (III) | 1 | 1 | | | | | | | | 40 | 二年級寒假校外實習，至少須實習80小時 |
| | 就業接軌實習 GRADUATING INTERNSHIP | 9 | 9 | | | | | | | | 40 | 二年級下學期校外實習，至少需實習4.5個月且實習時數達720小時為原則，除須依規定返校之座談會或研習活動外，應全職實習 |
| | 微學分 Micro credits | (2) | (2) | | | | | | | | | 最高採計2學分 Maximum of 2 credits |
| | 研究專題實習 PRACTICE OF TOPIC RESEARCH | 4 | 4 | | 1 | 1 | | 1 | | 1 | | 國科會、科技部、產學合作計畫 (不計入畢業總學分) Exclusive for graduation requirement |
| | 教學專業實習 PRACTICE OF PROFESSIONAL TEACHING | 4 | 4 | | 1 | 1 | | 1 | | 1 | | 教學助理 (不計入畢業總學分) Exclusive for graduation requirement |
| | 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 (不計入畢業總學分) Exclusive for graduation requirement |
| | 合計 Subtotal | 123 | 129 | 25 | 3 | 23 | 45 | 23 | 45 | 29 | 83 | |
| | 選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required) | 18 | | | | | | | | | | |
| 畢業最低總學分數72 (專業選修至少應修18學分) Total Number of Required Credits :72 (Minimum of Electives Required:18Credits) | | | | | | | | | | | | |

備註1: 依「本校英語能力畢業門檻及輔導要點」規定: 自99學年度起入學之學生應通過相關英語能力檢定考試或於畢業當年度(二技二年級)修習0學分每週2小時之「英語訓練(畢輔)」課程, 並通過課程測驗後始得畢業, 檢定標準請詳閱該要點。

Remark 1:

備註2: 依「本校服務學習課程實施要點」: 自99學年度起入學之日間部學生, 應於畢業前至少修習一門「服務學習」課程始得畢業, 相關規定詳該要點。

Remark 2:

備註3: 99學年度起入學之日間部學生, 必須通過本系科之企管專業能力鑑定始得畢業, 相關規定依本系科「學生企管專業能力畢業門檻及輔導實施要點」辦理。

Remark 3:

| 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 AY 1 | | | | 第二學年 AY 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 | |

備註4：「校外實習」課程包括「經營管理實習(一)」、「經營管理實習(二)」、「經營管理實習(三)」、「就業接軌實習」等課程，本課程最多認列9學分。
Remark 4:

備註5：專業必修、選修課程得視實際情況調整開課學期學年別。
Remark 5:

備註6：本系(科)學生跨校、跨所系(科)、跨部、跨學制選修學分數之上限，視為等同年級以不超過當學期修習學分數二分之一為原則。
Remark 6:

備註7：依本校「學術倫理教育課程實施要點」規定：自109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。
Remark 7: