

國立臺北商業大學日間大學部二年制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 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. 依年級規定修課，惟學期課程，依通識中心實際排課為準。 Due to the interdisciplinary nature of general education, students have to take a mandatory 2 credits for elective courses before graduation. | |
| | | 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 | | | | | | | | | | 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. |
| | | 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) | | | | |
| | 全民國防教育軍事訓練 National Defense Education Military Training | | (8) | (8) | (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 | 8 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | | | |
| 專業必修 Core Course (Compulsory) | 企業永續管理 CORPORATE SUSTAINABILITY MANAGEMENT | | 2 | 2 | 2 | | | | | | | | | | |
| | 人力資源管理 HUMAN RESOURCE MANAGEMENT | | 3 | 3 | 3 | | | | | | | | | | |
| | 統計應用軟體 STATISTICS APPLICATION SOFTWARE | | 2 | 3 | 1 | 2 | | | | | | | | | |
| | 商用統計(一) BUSINESS STATISTICS I | | 2 | 3 | 1 | 2 | | | | | | | | | |
| | 企業成功個案 SUCCESSFUL BUSINESS CASES SYUDY | | 1 | 2 | 1 | 1 | | | | | | | (全英授課) EMI | | |
| | 企業品牌個案 CORPORATE BRAND CASE | | 1 | 2 | | | 1 | 1 | | | | | (全英授課) EMI | | |
| | 組織行為 ORGANIZATION BEHAVIOR | | 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 | | 1 | 3 | | | 3 | | | | | | | | |
| | 企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION II | | 1 | 3 | | | | | 3 | | | | | | |
| | 通路管理 CHANNEL MANAGEMENT | | 3 | 3 | | | | | 3 | | | | | | |
| | 程式設計 PROGRAMMING | | 2 | 3 | | | | | 2 | 1 | | | | | |
| | 生產與作業管理 PRODUCTION MANAGEMENT | | 3 | 3 | | | | | 3 | | | | | | |
| | 資訊管理 INFORMATION MANAGEMENT | | 3 | 3 | | | | | 3 | | | | | | |
| 數位行銷 DIGITAL MARKETING | | 2 | 3 | | | | | 2 | 1 | | | | | | |
| 人工智慧與商業應用 ARTIFICIAL INTELLIGENCE AND BUSINESS APPLICACION | | 2 | 2 | | | | | | | | 2 | | | | |

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|--|---|---------------|------------|-------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---|
| | | | | 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 | |
| | 企管實務講座 LECTURE SERIES ON BUSINESS MANAGEMENT PRACTICES | 1 | 2 | | | | | | | 1 | 1 | 五專五、二技二合開課程 Courses offered together |
| | 資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATION | 2 | 3 | | | | | | | 1 | 2 | |
| | 合計// Subtotal | 40 | 52 | | | | | | | | | |
| | 必修合計 // Subtotal, Compulsory | 50 | 66 | | | | | | | | | |
| 專業選修 Elective | 初級會計學 ACCOUNTING | 0 | 2 | 2 | | | | | | | | 先修基礎課程 Prerequisite basic courses |
| | 服務業管理 SERVICE MANAGEMENT | 2 | 2 | 2 | | | | | | | | |
| | 全面品質管理 TOTAL QUALITY MANAGEMENT | 2 | 2 | 2 | | | | | | | | |
| | 投資學 INVESTMENT | 2 | 2 | 2 | | | | | | | | |
| | 顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT | 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 | | | | | | |
| | 金融市場 FINANCIAL MARKET | 2 | 2 | | | 2 | | | | | | |
| | 企業倫理 BUSINESS ETHICS | 2 | 2 | | | 2 | | | | | | |
| | 商用統計(二) BUSINESS STATISTICS II | 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 備註 ¹ Remark ¹ |
| | 科技管理 MANAGEMENT OF TECHNOLOGY | 2 | 2 | | | | | 2 | | | | |
| | 國際企業與行銷 INTERNATIONAL ENTERPRISE & MARKETING | 2 | 2 | | | | | 2 | | | | |
| | 行銷企劃實作 MARKETING PLANNING AND PRACTICE | 2 | 2 | | | | | 2 | | | | |
| | 成本與管理會計 COST & MANAGEMENT ACCOUNTING | 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 | | | | |
| | 商用英文 BUSINESS ENGLISH | 2 | 2 | | | | | | | 2 | | |
| | 策略管理 STRATEGIC MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 供應鏈管理 SUPPLY CHAIN MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 創新與創業管理 INNOVATION MANAGEMENT AND ENTREPRENEURSHIP | 2 | 2 | | | | | | | 2 | | |
| | 品牌管理 BRAND MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 專案管理 PROJECT MANAGEMENT | 2 | 2 | | | | | | | 2 | | |
| | 消費者行為 CUSTOMER BEHAVIOR | 2 | 2 | | | | | | | 2 | | |
| | 校外實習(一) FIELD PRACTICE I | 1 | 1 | | | | | | | | 1 | 備註 ⁴ As Remark ⁴ |
| | 校外實習(二) FIELD PRACTICE II | 2 | 2 | | | | | | | | 2 | 備註 ⁴ As Remark ⁴ |
| | 校外實習(三) FIELD PRACTICE III | 3 | 3 | | | | | | | | 3 | 備註 ⁴ As Remark ⁴ |
| | 英語訓練(畢輔) ENGLISH TRAINING | 0 | (2) | | | | | | (2) | | (2) | 備註As Remark 2 |
| | 專業選修-微學分 Micro Course in Elective | 2 | (2) | | | | | | | | | 專業選修-微學分最高採計2學分 Maximum of 2 credits |
| | 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. |
| 小計 | | 54 | 54 | 10 | 0 | 10 | 0 | 14 | 0 | 14 | 6 | |
| 畢業最低總學分數 72 學分 (選修至少22學分) Total Number of Required Credits: 72 (Minimum of Electives Required: 22Credits) | | | | | | | | | | | | |

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|------------------|----------------------|---------------|------------|-------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|----|
| | | | | 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 | |

備註1: 依「本校服務學習課程實施要點」規定: 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, 相關規定請詳閱該要點。
Remark1: Students are required to take service learning before graduation and obtain the graduation qualification. Please refer to the requirement of the university.

備註2: 依「國立臺北商業大學學生外國語言能力指標檢核要點」規定: 學生應通過相關外語能力指標檢定或修習0學分每週2小時之「英語訓練(專輔)」課程, 並通過校內英檢後始得畢業, 檢定標準請詳閱該要點。
Remark2: According to regulation of professional ability thresholds of the department for graduation, students who do not meet the requirements must take and pass credits of "Professional Certificate of International Business". Please refer to the requirement of the department.

備註3: 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。
Remark3: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註4: 自111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, 未通過者需於畢業當年度, 修讀系上畢業班開設之專業選修課程(至少2學分課程), 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 4: Starting from students admitted in the 2022 academic year, full-time undergraduate students must pass the department's professional competency assessment in Business Management before they can graduate. Those who fail to pass must take professional elective courses offered by the department for graduating classes (at least 2 credits) in their graduating year. The relevant regulations shall be handled in accordance with the department's "Implementation Guidelines for Students' Professional Competency in Business Management and Graduation Threshold."

備註5: 自111學年度入學之學生至多能修習3學分之校外實習課程。校外實習每1學分應達之時數依本校校外實習相關規定辦理。
Remark 5: Students admitted from the 2022 academic year can take up to 3 credits of off-campus internship courses. The number of hours required for each credit of off-campus internship shall be handled in accordance with the school's relevant regulations for off-campus internships.

備註6: 專業必修、選修課程得視實際情況調整開課學期學年別。
Remark 6: The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

備註7: 專業選修課程至少應修22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)。
Remark 7: Full-time undergraduate students must take at least 22 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8: 本系專業選修一上至少修習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4學分。
Remark 8: 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 4 credits in the second semester of the second year.

備註9: 111學年度起入學之日間部學生, 入學前未修習過「初級會計學」者, 得於修業第一學年上學期時修習「初級會計學」(0學分2小時)。
Remark 9: For students admitted from the academic year 2022 onwards, those who have not taken "Introductory Accounting" before enrolling may take "Introductory Accounting" (0 credits, 2 hours) in the first semester of their first academic year.

備註10: 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。
Remark 10: 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.