

國立臺北商業大學【二技日間部】企業管理系 課程科目表（114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, 2025)

科目類別 Category	科目名稱 Course Title			學分 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) (Compulsory)	基礎必修 (語文思辯) Basic required courses (Language)	國文領域 Chinese	國文 Chinese	2	2	2								依年級規定修課，惟屬學期課程，學期間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 (Citizenship)	生活美學領域 Aesthetics	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，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.
		公民意識領域 Citizenship												
		永續發展領域 Sustainable development		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						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 Science												
		應用科學 Applied sciences												
		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)		(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 semater 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)	服務學習 (大學部) SERVICE LEARNING			(2)	(2)	(2)								
	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 FOR BUSINESS CASES STUDY			2	2	1	1							(全英授課) EMI
	企業品牌個案 CORPORATE BRAND CASE			2	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			2	3				3					
	企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION II			2	3						3			
	通路管理 CHANNEL MANAGEMENT			2	2						2			
	程式設計 PROGRAMMING			2	3						1	2		
	生產與作業管理 PRODUCTION MANAGEMENT			3	3						3			
	資訊管理 INFORMATION MANAGEMENT			3	3						3			
	人工智慧與商業應用 ARTIFICIAL INTELLIGENCE AND BUSINESS APPLICATION			2	2								2	

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	企管實務講座 LECTURE SERIES ON BUSINESS MANAGEMENT PRACTICES	2	2							1	1	
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATION	2	3							1	2	
	合計// Subtotal	42	48	8	5	10	4	9	5	4	3	
必修合計 // Subtotal, Compulsory		52	62	16	5	16	4	9	5	4	3	
專業選修 Elective	服務業管理 SERVICE 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						
	企業倫理 BUSINESS ETHICS	2	2			2						
	數位行銷 DIGITAL MARKETING	2	3			2	1					
	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	2					2				
	創新與創業管理 INNOVATION MANAGEMENT AND	2	2					2				
	品牌管理 BRAND MANAGEMENT	2	2							2		
	專案管理 PROJECT MANAGEMENT	2	2							2		
	英語訓練(畢輔) ENGLISH TRAINING	0	(2)					(2)		(2)		備註As Remark 2
	校外實習(1) FIELD PRACTICE I	[1]	[1]									備註 ⁵ As Remark ⁵
	校外實習(2) FIELD PRACTICE II	[2]	[2]									備註 ⁵ As Remark ⁵
	校外實習(3) FIELD PRACTICE III	[3]	[3]									備註 ⁵ As Remark ⁵
	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	20	21	6	0	6	1	4	0	4	0	
	畢業最低總學分數 72 學分 (選修至少20學分) Total Number of Required Credits : 72 (Minimum of Electives ReqruiRED:20Credits)											

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(畢輔)」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 the 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: 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5: 114學年度起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 6: Students admitted from the 2025 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: 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7: 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.

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				Lecture	Practice	Lecture	Practice	Lecture	Practice	Lecture	Practice	

備註8：專業選修課程至少應修20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9：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4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.