

**國立臺北商業大學【四技日間部】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) - 4 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		學分數 Credit	時數 Hour	授課時數 Contact Hour																備註 Remarks
					第一學年Yr 1				第二學年Yr 2				第三學年Yr 3				第四學年Yr 4				
					上Fall		下Spring		上Fall		下Spring		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	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 (語文思辨) Basic required courses (Language)	國文領域 Chinese	大學國文選(一)(二) Chinese 實用中文與寫作 Practical Chinese and Writing (境外生:實用華語) (for overseas students: Practical Chinese)	4	4	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。 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(一)(二) English(I/II) 英文(三) English(III)	4	4	2		2													
	核心必修 (公民涵養) Core required courses (Citizenship)	公民意識領 域 Citizenship	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。且每一領 域至少需修習2學分。 Each 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 each field/domain.	
		永續發展領 域 sustainable development		2	2							2									
		生活美學領 域 Aesthetics		2	2							2									
	國際視野 Global views	興趣選修 (跨領域選修) Elective courses (Interdisciplina ry)	社會融合 Social sciences	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	6															因興趣選修為跨領域課程,故可依 學生需求,自行安排跨年度、學期 選修,大一起即可自由選修,惟畢 業前需修畢8學分,且其中2學分需 為國際視野之英語文相關(通識教育中 心訂定之)課程。Due to the interdisciplinary nature of general education, before graduation students have to take 8 credits in total for elective courses, including a mandatory 2 credits for English-related courses offered by the General Education Center.
			自然科學 Science																		
			應用科學 Applied sciences																		
			人文藝術 Humanities																		
			體育 physical education																		
體育(選修) physical education(Elective)	(2)	(4)											(2)		(2)			一至三年級為必修,四年級為選修, 並計入應修最低畢業學分數內。 Compulsory in Yr 1 to Yr 3, Elective in Yr 4, PE Graduation credits are included in the minimum graduation requirement.			
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 semester of courses is subject to the actual arrangement of the Military Education Office.			
合計// Subtotal			26	38	6	0	6	0	8	0	6	0	6	0	6	0	0	0	0		
校訂必修 University Requirement	現代商業導論與學習方法 Introduction to Modern Business and Learning Methods		2	2	2																
	合計// Subtotal			2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0		
院必修 College Requirement	經濟學 ECONOMICS		6	6	3		3														
	會計學 ACCOUNTING		3	3	3																
	管理學 MANAGEMENT		3	3			3														
	計算機概論 INTRODUCTION OF COMPUTER SCIENCE		3	3			3														
	統計學 STATISTICS		4	6					1	2	1	2									
	合計// Subtotal			19	21	6	0	9	0	1	2	1	2	0	0	0	0	0	0	0	
專業必修 Core Course (Compulsory)	服務學習(大學部) SERVICE LEARNING		(2)	(2)				(2)											備註(不計入畢業最低總學分數) Not included in the minimum graduation requirement.		
	微積分 CALCULUS		2	2	2																
	資訊管理 INFORMATION MANAGEMENT		3	3			3														
	行銷管理 MARKETING MANAGEMENT		3	3			3														
	企業成功個案 SUCCESSFUL FOR BUSINESS CASES STUDY		2	2					1	1										(全英授課)EMI	
	成本會計 COST ACCOUNTING		3	3			3														
	管理會計 MANAGEMENT ACCOUNTING		3	3							3										
	企業品牌個案 CORPORATE BRAND CASE		2	2							1	1								(全英授課)EMI	
	數位商務與管理 DIGITAL BUSINESS AND MANAGEMENT		3	3							3										

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				上Fall		下Spring		上Fall		下Spring		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	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
專業必修 Core Course (Compulsory)	人力資源管理 HUMAN RESOURCE MANAGEMENT	3	3																	
	投資學 INVESTMENT	3	3																	
	企業永續管理 CORPORATE SUSTAINABILITY MANAGEMENT	2	2																	
	統計應用軟體 STATISTICS APPLICATION SOFTWARE	2	3																	
	財務管理 FINANCIAL MANAGEMENT	3	3																	
	程式設計 PROGRAMMING	2	3																	
	生產與作業管理 PRODUCTION MANAGEMENT	3	3																	
	通路管理 CHANNEL MANAGEMENT	2	2																	
	人工智慧與商業應用 ARTIFICIAL INTELLIGENCE AND BUSINESS APPLICATION	2	2																	
	企業實務專題(一) TOPICS OF BUSINESS PRACTICAL APPLICATION	2	3																	
	企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION	2	3																	
	企管實務講座 LECTURE SERIES ON BUSINESS MANAGEMENT	2	2																	四技四合開Courses offered together
	創新與創業管理 INNOVATION MANAGEMENT AND ENTREPRENEURSHIP	2	2																	
	合計// Subtotal	51	55	2	0	0	0	10	1	13	1	7	4	7	3	1	4	2	0	
必修合計// Subtotal, Compulsory	98	116	16	0	15	0	19	3	20	3	13	4	13	3	1	4	2	0		
專業選修 Elective	初級會計學 ACCOUNTING	0	2	2															(銜接課程) 備註 <sup>10</sup> Remark <sup>10</sup>	
	多媒體網頁設計 MULTIMEDIA WEB PAGE DESIGN	2	2	2																
	企業倫理 BUSINESS ETHICS	2	2	2																
	消費者行為 CONSUMER BEHAVIOR	2	2			2														
	物流管理 LOGISTICS MANAGEMENT	2	2			2														
	非營利事業組織經營策略與管理 NON-PROFIT ORGANIZATION AND STRATEGIC MANAGEMENT	2	2				2													
	服務業管理 SERVICES MANAGEMENT	2	2				2													
	行銷研究 MARKETING RESEARCH	2	2				2													
	顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	2	2							2										
	組織理論與管理 ORGANIZATION THEORY MANAGEMENT	2	2							2										
	行銷企劃實作 MARKETING PLANNING AND PRACTICE	2	3							1	2									
	財務報表分析 FINANCIAL STATEMENTS ANALYSIS	2	2										2							
	策略管理 STRATEGIC MANAGEMENT	2	2										2							
	科技管理 MANAGEMENT OF TECHNOLOGY	2	2										2							
	國際貿易實務 PRACTICE OF INTERNATIONAL TRADE	2	3										1	2						
	金融行銷 FINANCIAL MARKETING	2	2										2							
	全面品質管理 TOTAL QUALITY MANAGEMENT	2	2											2						
	品牌管理 BRAND MANAGEMENT	2	2											2						
	數位行銷 DIGITAL MARKETING	2	3											1	2					
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATION	2	3													1	2			
	組織行為 ORGANIZATION BEHAVIOR	2	2													2				
	新產品行銷 NEW PRODUCT MARKETING	2	2															2		
	國際企業與行銷 INTERNATIONAL ENTERPRISE & MARKETING	2	2															2		
	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	2															2		
	英語訓練(學輔) ENGLISH TRAINING	0	(2)													(2)		(2)	備註 <sup>5</sup> Remark <sup>2</sup>	
	校外實習(1) FIELD PRACTICE I	[1]	[1]																備註 <sup>5</sup> Remark <sup>5</sup>	
	校外實習(2) FIELD PRACTICE II	[2]	[2]																備註 <sup>5</sup> Remark <sup>5</sup>	
	校外實習(3) FIELD PRACTICE III	[3]	[3]																備註 <sup>5</sup> Remark <sup>5</sup>	
	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)	
	教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(8)	(8)	(1)		(1)		(1)		(1)		(1)		(1)		(1)		(1)		

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授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice					
	專題研究實習 PRACTICE OF TOPIC RESEARCH	(8)	(8)	(1)		(1)		(1)		(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.		
	教育專業實習 PRACTICE OF EDUCATIONAL CASE STUDY	(8)	(8)	(1)		(1)		(1)		(1)		(1)		(1)		(1)		教育部、經濟學、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.		
	合計// Subtotal	46	52	6	0	4	0	6	0	5	2	9	2	5	2	3	2	6	0	
<b>畢業最低總學分128 (專業選修至少應修30ves Required:30Credits)</b>																				

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 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: 依本校「學分學程設置辦法」規定：自113學年度起入學之四技日間部學生，在學期間應至少選讀一門學程(含微學程)，修畢於學位證書加註學分學程(含微學程)名稱，未修畢者得向教務處申請開列修課證明；成績及格之科目學分得計入應修最低畢業學分數內。

Remark4: Students are required to apply one program (including micro program), the program name (including micro program) will be added to the degree certificate after successfully completing. Those who have not completed it can apply for the Certification of Completion, and subject credits may be included in the minimum number of credits required for graduation.

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: 專業必修、選修課程得視實際情況調整開課學期學年別。

Remark7: The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

備註7: 專業必修科目學期課程除企業實務專題(一)、(二)兩門課程外，得採甲、乙班對開。

Remark 8: For required professional courses, except for the two courses TOPICS OF BUSINESS PRACTICAL APPLICATION I and II, the courses may be offered in separate Class A and Class B sections.

備註8: 專業選修課程至少應30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 9: Full-time undergraduate students must take at least 30 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: 本系專選一上至少修習2學分；一下至少修習4學分；二上至少修習4學分；二下至少修習4學分；三上至少修習6學分；三下至少修習4學分；四上至少修習3學分；四下至少修習3學分。

Remark 10: For this department, students must take at least 2 credits of professional elective courses in the first semester of the first year, at least 4credits in the second semester of the first year, at least 4credits in the first semester of the second year, and at least 4 credits in the second semester of the second year,at least 6credits in the first semester of the third year, and at least 4credits in the second semester of the third year,at least 3credits in the first semester of the fourth year, and at least 3 credits in the second semester of the fourth year..

備註10: 113學年度起入學非商管群類者，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 11: For students admitted from the academic year 2024 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.