

國立臺北商業大學【二專日間部】應用外語系（國際整合傳播行銷人才專班）課程科目表 (115學年度入學新生適用)
Course List for Associate of Business Administration) (A.B.A.)- 2Years Junior College Program, Department of Applied Foreign Languages,
School of International Marketing, National Taipei University of Business
(Applicable to Students Admitted in Fall, 2026)

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 (Languages)	國文領域 Chinese	國文(一) Chinese(1)	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.
			國文(二) Chinese(2)	2	2			2						
		英文領域 English	英文(一) English(I)	2	2	2								
			英文(二) English(II)	2	2			2						
	核心必修 (公民涵養) Core Required Courses (Civic Literacy)	公民意識領域 Citizenship	依通識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		
	全民國防教育軍事訓練 (選修) National Defense Education Military Training (Elective)			(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			14	14	4	0	4	0	4	0	2	0		
專業必修 Core Course (Compulsory)	服務學習 SERVICE LEARNING			(1)	(1)	(1)	(1)							備註 1 Remark 1
	英語聽講練習(一) English Listening and Speaking Practice I			2	2	2								
	新聞英文(一) News English I			2	2	2								
	國際行銷管理(一) International Marketing Management I			2	2	2								
	會計學(一) Accounting I			2	2	2								
	英語聽講練習(二) English Listening and Speaking Practice II			2	2			2						
	新聞英文(二) News English II			2	2			2						
	國際行銷管理(二) International Marketing Management II			2	2			2						
	會計學(二) Accounting II			2	2			2						
	展覽規劃與管理 Exhibition Planning and Management			2	2					2				
	產業實務專題(一) Industry Practicum Project I			2	2					2				
	市場開發概論 Introduction to Market Development			2	2					2				
	職場英文 English for the Workplace			2	2					2				
	國際傳播(一) International Communication I			2	2					2				
	會展實務 MICE Practicum			2	2							2		
	產業實務專題(二) Industry Practicum Project II			2	2							2		
	市場開發策略 Market Development Strategies			2	2							2		
	AI行銷與應用 AI Marketing and Applications			2	2							2		
	國際傳播(二) International Communication II			2	2							2		
	合計// Subtotal			36	36	8	0	8	0	10	0	10	0	
必修合計 Subtotal, Compulsory (至少應修 Minimum of Electives Requied)				50	50	12	0	12	0	14	0	12	0	

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				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		
專業選修 Elective	第二外語(一) Second Foreign Language I	2	2	2									
	會展實務與觀光概論 MICE Practicum and Introduction to Tourism	2	2	2									
	經貿英文 English for Economics and Trade	2	2	2									
	國際行銷管理個案分析(一) Case Studies in International Marketing Management I	2	2	2									
	第二外語(二) Second Foreign Language II	2	2			2							
	商用英語會話 Business English Conversation	2	2			2							
	電子商務 E-Commerce	2	2			2							
	國際行銷管理個案分析(二) Case Studies in International Marketing Management II	2	2			2							
	第二外語(三) Second Foreign Language III	2	2					2					
	國際貿易與實務 International Trade and Practice	2	2					2					
	商用英文閱讀 Business English Reading	2	2					2					
	觀光旅遊實務英文 Practical English for Tourism	2	2					2					
	電影與文創發展 Film and Cultural & Creative Industry Development	2	2					2					
	第二外語(四) Second Foreign Language IV	2	2							2			
	跨文化溝通 Cross-Cultural Communication	2	2							2			
	基礎程式設計 Introduction to Programming	2	2							2			
	商用英文寫作 Business English Writing	2	2							2			
	合計// Subtotal		34	34	8	0	8	0	10	0	8	0	
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Requied)		30	30										
畢業最低總學分數80 (專業選修至少應修30學分) Total Number of Required Credits : 80 (Minimum of Electives Required: 30 Credits)													

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。
Remark2: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註3:113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。
Remark3: 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4：技高預修課程或選修課程，最高可採計或抵免二專4學分。
Remark4: Vocational senior high school pre-college courses or elective courses may be counted toward, or used to waive, up to 4 credits in the two-year college program.

備註5：專業必修、選修科目得視實際情況調整開課學期學年別。
Remark 5: Given practical circumstances, adjustments can be made to compulsory and elective courses regarding what semester to start them.