

國立臺北商業大學二專進修部企業管理科課程科目表 (110學年度入學新生適用)

Course List for Associate of Business Administration - 2 Years - Evening, Department of Business Management, College of Business Management, National Taipei University of Business

(Applicable to Students Admitted in Fall, 2021)

| 科目類別                                    | 科目名稱  | 學分數 | 時數 | 授課時數 |    |    |    |      |    |    |    | 備註                                       |           |
|---|---|-----|----|------|----|----|----|------|----|----|----|--|-----------|
|   |   |     |    | 第一學年 |    |    |    | 第二學年 |    |    |    |  |           |
|   |   |     |    | 上    |    | 下  |    | 上    |    | 下  |    |  |           |
|   |   |     |    | 授課   | 實習 | 授課 | 實習 | 授課   | 實習 | 授課 | 實習 |  |           |
| 通識科目<br>(一般科目)                          | 國文(一)   | 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。        |           |
|   | 國文(二)   | 2   | 2  |      |    | 2  |    |      |    |    |    |  |           |
|   | 英文(一)   | 2   | 2  | 2    |    |    |    |      |    |    |    |  |           |
|   | 英文(二)   | 2   | 2  |      |    | 2  |    |      |    |    |    |  |           |
|   | 核心必修<br>(公民涵養)公民意識/<br>文明思維 領域<br>Core required courses (Citizenship)<br>Citizenship and civilization                   | 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。 |           |
|   | 核心必修<br>(公民涵養)<br>環境保育/<br>生命科學 領域<br>Core required courses (Citizenship)<br>Environmental protection and life sciences | 2   | 2  |      |    |    |    | 2    |    |    |    |  |           |
|   | 核心必修<br>(公民涵養)<br>生活美學/<br>心靈探索 領域<br>Core required courses (Citizenship)<br>Aesthetics and ethics                      | 2   | 2  |      |    |    |    |      |    | 2  |    |  |           |
| 小計                                      |   | 14  | 14 | 4    |    | 4  |    | 4    |    | 2  |    |  |           |
| 專業必修科目                                  | 會計學(一)<br>Accounting 1  | 2   | 2  | 2    |    |    |    |      |    |    |    | 必修應修為32學分                                |           |
|   | 會計學(二)<br>Accounting 2  | 2   | 2  |      |    | 2  |    |      |    |    |    |  |           |
|   | 管理學<br>Management   | 2   | 2  | 2    |    |    |    |      |    |    |    |  |           |
|   | 行銷管理(一)<br>Marketing Management 1   | 2   | 2  |      |    |    |    | 2    |    |    |    |  |           |
|   | 行銷管理(二)<br>Marketing Management 2   | 2   | 2  |      |    |    |    |      |    | 2  |    |  |           |
|   | 財務管理(一)<br>Financial Management1  | 2   | 2  |      |    |    |    | 2    |    |    |    |  |           |
|   | 財務管理(二)<br>Financial Management2  | 2   | 2  |      |    |    |    |      |    | 2  |    |  |           |
|   | 初級統計學<br>Primary statistics   | 2   | 2  |      |    | 2  |    |      |    |    |    |  |           |
|   | 人力資源管理<br>Human Resources Management  | 2   | 2  |      |    |    |    |      |    | 2  |    |  |           |
|   | 生產與作業管理<br>Production & Operations Management   | 2   | 2  |      |    |    |    |      |    | 2  |    |  |           |
|   | 物流管理<br>Logistics Management  | 2   | 2  |      |    | 2  |    |      |    |    |    |  |           |
|   | 通路管理<br>Channel Management  | 2   | 2  |      |    |    |    | 2    |    |    |    |  |           |
|   | 流通英文<br>English In Distribution Context   | 2   | 2  |      |    |    |    | 2    |    |    |    |  |           |
|   | 企業實務專題(一)<br>Topics Of Business Practical Application 1   | 3   | 3  |      |    | 3  |    |      |    |    |    |  |           |
|   | 企業實務專題(二)<br>Topics Of Business Practical Application 2   | 3   | 3  |      |    |    |    | 3    |    |    |    |  |           |
|   | 經濟學(一)<br>Economics 1   | 2   | 2  | 2    | 2  | 2  | 2  | 2    | 2  | 2  | 2  |  | 必選修應修為6學分 |
|   | 經濟學(二)<br>Economics 2   | 2   | 2  |      |    |    |    |      |    |    |    |  |           |
| 商業套裝軟體<br>Business Packages             | 2   | 2   |    |      |    |    |    |      |    |    |    |  |           |
| 企業倫理與道德<br>Enterprise Ethics And Morals | 2   | 2   |    |      |    |    |    |      |    |    |    |  |           |
| 商事法<br>Business Law                     | 2   | 2   |    |      |    |    |    |      |    |    |    |  |           |
| 合計<br>Subtotal                          | 42  | 42  | 6  |      |    |    |    |      |    |    |    | 0  |           |

|  | 必修合計<br>Subtotal, Compulsory | 56 | 56        | 10 | 0  | 15 | 0  | 17 | 0  | 10 | 0 |  |
|--|------------------------------|----|-----------|----|----|----|----|----|----|----|---|--|
| 創意思考與企劃<br>Creative Thinking And Proposal  | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 程式設計<br>Programming  | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 日文(一)<br>Japanese 1  | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 門市音樂管理<br>Store Music Management   | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 休閒產業概論<br>Introduction To Leisure Industry   | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 重量訓練理論與實務<br>Weight Training Theory And Practice   | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 投資學<br>Investment  | 2                            | 2  | 2         |    |    |    |    |    |    |    |   |  |
| 休閒生活規劃<br>Leisure Life Planning  | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 行銷研究<br>Marketing Research   | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 金融市場<br>Financial Market   | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 人際溝通<br>Interpersonal communication  | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 日文(二)<br>Japanese 2  | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 大數據分析<br>Big Data Analysis   | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 組織行為<br>Organizational Behavior  | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 電子商務<br>Electronic Commerce  | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 服務品質概論<br>Introduction To Service Quality  | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 連鎖企業管理<br>The Management Of Business-Chain   | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 消費者行為<br>Customer Behavior   | 2                            | 2  |           |    | 2  |    |    |    |    |    |   |  |
| 口語表達<br>Oral expression  | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 新產品行銷<br>New Product Marketing   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 知識管理<br>Knowledge Management   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| AI人工智慧應用<br>Artificial Intelligence Applications   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 學習型組織<br>Learning Organization   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 供應鏈管理<br>Supply Chain Management   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 顧客關係管理<br>Customer Relationship Management   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 亞健康自然療法<br>Sub Health Naturoathy   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 門市營運管理<br>Retailing Operation Management   | 2                            | 2  |           |    |    |    | 2  |    |    |    |   |  |
| 願景經營與企業文化<br>Vision Management and Corporate Culture   | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 創意行銷策略<br>Creative marketing strategy  | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 中國古典經營智慧<br>Chinese Classical Business Wisdom  | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 公共關係<br>Public Relations   | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 顧客服務<br>Customer Service   | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 連鎖加盟法規<br>Chain And Franchise Regulation   | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 休閒產業創業實務<br>Leisure Industry Entrepreneurship Practice   | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 高齡者運動指導<br>The Complete Exercise Guide For Older   | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 運動行銷學<br>Sports Marketing  | 2                            | 2  |           |    |    |    |    |    |    | 2  |   |  |
| 合計<br>Subtotal, Elective   | 72                           | 72 | 20        | 0  | 21 | 0  | 21 | 0  | 18 | 0  |   |  |
| <b>選修合計 Subtotal, Elective</b><br><b>(至少應修 Minimum of Electives Requied)</b>   |                              |    | <b>28</b> |    |    |    |    |    |    |    |   |  |
| <b>畢業最低總學分數 80 (專業選修至少應修 28 學分)</b><br><b>Total Number of Required Credits : 80 (Minimum of Electives Requied: 28 Credits)</b> |                              |    |           |    |    |    |    |    |    |    |   |  |
| 備註1：依本校「學術倫理教育課程實施要點」規定：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。           |                              |    |           |    |    |    |    |    |    |    |   |  |
| Remark 1:  |                              |    |           |    |    |    |    |    |    |    |   |  |
| 備註2：專業必修、選修科目得視實際情況調整開課學期學年別。  |                              |    |           |    |    |    |    |    |    |    |   |  |
| Remark2:   |                              |    |           |    |    |    |    |    |    |    |   |  |
| 備註3：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。  |                              |    |           |    |    |    |    |    |    |    |   |  |
| Remark3:   |                              |    |           |    |    |    |    |    |    |    |   |  |

本課程科目表經109年4月1日 109學年度第2學期 第1次教務會議審議通過，適用110學年度入學學生。