

國立臺北商業大學 進修大學部四年制 國際商務系課程科目表（113學年度入學新生適用）
Course List for Bachelor of Business Administration (BBA) - 4 Years Program- Evening Program, Department of International Marketing, National Taipei University of Business
(Applicable to Students Admitted in Fall or Spring, 2024)

科目類別/領域 Category				學分 Credit	時數 Hour	授 課 時 數 Contact Hour												備註 Remarks				
						第一學年 AY 1				第二學年 AY 2				第三學年 AY 3					第四學年 AY 4			
						上 Fall		下 Spring		上 Fall		下 Spring		上 Fall		下 Spring			上 Fall		下 Spring	
						授課	實習	授課	實習	授課	實習	授課	實習	授課	實習	授課	實習		授課	實習	授課	實習
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	依通識中心課程公告及實際開課為準	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)(三) English 123	6	6	2		2		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	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	依通識中心課程公告及實際開課為準	2	2									2								
		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							
	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														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.			
		社會融合 Social sciences	依通識中心課程公告及實際開課為準	6	6																	
		自然科學 Science	依通識中心課程公告及實際開課為準							2					2		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	12	2		2		2		2		2					四年級為選修，體育畢業學分計入畢業最低總學分數中 Credits in the fourth academic year will be counted as electives, including the PE credits toward total credits required for graduation.			
	體育 Physical Education			(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)							實際開課學期依軍訓室安排學期為主。為選修不計入畢業最低學分數中 Elective course will be NOT counted toward total credits required for graduation.			
	合計 Subtotal			26	38	6	0	6	0	4	0	4	0	8	0	4	0	4	0	2	0	
院必修 College Requirement	※行銷管理 MARKETING MANAGEMENT			2	2			2														
	※國際行銷(英語授課) International Marketing			2	2					2												
	合計			4	4	0	0	2	0	2	0	0	0	0	0	0	0	0	0			
專業必修 Core Course (Compulsory)	※經濟學 Economics			6	6	3		3														
	※統計學 Statistics			6	6					3		3										
	※管理學 Management			2	2	2																
	微積分 CALCULUS			6	6	3		3														
	※國際貿易實務 PRACTICE OF INTERNATIONAL TRADE			6	6	3		3														
	※國際商務英語會話 INTERNATIONAL BUSINESS ENGLISH CONVERSATION			4	4	2		2														
	※貨幣銀行 MONEY AND BANKING			2	2					2												
	※中會 Medium accounting			6	6					3		3										
	※財務管理 Financial management			3	3							3										
	※國際企業管理 INTERNATIONAL BUSINESS MANAGEMENT			2	2							2										
	※程式設計 Programming			3	3									3								
	※區域經濟 REGIONAL ECONOMICS AND TRADE			2	2									2								
	國際經濟學 INTERNATIONAL ECONOMICS			4	4									2	2							
	※投資學 Investment			3	3									3								
	※亞洲經濟 ASIA ECONOMIC ANALYSIS			2	2										2							
※國際企業經營策略 INTERNATIONAL BUSINESS STRATEGY			3	3										3								

	※數位行銷 Digital Marketing	2	2									2						建議先修跨境電子商務 Suggest to take Cross Border Ecommerce	
	※全球產業分析 GLOBAL INDUSTRY ANALYSIS	2	2											2					
	※國際財務管理 INTERNATIONAL FINANCIAL MANAGEMENT	3	3											3					
	※全球運籌管理 GLOBAL LOGISTICS MANAGEMENT	2	2											2					
	合計 Subtotal	69	69	13	0	11	0	8	0	11	0	10	0	9	0	7	0	0	0
必修合計 Subtotal, Compulsory		99																	
專業選修 Elective	※初級會計學 PRINCIPLE OF ACCOUNTING	6	6	3		3													
	民法 CIVIL LAW	2	2	2															
	日語(一)上 JAPANESE (I)	2	2	2															
	※國際經貿英文文摘導讀上 INTERNATIONAL BUSINESS ENGLISH READING	2	2	2															
	日語(一)下 JAPANESE (II)	2	2			2													
	※國際經貿英文文摘導讀下 INTERNATIONAL BUSINESS ENGLISH READING	2	2			2													
	日語(二)上 Japanese(III)	2	2					2											
	中英文簡報技巧與實務 BRIEFING IN PRACTICE	2	2					2											
	日語(二)下 Japanese (III)	2	2						2										
	國際商務英語檢定 INTERNATIONAL BUSINESS ENGLISH Certificates	2	2									2							
	商務專題英文簡報與發表 English for International Business Graduate Project Presentation	2	2											2					
	※國際商務校外實習(一) International Business Internship 1	2	8										8						
	※貿易資訊與通關自動化 INFORMATION SYSTEM OF INTERNATIONAL TRADE	2	2						2										
	※國際付款實務 PRACTICE OF INTERNATIONAL PAYMEN	2	2								2								
	※國際經貿法規 INTERNATIONAL TRADE LAW	2	2												2				
	※消費者行為 CONSUMER BEHAVIOR	2	2					2											
	※跨境電子商務 Cross Border Ecommerce	2	2									2							
	※國際專案管理 International Project Management	3	3									3							
	※國際企業研究方法 INTERNATIONAL BUSINESS RESEARCH METHOD	2	2										2						
	※國際人力資源管理 INTERNATIONAL HUMAN RESOURCE MANAGEMENT	2	2											2					
	※國際商務談判英語會話 English for International Business Negotiation and Conversation	2	2													2			
	※行銷研究 MARKETING RESEARCH	2	2									2							
	※國際金融市場 INTERNATIONAL FINANCIAL MARKET	2	2							2									
	專題研究實習 PRACTICE OF TOPIC RESEARCH	(8)	(8)		(1)	(1)		(1)	(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.		
	教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(8)	(8)		(1)	(1)		(1)	(1)		(1)	(1)	(1)	(1)	(1)	(1)	教學輔助學分(不計入畢業最低總學分)Teaching assistant (Credits will be NOT counted toward total credits required for graduation.)		
	微學分 Micro Course	(2)															至多認列2學分 Maximum of 2 credits could be counted toward total credits required for graduation.		
		合計 Subtotal, Elective	51	57	9	0	7	0	6	0	6	0	9	0	6	8	4	0	2
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		29																	
畢業最低總學分數128 (專業選修至少應修29學分) Total Number of Required Credits :128 (Minimum of Electives Required:29 Credits)																			

1.通識科目得配合本校通識中心課程需要變更 Liberal subjects need to be adjusted in order to cooperate with Center for General Education in school

2.選修科目得視本系課程需要調整 Elective course need to be adjusted depend on department course in school

3.107學年度起入學之學生須依本校「學術倫理教育課程實施要點」完成學術倫理教育相關課程達6小時以上，始得畢業。

3.Students are required to take service learning before graduation and obtain the graduation qualification. Please refer to the requirement of the university.

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.

5. 本課程科目表經113年6月18日112學年度第2學期第2次教務會議審議通過，本系跨系選修為12學分，適用113學年度入學新生。

5.The course list is approved by the 1th Council of Academic Affairs on JUNE/18/2024

Twelve credits for the Interdepartmental Courses, which is applicable for the student of Academic Year 2024