

國立臺北商業大學【二專進修部】企業管理科 課程科目表 (114學年度入學新生適用)
Course List for Associate of Business Administration (ABA), Two-Year Junior College Program, Evening 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	
						第一學年Yr 1				第二學年Yr 2					
						上Fall		下Spring		上Fall		下Spring			
						授課	實習	授課	實習	授課	實習	授課	實習		
						Lecture	Practice	Lecture	Practice	Lecture	Practice	Lecture	Practice		
通識科目 (一般科目) Liberal Arts (Compulsory)	基礎必修(語文思辯) Basic required courses (Language)	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 (Citizenship)	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) Elevtive 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			14	14	4	0	4	0	4	0	2	0			
專業必修 Core Course (Compulsory)	會計學(一) ACCOUNTING I			2	2	2									
	企業永續概論 INTRODUCTION TO CORPORATE SUSTAINABILITY			2	2			2							
	管理學 MANAGEMENT			2	2	2									
	行銷管理(一) MARKETING MANAGEMENT I			2	2			2							
	行銷管理(二) MARKETING MANAGEMENT II			2	2					2					
	財務管理(一) FINANCIAL MANAGEMENT I			2	2			2							
	人工智慧與商業應用 Artificial Intelligence and Business Application			2	2					2					
	初級統計學 PRIMARY STATISTICS			2	2			2							
	人力資源管理 HUMAN RESOURCES MANAGEMENT			2	2			2							
	生產與作業管理 PRODUCTION & OPERATIONS MANAGEMENT			2	2			2							
	物流管理 LOGISTICS MANAGEMENT			2	2							2			
	通路管理 CHANNEL MANAGEMENT			2	2					2					
	商用英文 BUSINESS ENGLISH			2	2					2					
	企業實務專題(一) TOPICS OF BUSINESS PRACTICAL APPLICATION I			3	3			3							
	企業實務專題(二) TOPICS OF BUSINESS PRACTICAL APPLICATION II			3	3					3					
	合計// Subtotal			32	32	4	0	15	0	11	0	2	0		
	必修合計 // Subtotal, Compulsory			46	46	8	0	19	0	15	0	4	0		
	專業必選修 Elective	經濟學(一) ECONOMICS I			2	2	2		2		2				必選修應修為6學分 (商業套裝軟體為程式設計導入之課程)
經濟學(二) ECONOMICS II			2	2											
商業套裝軟體 BUSINESS PACKAGES			2	2											
企業倫理 ENTERPRISE ETHICS AND MORALS			2	2											
商事法 COMMERCIAL LAW			2	2											
合計// Subtotal			10	10	2	0	2	0	2	0	0	0			
專業選修 Elective	投資學 INVESTMENT			2	2	2									
	消費者行為 CUSTOMER BEHAVIOR			2	2	2									
	電子商務 ELECTRONIC COMMERCE			2	2	2									
	行銷研究 MARKETING RESEARCH			2	2	2									
	金融市場 FINANCIAL MARKET			2	2			2							
	人際溝通 INTERPERSONAL COMMUNICATION			2	2			2							
	法律與人生 LAW AND LIFE			2	2			2							
	服務品質 INTRODUCTION TO SERVICE QUALITY			2	2			2							
	會計學(二) ACCOUNTING II			2	2			2							
	財務管理(二) FINANCIAL MANAGEMENT II			2	2					2					
	國際貿易實務 PRACTICE OF INTERNATIONAL TRADE			2	2					2					
	新產品行銷 NEW PRODUCT MARKETING			2	2					2					

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				Lecture	Practice	Lecture	Practice	Lecture	Practice	Lecture	Practice	
專業選修 Elective	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	2					2				
	顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	2	2					2				
	組織行為 ORGANIZATIONAL BEHAVIOR	2	2							2		
	願景經營與企業文化 VISION MANAGEMENT AND CORPORATE CULTURE	2	2							2		
	數位行銷 DIGITAL MARKETING	2	2							2		
	公共關係 PUBLIC RELATIONS	2	2							2		
	顧客服務 CUSTOMER SERVICE	2	2							2		
	合計// Subtotal	38	38	8	0	10	0	10	0	10	0	
	畢業最低總學分數80 (專業選修至少應修28學分) Total Number of Required Credits : 80 (Minimum of Electives Reqrui ed:28Credits)											

備註1: 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。

Remark1: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註2: 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。

Remark2: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3：專業必修、選修課程得視實際情況調整開課學期學年別。

Remark3:The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

備註4：專業選修課程至少應修28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)。

Remark4:Full-time undergraduate students must take at least 28 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.