

大葉大學 113學年度新生入學四年學程
113 Academic Year Bachelor Degree Program, Da-Yeh University
院別：管理學院 系別：企業管理學系 畢業總學分:128學分 製表日期:114.07.02
Department of Business Administration, College of Management Total Credits: 128 Publish Date:July 2, 2025

類別 Category	必 選 別	Required / Optional	科目名稱	Course Title	修課年 級、學期 別	Academic Year/Semes ter	學分 數 Credi ts	每週上課時數 Class Hours		備註	Remarks
								講授 Lecture	實習 (驗) Lab.		
A.校定必修30學分 University required 30 credits	必	Required	國文能力	National Studies	一	1/1 1/2	2	2	0		
	必	Required	運算思維	Computational Thinking	一	1/1 1/2	2	2	0		
	必	Required	英語聽力與口語(一)	English Listening and Speaking (1)	一上	1/1	2	2	0	此四科「英文能力」類課程採： 一、全英語教學 二、能力分班 三、同科目但不同能力班級，課程名稱不同。 例：初級英語聽力與口語(一)、中級英語聽力與口語(一)、中高級英語聽力與口語(一)、高級英語聽力與口語(一)。	The four courses in the"Fundamental English"category have the following features: a.) English-taught instruction b.) Student attending placement tests prior formal classes c.) Students are divided into classes of different levels according to the results of the English proficiency placement test, including Elementary English Listening and Speaking (1) Intermediate English Listening and Speaking(1) Upper-Intermediate English Listening and Speaking(1) Advanced English Listening and Speaking (1)
	必	Required	英文閱讀與寫作(一)	English Reading and Writing (1)	一上	1/1	2	2	0		
	必	Required	英語聽力與口語(二)	English Listening and Speaking (2)	一下	1/2	2	2	0		
	必	Required	英文閱讀與寫作(二)	English Reading and Writing (2)	一下	1/2	2	2	0		
	必	Required	通識	General Education			16	16	0	美學與文化、社會脈動與公民、國際視野與史觀、科技與永續發展共四大向度，每向度均須選修核心課程至少2學分，另須選修多元延伸課程至少2學分，每向度及多元延伸之修課學分數2-4學分，合計16學分。	General education at Da-Yeh University provides core courses and diversified extension courses. Core courses build on four dimensions: Aesthetics and Culture, Social Dynamics and Citizenship, international Perspectives and Historiography, and Science-technology and Sustainable Development, each requiring 2 to 4 credits. Diversified extension courses require 2 to 4 credits. General education requires 16 credit hours in total to complete.
	必	Required	英語文能力檢定	Qualification Test of English Proficiency			0	0	0	學生於大一下學期結束前均須參加英文檢定校園考或校外英文檢定測驗，成績須達多益400分以上(或CSEPT第一級170分，或全民英檢中級初試通過，或托福、雅思等其他同等級之測驗分數)。英語學系通過標準另依其規定。	Students are required to sit in for campus/off-campus English proficiency tests before the end of freshman year. The passing requirement for each proficiency test is described below: TOEIC 400/ 1st-level CSEPT 170/ Intermediate GEPT/TOEFL or IELTS scores at equivalent levels.
	必	Required	資訊基本能力檢定	Qualification Test of Computer Skills			0	0	0	依大葉大學學生資訊基本能力檢定畢業門檻實施辦法辦理	One of the following Microsoft Office certifications is required for graduation. 1.Microsoft Office Specialist(MOS) in Word 2.Microsoft Office Specialist(MOS) in Powerpoint 3.Microsoft Office Specialist(MOS) in Excel 4.Techficiency Quotient Certification in Word 5.Techficiency Quotient Certification in Powerpoint 6.Techficiency Quotient Certification in Excel 7.Other Microsoft Office certifications authenticated by Computer Center.
	必	Required	職場實習暨體驗	Internship			0	0	0	學生應於在學期間完成職場實習暨體驗認證時數達100小時以上，始得畢業。 依大葉大學職場實習暨體驗實施辦法辦理。	Students should complete an internship during the study period, the hours of authentication for more than 100 hours before graduation. Conduct according to Internship regulation of Da-Yeh University.
	必	Required	中文能力檢定	Chinese Language Proficiency Test			0	0	0	依大葉大學學生中文能力檢定辦法辦理。	Conduct according to Chinese Language Proficiency Test regulation of Da-Yeh University.
	必	Required	體育	Physical Education	一上 一下	1/1 1/2	1 1	2 2	0	大一學生每學期均須修習，每學期1學分。	Required for freshman; 1 credit for each semester.
B.學院必修24學分 college required 24 credits	必	Required	管理學	Management	一上	1/1	3	3	0		
	必	Required	經濟學(一)	Economics (1)	一上	1/1	3	3	0		
	必	Required	初級會計(一)	Accounting (1)	一上	1/1	3	3	0		
	必	Required	初級會計(二)	Accounting (2)	一下	1/2	3	3	0		
	必	Required	商業軟體應用	Commercial Software Application	一下	1/2	3	3	0		
	必	Required	統計學(一)	Statistics (1)	二上	2/1	3	3	0		
	必	Required	企業倫理	Business Ethics	二上	2/1	3	3	0		
	必	Required	人工智慧與產業應用	Industrial Application of Artificial Intelligence	二下	2/2	3	3	0		
	選	Optional	經濟學(二)	Economics (2)	一下	1/2	3	3	0	企管系及財金系學生必選	An optional required for students from the Department of Business Administration and Department of Finance
	選	Optional	統計學(二)	Statistics (2)	二下	2/2	3	3	0	企管系、財金系及會計與資管系的 人工智慧 領域學生必選	An optional required for students in the field of artificial intelligence in the Department of Business Administration, Department of Finance, and Department of
	選	Optional	金融科技應用	Application of Financial Technology	二	2/1、2/2	3	3	0		
	選	Optional	大數據分析與應用	Big Data Analytics and Application	二、三	2/1、2/2 3/1、3/2	3	3	0		

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								講授 Lecture	實習 (驗) Lab.		
C.學院選修15學分 optional required 15 credits	選	Optional	文字探勘	Text Mining	二、三	2/1、2/2 3/1、3/2	3	3	0	1.本項為「金融科技」跨領域專業學程規定修習之課程，其中[金融科技應用]及[金融科技專題實作]為該領域之必選科目。 2.修滿該學程規定之科目達15學分者，可取得該學程的證明書。	1. This item is a required course for the "Financial Technology" interdisciplinary professional program, among which [Application of Financial Technology] and [Practice of Projects in Financial Technology] are required subjects in this field. 2. Those who have completed 15 credits of subjects required by the program can obtain a certificate for the program.
	選	Optional	程式交易	Program Trading	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	智慧金融專題	Topics on Artificial Intelligence in Finance	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	資料庫管理-從SQL到NoSQL	Database Management: From SQL to NoSQL	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	機器人理財	Robo-Advisors	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	推薦系統	Recommender Systems	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	社群網絡分析	Social Network Analysis	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	金融科技專題實作	Practice of Projects in Financial Technology	三	3/1、3/2	3	3	0		
	選	Optional	跨境電子商務	Cross-border E-commerce	二	2/1、2/2	3	3	0	1.本項為「跨境電商」跨領域專業學程規定修習之課程，其中[跨境電子商務]及[跨境電商專題實作]為該領域之必選科目。 2.修滿該學程規定之科目達15學分者，可取得該學程的證明書。	1. This item is a required course for the "Cross-border e-commerce" cross-border professional course, among which [Cross-border E-commerce] and [Practice of Projects in Cross Border e-Commerce] are required courses in this field. 2. Those who have completed 15 credits of subjects required by the program can obtain a certificate for the program.
	選	Optional	跨境電商商品開發與平台經營模式	Product Development and Platform Business Model	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	跨境電商供應鏈管理	Cross-Border E-Commerce Supply Chain Management	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	商管英文	Business English	二、三	2/1、2/2 3/1、3/2	2	2	0		
	選	Optional	精準廣告與行銷	Precision Advertising and Marketing	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	跨境電商專題實作	Practice of Projects in Cross Border e-Commerce	三	3/1、3/2	3	3	0		
	選	Optional	新媒體寫作	New Media Writing	二	2/1、2/2	3	3	0		
	選	Optional	新媒體行銷企劃	New Media of Marketing and Planning	二、三	2/1、2/2 3/1、3/2	3	3	0		1. This item is a required course for the "New Media Marketing" interdisciplinary professional program, among which [New Media Writing] and [Digital Marketing and Entrepreneurship Practice] are required courses in this field. 2. Those who have completed 15 credits of subjects required by the program can obtain a certificate for the program.
	選	Optional	新媒體簡報技巧	New Media Presentation Skills	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	新媒體行銷創業專題實作	Digital Marketing and Entrepreneurship Practice	三	3/1、3/2	3	3	0		
	選	Optional	平面及動態影像處理	Graphic and Motion Image Processing	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	社群經營與行銷	Social Media Management and Marketing	二、三	2/1、2/2 3/1、3/2	3	3	0	本項為「跨境電商」與「新媒體行銷」跨領域專業學程規定可修習之課程。	This item is a course that can be taken in the interdisciplinary professional program of "Cross-border E-commerce" and "New Media Marketing".
	選	Optional	AI 101：新手入門	AI 101: A Beginner's Guide	二	2/1、2/2	3	3	0	1.本項為「跨域AI應用學程」規定修習之課程。 2.修畢該學程規定之5門課(達15學分)者，可取得該學程的證明書。	1. This is a mandatory/required course for the "Cross-Domain AI Application Program". 2. Those who have completed five courses (totaling 15 credits) specified by this program can obtain a certificate for the program.
	選	Optional	生成式AI創意工坊	GenAI Creative Workshop	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	會計與金融的AI轉型	AI Transformation in Accounting and Finance	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	AI與精準行銷	AI and Precision Marketing	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	AI商業應用實戰	AI Business Applications in Practice	三	3/1、3/2	3	3	0		
	選	Optional	碳足跡盤查與永續報告書	Carbon Footprint Verification and Sustainability Report	二	2/1、2/2	3	3	0	1.本項為「永續發展管理學程」規定修習之課程。 2.修畢該學程規定之5門課(達15學分)者，可取得該學程的證明書。	1. This is a mandatory/required course for the "Sustainable Development Management Program". 2. Those who have completed five courses (totaling 15 credits) specified by this program can obtain a certificate for the program.
	選	Optional	永續經營策略與領導力	Corporate Social Responsibility and Sustainable Governance	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	永續金融與ESG投資策略	Sustainable Business Strategy and Leadership	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	循環經濟與綠色資源管理	Sustainable Finance and ESG Investment Strategy	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Optional	企業社會責任與永續治理	Circular Economy and Green Resource Management	三	3/1、3/2	3	3	0		
D.學系必修20學分 department required 20 credits	必	Required	行銷管理	Marketing Management	一下	1/2	3	3	0		
	必	Required	人力資源管理	Human Resources Management	二上	2/1	3	3	0		
	必	Required	作業管理	Operations Management	二上	2/1	3	3	0		
	必	Required	商事法	Business Laws	二下	2/2	3	3	0		
	必	Required	財務管理	Financial Management	二下	2/2	3	3	0		

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									講授 Lecture	實習 (驗) Lab.			
credits		必	Required	策略管理	Strategic Management	三下	3/2	3	3	0			
		必	Required	畢業專題(一)	Independent Study (1)	三下	3/2	1	0	0			
		必	Required	畢業專題(二)	Independent Study (2)	四上	4/1	1	0	0			
E.學系選修科目 至少27學分	經營管理 模組 Business management module	選	Optional	企業管理個案研討	Management Case Analysis	三	3/1、3/2	3	3	0	必選	optional required	
		選	Optional	創新與創業管理	Innovation Management	二	2/1、2/2	3	3	0			
		選	Optional	財務報表分析	Financial Statement Analysis	二	2/1、2/2	3	3	0			
		選	Optional	組織行為	Organizational Behavior	三	3/1、3/2	3	3	0			
		選	Optional	領導理論與應用	Theory and Practice of Leadership	四	4/1、4/2	3	3	0			
	數位行銷 模組 Digital Marketing Module	選	Optional	行銷管理個案研討	Marketing Case Study	三	3/1、3/2	3	3	0	必選	optional required	
		選	Optional	服務業行銷	Service Industry Marketing	二	2/1、2/2	3	3	0			
		選	Optional	消費者行為	Consumer Behavior	三	3/1、3/2	3	3	0			
		選	Optional	顧客關係管理	Customer Relationship Management	三	3/1、3/2	3	3	0			
		選	Optional	品牌創意與設計	Brand Creativity and Design	四	4/1、4/2	3	3	0			
	department optional 27 credits	其他 選修 Other electives	選	Optional	服務業管理	Services Industry Management	三	3/1、3/2	3	3	0		
			選	Optional	公司治理	Corporate Governance	三	3/1、3/2	3	3	0		
			選	Optional	企業資源規劃	Enterprise Resource Planning	四	4/1、4/2	3	3	0		
			選	Optional	企業永續管理	Business Diagnosis	四	4/1、4/2	3	3	0		
			選	Optional	專案管理	Project Management	四	4/1、4/2	3	3	0		
			選	Optional	企業永續實務	Practice in Corporate Sustainability	四	4/1、4/2	3	3	0		
			選	Optional	全職實習(一)	Full Time Internship (1)	四上	4/1	9	0	0	校外實習，實習類課程至多只採計18學分	Off-campus internships, internship courses are only worth 18 credits at most
			選	Optional	全職實習(二)	Full Time Internship (2)	四下	4/2	9	0	0		
			選	Optional	企業實習(一)	Full Time Internship (1)	四上	4/1	3	0	0		
			選	Optional	企業實習(二)	Full Time Internship (2)	四下	4/2	3	0	0		
F.自由選修12學分 Free selective courses 12credits		學生可修習跨院系領域課程做為自由學分，以增加跨界學習能力。 Students can attend cross-department course as free selective course credits to increase crossover learning ability.											

◎企業管理學系 畢業應修足學分數共 128學分， 其中包含：

Total Credits for Department of Business Administration.

A.校定必修	30學分	University required	30 credits
B.院定必修	24 學分	College required	24 credits
C.學院選修	15 學分（需完成一個跨域模組）	College optional	15 credits (A cross-domain module needs to be completed)
D.系定必修	20學分	Department required	20 credits
E.學系選修	27學分(需完成一個專業模組)	Department optional	27 credits (Requires completion of a professional module)
F.自由選修	12學分	Free selective courses	12 credits

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								Class Hours			
								講授 Lecture	實習 (驗) Lab.		

【修課規定】					【Course Regulations】						
1.畢業總學分為128學分，包括：校定必修30學分、院定必修24學分、院定選修15學分、系定必修20學分、學系選修27學分及自由選修12學分。					1. The total credits for graduation are 128 credits, including 30 credits of University required, 24 credits of College required, 15 credits of College optional, 20 credits of department required, 27 credits of department optional and 12 credits of free selective courses.						
2.選修課程：本系選修課程有2個專業模組，學生須擇一完成專業模組(15學分)；並完成至少一個管院跨域選修模組(15學分)(管理學院設有「金融科技」、「跨境電商」及「新媒體行銷」等3個跨領域專業學程)，多修的學分數可列計為系選修或自由選修學分數。					2. Optional courses: There are 2 professional modules in the elective courses of this department. Students must choose to complete one of the professional modules (15 credits); and complete at least one cross-disciplinary elective module (15 credits) of the School of Management (the School of Management has " "Financial Technology", "Cross-border E-commerce" and "New Media Marketing" and other three cross-field professional courses), the additional credits can be counted as department optional or free selective credits.						
3.畢業前依「大葉大學學生英文能力檢定實施辦法」、「大葉大學學生資訊基本能力檢定實施辦法」、「大葉大學學生中文能力檢定實施辦法」通過英語、資訊、中文能力要求。在學期間，依「大葉大學服務學習實施辦法」及「大葉大學職場實習暨體驗實施辦法」從事服務時數及職場實習暨體驗認證時數，始得畢業。					3. Before graduation, pass the English, information and Chinese proficiency requirements in accordance with the "Da-Yeh University Students' English Proficiency Test Implementation Measures", "Da-Yeh University Students Basic Information Ability Test Implementation Measures", and "Da-Yeh University Students' Chinese Proficiency Test Implementation Measures". During the school year, students must complete service hours and workplace internship and experience certification hours in accordance with the "Da-Yehe University Service Learning Implementation Measures" and the "Da-Yeh University Workplace Internship and Experience Implementation Measures" to graduate.						
4.非正式課程要求：學生每學期參與專題演講至少兩次；每學年參與企業參訪至少一次；在學期間至少參與一次競賽或一次企業實習。					4. Informal course requirements: students should participate in special speeches at least twice every semester; participate in company visits at least once every academic year; and participate in at least one competition or company internship during their studies.						
5.職涯分享講座/社團活動/校外服務學習/競賽/海外交流/研討會，屬鼓勵性質，本系學生可自由參加。					5. Career sharing lectures/club activities/off-campus service learning/competitions/overseas exchanges/seminars are of an encouraging nature and students in this department are free to participate.						
6.畢業年級相當於國內高級中等學校二年級之國外或香港、澳門同級同類學校畢業生，以同等學力就讀本校學士班者(不含已離校二年以上者及以僑先部結業成績分發入大學者)，除畢業學分數128學分外，應增修12個自由畢業學分					6. Graduates whose graduation grade is equivalent to the second grade of a domestic senior secondary school from abroad or from similar schools in Hong Kong or Macao, and who are studying in our bachelor's degree program with equivalent academic qualifications (excluding those who have left school for more than two years and those who have completed their overseas studies) Those who are assigned to enter the university), in addition to the 128 graduation credits, should take 12 additional free graduation credits.						
7.畢業專題課程包含必修及選修部份，必修部份必須至少完成(1)專題寫作或ACCBE 經營分析師證照(2)考取證照20 分，詳細依畢業專題實施細則第七條辦理。選修部份得從選修模組中，選擇1-3 項強化展現五項核心能力之養成，包含「海外遊學」、「企業實習」、「參與競賽」等。					7. The graduation special course includes compulsory and elective parts. The compulsory part must be completed at least (1) special writing or ACCBE business analyst certificate (2) obtaining 20 points for the certificate. Details are handled in accordance with Article 7 of the graduation special implementation rules. For the elective part, you can choose 1-3 items from the elective modules to strengthen the development of the five core abilities, including "overseas study tour", "corporate internship", "participation in competitions", etc.						

※113年4月23日第3次系課程委員會審議通過

※113年4月30日第54次管理學院課程委員會審議通過

※113年6月27日第39次校課程委員會審議通過

※114年4月15日第59次管理學院課程委員會審議通過

※114年7月2日第41次校課程委員會審議通過

※Deliberated and approved by the 3rd Department Curriculum Committee on April 23, 2024

※Deliberated and approved by the 54th School of Management Curriculum Committee on April 30, 2024

※Deliberated and approved by the 39th School Curriculum Committee on June 27, 2024

※Deliberated and approved by the 54th School of Management Curriculum Committee on April 15, 2025

※Deliberated and approved by the 41th School Curriculum Committee on July 2, 2025