

大葉大學 115學年度新生入學四年學程  
115 Academic Year Bachelor Degree Program, Da-Yeh University

院別：管理學院 系別：商業經營國際學士學位學程 畢業總學分:128學分

製表日期:115.04.21

Global Bachelor Program of Business and Management, College of Management Total Credits: 128 Publish Date:April 21, 2026

類別 Category	必 選 別	Required / Elective	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 A.University- Required Courses: 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		
	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) 依大葉大學學生英文能力檢定實施辦法辦理。	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.Techiciency Quotient Certification in Word 5.Techiciency Quotient Certification in Powerpoint 6.Techiciency 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21學分 B.College- Designated Required Courses: 21 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		
	選	Elective	經濟學(二)	Economics (2)	一下	1/2	3	3	0	商經學士及財金系學生必選	An optional required for students from the <b>Global Bachelor Program of Business and Management</b> and Department of Finance
	選	Elective	統計學(二)	Statistics (2)	二下	2/2	3	3	0	商經學士、財金系及會計與資管系的 <b>人工智慧</b> 領域學生必選	An optional required for students in the field of artificial intelligence in the <b>Global Bachelor Program of Business and Management</b> , Department of Finance, and Department of Accounting and Asset Management

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								講授 Lecture	實習 (驗) Lab.		
C.學院選修18學 分 C.College- Designated Elective Courses: 18 Credits	選	Elective	商管英文	Business English	二、三	2/1、2/2 3/1、3/2	3	3	0	管院的ESAP(專業學術英文)課程	The ESAP (English for Specific Academic Purposes) course in the College of Management
	選	Elective	網紅行銷	Influencer Marketing	二、三	2/1、2/2 3/1、3/2	3	3	0	配合跨學院的學程規劃，增列一門選修課。	In support of cross-college program planning, an additional elective course
	選	Elective	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4門課(達12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 four courses (totaling 12 credits) specified by this program can obtain a certificate for the program.
	選	Elective	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	Elective	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	Elective	AI與精準行銷	AI and Precision Marketing	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Elective	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4門課(達12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 four courses (totaling 12 credits) specified by this program can obtain a certificate for the program.
	選	Elective	永續經營策略與領導力	Sustainable Business Strategy and Leadership	二、三	2/1、2/2 3/1、3/2	3	3	0		
	選	Elective	永續金融與ESG投資策略	Sustainable Finance and ESG Investment Strategy	二、三	2/1、2/2 3/1、3/2	3	3	0		
選	Elective	企業社會責任與永續治理	Corporate Social Responsibility and Sustainable Governance	三	3/1、3/2	3	3	0			
D.學系必修20學 分 D.Departmental Required Courses: 20 Credits	必	Required	國際行銷管理	International Marketing Management	一下	1/2	3	3	0		
	必	Required	人力資源管理	Human Resources Managemen	二上	2/1	3	3	0		
	必	Required	作業管理	Operations Management	二上	2/1	3	3	0		
	必	Required	商業法律環境	Legal Environment of Business	二下	2/2	3	3	0		
	必	Required	國際財務管理	International Financial Management	二下	2/2	3	3	0		
	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27學 分 E.Departmental Elective Courses: 27 Credits	選	Elective	企業管理個案研討	Management Case Analysis	三	3/1、3/2	3	3	0		
	選	Elective	創新與創業管理	Innovation Management	二	2/1、2/2	3	3	0		
	選	Elective	財務報表分析	Financial Statement Analysis	二	2/1、2/2	3	3	0		
	選	Elective	組織行為	Organizational Behavior	三	3/1、3/2	3	3	0		
	選	Elective	領導理論與應用	Theory and Practice of Leadership	四	4/1、4/2	3	3	0		
	選	Elective	行銷管理個案研討	Marketing Case Study	三	3/1、3/2	3	3	0		
	選	Elective	服務業行銷	Service Industry Marketing	二	2/1、2/2	3	3	0		
	選	Elective	消費者行為	Consumer Behavior	三	3/1、3/2	3	3	0		
	選	Elective	顧客關係管理	Customer Relationship Management	三	3/1、3/2	3	3	0		
	選	Elective	品牌創意與設計	Brand Creativity and Design	四	4/1、4/2	3	3	0		
	選	Elective	服務業管理	Services Industry Management	三	3/1、3/2	3	3	0		
	選	Elective	公司治理	Corporate Governance	三	3/1、3/2	3	3	0		
	選	Elective	企業資源規劃	Enterprise Resource Planning	四	4/1、4/2	3	3	0		
	選	Elective	企業永續管理	Business Diagnosis	四	4/1、4/2	3	3	0		
選	Elective	專案管理	Project Management	四	4/1、4/2	3	3	0			
選	Elective	企業永續實務	Practice in Corporate Sustainability	四	4/1、4/2	3	3	0			

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								講授 Lecture	實習 (驗) Lab.		
	選	Elective	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	Elective	全職實習(二)	Full Time Internship (2)	四下	4/2	9	0	0		
	選	Elective	企業實習(一)	Full Time Internship (1)	四上	4/1	3	0	0		
	選	Elective	企業實習(二)	Full Time Internship (2)	四下	4/2	3	0	0		
1.自由選修12學分 F.Free Elective Courses: 12	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。 To increase students' inter-disciplinary learning ability, the school encourages students to take courses offered in different departments or colleges, which can be recognized as Free Elective credits.										

◎企業管理學系 畢業應修足學分數共 128學分，其中包含：

- A.校定必修30學分  
B.學院必修21學分  
C.學院選修18學分  
D.學系必修20學分  
E.學系選修27學分  
F.自由選修12學分

◎Students in the Department of Business Administration must complete a total of 128 credits to graduate, including:

- A.University-Required Courses: 30 Credits  
B.College-Designated Required Courses: 21 Credits  
C.College-Designated Elective Courses: 18 Credits  
D.Departmental Required Courses: 20 Credits  
E.Departmental Elective Courses: 27 Credits  
F.Free Elective Courses: 12 Credits

【修課規定】

- 畢業總學分為128學分，包括：校定必修30學分、院定必修21學分、院定選修18學分、系定必修20學分、學系選修27學分及自由選修12學分。
- 選修課程：管理學院設有「跨域AI應用學程」及「永續發展管理學程」等2個跨領域專業學程，學生修習院定選修課程，超修之學分得列計為系選修或自由選修學分。
- 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「大葉大學職場實習暨體驗實施辦法」從事職場實習暨體驗認證時數，始得畢業。
- 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

【Course Regulations】

- Graduation Requirements: A total of 128 credits, including 30 University-required, 21 College-required, 18 College electives, 20 Department-required, 27 Department electives, and 12 Free electives.
- Elective Courses: The College of Management offers two interdisciplinary programs—Cross-Domain AI Application Program and Sustainable Development Management Program. Credits earned beyond the required College electives may be counted toward Department electives or Free electives.
- Proficiency & Internship Requirements: Before graduation, students must pass English, Information, and Chinese proficiency tests in accordance with Da-Yeh University's implementation measures. In addition, students must complete workplace internship and experiential learning hours as stipulated by the Da-Yeh University Workplace Internship and Experience Implementation Measures.
- Additional Credits for Certain Students: Students admitted to the bachelor's program with equivalent academic qualifications from overseas, Hong Kong, or Macao (equivalent to the second year of domestic senior secondary school), except those who have left school for more than two years or entered via overseas preparatory programs, must complete 12 additional Free elective credits beyond the 128 graduation credits.