

嶺東科技大學111學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2022

Department(系所別):Business Administration(企業管 理系) College(學院):College of Business and Management(商管學院)

Academic Year of Entrance(入學年):2022

Program:Four-year B.D. for Day Division(日間學制四年制)

第一學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(一)	Labor Education I	R	0	2
中文閱讀與思考	Chinese Reading and Thinking	R	2	2
英文(一)	English I	R	2	2
體育(一)	Physical Education I	R	2	2
職涯與職能發展	Career and functional development	R	2	2
經濟學(一)	Economics I	R	3	3
行銷管理	Marketing Management	R	3	3
會計學(一)	Financial Accounting I	R	3	3
企業概論與倫理	Introduction to Business and Ethics	R	3	3
創意思考	Creative Thinking	E	2	2
人際關係與溝通	Human Relations and Communication	E	2	2
第一學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
基本勞作教育(二)	Labor Education II	R	0	2
中文應用書寫表達	Application of Chinese	R	2	2
英文(二)	English II	R	2	2
體育(二)	Physical Education II	R	2	2
管理學	Management	R	3	3
會計學(二)	Financing Accounting II	R	3	3
經濟學(二)	Economics II	R	3	3
數位品牌管理	Digital Brand Management	E	1	1
廣告與品牌管理	Advertising and Brand Management	E	2	2
金融市場	Financial Markets	E	3	3
管理心理學	Management Psychology	E	3	3
商用微積分	Commercial Calculus	E	3	3
實用華語文	Practical Chinese	E	1	1
第二學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
職場英文	Workplace English	R	2	2
博雅通識(一)	General Education I	R	2	2
人力資源管理	Human Resource Management	R	3	3
財務管理	Financial Management	R	3	3
職業安全衛生管理	Occupational Safety and Health Management	E	2	2
管理新知導讀	Guide to New Knowledge of the Management	E	2	2
消費者行為	Consumer Behaviour	E	2	2
國際企業管理	International Business Management	E	3	3
零售與門市管理	Retail and Store Management	E	3	3
全民國防教育(一)	National Defense Education I	E	2	2
第二學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(二)	General Education II	R	2	2
數位應用	Digital Application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
統計學	Statistics	R	3	3
企業資源規劃-配銷	Enterprise Resource Planning - Distribution	R	3	3
商事法	Business Law	E	2	2
投資學	Investments	E	3	3
組織行為	Organizational Behavior	E	3	3
顧客關係管理	Customer Relationship Management	E	3	3
服務業管理	Service Management	E	3	3
行銷企劃實務	Marketing Planning Practice	E	3	3

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全民國防教育(二)	National Defense Education II	E	2	2
第三學年第一學期	1st Semester Third Year			
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
專業英文	English for Specific PurposesESP	R	2	2
企業研究方法	Business Research	R	3	3
作業管理	Operations Management	R	3	3
稅法概要	Summary of Tax Law	E	2	2
市場調查與分析	Marketing research and Analysis	E	3	3
貨幣銀行學	Money,Banking,and Economic Activities	E	3	3
組織理論	Organizational Theory	E	3	3
成本與管理會計	Cost and Management Accounting	E	3	3
電子商務與網路行銷	E-Commerce and Internet Marketing	E	3	3
連鎖企業經營管理	Chain business management	E	3	3
創新服務行銷實務	Innovative Service Marketing Practice	E	3	3
智慧服務管理	Smart Service Management	E	3	3
第三學年第二學期	2nd Semester Third Year			
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
專案管理(一)	Project Management I	R	3	3
統計軟體應用	Statistical Software Applications	R	3	3
實務專題(一)	Practical Topics 1	R	3	3
工作崗位訓練	Job Training	E	0	1
勞動法令課程	Labor Law Course	E	0	1
永續經營管理	Sustainable Management	E	2	2
人力資源發展	Human resource development	E	3	3
物流與供應鏈管理	Physical Distributon & Supply Chain Management	E	3	3
財務報表分析	Financial Statement Analysis	E	3	3
專案管理(二)	Project Management II	E	3	3
勞資關係	Labour Relations	E	3	3
金融證照實務	Financial certification practice	E	3	3
大數據分析與應用	Big Data Analysis and Application	E	3	3
企業資源規劃-財務	Enterprise Resource Planning - Finance	E	3	3
電子商務與數位行銷實務	E-Commerce and Internet Marketing Practice	E	3	3
第四學年第一學期	1st Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
商管專業實習	Business and Management Practicum	R	1	1
校外實習	Extracurricular Intern	R	3	3
策略管理	Strategic Management	R	3	3
實務專題(二)	Practical Topics 2	R	3	3
期貨與選擇權	Futures and Options	E	3	3
人力資源管理個案研討	Case Studies of Human Resource Management	E	3	3
專案管理證照實務	Project Management Certificate Practice	E	3	3
企業資源規劃-作業	Enterprise Resource Planning - Operational	E	3	3
企業實習	Internship	E	3	3
第四學年第二學期	2nd Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
創新與創業管理	Innovation and Entrepreneurship Management	R	3	3
生涯管理	career management	E	2	2
國際財務管理	International Financial Management	E	3	3
行銷管理個案研討	Marketing Management Case Study	E	3	3
理財規劃	financial planning	E	3	3
企業精進實習	Enterprises Sophisticated Practice	E	6	6

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備註:R=Required;E=Elective

Regulations

1. The total number of credits required for graduation is 128, including 28 university-required credits, 9 college-required credits, 54 department-required credits, and 37 professional elective credits.
2. Students in their first to third years may take 16–25 credits per semester, while fourth-year students may take 9–25 credits. Detailed regulations are governed by the University Academic Regulations.
3. In accordance with the University's implementation guidelines for Chinese proficiency, English proficiency, information technology competency, and physical fitness, students must pass all required assessments to be eligible for graduation.
4. Students must meet the standards specified in the Department's "Implementation Guidelines for Professional Competency Assessment" to be eligible for graduation.
5. Students in this department who pass the assessment in accordance with the University's Guidelines for Information Literacy Assessment will obtain an information literacy certificate recognized by the department as a basic workplace information application certification.
6. The curriculum consists of three modules: Entrepreneurship and Business Management, Human Resource Management and Career Development, and Project and Technology Management.
7. Practical Topics (1) and Practical Topics (2) are planned and offered in conjunction with the department's course modules and are designated as required courses for each module.
8. Students may take courses offered by other departments that are not offered by this department. Upon departmental review, a maximum of 12 credits from such courses may be counted toward the department's major elective requirements; credits from interdisciplinary programs may be counted separately. Students may also take courses at other universities, limited to one course. Credits earned will be included in the calculation of external elective credits. Inter-institutional enrollment shall follow the University's "Implementation Guidelines for Inter-Institutional Course Selection."
9. Students participating in the Ministry of National Defense Reserve Officers' Training Corps (ROTC) who have completed required training and obtained certification may apply for exemption from internship courses. Students applying for a full-semester internship exemption must complete registration and enroll in at least 3 credits during that semester.
10. For students admitted to this department in the 112 academic year based on athletic excellence, credits earned by successfully completing courses in the Sports Health Management Program may be counted toward graduation requirements. Specifically, 15 credits from the program's core courses will be recognized as department-designated required courses, and 20 credits from the elective courses will be recognized as department-designated professional elective courses.