

嶺東科技大學114學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2025

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):2025

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 |
| 中文閱讀與思考 | Chinese Reading and Thinking | R | 2 | 2 |
| 職涯與職能發展 | Career and functional development | R | 2 | 2 |
| 體育(一) | Physical Education I | R | 2 | 2 |
| 英文(一) | English I | 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 |
| 中文應用書寫表達 | Application of Chinese | R | 2 | 2 |
| 體育(二) | Physical Education II | R | 2 | 2 |
| 英文(二) | English 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 |
| 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 |
| 消費者行為 | Consumer Behaviour | E | 2 | 2 |
| 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 |
| 寵物產業經營管理 | Pet Industry Management | 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 |
| AI思維與應用 | AI thinking and 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 |
| 財務報表分析 | Financial Statement Analysis | E | 3 | 3 |
| 組織行為 | Organizational Behavior | E | 3 | 3 |
| 顧客關係管理 | Customer Relationship Management | E | 3 | 3 |
| 行銷企劃實務 | Marketing Planning Practice | E | 3 | 3 |
| 智慧化服務管理 | AI Service Management | E | 3 | 3 |
| 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 | | | | |

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| 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 |
| 專案管理(一) | Project Management I | 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 |
| 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 |
| 永續經營管理 | Sustainable Management | R | 2 | 2 |
| 作業管理 | Operations Management | 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 |
| 大數據分析與應用 | Big Data Analysis and Application | E | 3 | 3 |
| 人力資源發展 | Human resource development | E | 3 | 3 |
| 投資學 | Investments | E | 3 | 3 |
| 物流與供應鏈管理 | Physical Distributon & Supply Chain Management | 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 |
| 企業資源規劃-財務 | Enterprise Resource Planning - Finance | 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 - Qperational | 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 |

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, 56 department-required credits, and 35 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 program consists of three modules: Entrepreneurship and Business Management, Human Resource Management and Career Counseling, and Project and Technology Management.
7. Practical Seminar (I) and Practical Seminar (II) are offered in conjunction with the department's various course modules and are designated as required courses for each module.
8. Students may take courses offered by other departments that are not available in this department. Upon departmental approval, up to 20 credits (including interdisciplinary program credits) may be counted toward professional elective credits. 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, up to a maximum of 10 credits. Students applying for a full-semester internship exemption must complete registration and enroll in at least one course during that semester.
10. For the Business and Management Practicum, Extracurricular Intern, Internship, and Enterprises Sophisticated Practice, each credit shall correspond to a maximum of 80 internship hours.