

# 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 Evening Division(進修學制四年制)

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
經濟學(一)	Economics I	R	3	3
行銷管理	Marketing Management	R	3	3
企業概論與倫理	Introduction to Business and Ethics	R	3	3
人際關係與溝通	Human Relations and Communication	E	2	2
管理心理學	Management Psychology	E	3	3
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(一)	Physical Education I	R	2	2
管理學	Management	R	3	3
會計學(一)	Financial Accounting I	R	3	3
經濟學(二)	Economics II	R	3	3
創意思考	Creative Thinking	E	2	2
金融市場	Financial Markets	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
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
英文	English	R	2	2
會計學(二)	Financing Accounting II	R	3	3
統計學	Statistics	R	3	3
企業資源規劃-配銷	Enterprise Resource Planning - Distribution	R	3	3
消費者行為	Consumer Behaviour	E	2	2
廣告與品牌管理	Advertising and Brand Management	E	2	2
管理新知導讀	Guide to New Knowledge of the Management	E	2	2
組織行為	Organizational Behavior	E	3	3
貨幣銀行學	Money,Banking,and Economic Activities	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
職場英文	Workplace English	R	2	2
AI思維與應用	AI thinking and application	R	2	2
體育(二)	Physical Education II	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
商事法	Business Law	E	2	2
職業安全衛生管理	Occupational Safety and Health Management	E	2	2
物流與供應鏈管理	Physical Distributon & Supply Chain Management	E	3	3
國際企業管理	International Business Management	E	3	3
顧客關係管理	Customer Relationship 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				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(二)	General Education II	R	2	2
企業研究方法	Business Research	R	3	3
作業管理	Operations Management	R	3	3
統計軟體應用	Statistical Software Applications	R	3	3

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人力資源發展	Human resource development	E	3	3
財務報表分析	Financial Statement Analysis	E	3	3
勞資關係	Labour Relations	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
智慧化服務管理	AI Service Management	E	3	3
<b>第三學年第二學期</b>				
<b>2nd Semester Third Year</b>				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
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
投資學	Investments	E	3	3
組織理論	Organizational Theory	E	3	3
大數據分析與應用	Big Data Analysis and Application	E	3	3
實務專題(一)	Practical Topics 1	E	3	3
<b>第四學年第一學期</b>				
<b>1st Semester Fourth Year</b>				
科目名稱	Course Title	R/E	Credits	Hours
永續經營管理	Sustainable Management	R	2	2
創新與創業管理	Innovation and Entrepreneurship Management	R	3	3
專案管理(二)	Project Management II	E	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
金融證照實務	Financial certification practice	E	3	3
行銷企劃實務	Marketing Planning Practice	E	3	3
連鎖企業經營管理	Chain business management	E	3	3
企業資源規劃-財務	Enterprise Resource Planning - Finance	E	3	3
實務專題(二)	Practical Topics 2	E	3	3
<b>第四學年第二學期</b>				
<b>2nd Semester Fourth Year</b>				
科目名稱	Course Title	R/E	Credits	Hours
策略管理	Strategic 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
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

備註:R=Required;E=Elective

## Regulations

1. The total number of credits required for graduation is 128, including 24 university-required credits, 6 college-required credits, 47 department-required credits, and 51 professional elective credits.
2. Students in their first to third years may take 9–25 credits per semester, while fourth-year students may take 6–25 credits. Detailed regulations are governed by the University Academic Regulations.
3. 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."
4. 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.