

銘傳大學 企業管理學系學士班 必選修科目表 (108 學年度入學生適用) 2019.03.20

專業選修：品牌行銷組選修科目	11258	Consumer Psychology and Behavior	消費者心理與行為	3	3						3								
	11259	Brand Marketing	品牌行銷	3	3						3								
	11260	Integrated Marketing Communications Strategy and Implementation	整合行銷傳播策略	3	3						3								
	11316	Brand Planning	品牌企劃	3	3							3							
	11317		創意銷售與商展管理	3	3							3							
	11318	Brand market research and cases study	品牌市場研究與個案分析	3	3									3					
	11319	Brand Sensory Marketing	品牌感官行銷	3	3									3					
	11418		品牌實務講座	3	3											3			
	11320		品牌虛擬社群經營	3	3							3							
	11328		品牌社群經營平台應用	3	3									3					
	11497		網路行銷	3	3							3							
11483		品牌創新實作														3			
專業選修：數位營銷組選修科目	11241	Customer Relationship Management	顧客關係管理	3	3										3				
	11439	Project Management	專案管理	3	3							3							
	11536	Logistics Practice	運籌管理	3	3							3							
	11492	Supply Chain Management	供應鏈管理	3	3									3					
	11451	Enterprise Resource Plan	企業資源規劃	3	3													3	
	11537	Collaborative Commerce	協同商務	3	3													3	
	11554	Business software integration and application	商用軟體整合應用	3	3										3				
	11544	Business Intelligence	商業智慧	3	3													3	
	11543	Digital Creativity	數位創意	3	3											3			
	11321	Electronic Commerce	電子商務	3	3							3							
專業選修：整合行銷組選修科目	11322	E commerce Operation Practice	電子商務實務	3	3										3				
	11417	Big Data Analysis	大數據分析	3	3												3		
	11396	Consumer Behavior	消費者行為	3	3							3							
	11541	Brand Management	品牌管理	3	3								3						
	11257	Integrated Marketing Management	整合行銷傳播管理	3	3							3							
	11352	Service Management	服務業管理	3	3								3						
	11542	Business Marketing	企業行銷	3	3								3						
	11545	Channel Management	通路管理	3	3										3				
	11330	Strategic Marketing	策略行銷	3	3													3	
	11323	Digital Marketing	數位行銷	3	3								3						
專業選修：組	11331	Marketing Research	行銷研究	3	3										3				
	11431	Advertising	廣告學	3	3												3		
	11634	International Marketing Management	國際行銷管理	3	3												3		
	11486	Service Marketing	服務業行銷	3	3							3							
	11548	Retail Management	零售業管理	3	3								3						
	11547	Sales Management	銷售管理	3	3										3				
	11656		中國市場分析專題研討													3			
11237	Recruitment and Selection	人員招募與甄選	3	3										3					
11552	Organizational Theory	組織理論	3	3										3					
11238	Performance Assessment Management	績效評核管理	3	3										3					

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織與人力資源管理組選修科目	11370	Career Development and Employees Assistance	生涯發展與員工輔導	3	3								3							
	11390	Human Resource Development	人力資源發展與訓練	3	3						3									
	11382	Employment Relationship	員工關係管理	3	3						3									
	11489	International Human Resource Management	國際人力資源管理	3	3											3				
	11242	Human Resource Management	服務業人力資源管理	3	3						3									
	11325	Social Enterprise and Nonprofit Organization Management	社會企業與非營利組織管理	3	3												3			
專業選修：投資與理財規劃組選修科目	11334	Investment Management	投資管理	3	3								3							
	11354	Futures and Options	期貨與選擇權	3	3										3					
	11371	Money and Banking	貨幣銀行學	3	3								3							
	11349	Managerial Accounting	管理會計	3	3					3										
	11335	Financial Markets	金融市場	3	3								3							
	11550	Financial Analysis and Planning	財務分析與經營計畫	3	3						3									
	11326	International Financial Management	國際財務管理	3	3								3							
	11642	Personal Finance	個人理財	3	3										3					
	11324		金融科技實務	3	3										3					
		11553	Workplace Communication	職場溝通	3	3									3					
專業選修：其他科目		11645	Career Development	職涯發展	3	3											3			
		11546	Business Planning and Strategy	營運企劃與銷售	3	3											3			
		11131	English for Business Administration	企管實務英文	3	3			3											
		11445	English for Certification	專業英文	3	3												3		
		11459	Special Lecture Series in Business Management	經營專題講座	3	3														3
		11646	Innovation Management	創業管理	3	3									3					
		11670	Internship I	企業實習(一)	3	3												3		
		11671	Internship II	企業實習(二)	3	3												3		
		11674	Internship III	企業實習(三)	3	3													3	
		11235	Introduction to Civil Code	民法概要	3	3				3										
		11239	Commercial Law	商事法	3	3					3									
		11359	Organizational Theory and Management	組織理論與管理	3	3									3					
		11414		企業實習	3	3												3		
		11415		企業進階實習	3	3													3	
		11416		職場實務專題	3	3													3	
		00531		日文一(上)	2	3					2	1								
		00532		日文一(下)	2	3					2	2	1							
		00533		日文二(上)	4	6								2	1					
		00534		日文二(下)	4	6										2	1			
		00241		全民國防教育軍事訓練(一)	0	2	2													
	00242		全民國防教育軍事訓練(二)	0	2		2													
	00134		護理(一上)	2	2	2														
	00135		護理(一下)	2	2		2													
	11490	Business Management and Consumer Protection	企業管理和消費者保護法	3	3												3			
	11491		中國企業經營專題	3	3												3			
	11658		企業技術與創新策略	3	3												3			
	11659		企業經營診斷實務	3	3												3			

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	00A01	體育四上	2	2													
	00A02	體育四下	2	2													
總計		必修科目學分合計	90														
		至少應選修學分數	38														
		合計	128														
總計		校定必修	28	54													
		院定必修	26	33													
		專業必修	36														
		專業選修	38														
		合計	128														
備註	1. 校學則規定，大學部學生需通過「服務學習」、「英語能力」、「資訊能力」、「中文能力」、「運動能力」及「專業基本能力」檢定，始得畢業。 <u>企管系學生若未能通過 TOEIC 成績達 550 分(總分 550 分且閱讀成績 275 分及聽力 275 以上)或本校學則「英語能力」之同等級者，須於畢業前修習專業英文及企管實務英文兩個課程。</u> 其中，「服務學習」管理學院大學部學生校外機構服務學習時數至少八小時。In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation. SOM's undergraduate students are required to participate in at least 8 hours of community-based service learning activities. If students have not earned the equivalent of scoring 550 on the Test of English for International Communication (TOEIC) or passing the Intermediate level of the second-round examination of the General English Proficiency Test (GEPT), etc.), they are required to take the single-semester courses of English for Business Administration and English for Special Purposes.																
	2. 通識教育課程在畢業前至少必須修完 12 學分，課程分「人文」、「社會」、「自然」三個領域，每個領域再分「核心」、「延伸」二類，每個學生在每一領域的每一類至少必須修一門課 2 學分方得畢業。Students who entered in and since the 2008-09 academic year need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation. Only 12 course credits will be counted toward graduation. Additional course credits earned in General Education courses are not counted toward graduation.																
	3. 本系承認外系相關課程及軍訓、體育之選修，學分數不得超過 20 學分。教育學程之學分數不得列計於畢業學分內。通識教育課程以 12 學分為限，超修者不得列計於畢業學分內。A maximum of 20 credits for courses outside this department may be counted toward the total electives.																
	4. 「企業倫理」為管理學院必選通識課程，學生必須於大三或大四修畢「企業倫理」2 學分課程後，方得畢業。The two-credit Business Ethics, listed in General Education, is the core course for SOM undergraduate students, who should obtain the credits in 3rd or 4th year for graduation.																
	5. 學程選修：需至少選讀 2 個校內跨領域學分學程(含輔系)，或至少選讀 1 個雙主修。Specialization program elective: Program electives: elect at least 2 inter-disciplinary courses (including secondary major), or elect at least one double major.																
	(1) 企業管理組：需至少選讀 2 個校內跨領域學分學程(其中數位營銷學程、整合行銷學程、組織與人力資源管理學程、投資與理財規劃學程等四學程，至少擇一)，另擇 1 個校內跨領域學程修讀。Business Administration Program: elect at least two inter-disciplinary courses (please elect at least one course from the following programs: e-business, integrated marketing, organization and human resource management, or investment and financial planning). In addition, please elect another interdisciplinary course within this University.																
	(2) 品牌行銷組：需至少選讀 2 個校內跨領域學分學程(品牌行銷學程為必選)，另擇 1 個校內跨領域學程修讀，但不含整合行銷學程。Brand Marketing Program: elect at least two inter-disciplinary courses (must include courses from the brand marketing program). In addition, elect another inter-disciplinary course, excluding courses from the integrated marketing program.																
	(3) 數位經營組：需至少選讀 2 個校內跨領域學分學程(數位營銷學程、投資與理財規劃學程等兩個學程至少擇一)，另擇 1 個校內跨領域學程修讀。Digital Management Program: elect at least two inter-disciplinary courses (elect at least one course from the digital Management program or from the investment and financial planning program). In addition, elect another inter-disciplinary course within this University.																
6. 出路管理選修：出路管理分為學術組及實務組，同學需至少擇一選讀。Placement-oriented elective: this program is further divided into the academia and the practitioner section. Students who enroll in this program need to elect at least one of the sections.																	
7. 本必選修科目表之選修課程，可追溯至 108 學年度以前入學學生適用。The newly added elective courses in this academic year can be applied retroactively to students who entered from 2019-20 academic year.																	
8. 未列於畢業課程架構的跨領域學分學程之學分，可認列為外系學分。The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.																	