

108 學年度管理學院雙聯學位學程課程規劃

Curriculum of College of Management for 3+1+1 Joint Degree Program

Department of Business Administration/ Finance/ Leisure and Recreation Management/ Accounting and Information Systems

Credits for Graduation: 43

Approved by the College Curriculum Committee on

| Category | | Course Title | English Course Title | Year of the program | Semester | Credits | Reference |
|---|----------------|---------------------------|---|---------------------|-----------------|---------|-----------|
| 通識課程 Management Required 7 Credits | 必修 4 學 分 | 基礎華語文(一)和(二) | Beginner Chinese I and II | 1 st | 1 st | 4 | CEFR:A1 |
| | | 臺灣/中國文化導讀(一)或(二) (二選一) | Introduction of Taiwanese/Chinese Culture I or II (select one) | 1 st | 1 st | 2 | CEFR:A1 |
| | 3 學 分 | 商用英文會話 | Business English Conversation | 1 st | 1 st | 3 | |

| Category | | Chinese Course Name | English Course Name | Year of the Program | Semester | Credits | Reference |
|--|--|-----------------------------|---|---------------------|----------|---------|-----------|
| 大學專業學 程(擇一) 36 學分 Professional Program (Select One) 36 Credits | 經營管理 專業學程 36 學分 Business Management 36 Credits | 行銷管理 | Marketing Management | 1 st | 1 | 3 | |
| | | 大數據分析 | Big Data Analysis | 1 st | 1 | 3 | |
| | | 人力資源管理 | Human Resource Management | 1 st | 1 | 3 | |
| | | 策略管理 | Strategic Management | 1 st | 1 | 3 | |
| | | 財務報表分析 | Financial Statement Analysis | 1 st | 1 | 3 | |
| | | 創業管理與專題 | Topics in Entrepreneurship Management | 1 st | 1 | 3 | |
| | | 企業文化與倫理 | Business Culture and Ethics | 1 st | 2 | 3 | |
| | | 資料探勘 | Data Mining | 1 st | 2 | 3 | |
| | | 生產與作業管理 | Production & Operations Management | 1 st | 2 | 3 | |
| | | 電子商務與網路行銷 | e-Commerce and e- Marketing | 1 st | 2 | 3 | |
| | | 全球產業分析 | Global Industry Analysis | 1 st | 2 | 3 | |
| | | 領導與團隊 | Leadership and Teamwork | 1 st | 2 | 3 | |
| | 財務金融 專業學程 36 學分 Finance 36 Credits | 貨幣銀行學 | Money and Banking | 1 st | 1 | 3 | |
| | | 投資學 | Investments | 1 st | 1 | 3 | |
| | | 財務報表分析 | Financial Statement Analysis | 1 st | 1 | 3 | |
| | | 衍生性金融商品 | Derivatives | 1 st | 1 | 3 | |
| | | 金融機構管理 | Financial Institutions Management | 1 st | 1 | 3 | |
| | | 財金研究方法 | Financial Research Method | 1 st | 1 | 3 | |
| | | 固定收益證券 | Fixed Income Securities | 1 st | 2 | 3 | |
| | | 投資組合分析 | Investment Portfolio Analysis | 1 st | 2 | 3 | |
| | | 財務管理個案 | Case Studies on Financial Management | 1 st | 2 | 3 | |
| | | 企業評價 | Business Valuation | 1 st | 2 | 3 | |
| | | 證券市場 | Securities Markets | 1 st | 2 | 3 | |
| | | 國際財務管理 | International Financial Management | 1 st | 2 | 3 | |
| | 休閒與遊憩 專業學程 36 學分 Leisure and Recreation 36Credits | 服務業管理 | Service Management | 1 st | 2 | 3 | |
| | | 消費者行為 | Consumer Behavior | 1 st | 1 | 3 | |
| | | 餐旅資訊系統 | Hospitality Information Systems | 1 st | 1 | 3 | |
| | | 餐旅創業管理 | Hospitality Entrepreneurial Management | 1 st | 2 | 3 | |
| | | 餐旅專業英語 | Professional English for Hospitality | 1 st | 1 | 3 | |
| | | 產品設計與成本控制 | Product Design and Cost Control | 1 st | 2 | 3 | |
| | | 顧客關係管理 | Customer Relationship Management | 1 st | 2 | 3 | |
| | 航空客運與票務訂位系統 | Air Transport and Ticketing | 1 st | 2 | 3 | | |

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|--|--|------------|--|-----------------|---|---|--------------------------------|
| | | 旅遊專業英語 | Professional English for Tourism | 1 st | 1 | 3 | |
| | | 生態旅遊 | Ecotourism | 1 st | 1 | 3 | |
| | | 會展與國際會議管理 | M.I.C.E. Management | 1 st | 2 | 3 | |
| | | 旅遊安全衛生 | Travel Safety and Health | 1 st | 2 | 3 | |
| | 會計與資訊 專業學程 36 學分 Accounting and Information 36 Credits | 財務報表分析 | Financial Statement Analysis | 1 st | 1 | 3 | |
| | | 中級會計學(二) | Intermediate Accounting (2) | 1 st | 1 | 3 | Can be waived if pass the exam |
| | | 管理會計學(二) | Management Accounting (2) | 1 st | 2 | 3 | Can be waived if pass the exam |
| | | 會計師考試複習(一) | CPA Review (1) | 1 st | 1 | 3 | |
| | | 會計師考試複習(二) | CPA Review (2) | 1 st | 2 | 3 | |
| | | 會計師考試複習(三) | CPA Review (3) | 1 st | 2 | 3 | |
| | | 資料探勘 | Data Mining | 1 st | 2 | 3 | |
| | | 企業資源規劃(-) | Enterprise Resource Planning (1) | 1 st | 1 | 3 | |
| | | 企業資源規劃(-二) | Enterprise Resource Planning (2) | 1 st | 2 | 3 | |
| | | 內部控制與電腦稽核 | Internal Control and Computer Auditing | 1 st | 1 | 3 | |
| | | 企業評價 | Business Valuation | 1 st | 2 | 3 | |
| | | 會計專題 | Topics in Accounting | 1 st | 1 | 3 | |

| Category | | Chinese Course Name | English Course Name | Year of the Program | Semester | Credits | Reference |
|---|---|---------------------|--|---------------------|------------------------------------|---------|-----------|
| 碩士必修課程 15 學分 | 管院必修 3 學分 | 碩士論文 | Thesis | 2 nd | 1 st or 2 nd | 3 | |
| | College Compulsory Program 3 Credits | | | | | | |
| MBA Compulsory Program 15 Credits | 經營管理 必修 12 學分 | 永續管理 | Sustainable Management | 2 nd | 1 st | 3 | |
| | | 量化方法 | Quantitative Research Methods | 2 nd | 1 st | 3 | |
| | | 研究方法 | Research Methodology | 2 nd | 2 nd | 3 | |
| | | 行銷研究 | Marketing Research | 2 nd | 2 nd | 3 | |
| 碩士選修課程 6 學分 MBA Elective Program 6 Credits | | 公司理財專題 | Topics in Corporate Finance | 2 nd | | 3 | |
| | | 投資管理專題 | Topics in Investment Management | 2 nd | | 3 | |
| | | 觀光發展趨勢 | Tourism Development Trend | 2 nd | 2 | 3 | |
| | | 休閒產業分析 | Competitive Analysis of Leisure Industry | 2 nd | 1 | 3 | |
| | | 會計師證照輔導 (一) | CPA Exam Review (I) | 2 nd | 1 | 3 | |
| | | 會計師證照輔導 (二) | CPA Exam Review (2) | 2 nd | 2 | 3 | |

註：

1. 畢業總學分：大學 43 學分+碩士 21 學分

Graduation requirement: 43 credits for Bachelor and 21 credits for MBA

2. 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。

International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.

3. 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。

To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.

系所主管簽章:

學院院長簽章: