

亞洲大學

112 學年度全英文課程規劃

2023 Academic Year Asia University Course Curriculum for Undergraduate Program

Bachelor Program in Department of Business Administration

Credits for Graduation: 128

畢業學分數: 128

Approved by the University Curriculum Committee on 2023/10/04

2023/10/04 校課程委員會通過

Approved by the College Curriculum Committee on 2023.08.31

Year 1-2 Fundamental Courses Minimum Requirement 64 Credits

I. 校級必修課程(30學分) University Required Courses (30 Credits)

科目名稱 Course Title	科目名稱 Course Title	CEFR 等級	修課 年級 Year of the Program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks		
						講授 Lecture	練習 Practice			
校級必修 課程 30學分 University Required Courses 30 Credits	必修語文 課程 18 學分 Language Required Courses 18 Credits	國文類 10學分 Chinese 10 Credits	基礎華語文會話與聽力(一) Beginner Chinese Conversation and Listening I	A1	1st	1st	2	2	1	
			基礎華語文會話與聽力(二) Beginner Chinese Conversation and Listening II	A1	1st	2nd	2	2	1	
			初級中文文法 Elementary Chinese Grammar	A2	1st	2nd	2	2	0	
			基礎華語文閱讀與寫作 Beginner Chinese Reading and Writing	A2	1st	2nd	2	2	1	
			進階華語文會話與聽力(一) Intermediate Chinese Conversation and Listening I	A2	1st	1st	2	2	0	
			共通英語文(一) English for General Purposes (1)		1st	1st	3	3	0	分級上課
	共通英語文(二) English for General Purposes (2)		1st	2nd	3	3	0	分級上課		
	共通專業英語文 English for General Specific Purposes		2nd	1st	2	2	0	依系院上/下學期開課 According to the department's arrangement		
	核心通識 課程 6學分 General Education Core Courses 6 Credits	歷史與文化 History and Culture	臺灣/中國文化導讀(二) Introduction of Taiwanese / Chinese Culture II	A1-A2	1st	1st	2	2	0	
										健康保健 Health Care
法律與生活 Law and Life		娛樂、智慧財產權與法律 Entertainment and Intellectual Property Law		1st	1st	1	2	0	三選一 One Choice from Three Courses	
	法律與生活 Law & Life	愛情、性別與法律 Love, Gender and Law								
通識選修 課程 6學分 General Education Elective Courses 6 Credits	資訊科技類 Information Technology	資訊科技與華語表達訓練 Practice of Chinese Oral Expression through Information Technology	A2	1st	2nd	2	2	0	華語文能力測驗預備課程 TOCFL Prep Course	
		語文類 Language	進階華語文閱讀與寫作 Intermediate Chinese Reading and Writing	B1	2nd	1st	2	2	0	與中文授課外籍生合併上 課 Joint Course with Int'l Students from Chinese Taught Program
			進階華語文會話與聽力(二) Intermediate Chinese Conversation and Listening II	B1	2nd	2nd	2	2	0	

	中級中文文法 Intermediate Chinese Grammar	B1	1st	2nd	2	2	0	
	高階華語文會話與聽力(一) Advanced Chinese Conversation and Listening I	B2	1st	1st	2	2	0	
	高階華語文會話與聽力(二) Advanced Chinese Conversation and Listening II	B2	1st	2nd	2	2	1	
	時事華語 Current Affairs in Chinese	B2	1st	1st	2	2	0	
	專業華語文 Chinese for Specific Purposes	B2	2nd	1st	2	2	0	
	服務與學習(一)(二)-實作課 Service and Learning		1st	1st、2nd	0	1.5	0	Time of class: (1) New student orientation, (2) arranged and announced by student services
	服務與學習(一)(二)-講授課 Service and Learning(1)(2)-Lecture		1st	1st、2nd	0	2	0	
	台華文化涵養護照(國際生畢業門檻、不計學分) Certificate of Taiwan-Chinese Cultural Understanding (Non-Credit Graduation Threshold)		1st ~ 4th	1st or 2nd	0	2	0	本畢業門檻不計學分，大學部學生須於4年期間，參與至少8次文化活動，全英文授課國際生，參與至少4次文化活動，並完成學習心得報告。 註1
	通識涵養教育(不納入畢業學分) General Literacy Series (non-credit)		1st ~ 4th	1st or 2nd	0	2	0	大學日間部須於在學期間至少參與4次(符合健康力1次、關懷力1次、創新力1次及卓越力1次)，並完成學習成效評估，成績以P/F(通過/不通過)計分。 註2

*學系專業課程規劃 51 學分，不足部份，學生可以由管院他系自由選修。

註 1

本課程畢業門檻不計學分，大學部學生須於4年期間，參與至少8次文化活動，全英文授課國際生，參與至少4次文化活動，並完成學習心得報告。

There are no credits for this graduation threshold. Undergraduate students must participate in at least 8 cultural activities during the 4-year period. International students who take English-taught undergraduate programs must participate in at least 4 cultural activities and complete a learning experience report.

註 2

大學日間部須於在學期間至少參與4次(符合健康力1次、關懷力1次、創新力1次及卓越力1次)，並完成學習成效評估，成績以P/F(通過/不通過)計分。

Students in undergraduate programs must participate at least 4 times during the schooling period (1 time for health, 1 time for caring, 1 time for innovation, and 1 time for excellence) and complete the evaluation of learning effectiveness. The grade results are marked P/F (Pass/Fail).

II. 管院核心課程(24 學分) Core Courses of the College (24 Credits)

類別 Category	中文課程名稱 Chinese Course Title	英文課程名稱 English Course Title	修課 年級 Year of the program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks
						講授 Lecture	練習 Practice	
管院核心課程 24 學分 Core Courses of the College 24 Credits	經濟學(一)(含實習)	Economics(1) (including practice)	1	1	3	3	1	
	經濟學(二)(含實習)	Economics(2) (including practice)	1	2	3	3	1	
	會計學(一)(含實習)	Accounting(1) (including practice)	1	1	3	3	2	
	會計學(二)(含實習)	Accounting(2) (including practice)	1	2	3	3	2	
	統計學(一)(含實習)	Statistics(1) (including practice)	2	1	3	3	1	
	統計學(二)(含實習)	Statistics(2) (including practice)	2	2	3	3	1	
	企業倫理與永續經營	Business Ethics and Sustainability	1	2	3	3		
	人工智慧與管理	Artificial Intelligence and Management	2	1	3	3		

III. 各系共同必修 (24 學分) Core Courses of Each Department of College of Management (24 Credits)

	中文課程名稱 Chinese Course Title	英文課程名稱 English Course Title	修課 年級 Year of the program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks
						講授 Lecture	練習 Practice	
各系共同必修 24 學分 Core Courses of Each Department 24 Credits	行銷管理	Marketing Management	4	1	3			
	大數據分析	Big Data Analysis	4	1	3			
	服務業管理	Service Management	3	2	3			
	財務報表分析	Financial Statement Analysis	3	1	3			
	企業資源規劃	Enterprise Resource Planning	3	2	3			
	金融科技概論與實務	Introduction of Financial Technology and Implementation	3	1	3			
	資料探勘	Data Mining	3	2	3			
	國際財務管理	International Financial Management	3	2	3			

IV. 各系專業選修課程 (50 學分) Profession Elective Courses of Each Department
LRM Year 3-4 Professional Courses Minimum Requirement 50 Credits

類別 Category	中文課程名稱 Chinese Course Title	英文課程名稱 English Course Title	修課 年級 Year of the program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks
						講授 Lecture	練習 Practice	
休閒與遊憩 專業學程 50 學分 Leisure and Recreation 50 Credits	策略管理	Strategic Management	4	1	3	3		
	企業智慧	Business Intelligence	3	1	3	3		
	企業評價	Business Valuation	3	2	3	3		
	電子商務與金融市場	E-Commerce and Financial Marketing	3	2	3	3		
	資訊安全管理	Information Security Management	4	1	3	3		
	人力資源管理	Human Resource Management			3	3		
	領導與團隊	Leadership and Teamwork	3	2	3	3		
	顧客關係管理	Customer Relationship Management	3	2	3	3		
	消費者行為	Consumer Behavior	3	1	3	3		
	休憩發展趨勢	Leisure and Recreation Industry Development Trend	1	2	3	3		
	文化觀光	Cultural Tourism	3	1	3	3		
	AI和ChatGPT的資料 分析	AI Based and ChatGPT Data Analysis of Business and Management Research	4	1	2	2		
	生態旅遊	Ecotourism	4	1	3	3		
	餐旅觀光行銷學	Hospitality & Tourism Marketing	3	1	3	3		
	世界餐旅文化鑑賞	Appreciation of Global Hospitality Culture	3	1	3	3		
	國際旅遊實務	International Hospitality Practice	3	1	3	3		
	專題研究方法	Research Methods	4	2	3	3		
	休閒產業分析(二) 「7+1」	Competitive Analysis of Leisure Industry	4	1	3	3		
	餐旅管理個案(二) 「7+1」	Hospitality Management Cases	4	2	3	3		
	休閒產業實習(二) 「7+1」	Practicum in the Tourism and Leisure Industries	4	2	3	3		

備註 Remarks :

1. 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 enrolled in the university's standard liberal arts curriculum will be processed via the rules set forth from The Center for the Development of Language Teaching and Research.
2. 有關僑生、港澳生、陸生修習本校以全英語授課之博雅通識課程規定，比照國際生通識課程辦理
Students from Hong Kong, Macau, China, and overseas Chinese students enrolled in the university's standard liberal arts curriculum will be processed as international student standard curriculums
3. 學系專業選修課程規劃 50 學分，學生應修滿主修學系專業課程至少 36 學分，不足部份，學生可以由管院他系自由選修，外系選修上限為 15 學分。
The professional elective courses of each department are 50 credits. Students should complete at least 36 credits of the professional elective courses in the major department. Insufficient credits can be taken freely in other departments of College of Management. The maximum number of credits for admitting external department electives is 15 credits.
4. 因開課人數考量，修習外系之管理類別課程或課程名稱相同者，可抵免本系管理類別課程與課程名稱相同之學分數。他系同一門課程為上下學期者，可抵免本系單學期課程兩門。學分數可以多抵少，不可少抵用多。
Due to the cost consideration, those who study management courses or with the same course name in other departments can be credited in the name of management or the same name courses.
If the courses of other departments are 2 semesters, that can be credited two similar single-semester courses.
More credits can be credited for less, but less credits can't be credited for more.
5. 因開課人數考量，本系之法律課程名稱與他系課程名稱類似之非法律性質課程者，可相互抵免學分。他系同一門課程為上下學期者，可抵免本系單學期課程兩門。學分數可以多抵少，不可少抵用多。
Due to the cost consideration, the names of non-legal nature courses in other Management Departments are similar with the names of legal courses in Financial and Economic Law Department can be credited waiver and transference. If the courses of other departments are 2 semesters, that can be credited two similar single-semester courses. More credits can be credited for less, but less credits can't be credited waiver and transference for more.
6. 電子商務法、國際科技與法律課程可以他系以商務或科技為名之課程抵免之。
The course title of "Electronic Commerce Law" and "International Technology and Law" can be credited waiver in the name of Commerce or Technology of other departments' courses.
7. 商事法包含公司法、票據法、海商法、保險法，視學生需求授課商事法類別，並可以他系之公司或企業為名稱之課程抵免之。
Commercial law includes company law, negotiable instrument law, maritime law, and insurance law. It depends on the need of the students to conduct the topic of the course. Commercial law can be credited waiver for courses in the name of companies or enterprises of other departments.
8. 課程名稱中包含有 Enterprise 或 Trade 者，可以他系課程中有關課程名稱是 Business 之課程抵免之。The course title including the "Enterprise" or "Trade" can be credited waiver in the name of "Business" of other departments' courses.
9. 課程名稱中包含有 Bank 或 Financial 或者，可以他系課程中有關課程名稱是 Financial 之課程抵免之。
The course title including "Bank" or "Financial" can be credited waiver in the name of "Financial" of other departments' courses.
10. 非屬以上課程之抵免原則者，得按學生興趣選擇課程抵免之。
For those subjects which are not above-mentioned credit principles, the credits selected from other departments will be credited waiver and transference according to students' interests.

系所主管簽章:

學院院長簽章:

國際學院院長簽章: