

# 國立暨南國際大學 國際企業 學系學士班必選修科目一覽表

## Undergraduate Program Course Catalog of Department of International Business Studies, National Chi Nan University

本表(113)學年度入學新生適用 Effective for students admitted in Fall,2024

最低畢業學分：128 學分，全校共同課程16 學分，通識領域課程15 學分，基礎院本必修課程15學分，系基礎必修15學分，系專業必修28學分，專業選修21學分，自由選修18學分。Undergraduate requirements: a minimum of 128 required credits, including 16 credits in the school-wide curriculum, 15 credits of General Education courses, 15 credits of College required courses, 15 credits of basic departmental required courses, 28 credits of professional departmental required courses, 21credits of elective courses and 18 credits of school elective courses.

### 壹、全校共同課程 1.School-Wide Curriculum

| 一、共同課程(必修16學分) A. School-Wide Required Courses (16 credits) |   |                |   |   |
|---|---|----------------|---|---|
| 課程代號<br>Course Code   | 課程名稱(中文及英文)<br>Course Name (Chinese and English)  | 學分數<br>Credits | 備 | 註Notes  |
| 982559  | 跨域專業學術英文(一)：文本解析與書寫<br>Cross-disciplinary ESAP: Textual Interpretation and Composition      | 2              |   | 自110學年度起，英文能力分班改為依照本校自辦英檢(OOPT)作依據，分為三級上課：前10%的同學將分配至「跨域專業學術英文(一)：文本解析與書寫(進階)/跨域專業學術英文(二)：思辨與表達(進階)/跨域專業學術英文(三)：跨文化溝通與表達(進階)」上課；中間80%的同學將分配至原班英文上課；後10%的同學將分配至「跨域專業學術英文(一)：文本解析與書寫(基礎)/跨域專業學術英文(二)：思辨與表達(基礎)/跨域專業學術英文(三)：跨文化溝通與表達(基礎)」上課。Since the first semester of 110 Academic Year (September 2021), the competence-based class grouping policy of Freshmen English (Course Title: Cross-disciplinary ESAP: Textual Interpretation and Composition) will be based on registered student's OOPT scores; Students will be accordingly divided into three different levels: advanced (top 10%), general (middle 80%) and basic (bottom 10%). |
|   | 跨域專業學術英文(二)：思辨與表達<br>Cross-disciplinary ESAP: Critical Thinking and Expression              | 2              |   |   |
|   | 跨域專業學術英文(三)：跨文化溝通與表達<br>Cross-disciplinary ESAP: Cross-Cultural Communicative Skills        | 2              |   |   |
| 980080  | 中文思辨與表達一：閱讀書寫<br>Critical Thinking and Expression in Chinese ( I ) : Reading And Writing    | 2              |   | 僑外生得以修習「僑外生華語文」抵免「中文思辨與表達」課程。(Overseas students are allowed to take the course 'Chinese for Overseas Students' as an exemption for the course 'Critical Thinking and Expression in Chinese'.)   |
| 980112  | 中文思辨與表達二：多元應用<br>Critical Thinking and Expression in Chinese ( II ) : Multiple Applications | 2              |   |   |
|   | 社會服務學習 Service Learning   | 1              |   | 依所屬學系分班上課，無特殊原因不得跨班選課。(Students are divided into groups by their own department, without any proper reasons they cannot change the decision.)   |
| 983003  | 資訊科技 Information Technology   | 1              |   | 每學年於上學期開課，不分學系上課。(Freshmen take courses in the first semester of each academic year, regardless of department.)   |

|  |                               |   |   |
|--|-------------------------------|---|---|
| 903162                                 | 大一體育(上)Physical Education (1) | 1 | 上學期依所屬學系分班上課，無特殊原因不得跨班選課，惟未達40人之學系、院學士班班級，則採合併班開課；下學期則依運動項目分班，自由選課。(In the first semester of freshman, students are arranged to take Physical Education (1) by their original department. Without any proper reasons, change will be prohibited. If a class of the department or the interdisciplinary program that is less than 40 students, the combined class will be adopted. In the second semester of freshman, students are able to take Physical Education (2) by their interesting.) |
|  | 大一體育(下)Physical Education (2) | 1 |   |
|  | 特色運動 (Featured Sports)        | 2 | 大二開始，每學期限修一項，畢業前須完成至少2項特色運動 (Students are limited take one course each semester since Sophomore, At least 2 featured sports courses are required before graduation.)<br>大二上-選修120213高爾夫作為特色運動<br>大二下-自行選擇本校開列之特色運動  |
| 通識講座 General Education lecture program |                               | 0 | 畢業前至少應出席6場。(Students are required to attend at least 6 lectures before graduation.)   |

## 二、共同選修課程 (各系依共同選修加列課程) B. School-Wide Elective Courses

|  |                                 |   |   |
|--|---------------------------------|---|---|
|  | 第二外語 (Second Foreign Language)  | 6 | 含日文、韓文、法文、德文及西班牙文等。<br><b>(Including Japanese, Korean, French, German and Spanish, etc.)</b><br>系必修(6學分):<br><b>Required course (6 credits)</b><br>第二外國語言任選一語言上下學期，各3學分。上下學期語言需相同。<br><b>Please select one language course for two semesters.</b> |
|  | 東南亞語言(Southeast Asia Languages) |   | 含泰語、越南語、緬甸語、印尼語及馬來語，可抵特色通識「國際連結」次領域。(Including Thai, Vietnamese, Burmese, Indonesian and Malay. These courses can be credited course credits in International Connection of Topical General Education)  |
|  | 進階語文(Advanced English)          |   |   |
|  | 其他選修(Other Elective Course)     |   |   |

## 貳、通識領域課程(至少15學分) 2.General Education Courses

| 領域 Field<br>(須修習資訊科技與自主學習課程)<br>(Information Technology and Self-directed Learning courses are required) |   | 學分數<br>Credits | 備註 Notes  |
|--|---|----------------|---|
| 人文領域<br>Humanities   | 文學與藝術(Literature and Art)                       | 3              | 至少修習3學分。(Students should attend a total of at least 3 credits.) |
|  | 歷史哲學與文化(History, Philosophy and Culture)        |                |   |
|  | AI文創協作(AI Collaboration in Cultural Creativity) |                |   |
| 社會領域<br>Society  | 法政與教育(Law, Politics and Education)              | 3              | 至少修習3學分。(Students should attend a total of at least 3 credits.) |
|  | 社經與管理(Society, Economy and Management)          |                |   |

|   |                                   |   |   |
|---|-----------------------------------|---|---|
|   | 資料科學分析(Data Science Analysis)     |   |   |
| 自然領域<br>Nature  | 工程與科技(Engineering and Technology) | 3 | 至少修習3學分。(Students should attend a total of at least 3 credits.) |
|   | 生命與科學(Life and Science)           |   |   |
|   | 程式設計(Programming)                 |   |   |
| 特色通識領域<br>Characteristic<br>General<br>Education  | 國際連結(International Connection)    | 3 | 至少修習3學分。(Students should attend a total of at least 3 credits.) |
|   | 淨零永續(Net-Zero Sustainability)     |   |   |
|   | 社會創新(Social Innovation)           |   |   |
| <p>通識各主領域課程(人文、社會、自然及特色通識)得單一領域跨域認抵，至多4學分(需經通識教育中心認定之)<br/> General education courses from various fields (humanities, social, natural, and topical general education) can be cross-credited within a single field, up to a maximum of 4 credits (subject to approval by the General Education Center).</p> <p>領域課程15學分中，學生須至少修習二門資訊科技課程，且須包括自主學習類型課程1學分。<br/> Students are required to take at least two Information Technology courses and get 1 credit of Self-directed Learning courses out of the 15 credits of General Education Courses.</p> |                                   |   |   |

### 參、基礎院本必修課程 3.College Courses

| 課程代號<br>Course Code | 課程名稱(中文及英文)<br>Course Name (Chinese and English) | 學分數<br>Credits | 修別<br>Course type<br>(require d/elective) | 開課年級<br>Course availability<br>(freshman/sophomore/junior/senior) | 備註<br>Notes |
|---------------------|--|----------------|---|---|-------------|
| C20005              | 會計學及實習(一) Financial Accounting(1)                | 3              | 必(R)                                      | 一上<br>Freshman<br>1st Semester                                    |             |
| 120001              | 經濟學及實習(上) Economics (1)                          | 3              | 必(R)                                      | 一上<br>Freshman<br>1st Semester                                    |             |
| C20006              | 管理學 Management                                   | 3              | 必(R)                                      | 一下<br>Freshman<br>2nd Semester                                    |             |
| 120024              | 統計學及實習(上) Statistics (I)                         | 3              | 必(R)                                      | 二上<br>Sophomore<br>1st Semester                                   |             |
| 120219              | 程式設計(上) Programming (1)                          | 3              | 必(R)                                      | 二下<br>Sophomore<br>2nd Semester                                   |             |

### 肆、學系專業課程 4.Departmental Courses

| 課程代號<br>Course Code | 課程名稱(中文及英文)<br>Course Name (Chinese and English)                  | 學分數<br>Credits | 修別<br>Course type<br>(required/elective) | 開課年級<br>Course availability<br>(freshman/sophomore/junior/senior) | 備註<br>Notes  |
|---------------------|---|----------------|--|---|--|
| 120013              | 微積分及實習(上) Calculus(I)   | 3              | 必(R)                                     | 一上<br>Freshman<br>1st Semester                                    |  |
| 120014              | 經濟學及實習(下) Economics(2)  | 3              | 必(R)                                     | 一下<br>Freshman<br>2nd Semester                                    |  |
| 120019              | 微積分及實習(下) Calculus(II)  | 3              | 必(R)                                     | 一下<br>Freshman<br>2nd Semester                                    |  |
| 120202              | 會計學及實習(二) Accounting and Practice (II)                            | 3              | 必(R)                                     | 一下<br>Freshman<br>2nd Semester                                    |  |
| 120154              | 國際禮儀與商務溝通技巧 Etiquette and Communication in International Business | 2              | 必(R)                                     | 一上<br>Freshman<br>1st Semester                                    |  |
| 120045              | 統計學及實習(下) Statistics(II)  | 3              | 必(R)                                     | 二下<br>Sophomore<br>2nd Semester                                   |  |
| 120110              | 組織行為 Organizational Behavior                                      | 3              | 必(R)                                     | 二上<br>Sophomore<br>1st Semester                                   |  |
| 120155              | 財務管理 Financial Management   | 3              | 必(R)                                     | 二上<br>Sophomore<br>1st Semester                                   |  |
| 120156              | 行銷管理 Marketing Management   | 3              | 必(R)                                     | 二上<br>Sophomore<br>1st Semester                                   |  |
| 120221              | 高爾夫球 Golf   | 1              | 必(R)                                     | 二<br>Sophomore  | 抵免本校特色運動<br>Exemption for the special sports program |
| 120159              | 國際企業管理 International Business Management                          | 3              | 必(R)                                     | 二下<br>Sophomore<br>2nd Semester                                   | 需先修管理學<br>Prerequisite:<br>Management                |

|        |  |   |      |                                 |   |
|--------|--|---|------|---------------------------------|---|
| 120132 | 國際財務管理 International Financial Management                          | 3 | 必(R) | 三上<br>Junior<br>1st Semester    |   |
| 120134 | 企業管理專題(一) Seminars on Business Management (I)                      | 1 | 必(R) | 三上<br>Junior<br>1st Semester    |   |
| 120144 | 企業管理專題(二) Seminars on Business Management (II)                     | 1 | 必(R) | 三下<br>Junior<br>2nd<br>Semester |   |
| 120167 | 國際策略管理 Strategic Management of Multinational Corporations          | 3 | 必(R) | 三下<br>Junior<br>2nd<br>Semester | 建議先修國際企業管理 Recommended prerequisite: International Business Management. |
| 120230 | 世界經濟與政治 World Economics and Politics                               | 3 | 選(E) | 一 Freshman                      |   |
| 120231 | 大數據和社會 Big Data and Society  | 3 | 選(E) | 一 Freshman                      |   |
| 120232 | 商業軟體應用 Application of Business Software                            | 3 | 選(E) | 一 Freshman                      |   |
| 120223 | 商用英文(一) Introduction to Business English (I)                       | 2 | 選(E) | 一 Freshman                      |   |
| 120224 | 商用英文(二) Introduction to Business English (II)                      | 2 | 選(E) | 一 Freshman                      |   |
| 120073 | 民法概要 Introduction to Civil Law                                     | 3 | 選(E) | 一 Freshman                      |   |
| 120225 | 職場日語習作 Workplace Japanese  | 3 | 選(E) | 一 Freshman                      |   |
| 120226 | 職場日語會話 Workplace Japanese Conversation                             | 3 | 選(E) | 一 Freshman                      |   |
| 120227 | 商業時事分析 Business News and Analysis                                  | 3 | 選(E) | 二<br>Sophomore                  |   |
| 120228 | 新興產業趨勢與商業模式 Industry Trends and Business Models                    | 3 | 選(E) | 二<br>Sophomore                  |   |
| 120145 | 消費者行為 Consumer Behavior  | 3 | 選(E) | 二<br>Sophomore                  |   |
| 120222 | 企業經營與財會資訊系統 Business Management and Accounting Information Systems | 2 | 選(E) | 二<br>Sophomore                  |   |
| 120173 | 投資學 Investments  | 3 | 選(E) | 二<br>Sophomore                  | 建議先修財務管理 Recommended prerequisite: Financial Management                 |

|        |   |   |      |                |   |
|--------|---|---|------|----------------|---|
| 120229 | 財務報表分析Financial Statements Analysis                       | 3 | 選(E) | 二<br>Sophomore | 先修會計學<br>Prerequisite: Financial Accounting |
| 120087 | 國際貿易與匯兌實務International Trade and Exchange Practice        | 2 | 選(E) | 二<br>Sophomore |   |
| 120209 | 商用英文會話（一）Business English Conversation(I)                 | 2 | 選(E) | 二<br>Sophomore |   |
| 120211 | 商用英文寫作（一）Business Writing (I)                             | 2 | 選(E) | 二<br>Sophomore |   |
| 120210 | 商用英文會話（二）Business English Conversation (II)               | 2 | 選(E) | 二<br>Sophomore |   |
| 120212 | 商用英文寫作（二）Business Writing (II)                            | 2 | 選(E) | 二<br>Sophomore |   |
| 120188 | 企業菁英實務與企業診斷實作   | 3 | 選(E) | 二<br>Sophomore |   |
| 120233 | 大數據的商業智慧分析Big data and Business Intelligence              | 3 | 選(E) | 三 Junior       |   |
| 130050 | 生產與作業管理 Production and Operation Management               | 3 | 選(E) | 三 Junior       |   |
| 120165 | 國際企業環境分析 Environmental Analysis of International Business | 3 | 選(E) | 三 Junior       |   |
| 120108 | 產業與競爭分析 Industry and Competitive Analysis                 | 3 | 選(E) | 三 Junior       |   |
| 120198 | 企業營運模式 Business Model                                     | 3 | 選(E) | 三 Junior       |   |
| 120164 | 國際行銷管理 International Marketing Management                 | 3 | 選(E) | 三 Junior       |   |
| 120217 | 智慧零售服務業經營New Retail Service Business                      | 2 | 選(E) | 三 Junior       |   |
| 120241 | 電商社群與網路行銷 Social media marketing and E-commerce           | 3 | 選(E) | 三 Junior       |   |
| 120095 | 廣告管理 Advertisement Management                             | 2 | 選(E) | 三 Junior       |   |
| 120243 | 股票實作Stock Exchange Analysis                               | 2 | 選(E) | 三 Junior       |   |
| 120244 | 理財工具Wealth Management                                     | 3 | 選(E) | 三 Junior       |   |
| 120208 | 理財規劃Financial Investment and Management                   | 3 | 選(E) | 三 Junior       |   |
| 120092 | 國際經濟貿易法規 International Economic and Trade Law             | 3 | 選(E) | 三 Junior       |   |
| 120186 | 企業實習（四） Internship (IV)                                   | 2 | 選(E) | 三 Junior       |   |
| 120185 | 企業實習（三） Internship (III)                                  | 2 | 選(E) | 三 Junior       |   |
| 120150 | 企業實習（一） Internship (I)                                    | 2 | 選(E) | 三 Junior       |   |
| 120183 | 企業實習（二） Internship (II)                                   | 2 | 選(E) | 三 Junior       |   |