

東吳大學 商學院 企業管理學系學士班必選修科目表

Department of Business Administration, School of Business, Soochow University
Undergraduate Curriculum

(適用113學年度一年級入學新生)

(Applicable to Students Admitted in Academic Year 2024/25)

科目名稱 Course Titles	選別 Required / Elective	學分 Credits	學年 Academic Year								備註 Remarks		
			第一學年 First Year		第二學年 Second Year		第三學年 Third Year		第四學年 Fourth Year				
			上 Fall	下 Spring	上 Fall	下 Spring	上 Fall	下 Spring	上 Fall	下 Spring			
校訂共同必修 Common Required Courses	國文 CHINESE	必 Required	4	2	2								
	外文 (英、日、德、韓文) FOREIGN LANGUAGE (ENGLISH, JAPANESE, GERMAN, KOREAN)	外文(一)	必 Required	8	2	2							詳附註1說明。 Please refer to Note 1 for details.
		外文(二)					2	2					
	生命關懷 LIFE CONCERNS	必 Required	1	1	0							各學系依「共通科目 各領域開設時段表」 分別安排於上或下學 期修讀。 The “Common and General Required Courses Offering Schedule” serves as the basis for all departments to offer courses by semester.	
	思維方法 PRINCIPLES OF REASONING	必 Required	1	1	0								
	職涯錨定 CAREER ANCHOR	必 Required	1					1	0				
	人工智慧跨域應用 MULTIDISCIPLINARY TRENDS IN ARTIFICIAL INTELLIGENCE	必 Required	1					1	0				
	數位自主學習 INDEPENDENT ONLINE LEARNING	必 Required	2	修業期限內配合選課時間由學生自主選課修讀 Students can choose courses based on the course schedule within the permitted study years.									
	通識課程 GENERAL EDUCATION COURSES	必 Required	10	2	2	2	2	2					
體育 PHYSICAL EDUCATION	必 Required	0	0	0	0	0							
畢業標準 Graduation Requirements	外文能力 FOREIGN LANGUAGE PROFICIENCY	必 Required	0	學生最遲在延長修業年限內必須通過「外文」和「資訊」等兩項畢業標準能力檢核，未通過者不得畢業。 Students must meet the graduation requirements of “FOREIGN LANGUAGE PROFICIENCY” and “INFORMATION COMPETENCE” within the extended years of study. Failure to meet these requirements will prevent them from graduating.									
	資訊能力 INFORMATION COMPETENCE	必 Required	0										
	美育活動 AESTHETIC EDUCATION & ACTIVITIES	必 Required	0	學生最遲在延長修業年限內至少需參與校內藝文活動4場次，未通過者不得畢業。 Students are required to attend at least four on-campus arts or cultural events within the extended years of study. Failure to meet these requirements will prevent them from graduating.									
經濟學 ECONOMICS	必 Required	6	3	3								基礎課程	
會計學(一) ACCOUNTING (I)	必 Required	6	3	3								必修8門32學分	
商用微積分 BUSINESS CALCULUS	必 Required	4	2	2									
企業概論 INTRODUCTION TO BUSINESS	必 Required	3	3	0									
管理學 MANAGEMENT	必 Required	3	0	3									
管理數學 MANAGERIAL MATHEMATICS	必 Required	2	0	2									
企業與法律 BUSINESS AND LAW	必 Required	2	2	0									
統計學 STATISTICS	必 Required	6			3	3							
行銷管理 MARKETING MANAGEMENT	必 Required	3			3	0						核心課程	

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組織行為學 ORGANIZATIONAL BEHAVIOR	必 Required	3			0	3						必修8門25學分
作業管理 OPERATIONS MANAGEMENT	必 Required	3			0	3						
財務管理 FINANCIAL MANAGEMENT	必 Required	4			2	2						
作業研究 OPERATIONS RESEARCH	必 Required	3			3	0						
人力資源管理 HUMAN RESOURCE MANAGEMENT	必 Required	3						3	0			
資訊管理 INFORMATION MANAGEMENT	必 Required	3						0	3			
策略管理 STRATEGIC MANAGEMENT	必 Required	3								3	0	
商用實務英文 PRACTICAL BUSINESS ENGLISH	選 Elective	2	0	2								基礎課程
商業軟體應用與程式設計 SOFTWARE PACKAGE APPLICATIONS PROGRAMMING	選 Elective	2	0	2								選修9門22學分
資料庫管理 DATABASE MANAGEMENT SYSTEM	選 Elective	2			2	0						
Python 程式設計與商務應用 PYTHON PROGRAMMING AND COMMERCIAL APPLICATION	選 Elective	2			0	2						
職場商務溝通 BUSINESS COMMUNICATION	選 Elective	3			3	0						全英文授課
個體經濟學 MICROECONOMICS	選 Elective	3			3	0						
總體經濟學 MACROECONOMICS	選 Elective	3			0	3						
數位媒體製作 DIGITAL MEDIA DESIGN	選 Elective	2			0	2						
國際貿易理論與實務 INTERNATIONAL TRADE THEORY AND PRACTICE	選 Elective	3						3	0			
消費者行為 SEMINARS ON CONSUMER BEHAVIOR	選 Elective	3			0	3						行銷與資訊管理領域
策略行銷分析 STRATEGIC MARKETING ANALYSIS	選 Elective	2			0	2						選修15門39學分
行銷研究 MARKETING RESEARCH	選 Elective	3						3	0			
服務業行銷 SERVICE MARKETING	選 Elective	3						3	0			
品牌行銷與管理 BRAND MARKETING AND MANAGEMENT	選 Elective	2						0	2			
國際行銷 INTERNATIONAL MARKETING MANAGEMENT	選 Elective	2						0	2			全英文授課

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數位行銷決策 DIGITAL MARKETING DECISION	選 Elective	2						0	2			
廣告企劃與文案實務 ADVERTISING PLANNING AND COPYWRITING PRACTICE	選 Elective	2								0	2	
顧客服務與管理 CUSTOMER SERVICE AND MANAGEMENT	選 Elective	3								0	3	
廣告個案研究 CASE STUDIES IN ADVERTISEMENT	選 Elective	3								3	0	
電子商務 ELECTRONIC COMMERCE	選 Elective	3								3	0	
行銷管理專題 SELECTED TOPICS IN MARKETING MANAGEMENT	選 Elective	3								0	3	
數位行銷實務專題 DIGITAL MARKETING FORUMS	選 Elective	2								2	0	
行銷大數據分析 MARKETING BIG DATA ANALYTICS	選 Elective	3								3	0	
行銷科技與資料探勘 MARTECH AND DATA MINING	選 Elective	3								3	0	
企業倫理 CORPORATION ETHICS	選 Elective	2			2	0						組織與人力資源領域
管理心理學 MANAGERIAL PSYCHOLOGY	選 Elective	2			0	2						選修11門25學分
創新管理 INNOVATION MANAGEMENT	選 Elective	2			2	0						全英文授課
勞資關係 LABOR RELATION	選 Elective	2						0	2			
創造力管理 CREATIVITY MANAGEMENT	選 Elective	2						2	0			
勞工法 LABOR LAW	選 Elective	2								2	0	
創業管理 MANAGEMENT AND ENTREPRENEURSHIP	選 Elective	3								3	0	
管理個案研究 CASE STUDIES IN MANAGEMENT	選 Elective	3								0	3	
創新與競爭策略分析 INNOVATION AND COMPETITION STRATEGIC ANALYSIS	選 Elective	2								0	2	
產業經營實務與專題 INDUSTRY MANAGEMENT PRACTICE AND SEMINAR	選 Elective	2								2	0	
人才發展 TALENT DEVELOPMENT	選 Elective	3								3	0	
物流管理 MANAGEMENT OF BUSINESS LOGISTICS	選 Elective	3			0	3						作業與供應鏈管理領域
倉儲管理 WAREHOUSING MANAGEMENT	選 Elective	3			0	3						選修13門33學分

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全面品質管理 TOTAL QUALITY MANAGEMENT	選 Elective	2						0	2			
專案管理 PROJECT MANAGEMENT	選 Elective	2						0	2			
採購管理 PROCUREMENT MANAGEMENT	選 Elective	3						3	0			
運輸管理 TRANSPORTATION MANAGEMENT	選 Elective	3						3	0			
供應鏈管理 SUPPLY CHAIN MANAGEMENT	選 Elective	3						3	0			
零售與通路管理 RETAILER AND CHANNEL MANAGEMENT	選 Elective	3						3	0			
產品設計與管理 PRODUCT DESIGN AND MANAGEMENT	選 Elective	2						0	2			全英文授課
全球運籌管理 GLOBAL LOGISTICS MANAGEMENT	選 Elective	3						0	3			
門市與流通服務管理實務 RETAIL STORE OPERATIONS AND LOGISTICS SERVICE MANAGEMENT PRACTICE	選 Elective	2								2	0	
決策支援系統 DECISION SUPPORT SYSTEMS	選 Elective	2								2	0	
綠色供應鏈 GREEN-SUPPLY-CHAIN	選 Elective	2								0	2	
會計學(二) ACCOUNTING (II)	選 Elective	6			3	3						財務管理領域
管理會計 MANAGERIAL ACCOUNTING	選 Elective	3						3	0			選修13門39學分
投資學 INVESTMENT	選 Elective	3						0	3			
金融機構理論與實務 THEORY&APPLICATION OF FINANCIAL INSTITUTION	選 Elective	3						0	3			
公司治理與評價 CORPORATE GOVERNANCE AND VALUATION	選 Elective	2						2	0			
財務報表分析 FINANCIAL STATEMENT ANALYSIS	選 Elective	3						0	3			
國際財務管理 INTERNATIONAL FINANCIAL MANAGEMENT	選 Elective	3								0	3	全英文授課
衍生性金融商品 AN INTRODUCTION TO FINANCIAL DERIVATIVES	選 Elective	3								3	0	
金融風險管理 FINANCIAL RISK MANAGEMENT	選 Elective	3								3	0	
理財規劃 FINANCIAL PLANNING	選 Elective	3								0	3	

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國際金融銀行(OBU)租稅 規劃 OFFSHORE BANKING UNITS AND INTERNATIONAL TAX PLANNING	選 Elective	2								2	0	
不動產投資與評價管理 REAL ESTATE INVESTMENT & VALUE	選 Elective	2								2	0	
ESG 與永續金融 ENVIRONMENTAL, SOCIAL AND GOVERNANCE AND SUSTAINABLE FINANCE	選 Elective	3								3	0	
數位金融概論 INTRODUCTION TO DIGITAL FINANCE	選 Elective	3						3	0			整合課程 選修8門20學分
資料分析與視覺化 DATA ANALYSIS AND VISUALIZATION	選 Elective	2			0	2						
ESG 與社會創新 ESG and Social Innovation	選 Elective	2						0	2			
企業資通安全概論 Introduction to Enterprise Information Security	選 Elective	2						2	0			
商業模式創新 BUSINESS MODEL INNOVATION	選 Elective	3								3	0	金融科技學分學程
國際企業 INTERNATIONAL BUSINESS	選 Elective	3								3	0	
跨國經營與兩岸經貿專題 TOPICS IN THE TRANSNATIONAL OPERATION OF CROSS-STRAIT ECONOMIC AND TRADE RELATIONS	選 Elective	2								0	2	與碩士班合開
海外研習 OVERSEA STUDY	選 Elective	3								0	3	與碩士班合開
畢業學分總計 Minimum Required Credits for Graduation	必修 Required	85	21	19	15	15	7	3	3	0	至多承認外系16學分 A maximum of 16 credits taken in other departments can be counted as graduation credits.	
	選修 Elective	43										
	共計 Total	128										

附註 Notes :

- 外文共開設英、日、德、韓四種語文。大一新生可就四種語文任選一科修習。大二學生可就四種語文任選一科修習，外文(一)及(二)可選擇修習同一語文，亦可選擇修讀不同語文，但以不重複修讀為原則。外語學院學生不得修習主修語文之大一、大二外文課程。外籍生、僑生原則上不得修習母語或僑居地語文。
THE FOREIGN LANGUAGE courses are English, Japanese, German, and Korean. Both freshmen and sophomores can choose one language out of the four for study. For FOREIGN LANGUAGE I and FOREIGN LANGUAGE II, students may select the same or a different language; however, neither of these courses should be taken more than once. Students from the School of Foreign Languages and Cultures are not allowed to choose their major language when taking FOREIGN LANGUAGE courses. Likewise, international students and overseas Chinese students are not allowed to choose their native language or the language of their resident country when taking FOREIGN LANGUAGE courses.
- 學士班入學新生最遲在延長修業年限內，必須通過「外文能力」、「資訊能力」檢核與「美育活動」三項畢業標準，請參考教務處通識教育中心網頁。
The Bachelor's Program requires newly admitted students to fulfill the graduation requirements of "FOREIGN LANGUAGE PROFICIENCY," "INFORMATION COMPETENCE," and "AESTHETIC EDUCATION & ACTIVITIES" before the end of the extended years of study. For additional information, please visit the General Education Center, Office of Academic Affairs webpage.
- 本系專業必修科目需在本系修畢。