

中華大學與英國西英格蘭大學企業管理雙學士學位學程 112學年度四年課程規劃一覽表

112.03.16 111學年度第2學期英國西英格蘭大學企業管理雙學士學位學程第1次課程規劃委員會會議通過

112.03.22 111學年度第2學期管理學院第1次課程規劃委員會會議通過

112.06.14 111學年度第4次校級課程規劃委員會會議通過

112.06.16 111學年度第2學期英國西英格蘭大學企業管理雙學士學位學程第2次課程規劃委員會會議修訂通過

112.11.20 112學年度第1學期英國西英格蘭大學企業管理雙學士學位學程第1次課程規劃委員會會議修訂通過

校共同必修科目(28學分)

體育(一)	0	體育(二)	0	英文(三)	1	英文(四)	1	通識	2	通識	2		
英文(一)	2	英文(二)	2	通識	2	通識	2	通識	2				
通識	2	通識	2	通識	2	通識	2						
通識	2	通識	2										
6		6		5		5		4		2			

校核心必選科目(0學分)

院特色核心必修科目(27學分)

上學期		一年級		二年級		三年級		四年級	
		上學期	下學期	上學期	下學期	上學期	下學期	上學期	下學期
商管軟體應用	3	Python程式設計	3	大數據分析與商業智慧(PBI/VBA)	3	創意思考與創新管理	3	企業資源規劃系統與實務	3
會計學(一)	3	經濟學(一)	3	統計學(一)	3				
		管理學	3						
6		9		6		3		0	
								3	

院特色核心必選科目(3學分)

職涯規劃	3								
3		0		0		0		0	

系專業必修科目(28學分)

組織行為	3	行銷管理	3	經濟學(二)	3	統計學(二)	3	國際企業管理	3	企業倫理	3		
				財務管理(一)	3	人力資源管理	3	策略管理	3	畢業專題(一)	1		
3		3		6		6		6		4			

系選修科目(42學分)【系選修33學分，外系選修至少9學分】

※外系課程須修習9學分。

企業概論	3	商業英文(二)	3	商業英文(三)	3	商業英文(四)	3	英文寫作與溝通(一)	3	英文寫作與溝通(二)	3	跨國企業發展策略專題	3	企業會展管理	3
商業英文(一)	3	新產品開發	3	人力資源發展	3	供應鏈管理	3	財務管理(二)	3	管理學專題	3	企業管理與經濟分析	3	跨國企業風險管理	3
商業英文溝通	3	策略行銷	3	人力資源管理個案研究	3	專案管理	3	投資與理財	3	管理企劃工具應用	3	歐盟企業管理與法律專題	3	企業財務規劃與評估	3
行銷研究	3	綠色行銷	3	正向心理學	3	資料庫管理	3	財務報表分析	3	企業協調溝通	3	畢業專題(二)	1	★企業專題	3
行銷分析與決策	3	廣告創意與策略	3	領導與發展	3	電子商務	3	金融風險管理	3	商用英文口語訓練	3	★企業專案理論	3	★永續企業	3
兩岸經貿市場研究	3	數位行銷	3	職涯發展	3	網路行銷	3	決策支援系統	3	商用英文閱讀	3	★企業專題研究方法	3	★組織變革管理	3
服務行銷	3	關係行銷	3	問題分析與解決	3	數位專題	3	社群網路分析	3	商務企劃	3	★企業策略	3	★企業管理模擬整合	3
品牌管理	3	國際經營管理	3	企業資源規劃	3	多媒體APP設計	3	生產與作業管理	3	管理個案分析	3	★品質運算	3	★國際企業新興市場	3
流通與零售管理	3	新媒體經營實務	3	資料探勘與商業應用	3	商用數學	3	商用數學	3	管理科學	3	★學術和專業發展	3		
消費者行為	3	創意思考與創新管理	3	資料庫管理與運用	3	商業智慧	3	商用數據分析與應用	3			★品牌管理	3		
高科技行銷	3	英文寫作與溝通實務	3	雅思英語進階字彙與文法	0	創意行銷	3					★亞洲經商	1		
國際行銷	3	進階雅思聽力與閱讀練習(一)	3	國際物流	3	創新創業管理	3					企業實習(一)	9		
體驗行銷	3			英國文化專題	3	跨國組織與企業經營	3					★國際人力資源管理	3		
服務業管理	3			商業英文與英國文化概述	2	全球品牌管理導論	3					★發展國家經濟學	3		
雅思基礎字彙與閱讀	0					跨文化管理	3					★虛擬商務	3		

附註：畢業總學分：128學分

- (一)★符號為四年級英國境外修習認列課程。
- (二)有關「非學分相關畢業必要條件」，依校內規定辦理。
- (三)依本校108學年度第2次課規會議決議：自109學年度起，「全民國防教育軍事訓練」改為校共同選修科目。
- (四)以上課程資料，以當學期開課為準；選修課程依實際開課調整。
- (五)凡於西英修習課程，皆列為本學程之選修課程。

**Chung Hua University and University of the West of England Undergraduate Dual Degree Program in Business Administration
112 Four-year Program in Curriculum**

Approved at the 1st Meeting of Committee of academic year 111 2nd semester, on March 16, 2023
Approved at the 1st College Curriculum Meeting of academic year 111 2nd semester, on March 22, 2023

Approved by the 4th University Curriculum Committee on June 14, 2023

Revised at the 2nd Meeting of Committee of academic year 111 2nd, on June 16, 2023

Revised at the 1st Meeting of Committee of academic year 112 1st, on November 20, 2023

Freshman		Sophomore		Junior		Senior	
Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester
Compulsory Subject (Total 28 Credits)							
Physical Education (I) English (I) Liberal Studies 【International vision and explore】 Liberal Studies 6	Physical Education (II) English (II) Liberal Studies Liberal Studies 6	English (III) Liberal Studies Liberal Studies Liberal Studies 5	English (IV) Liberal Studies Liberal Studies Liberal Studies 5	Liberal Studies Liberal Studies 4	Liberal Studies 2		
School Required (Total 0 Credits)							
College Required (Total 27 Credits)							
Introduction to Business Software Accounting (I) 6	Python Programming Economics (I) Management 9	Big Data Analytics and Business Intelligence (PBI/VBA) Statistics(I) 6	Creative Thinking and Innovation Management 3		Enterprise Resource Planning Systems and Practice 3		
College Required Elective (Total 3 Credits)							
Career Planning 3	0	0	0	0	0	0	0
Program Required (Total 28 Credits)							
Organization Behavior 6	Marketing Management Economics (II) Financial Management(I) 12	Statistics(II) Human Resource Management 10	International Business Management Strategic Management 3	Business Ethics Special Topics (I) 1			
Elective Courses(Total 48 Credits) 【39 Primary Credits Selected, 9 Credits Selected form Others】							
9 Credits Selected form Others							
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainland Service Marketing Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing International Marketing Experiential Marketing Service Management IELTS Basic Vocabulary and Reading	Business English (II) New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading Practice(I) International Logistics Special topics in British Culture Business English and Introduction to British Culture	Business English (III) Human Resource Development Special topic in Human Resource Management Positive Psychology Leadship and Development Career Development Problem Solving Techniques Enterprise Resource Planning Excel BI Data Analysis Database Management and Application IELTS English Advanced Vocabulary and Grammar International Logistics Special topics in British Culture Business English and Introduction to British Culture	Business English (IV) Supply Chain Management Project Management Introduction of Database Management Supply Chain Managemen Electronic Commerce Internet Marketing Special Topics on Digital Designing App of Personal Media Management Quality Management Business Intelligence Creative Marketing Entrepreneurship and Innovation Management Multinational Organization and Business Management Introduction to Global Brand Management	English Writing and Communication(I) Financial Management (II) Investment and Financial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math Business Data Analysis and Applicatio Management Science	English Writing and Communication (II) Special Topics on Management Applied Management Planning Tools Business Coordination and Communication Business English Oral Training Business Reading Comprehension Business Planning Management Cases Analysis Management Science 3	International Business Development Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) ★Business Project In Theory ★Business Project Research ★Business Strategy ★Competing Through Quality ★Academic & Professional Development ★Brand Management ★Doing Business in Asia Internships (I) ★International Human Resource Management ★The Economics of Developing Countries ★Virtual Business	Business Events Management International Business Risk Management Business Financial Planning and Valuation ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Management Simulation ★International Business in Emerging Markets

Notes: Graduation Total Credits: 128 credits

1. The courses with ★ mark indicating those taken abroad at the UWE in U.K. during the fourth year of study.

2. "Non-credit requirements upon graduation" are processed according to university regulations.

3. According to the resolution of the university's 2nd Curriculum Committee meeting in the academic year 2019, starting from the academic year 2020, "National Defense Education and Military Training" has been reclassified as a general elective course.

4. The listed course information is based on the offerings of the cohort 2023; elective courses may be adjusted according to actual course offerings.

5. All courses taken at UWE in the U.K. are considered elective courses in this program.