

長庚大學 工商管理學系 大學部(BS)必選修科目表 (110學年度入學生適用)

Curriculums of BS Program at the Department of Business Administration at Chang Gung University (Applicable to Newly-Admitted Students Since 2021 Academic Year)

必選修 Required / Elective	科目名稱 Course Title	一		二			三			四	
		上 Fall	下 Spring	上 Fall	下 Spring	暑 Summer	上 Fall	下 Spring	暑 Summer	上 Fall	下 Spring
學院AI應用基礎 Fundamentals of AI Application in School of Management	必修 Required	人工智慧的產業應用 Industrial Applications of Artificial Intelligence	1								
	選修 Elective	運算思維 Computational Thinking	1								
必修課程 Required	微積分 Calculus		3	統計學(1) Statistics I	3	人力資源管理 Human Resource Management	3	機器學習概念 Machine Learning Concept			2
	經濟學(1) Economics I		3	資訊管理 Information Management	3	生產與作業管理 Production and Operations Management	3	企業實習[註9] Internship [Remark 9]			5
	企業概論 Business Essentials		2	行銷管理 Marketing Management	3	溝通技巧與表達 Communication and Presentation	2	管理實作[註1] Management Practicum [Remark 1]			4
	數位商業模式概論 Introduction to Digital Business		1	民法 Civil Code	3	職場倫理 Workplace Ethics		專案改善[註1] Project Improvement [Remark 1]			
	會計學(1) Accounting I		3	會計學(2) Accounting II	3	策略管理 Strategic Management	3	專題研究[註1] Independent Study [Remark 1]			
	管理學 Management		3	社會關懷實作[註7] Community Services [Remark 7]	0	管理專題研討[註8] Seminar on Business Administration [Remark 8]	2				
	管理數學 Management Mathematics		3	管理科學 Management Science							
	經濟學(2) Economics II		3	財務管理 Financial Management	3						
	社會關懷實作[註7] Community Services [Remark 7]		0	組織行為 Organizational Behavior	3						
				統計學(2) Statistics II	3						
				保險學 Insurance	3	投資學 Investment Planning and Analysis	3		國際財務管理 International Finance		3
	財務管理 領域 Financial Management Field			中級會計學 Intermediate Accounting	3	產業分析 Industrial Analysis	3		財務報表分析# Financial Statement Analysis #		3
			商事法 Commercial Law	3	成本會計 Cost Accounting	3					
						貨幣銀行學 Money and Banking	3				
						衍生性金融商品 Derivative Securities	3				
						管理經濟 Managerial Economics	3				
						總體經濟 Macroeconomics	3				
選修課程 (部份課程隔年開授) Elective (Some courses offered every other year)	經營管理 領域 General Management Field			廣告學 Advertising	3	消費者行為 Consumer Behavior	3		國際企業管理 International Business Management		3
							網路行銷 Internet Marketing	3			
							招募甄選管理 Recruitment & Selection	2			
							決策分析 Decision Analysis	3			
							行銷研究 Marketing Research	3			
							服務業管理 Service Management	3			
工業管理 領域 Industrial Management Field			工程經濟 Engineering Economy	3	作業研究 Operations Research	3		專案管理# Project Management #		3	
						供應鏈管理 Supply Chain Management	3		應用統計# Applied Statistics#		3
						品質管理 Quality Management	3				
						生產計畫與管制 Production Planning and Control	3				
						系統模擬與商業應用# System Simulation And Commercial Applications#	3				
共同選修 Common Elective			編程式語言[註1] R Programming Language [Remarks]	2							
暑期 Summer Courses	深耕管理與行銷創新學程 Sprout Management and Marketing Innovation Program	必修 Required	創新行銷實作 Innovative Marketing Practice			4	組織實習 Internship			5	
		選修 Elective	行銷專案改善 Marketing Project Improvement			4					
			深耕專題研究 Seminar on Shen Gung Management			4					
			深耕企業經營實務 Global Business Field Study			2	台塑管理個案研討 The Seminar of the Formosa Way			2	
			全球企業經營實務 Global Business Field Study			3					
			台塑管理導論 The Introduction of the Formosa Way			1					
			基礎越南語 Basic Vietnamese			2					
備註 Remarks	<p>1.畢業學分：137學分。 (1)必修68學分(含校外實習必修5學分)。 (2)學院AI應用必修2學分。 (3)選修39學分： ①系選修至少33學分，四上選修課「管理實作」、「專案改善」、「專題研究」為三選一必修課程，Python程式語言與R編程式語言為二選一必修課程。 ②選修他系課程至多承認6學分(通識課程、體育及全民國防教育軍事訓練選修課程不予列入)。 (4)通識學分：請詳見通識中心修課規定。 ③AI領域課程1學分(以學院AI應用必修抵充)。 ④英文領域、核心、多元課程28學分。 Graduation credits: 137 credits. (1) 68 credits for compulsory courses (including 5 credits for off-campus internships). (2) 2 credits are required for AI application in the School of Management. (3) 39 credits for elective courses: ① At least 33 credits of elective courses from the Department. Students must take one out of "Management Practicum", "Project Improvement", or "Independent Study", and at least one out of "Python Programming Language" or "R Programming Language". ② At most 6 credits are admitted for elective courses from other departments (general education courses, physical education and military training elective courses for national defense education are not included). (4) Liberal Studies Credits: Please refer to the General Studies Center Course Regulations for details. ③ 1 credit of AI field course (deducted by the compulsory AI application of the School of Management).</p> <p>2.體育大一、大二必修0學分；全民國防教育軍事訓練大一必修0學分。 Physical Education, First- and second-year compulsory (0 credits); Military Training, First-year compulsory (0 credits). 3.【深耕學園】必修0學分，請詳見學務處深耕學園專區說明。 [Sprout School] 0 credits of required, Please refer to the Academic Affairs Office for details of the course. 4.本校訂有英文畢業門檻，須達校訂標準方可畢業，請詳見語文中心規定。 This school has an English graduation threshold, which must meet the University standard before graduation. Please refer to the language center regulations for details. 5.本系必修科目不得至外系修讀，惟修課不及格且有特殊情況(如影響畢業年限)高向系上申請，經同意後得重修系外開設之相關課程。 The compulsory subjects of this department are not allowed to be studied in other departments, but those who fail the courses and have special circumstances (such as affecting the graduation period) need to apply to the department. After approval, they can retake. 6.「財務管理」、「經營管理」、「工業管理」三領域，各領域選修達12學分以上，畢業時系上另頒予領域證書。 "Financial Management", "Operation Management", and "Industrial Management" three fields, each field has elective courses of more than 12 credits, and the department will be awarded a field certificate upon graduation. 7.系上課程[補修]之規定(先修課程必須修讀且及格才能修讀後修課程)。 Course prerequisites: -經濟學(1)→經濟學(2) -會計學(1)→會計學(2)→成本會計 -會計學(1)→會計學(2)→財務管理 -會計學(1)→會計學(2)→中級會計 -統計學(1)→統計學(2) -微積分→管理數學 -組織行為→人力資源管理 -管理專題研討→企業實習 Economics I → Economics II Accounting I → Accounting II → Cost Accounting Accounting I → Accounting II → Financial Management Accounting I → Accounting II → Intermediate Accounting Statistics I → Statistics II Calculus → Management Mathematics Organizational Behavior → Human Resource Management Seminar on Business Administration → Internship</p> <p>8.「社會關懷實作」於一下、二上皆有開課，一下為單班，二上為雙班。 Community Services is scheduled in both the Spring semester of the first year (Session I) and the Fall semester of the second year (Session II). Those students with odd ID number attend the Session I, and the remainings attend Session II. 9.三下升四上暑假，需至企業實習2個月 The internship is held in the summer after Junior and will last for 2 months or 9 weeks. 10.課程標示#為與碩士班合開課程。 Courses marked with # are joint courses offered to both undergraduate and graduate students. 11.若完成本系【深耕管理與行銷創新學程】之規定學分(15學分)，滿足本系畢業條件並符合校方提早畢業規定者，可申請提前畢業。 Students who complete the required credits (15 credits) from Department's Sprout Management and Marketing Innovation Program, also meet the graduation requirements of the Department and the CGU early graduation requirements, can apply for early graduation.</p>										