

長庚大學 工商管理學系大學部(BS)必修科目表 (111學年度入學生適用)

Curriculums of BS Program at the Department of Industrial and Business Management at Chang Gung University (Applicable to Newly-Admitted Students for the 2022 Academic Year)

必修 Required / Elective	科目名稱 Course Title	大一 (Year 1)		科目名稱 Course Title	大二 (Year 2)			科目名稱 Course Title	大三 (Year 3)			科目名稱 Course Title	大四 (Year 4)			
		上 Fall	下 Spring		上 Fall	下 Spring	暑 Summer		上 Fall	下 Spring	暑 Summer		上 Fall	下 Spring		
管院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		*Python程式語言[註1] Python Programming Language [Remarks 1]		2					機器學習概念 Machine Learning Concept		2		
必修課程 Required Courses		微積分 Calculus	3	統計學(1) Statistics I	3			人力資源管理 Human Resource Management	2			企業實習[註9] Internship [Remark 9]		5		
		經濟學(1) Economics I	3	財務管理 Financial Management	2			溝通技巧與表達 Communication and Presentation Skills	1							
		會計學(1) Accounting I	3	行銷管理 Marketing Management	2			職場倫理 Workplace Ethics		1						
		數位商業模式概論 Introduction to Digital Business Model	2	最佳化與模擬模式 Optimization and Simulation Modeling	3			管理專題研討[註9] Seminar on Business Administration [Remark 9]		2						
		Python程式語言 Python Programming Language	2	社會關懷實作[註8] Community Services [Remark 8]	0											
		管理數學 Managerial Mathematics	3	統計學(2) Statistics II		3										
		經濟學(2) Economics II	3	資訊管理 Information Management		2										
		會計學(2) Accounting II	3	生產與作業管理 Production and Operations Management		2										
		社會關懷實作[註8] Community Services [Remark 8]		0												
	選修課程 (部份課程隔年開設) Elective Courses (Some courses offered every other year)	數智商務 專業領域選修 Digital and Intelligent Business Field	資料視覺化與溝通 Data Visualization and Communication		3	數位金融科技 Digital Financial Technology	3		大數據行銷應用 Big Data Marketing	3			商業智慧與顧客關係管理 Business Intelligence and Customer Relationship Management	3		
資料庫結構與演算 Data Structure and Algorithms					3			資料庫程式規劃 Database Programming Language	3			創新與創業實務講座 Innovation and Entrepreneurship in Practice		2		
財務營運分析 Financial Analysis for Business Operation						3			組織行為 Organizational Behavior	3						
數位行銷分析與優化 Digital Marketing Analytics and Optimization						3			平台策略 The Strategy of Platforms		3					
資料庫管理 Database Management						3			人力資源與數據分析 Human Resource Data Analytics		2					
工業管理 專業領域選修 Industrial Management Field		工業工程與管理概論 Introduction to Industrial Engineering and Management			3				決策分析 Decision Analysis	3			專案管理# Project Management #		3	
		資料庫結構與演算 Data Structure and Algorithms			3				智慧工廠 Smart Factory		3		系統模擬與商業應用# System Simulation And Commercial Applications#		3	
		作業研究 Operations Research			3				資料庫程式規劃 Database programming language	3						
		工程經濟 Engineering Economy			3				組織行為 Organizational Behavior	3						
		資料庫管理 Database Management			3				品質管理 Quality Management		3					
		資料科學 Data Science			3				服務業管理 Service Management		3					
共同選修 Common Elective Courses													管理實作 [註1] Management Practicum [Remark 1]		4	
													專案改善 [註1] Project Improvement [Remark 1]		4	
													專題研究 [註1] Independent Study [Remark 1]		4	
暑期 Summer Courses	必修 Required Courses	創新行銷實作 Innovative Marketing Practice				4		組織實習 Internship			5					
		行銷專案改善 Marketing Project Improvement				4										
		深研專題研究 Seminar on Shen Gung Management				4										
	選修 Elective Courses	深研企業經營實務 Global Business Field Study			2			台盟管理個案研討 The Seminar of the Formosa Way			2					
		全球企業經營實務 Global Business Field Study			3											
		台盟管理導論 The Introduction of the Formosa Way			1											
	基礎越南語 Basic Vietnamese			2												
備註 Remarks	<p>1. 畢業學分：128學分。 (1) 必修52學分(含系必修50學分；管院AI應用基礎必修2學分)。 (2) 選修48學分： ① 系選修至少38學分(學生需依入學組別修足專業領域選修24學分(含)以上，二組專業選修高達34學分(含)以上；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4學分，限本系開設的課程才可認列。 ② 選修他系課程至多承認10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)。 (3) 通識學分：請詳見通識中心修課規定。 ① AI領域課程1學分(以管院AI應用必修基礎抵免)。 ② 英文領域、核心、多元課程28學分。 Graduation requirements: 128 credits (1) 50 credits of core courses (including 5 credits for off-campus internships). (2) 2 credits of AI application from the School of Management required. (3) 48 credits of elective courses: ① At least 38 credits of elective courses from the Department. Students are required to take at least 24 credits (inclusive) of electives in their main area of study, and at least 34 credits (inclusive) combined of electives in their main and minor areas of study. Students must take one out of the following three courses: "Management Practicum", "Project Improvement", or "Independent Study". ② At most 10 credits of elective courses are admitted 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. ① 1 credit of AI field course (deducted by the compulsory AI application from the School of Management). ② 28 credits for English field, core and multiple courses.</p> <p>2. 體育大一、大二必修0學分 Physical Education, First- and Second-year required courses (0 credits)</p> <p>3. 【深研學團】必修0學分，請詳見學務處深研學團專區說明。 [Sprout School] No credits required, Please refer to the Academic Affairs Office for details of the course.</p> <p>4. 本校訂有英文專業門檻，須達校訂標準方可畢業，請詳見語文中心規定。 This University has an English standard requirement, which must be met in order to graduate.</p> <p>5. 本系必修科目不得至外系修讀，惟修課不及格者且有特殊情況(如影響畢業年限)需向系上申請，經同意後得重修系外開設之相關課程。 The required courses for this Department are not allowed to be taken in other Departments. For those who failed a course and have special circumstances (such as affecting the graduation period) need to apply to the Department. After approval, they can retake relevant courses offered outside the Department.</p> <p>6. 畢業時系上頒予「數智商務組」或「工業管理組」領域證書。學生修業滿一學年以上，可向系上提出申請轉組。 A certificate in the field of "Digital and Intelligent Business" or "Industrial Management" will be awarded upon graduation. Students enrolled for more than one academic year can apply to change their main field of study.</p> <p>7. 系上課程[捨修]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) Economics I → Economics II - 會計學(1) → 會計學(2) → 財務管理 Accounting I → Accounting II → Financial Management - 統計學(1) → 統計學(2) Statistics I → Statistics II - 微積分 → 管理數學 Calculus → Managerial Mathematics - 管理專題研討 → 企業實習 Seminar on Business Administration → Internship - 資料庫管理 → 資料庫程式規劃 Database Management → Database Programming Language</p> <p>8. 「社會關懷實作」於一下、二上皆有開課，一下為單號班，二上為雙號班。 Community Services are scheduled in both the Spring semester of the first year (Session I) and the Fall semester of the second year (Session II). Students with odd ID numbers attend Session I, and students with even ID numbers attend Session II.</p> <p>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 year and will last for 2 months (or 9 weeks).</p> <p>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.</p> <p>11. 若完成本系【深研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>															