

長庚大學 工商管理學系大學部(BS)必修科目表 (112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 2023 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
管院共構 General Management	必修 Required	經濟學(1) Economics I	3											
	會計學(1) Accounting I	3												
	人工智慧語言與產業應用 AI Language and the Industrial Applications		3	統計學(1) Statistics I	3									
	通修 Elective							平台策略 Platform Strategy		3				
系必修 Required Courses	微積分 Calculus	3		管理科學模式 Management Science Modeling	3			人力資源管理 Human Resource Management	2			企業實習[註8] Internship [Remark 8]	5	
	數位商業模式概論 Introduction to Digital Business Model	2		財務管理 Financial Management	3			溝通技巧與表達 Communication and Presentation Skills	1					
	管理數學 Managerial Mathematics	3		行銷管理 Marketing Management	2			職場倫理 Workplace Ethics		1				
	經濟學(2) Economics II	3		統計學(2) Statistics II		3		管理專題研討 Seminar on Business Administration		2				
	會計學(2) Accounting II	3		資訊管理 Information Management		2								
				生產與作業管理 Production and Operations Management			2							
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			大數據應用與電子商務# Big Data Application and Electronic Commerce	3			商業智慧與顧客關係管理# Business Intelligence and Customer Relationship Management	3	
				資料結構與演算 Data Structure and Algorithms	3			資料庫程式規劃 Database Programming Language	3			專題研究 Independent Study	3	
				財務營運分析 Financial Analysis for Business Operation		3		組織行為 Organizational Behavior	3			策略管理 Strategic Management		3
				數位行銷分析與優化 Digital Marketing Analytics and Optimization		3		平台策略 Platform Strategy		3		創新與創業實務講座 Innovation and Entrepreneurship in Practice		2
				資料庫管理 Database Management		3		人力資源與數據分析 Human Resource Data Analytics		2				
								衍生性金融商品 Derivative Securities		3				
								智能決策支援與管理 Intelligent Decision Support for Management		3				
	創意思考 Creative Thinking	2		數位金融科技 Digital Financial Technology	3			大數據應用與電子商務# Big Data Application and Electronic Commerce	3			創業專題(二) Business Starting Practicum II	2	
	創業家精神 Entrepreneurship	2		全球產業分析 Global Industries Analysis	2			商法 Commercial Law	3			創業財務 Entrepreneurship and Finance	2	
				社群網路經營 Social Media Marketing		3		平台策略 Platform Strategy		3		創新與創業實務講座 Innovation and Entrepreneurship in Practice		2
選修課程 (部份課程隔 年開設) Elective Courses (Some courses offered every other year)	工商創業領 域選修 Business and Entrepreneur ship Field			數位行銷分析與優化 Digital Marketing Analytics and Optimization		3		創業專題(一) Business Starting Practicum I		2				
				創新設計思考 Innovative Design Thinking		3								
				民法 Civil Code		3								
				資料結構與演算 Data Structure and Algorithms	3			大數據應用與電子商務# Big Data Application and Electronic Commerce	3			專案管理# Project Management #	3	
				作業研究 Operations Research		3		決策分析 Decision Analysis	3			專題研究 Independent Study	3	
				工程經濟 Engineering Economy		3		供應鏈管理 Supply Chain Management	3			創新與創業實務講座 Innovation and Entrepreneurship in Practice	2	
工業管理 專業領域選 修 Industrial Management Field				資料科學 Data Science	3			平台策略 Platform Strategy		3				
				創新設計思考 Innovative Design Thinking		3		智慧工廠 Smart Factory		3				
								品質管理 Quality Management		3				
								服務業管理 Service Management		3				
備註 Remarks	<p>1. 畢業學分：128學分。 (1)必修52學分(含管院必修12學分；系必修40學分)。 (2)選修48學分： ○系選修至少38學分(其中24學分(含)以上為專業領域選修學分，學生需於「數智商務組」、「工商創業組」或「工業管理組」自選一領域為專業選修領域，限本系開設的課程才可認列。「平台策略」可至管院修課，其學分列入系上專業領域選修學分。 ○選修他系課程至多承認10學分(通識課程、體育及公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。英文領域、核心、多元課程29學分，其中管院共構必修「人工智慧語言與產業應用」進為抵免多元-運算思維領域「人工智慧概論」1學分後，共28學分。 Graduation requirements: 128 credits (1) 52 credits of core courses (includes 12 credits of required School of Management courses; 40 credits of required departmental courses). (2) 48 credits of elective courses: ○ 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: "Digital and Intelligent Business Field", "Business and Entrepreneurship Field", or "Industrial Management Field". ○ 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). (3) Liberal Studies Credits: Please refer to the General Studies Center Course Regulations for details. ○ 1 credit of AI field course (deducted by the compulsory AI application from the School of Management). ○ 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. 【深耕學園】必修0學分，請詳見學務處深耕學園專區說明。 [Sprout School] No credits required, Please refer to the Academic Affairs Office for details of the course.</p> <p>4. 本校訂有英文畢業門檻，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」、「工商創業組」或「工業管理組」修畢證書。 A certificate in the field of "Digital and Intelligent Business", "Business and Entrepreneurship" or "Industrial Management" will be awarded upon graduation.</p> <p>7. 系上課程[摺修]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. 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>9. 課程標示# 為與他系所合班上課。 Courses marked with # are joint courses, combined classes with other departments or offered to both undergraduate and graduate students.</p>													