

**【大學部】模組分類 (114 學年度入學者適用)**  
**【Undergraduate】Modules (For 2025 Academic Year Entry)**

2026.04.30 系務會議通過

<b>營運與研發管理</b> <b>Operations and R&amp;D</b> 基礎必修科目: 作業管理 <b>Fundamental: Operational Management</b>	<b>行銷管理</b> <b>Marketing</b> 基礎必修科目: 行銷管理 <b>Fundamental: Marketing Management</b>	<b>人力資源管理</b> <b>Human Resource</b> 基礎必修科目: 人力資源管理 <b>Fundamental: Human Resource Management</b>	<b>資訊與科技管理</b> <b>Information and Technology</b> 基礎必修科目: 資訊管理 <b>Fundamental: Information Management</b>	<b>財務與經濟</b> <b>Finance and Economics</b> 基礎必修科目: 財務管理 <b>Fundamental: Financial Management</b>	<b>組織與策略管理</b> <b>Organization and Strategy</b> 基礎必修科目: 組織行為、企業政策、商事法 <b>Fundamental: Organizational Behavior/ Business Policy/Business Law</b>
品質管制 Quality Control	顧客關係管理 Customer Relationship Management	員工訓練與發展 Employee Training and Development	科技管理 Technology Management	成本與管理會計 Cost and Managerial Accounting	員工訓練與發展 Employee Training and Development
科技管理 Technology Management	行銷研究 Marketing Research	商業心理概論 Introduction to Business Psychology	生成式AI策略與應用 Generative AI Strategy and Applications	財務報告分析 Analysis of Financial Statements	商業心理概論 Introduction to Business Psychology
企業管理實務 Practice in Business Management	消費者行為 Consumer Behavior	領導學 Leadership	策略分析與管理 Strategy Analysis and Management	專業經理人必備商業英文 Essential Business English for Professional Managers	領導學 Leadership
管理統計學 Managerial Statistics	科技行銷 Technology Marketing	組織發展與變革 Organization Development and Change Management	顧客關係管理 Customer Relationship Management	公司財務報表 Corporate Financial Statements	企業與資安-數位時代的資安思維與風險管理 Business and Cybersecurity: Mindset and Risk Management in the Digital Era
		企業概論 Introduction to Business	企業與資安-數位時代的資安思維與風險管理 Business and Cybersecurity: Mindset and Risk Management in the Digital Era		企業管理中的AI應用與倫理實踐 AI Applications and Ethical Practices in Business Management
		企業人力資源診斷 Human Resource Analysis and Case Studies	企業管理中的AI應用與倫理實踐 AI Applications and Ethical Practices in Business Management		企業管理實務 Practice in Business Management
			Python商業資料分析 Business Data Analytics with Python		組織發展與變革 Organization Development and Change Management
			量子科技管理 Quantum Technology Management		專業經理人必備商業英文 Essential Business English for Professional Managers
			科技行銷 Technology Marketing		國際企業管理 International Business Management
					企業人力資源診斷 Human Resource Analysis and Case Studies