

**【大學部】模組分類 (111 學年度入學者適用)**  
**【Undergraduate】Modules (For 2022 Academic Year Entry)**

2024.05.06 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:</b> <b>Operational</b> <b>Management</b>	<b>行銷管理</b> <b>Marketing</b> 基礎必修科目: 行銷管理 <b>Fundamental:</b> <b>Marketing</b> <b>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>Foundamental:</b> <b>Human Resource</b> <b>Management</b>	<b>資訊與科技管理</b> <b>Information and</b> <b>Technology</b> 基礎必修科目: 資訊管理 <b>Fundamental:</b> <b>Information</b> <b>Management</b>	<b>財務與經濟</b> <b>Finance and</b> <b>Economics</b> 基礎必修科目: 財務管理 <b>Fundamental:</b> <b>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:</b> <b>Organizational Behavior/</b> <b>Business Policy/Business Law</b>
品質管制 Quality Control	商業可行性分析 Business Feasibility Analysis	社群與創新 Community and Innovation	商業可行性分析 Business Feasibility Analysis	初級績效管理應用 Applied Efficiency Management	員工訓練與發展 Employee Training and Development
初級績效管理應用 Applied Efficiency Management	社群與創新 Community and Innovation	員工訓練與發展 Employee Training and Development	顧客關係管理 Customer Relationship Management	國際金融 International Finance	商業心理概論 Introduction to Business Psychology
貨幣銀行學 Money and Banking	顧客關係管理 Customer Relationship Management	商業心理概論 Introduction to Business Psychology	跨領域與管理 Cross-field and Management	公司治理與財務報導-國際會計與稅務專題研究 Corporate Governance and Reporting	領導學 Leadership
企業管理實務 Practice in Business Management	消費者行為 Consumer Behavior	領導學 Leadership	雲端服務相關法規應用 Cloud Computing Law	貨幣銀行學 Money and Banking	實用民商法律入門 Introduction to Civil and Business Laws
商用程式設計 Programming for Business Computing	跨領域與管理 Cross-field and Management	組織發展與變革 Organization Development and Change Management	社群媒體行銷 Social Media Marketing	賽局理論與定價策略 Game Theory and Pricing Strategy	行銷策略 Marketing Strategic Planning
ESG 與永續發展概論 Introduction to ESG and Sustainable Development	行銷研究 Marketing Research	團隊領導 Team Leadership	R 語言與資料分析 R Programming and Data Analytics	專業經理人必備商業英文 Essential Business English for Professional Managers	創新管理 Innovation Management
全球策略 Global Strategy	行銷策略 Marketing Strategic Planning	組織發展與變革 Organization Development and Change Management	商用程式設計 Programming for Business Computing	ESG 與永續發展概論 Introduction to ESG and Sustainable Development	賽局理論與定價策略 Game Theory and Pricing Strategy
專案管理 Project Management	創新管理 Innovation Management	人際關係與溝通 Interpersonal Relationships and Communication	數位平台設計 Digital Platform Design	全球策略 Global Strategy	雲端服務相關法規應用 Cloud Computing Law
	社群媒體行銷 Social Media Marketing		專案管理 Project Management	公司理財 Corporate Finance	專業經理人必備商業英文 Essential Business English for Professional Managers
	企業智慧策略 Business Intelligence Strategy		企業智慧策略 Business Intelligence Strategy	企業分析與評價 Business Analysis and Valuation	企業管理實務 Practice in Business Management
				公司財務報表 Corporate Financial Statements	團隊領導 Team Leadership
					商業永續發展 Sustainable Business Enterprises
					人際關係與溝通 Interpersonal Relationships and Communication
					企業分析與評價 Business Analysis and Valuation