

【大學部】模組分類 (112 學年度入學者適用)
【Undergraduate】Modules (For 2023 Academic Year Entry)

2025.05.22 系務會議通過

營運與研發管理 Operations and R&D 基礎必修科目： 作業管理 Fundamental: Operational Management	行銷管理 Marketing 基礎必修科目： 行銷管理 Fundamental: Marketing Management	人力資源管理 Human Resource 基礎必修科目： 人力資源管理 Fundamental: Human Resource Management	資訊與科技管理 Information and Technology 基礎必修科目：資 訊管理 Fundamental: Information Management	財務與經濟 Finance and Economics 基礎必修科目： 財務管理 Fundamental: Financial Management	組織與策略管理 Organization and Strategy 基礎必修科目： 組織行為、企業政策、 商事法 Fundamental: Organizational Behavior/ Business Policy/Business Law
品質管制 Quality Control	商業可行性分析 Business Feasibility Analysis	社群與創新 Community and Innovation	科技管理 Technology Management	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	商業可行性分析 Business Feasibility Analysis	公司治理與財務報導-國 際會計與稅務專題研究 Corporate Governance and Reporting	商業心理概論 Introduction to Business Psychology
企業管理實務 Practice in Business Management	顧客關係管理 Customer Relationship Management	商業心理概論 Introduction to Business Psychology	顧客關係管理 Customer Relationship Management	專業經理人必備商業英文 Essential Business English for Professional Managers	領導學 Leadership
商用程式設計 Programming for Business Computing	社群媒體行銷 Social Media Marketing	領導學 Leadership	R 語言與資料分析 R Programming and Data Analytics	ESG 與永續發展概論 Introduction to ESG and Sustainable Development	實用民商法律入門 Introduction to Civil and Business Laws
ESG 與永續發展概論 Introduction to ESG and Sustainable Development	消費者行為 Consumer Behavior	團隊領導 Team Leadership	商用程式設計 Programming for Business Computing	全球策略 Global Strategy	專業經理人必備商業英文 Essential Business English for Professional Managers
全球策略 Global Strategy	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	公司理財 Corporate Finance	企業管理實務 Practice in Business Management
專案管理 Project Management	行銷研究 Marketing Research	人際關係與溝通 Interpersonal Relationships and Communication	跨領域與管理 Cross-field and Management	企業分析與評價 Business Analysis and Valuation	團隊領導 Team Leadership
管理統計學 Managerial Statistics	行銷策略 Marketing Strategic Planning		數位平台設計 Digital Platform Design	公司財務報表 Corporate Financial Statements	商業永續發展 Sustainable Business Enterprises
科技管理 Technology Management	企業智慧策略 Business Intelligence Strategy		專案管理 Project Management	財務報告分析 Analysis of Financial Statements	行銷策略 Marketing Strategic Planning
			企業智慧策略 Business Intelligence Strategy	成本與管理會計 Cost and Managerial Accounting	人際關係與溝通 Interpersonal Relationships and Communication
			生成式AI策略與應用 Generative AI Strategy and Applications		企業分析與評價 Business Analysis and Valuation
			策略分析與管理 Strategy Analysis and Management		策略分析與管理 Strategy Analysis and Management
			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		組織發展與變革 Organization Development and Change Management
			企業管理中的AI應用與倫理 實踐 AI Applications and Ethical Practices in Business Management		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