

**中華大學與英國西英格蘭大學企業管理雙學士學位學程 114學年度四年課程規劃一覽表**

114.05.12 113學年度第2學期英國西英格蘭大學企業管理雙學士學位學程第1次課程規劃委員會議通過  
114.05.26 113學年度第2學期管理學院第2次課程規劃委員會議通過  
114.06.11 113學年度第2次臨時課程規劃委員會議通過

**校共同必修科目(28學分)**

|          |   |          |   |          |   |          |   |          |   |          |   |  |  |
|----------|---|----------|---|----------|---|----------|---|----------|---|----------|---|--|--|
| 體育(一)    | 0 | 體育(二)    | 0 | 英文(三)    | 1 | 英文(四)    | 1 | 通識       | 2 | 通識       | 2 |  |  |
| 英文(一)    | 2 | 英文(二)    | 2 | 通識       | 2 | 通識       | 2 | 通識       | 2 |          |   |  |  |
| 通識       | 2 | 通識       | 2 | 通識       | 2 | 通識       | 2 |          |   |          |   |  |  |
| 通識       | 2 | 通識       | 2 |          |   |          |   |          |   |          |   |  |  |
| <b>6</b> |   | <b>6</b> |   | <b>5</b> |   | <b>5</b> |   | <b>4</b> |   | <b>2</b> |   |  |  |

**院特色核心必修科目(24學分)**

| 一年級      |   |            |   | 二年級                 |   |           |   | 三年級      |  |          |  | 四年級 |  |     |  |
|----------|---|------------|---|---------------------|---|-----------|---|----------|--|----------|--|-----|--|-----|--|
| 上學期      |   | 下學期        |   | 上學期                 |   | 下學期       |   | 上學期      |  | 下學期      |  | 上學期 |  | 下學期 |  |
| 商管軟體應用   | 3 | Python程式設計 | 3 | 大數據分析與商業智慧(PBI/VBA) | 3 | 創意思考與創新管理 | 3 |          |  |          |  |     |  |     |  |
| 會計學(一)   | 3 | 經濟學(一)     | 3 | 統計學(一)              | 3 |           |   |          |  |          |  |     |  |     |  |
|          |   | 管理學        | 3 |                     |   |           |   |          |  |          |  |     |  |     |  |
| <b>6</b> |   | <b>9</b>   |   | <b>6</b>            |   | <b>3</b>  |   | <b>0</b> |  | <b>0</b> |  |     |  |     |  |

**系專業必修科目(19學分)**

|          |   |          |   |          |   |          |   |          |   |          |   |  |  |
|----------|---|----------|---|----------|---|----------|---|----------|---|----------|---|--|--|
| 組織行為     | 3 | 行銷管理     | 3 | 財務管理(一)  | 3 | 統計學(二)   | 3 | 國際企業管理   | 3 | 畢業專題(一)  | 1 |  |  |
|          |   |          |   |          |   | 人力資源管理   | 3 |          |   |          |   |  |  |
| <b>3</b> |   | <b>3</b> |   | <b>3</b> |   | <b>6</b> |   | <b>3</b> |   | <b>1</b> |   |  |  |

**系選修科目(57學分)【系選修48學分，外系選修至少9學分】**

|              |   |                |   |             |   |           |   |            |   |            |   |             |   |
|--------------|---|----------------|---|-------------|---|-----------|---|------------|---|------------|---|-------------|---|
| ※外系課程須修習9學分。 |   |                |   |             |   |           |   |            |   |            |   |             |   |
| 企業概論         | 3 | 商業英文(二)        | 3 | 商業英文(三)     | 3 | 商業英文(四)   | 3 | 英文寫作與溝通(一) | 3 | 英文寫作與溝通(二) | 3 | 跨國企業發展策略專題  | 3 |
| 商業英文(一)      | 3 | 新產品開發          | 3 | 人力資源發展      | 3 | 供應鏈管理     | 3 | 財務管理(二)    | 3 | 管理學專題      | 3 | 企業管理與經濟分析   | 3 |
| 商業英文溝通       | 3 | 策略行銷           | 3 | 人力資源管理個案研究  | 3 | 專案管理      | 3 | 投資與理財      | 3 | 管理企劃工具應用   | 3 | 歐盟企業管理與法律專題 | 3 |
| 行銷研究         | 3 | 綠色行銷           | 3 | 正向心理學       | 3 | 資料庫管理     | 3 | 財務報表分析     | 3 | 企業協調溝通     | 3 | 畢業專題(二)     | 1 |
| 行銷分析與決策      | 3 | 廣告創意與策略        | 3 | 領導與發展       | 3 | 電子商務      | 3 | 金融風險管理     | 3 | 商用英文口語訓練   | 3 | ★企業專案理論     | 3 |
| 兩岸經貿市場研究     | 3 | 數位行銷           | 3 | 職涯發展        | 3 | 網路行銷      | 3 | 決策支援系統     | 3 | 商用英文閱讀     | 3 | ★企業專題研究方法   | 3 |
| 服務行銷         | 3 | 關係行銷           | 3 | 問題分析與解決     | 3 | 數位專題      | 3 | 社群網路分析     | 3 | 商務企劃       | 3 | ★企業策略       | 3 |
| 品牌管理         | 3 | 國際經營管理         | 3 | 企業資源規劃      | 3 | 多媒體APP設計  | 3 | 生產與作業管理    | 3 | 管理個案分析     | 3 | ★品質運算       | 3 |
| 流通與零售管理      | 3 | 新媒體經營實務        | 3 | 資料探勘與商業應用   | 3 | 品質管理      | 3 | 商用數學       | 3 | 管理科學       | 3 | ★學術和專業發展    | 3 |
| 消費者行為        | 3 | 創意思考與創新管理      | 3 | 資料庫管理與運用    | 3 | 商業智慧      | 3 | 商用數據分析與應用  | 3 | 企業倫理       | 3 | ★品牌管理       | 3 |
| 高科技行銷        | 3 | 英文寫作與溝通實務      | 3 | 雅思英語進階字彙與文法 | 0 | 創意行銷      | 3 | 策略管理       | 3 |            | 3 | ★亞洲經商       | 1 |
| 國際行銷         | 3 | 進階雅思聽力與閱讀練習(一) | 3 | 國際物流        | 3 | 創新創業管理    | 3 |            |   |            |   | 企業實習(一)     | 9 |
| 體驗行銷         | 3 | AI數據分析         | 2 | 英國文化專題      | 3 | 跨國組織與企業經營 | 3 |            |   |            |   | ★國際人力資源管理   | 3 |
| 服務業管理        | 3 |                |   | 商業英文與英國文化概述 | 2 | 全球品牌管理導論  | 3 |            |   |            |   | ★發展國家經濟學    | 3 |
| 雅思基礎字彙與閱讀    | 0 |                |   | 經濟學(二)      | 3 | 跨文化管理     | 3 |            |   |            |   | ★企業專案       | 3 |

附註：

(一)★符號為四年級英國境外修習認列課程。

(二)有關「非學分相關畢業必要條件」，依校內規定辦理。

(三)依本校108學年度第2次課規會議決議：自109學年度起，「全民國防教育軍事訓練」改為校共同選修科目。

(四)以上課程資料，以當學期開課為準；選修課程依實際開課調整。

(五)凡於西英修習課程，皆列為本學程之選修課程。

畢業總學分：128學分

Chung Hua University and University of the West of England Undergraduate Dual Degree Program in Business Administration  
114 Four-year Program in Curriculum

Approved at the 1st Meeting of Committee of academic year 113 2nd, on May 12, 2025  
Approved at the 2nd College Curriculum Meeting of academic year 113 2nd semester, on May 26, 2025  
Approved at the 2nd temporary University Curriculum Meeting of academic year 113, on June 11, 2025

| Freshman   |                 | Sophomore  |                 | Junior   |                 | Senior   |                 |  |   |  |   |   |   |   |   |
|--|-----------------|--|-----------------|--|-----------------|--|-----------------|--|---|--|---|---|---|---|---|
| Fall Semester  | Spring Semester | Fall Semester                                      | Spring Semester | Fall Semester  | Spring Semester | Fall Semester                                      | Spring Semester |  |   |  |   |   |   |   |   |
| Compulsory Subject (Total 28 Credits)  |                 |  |                 |  |                 |  |                 |  |   |  |   |   |   |   |   |
| Physical Education ( I )   | 0               | Physical Education ( II )                          | 0               | English ( III )  | 1               | English ( IV )                                     | 1               | Liberal Studies                        | 2 | Liberal Studies                          | 2 |   |   |   |   |
| English ( I )  | 2               | English ( II )                                     | 2               | Liberal Studies  | 2               | Liberal Studies                                    | 2               | Liberal Studies                        | 2 |  |   |   |   |   |   |
| Liberal Studies 【International vision and explore】   | 2               | Liberal Studies                                    | 2               | Liberal Studies  | 2               | Liberal Studies                                    | 2               |  |   |  |   |   |   |   |   |
| Liberal Studies  | 2               | Liberal Studies                                    | 2               |  |                 |  |                 |  |   |  |   |   |   |   |   |
| 6  | 6               | 5  | 5               | 4  | 2               |  |                 |  |   |  |   |   |   |   |   |
| College Required (Total 24 Credits)  |                 |  |                 |  |                 |  |                 |  |   |  |   |   |   |   |   |
| Introduction to Business Software  | 3               | Python Programming                                 | 3               | Big Data Analytics and Business Intelligence (PBI/VBA) | 3               | Creative Thinking and Innovation Management        | 3               |  |   |  |   |   |   |   |   |
| Accounting ( I )   | 3               | Economics ( I ) Management                         | 3               | Statistics( I )  | 3               |  |                 |  |   |  |   |   |   |   |   |
| 6  | 9               | 6  | 3               | 0  | 0               |  |                 |  |   |  |   |   |   |   |   |
| Program Required (Total 19 Credits)  |                 |  |                 |  |                 |  |                 |  |   |  |   |   |   |   |   |
| Organization Behavior  | 3               | Marketing Management                               | 3               | Financial Management( I )                              | 3               | Statistics(II)                                     | 3               | International Business Management      | 3 | Special Topics ( I )                     | 1 |   |   |   |   |
|  |                 |  |                 | Human Resource Management                              | 3               |  |                 |  |   |  |   |   |   |   |   |
| 6  |                 | 9  |                 | 4  |                 |  |                 |  |   |  |   |   |   |   |   |
| Elective Courses(Total 57 Credits) 【48 Primary Credits Selected, 9 Credits Selected form Others】 |                 |  |                 |  |                 |  |                 |  |   |  |   |   |   |   |   |
| 9 Credits Selected form Others   |                 |  |                 |  |                 |  |                 |  |   |  |   |   |   |   |   |
| Introduction to Business   | 3               | Business English ( II )                            | 3               | Business English ( III )                               | 3               | Business English ( IV )                            | 3               | English Writing and Communication( I ) | 3 | English Writing and Communication ( II ) | 3 | International Business Development Strategy | 3 | Business Events Management                  | 3 |
| Business English( I )  | 3               | New Product Development                            | 3               | Human Resource Development                             | 3               | Supply Chain Management                            | 3               | Financial Management ( II )            | 3 | Special Topics on Management             | 3 | Business Management and Economic Analysis   | 3 | International Business Risk Management      | 3 |
| Business English Communication   | 3               | Strategy Marketing                                 | 3               | Special topic in Human Resource Management             | 3               | Project Management                                 | 3               | Investment and Finacial Management     | 3 | Applied Management Planning Tools        | 3 | EU Business Management and Laws             | 3 | Business Financial Planning and Valuation   | 3 |
| Marketing Research   | 3               | Green Marketing                                    | 3               | Positive Psychology                                    | 3               | Introduction of Database Management                | 3               | Financial Statements Analysis          | 3 | Business Coordination and Communication  | 3 | Special Topics ( II )                       | 1 | ★Business Project                           | 3 |
| Marketing Analysis and Decision-making   | 3               | Advertising Creativity and Strategy                | 3               | Leadship and Development                               | 3               | Supply Chain Managemen                             | 3               | Financial Risk Management              | 3 | Business English Oral Training           | 3 | ★Business Project In Theory                 | 3 | ★Sustainable Business                       | 3 |
| Marketing Research Between Taiwan and Mainland   | 3               | Digital Marketing                                  | 3               | Career Development                                     | 3               | Electronic Commerce                                | 3               | Decision Support System                | 3 | Business Reading Comprehension           | 3 | ★Business Project Research                  | 3 | ★Managing Organisational Change             | 3 |
| Service Marketing  | 3               | Relationship Marketing                             | 3               | Problem Solving Techniques                             | 3               | Internet Marketing                                 | 3               | Macroeconomics Analysis                | 3 | Business Planning                        | 3 | ★Business Strategy                          | 3 | ★Integrated Business Management Simulation  | 3 |
| Brand Management   | 3               | International Business Management                  | 3               | Enterprise Resource Planning                           | 3               | Special Topics on Digital                          | 3               | Manufacturing Management               | 3 | Management Cases Analysis                | 3 | ★Competing Through Quality                  | 3 | ★International Business in Emerging Markets | 3 |
| Distribution and Retail Management   | 3               | New Media Management Practices                     | 3               | Excel BI Data Analysis                                 | 3               | Designing App of Personal Media Management         | 3               | Business Math                          | 3 | Management Science                       | 3 | ★Academic & Professional Development        | 3 | ★Events and Festivals Management            | 3 |
| Consumer Behavior  | 3               | English writing communication and practice         | 3               | Database Management and Application                    | 3               | Quality Management                                 | 3               | Business Data Analysis and Application | 3 | Business Ethics                          | 3 | ★Brand Management                           | 3 | ★International Financial Management         | 3 |
| High Tech Marketing  | 3               | Advanced IELTS Listening and Reading Practice( I ) | 3               | IELTS English Advanced Vocabulary and Grammar          | 3               | Business Intelligence                              | 3               | Strategic Management                   | 3 |  |   | ★Doing Business in Asia                     | 1 | ★International Marketing Communications     | 3 |
| International Marketing  | 3               | AI Data Analysis                                   | 2               | International Logistics                                | 3               | Creative Marketing                                 | 3               |  |   |  |   | Internships ( I )                           | 9 | ★Business Innovation and Growth             | 3 |
| Experiential Marketing   | 3               |  |                 | Special topics in British Culture                      | 3               | Entrepreneurship and Innovation Management         | 3               |  |   |  |   | ★International Human Resource Management    | 3 | ★Investment Management                      | 3 |
| Service Management   | 3               |  |                 | Business English and Introduction to British Culture   | 2               | Multinational Organization and Business Management | 3               |  |   |  |   | ★The Economics of Developing Countries      | 3 | ★Enterprise Project                         | 6 |
| IELTS Basic Vocabulary and Reading   | 0               |  |                 | Economics ( II )                                       | 3               | Introduction to Global Brand Management            | 3               |  |   |  |   | ★Virtual Business                           | 3 |   |   |
|  |                 |  |                 |  |                 |  |                 |  |   |  |   | ★Enterprise Project                         | 3 |   |   |

**\*\*Notes: Graduation Total Credits: 128 credits\*\***

1. The courses with ★ mark indicating those taken abroad at the UWE in U.K. during the fourth year of study.
2. "Non-credit requirements upon graduation" are processed according to university regulations.
3. According to the resolution of the university's 2nd Curriculum Committee meeting in the academic year 2019, starting from the academic year 2020, "National Defense Education and Military Training" has been reclassified as a general elective course.
4. The listed course information is based on the offerings of the cohort 2024; elective courses may be adjusted according to actual course offerings.
5. All courses taken at UWE in the U.K. are considered elective courses in this program.