

中華大學與英國西英格蘭大學企業管理雙學士學位學程 109學年度四年課程規劃一覽表

109.03.31 108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

109.04.06 108學年度第2學期管理學院第1次院課程規劃委員會議

109.04.15 108學年度第2次校課程規劃委員會議

109.11.25 109學年度第1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修訂通過

109.12.28 109學年度第1學期管理學院第2次院課程規劃委員會議修訂通過

110.12.08 110學年度第1學期英國西英格蘭大學企業管理雙學士學位學程第2次課程規劃委員會議修訂通過

111.10.12 111學年度第1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修訂通過

112.03.16 111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修訂通過

112.06.16 111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2次課程規劃委員會議修訂通過

112.11.20 112學年度第1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修訂通過

115.04.15 114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修訂通過

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										
6		6		5		5		4		2			

校核心必選科目

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院特色核心必修科目(12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	Excel MOS認證	3	大數據分析與商業智慧(PBI/VBA)	3	企業資源規劃系統與實務	3						
3	3	3	0	3									

系專業必修科目(50學分)

經濟學(一)	3	經濟學(二)	3	統計學(一)	3	統計學(二)	3	生產與作業管理	3	企業倫理	3	畢業專題(二)	1
會計學(一)	3	管理學	3	組織行為	3	人力資源管理	3	國際企業管理	3	畢業專題(一)	1		
企業概論	3	行銷管理	3	財務管理(一)	3					管理科學	3		
										策略管理	3		
9		9		9		6		6		10		1	

系選修科目(38學分)【外系選修至少9學分】

※外系課程須修習9學分。

商業英文(一)	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	企業會展管理	3
商業英文溝通	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	跨國企業風險管理	3
行銷研究	3	策略行銷	3	人力資源管理個案研究	3	專業管理	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	企業財務規劃與評估	3
行銷分析與決策	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	★企業專題	3
兩岸經貿市場研究	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	★永續企業	3
服務行銷	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	★組織變革管理	3
品牌管理	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	★企業管理模擬整合	3
流通與零售管理	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	★國際企業新興市場	3
消費者行為	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		
高科技行銷	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			★品牌管理	3		
國際行銷	3	英文寫作與溝通實務	3	雅思英語進階字彙與文法	3	0 創意行銷	3					★亞洲經商	1		
體驗行銷	3	進階雅思聽力與閱讀練習(一)	3	國際物流	3	3 創新創業管理	3					企業實習(一)	9		
服務業管理	3			英國文化專題	2	3 跨國組織與企業經營	3					★國際人力資源管理	3		
雅思基礎字彙與閱讀	0			商業英文與英國文化概述	2	3 全球品牌管理專論	3					★發展國家經濟學	3		
						3 跨文化管理	3					★虛擬商務	3		

附註：畢業總學分:128學分

- (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)依本校108學年度第7次教務會議決議：自109學年度起，刪除修習二門非大一開設之必修體育課。
- (五)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。
- (六)凡於西英修習課程皆列為本學程之選修課程。
- (五)本學位學程畢業選修學分之外系選修9-25學分為原則。**

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

Approved at the 1st Meeting of Committee of academic year 108 2nd semester, on March 31, 2020
Approved at the 1st College Curriculum Meeting of academic year 108 2nd semester, on April 06, 2020
Approved by the 2nd University Curriculum Committee on April 15, 2020
Revised at the 1st Meeting of Committee of academic year 109 1st, on November 25, 2020
Revised at the 2nd College Curriculum Meeting of academic year 109 1st semester, on December 28, 2020
Revised at the 2nd Meeting of Committee of academic year 110 1st, on December 08, 2021
Revised at the 1st Meeting of Committee of academic year 111 1st, on October 12, 2022
Revised at the 1st Meeting of Committee of academic year 111 2nd, on March 16, 2023
Revised at the 2nd Meeting of Committee of academic year 111 2nd, on June 16, 2023
Revised at the 1st Meeting of Committee of academic year 112 1st, on November 20, 2023
Revised at the 1st Meeting of Committee of academic year 114 2nd, on April 15, 2026

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 【An Introduction to Western Musical History】	2	Liberal Studies	2				
English (I)	2	English (II)	2	Liberal Studies 【International vision and explore】	2	Liberal Studies 【Music and Perception】	2	Liberal Studies	2						
Liberal Studies 【Self-exploration and Career Development】	2	Liberal Studies	2	Liberal Studies 【The science of Biology】	2	Liberal Studies 【Discovery EastSouth Asia】	2								
Liberal Studies 【Diversified Music Introduction】	2	Liberal Studies	2												
6		6		5		5		4		2					
School Required (Total 0 Credits)															
0		0		0		0									
College Required (Total 12 Credits)															
Introduction to Business Software	3	Certification of Microsoft Office Specialist in Excel	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Enterprise Resource Planning Systems and Practice	3								
3		3		3		0		3		0		0			
Program Required (Total 50 Credits)															
Economics (I)	3	Economics (II)	3	Statistics(I)	3	Statistics(II)	3	Manufacturing Management International Corporation Management	3	Business Ethics	3	Special Topics (II)	1		
Accounting (I)	3	Management	3	Organization Behavior	3	Human Resource Management	3			Special Topics (I)	1				
Introduction to Business	3	Marketing Management	3	Financial Management(I)	3					Management Science	3				
										Strategic Management	3				
18				15				16				1			
Elective Courses (Total 38 Credits) 【9 Credits Selected form Others】															
9 Credits Selected form Others															
Business English(I)	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 Communication	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
Marketing Research	3	Strategy Marketing	3	Special topic in Human Resource Management	3	Project Management	3	Investment and Financial Management	3	Applied Management Planning Tools	3	EU Business Management and Laws	3	Business Financial Planning and Valuation	3
Marketing Analysis and Decision-making	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
Service Marketing	3	Advertising Creativity and Strategy	3	Leadership and Development	3	Supply Chain Management	3	Financial Risk Management	3	Business English Oral Training	3	★Business Project In Theory	3	★Sustainable Business	3
Brand Management	3	Digital Marketing	3	Career Development	3	Electronic Commerce	3	Decision Support System	3	Business Reading Comprehension	2	★Business Project Research	3	★Managing Organisational	3
Distribution and Retail Management	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
Consumer Behavior	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
High Tech Marketing	3	New Media Management Practices	3	Excel BI Data Analysis	3	Designing App of Personal Media Management	3	Business Math	3			★Academic & Professional Development	3		
International Marketing	3	Creative Thinking and Innovation Management	3	Database Management and Application	3	Quality Management	3	Business Data Analysis and Application	3			★Brand Management	3		
Experiential Marketing	3	English writing communication and practice	3	IELTS English Advanced Vocabulary and Grammar	3	Business Intelligence	3	Special topics in British Culture	3			★Doing Business in Asia	1		
Service Management	3	Advanced IELTS Listening and Reading Practice(I)	3	International Logistics	3	Creative Marketing	3					★International Human Resource Management	3		
IELTS Basic Vocabulary and Reading	0			Special topics in British Culture	3	Entrepreneurship and Innovation Management	3					★The Economics of Developing Countries	3		
				Business English and Introduction to British Culture	2	Multinational Organization and Business Management	3					★Virtual Business	3		
						Introduction to Global Brand Management	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, "National Defense Education and Military Training" has been reclassified as a general elective course starting from the academic year 2020.

4. According to the resolution of the university's 7th Academic Affairs meeting in the academic year 2019, the requirement to take two mandatory physical education courses (not offered in the freshman year) has been removed starting from the academic year 2020.

5. The listed course information is based on the offerings of the cohort 2020; elective courses may be adjusted according to actual course offerings.

6. All courses taken at UWE in the U.K. are considered elective courses in this program.

7. Students are generally expected to take 9-25 elective credits from outside the department.