

中華大學與英國西英格蘭大學企業管理雙學士學位學程 111學年度四年課程規劃一覽表

111.04.20 110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次課程規劃委員會會議通過
 111.05.23 110學年度第2學期管理學院第2次課程規劃委員會會議通過
 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次課程規劃委員會會議修訂通過
 112.05.03 111學年度第3次校級課程規劃委員會會議通過
 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次課程規劃委員會會議修訂通過
 113.12.09 113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次課程規劃委員會會議修訂通過
 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(0學分)

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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	Python程式設計	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		0					

系專業必修科目(40學分)

經濟學(一)	3	經濟學(二)	3	統計學(一)	3	統計學(二)	3	國際企業管理	3	企業倫理	3		
會計學(一)	3	組織行為	3	財務管理(一)	3	人力資源管理	3			畢業專題(一)	1		
管理學	3	行銷管理	3							策略管理	3		
9		9		6		6		3		7			

系選修科目(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	企業會展管理	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	跨國企業風險管理	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	企業財務規劃與評估	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	★企業專題	3
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	★永續企業	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	★組織變革管理	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	★企業管理模擬整合	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	★國際企業新興市場	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	★商業創新與成長	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			★品牌管理	3	★投資管理	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					★亞洲經商	1	★企業專案	6
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					跨文化管理	3					★虛擬商務	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次課程會議決議：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。
(七)本學位學程畢業選修學分之外系選修9-25學分為原則。

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
111 Four-year Program in Curriculum**

Approved at the 1st Meeting of Committee of academic year 110 2nd semester, on April 20, 2022
Approved at the 2nd College Curriculum Meeting of academic year 110 2nd semester, on May 23, 2022
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
Approved by the 3rd University Curriculum Committee on May 03, 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 113 1st, on December 09, 2024
Revised at the 1st Meeting of Committee of academic year 113 2nd, on May 12, 2025
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) English (I) Liberal Studies [International vision and explore] Liberal Studies	0 2 2 2	Physical Education (II) English (II) Liberal Studies Liberal Studies	0 2 2 2	English (III) Liberal Studies Liberal Studies	1 2 2	English (IV) Liberal Studies Liberal Studies	1 2 2	Liberal Studies Liberal Studies	2 2						
6	6	5	5	4	2										
School Required (Total 0 Credits)															
College Required (Total 12 Credits)															
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Enterprise Resource Planning Systems and Practice	3								
3	3	3	0	3	0										
Program Required (Total 40 Credits)															
Economics (I) Accounting (I) Management	3 3 3	Economics (II) Organization Behavior Marketing Management	3 3 3	Statistics(I) Financial Management(I)	3 3	Statistics(II) Human Resource Management	3 3	International Corporation Management Business Ethics Special Topics (I) Strategic Management	3 1 3						
18		12		10											
Elective Courses(Total 48 Credits) [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 Financial 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	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
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	★Business Innovation and Growth	3
Consumer Behavior	3	Creative Thinking and Innovation Management	3	Database Management and Application	3	Quality Management	3	Business Data Analysis and Application	3			★Brand Management	3	★Investment Management	3
High Tech Marketing	3	English writing communication and practice	3	IELTS English Advanced Vocabulary and Grammar	3	Business Intelligence	3					★Doing Business in Asia	1	★Enterprise Project	6
International Marketing	3	Advanced IELTS Listening and Reading Practice(I)	3	International Logistics	3	Creative Marketing	3					Internships (I)	9		
Experiential Marketing	3	AI Data Analysis	2	Special topics in British Culture	3	Entrepreneurship and Innovation Management	3					★International Human Resource 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		
IELTS Basic Vocabulary and Reading	0					Introduction to Global Brand Management	3					★Virtual Business	3		
												★Enterprise Project	3		

Notes: Graduation Total Credits: 128 credits

- The courses with ★ mark indicating those taken abroad at the UWE in U.K. during the fourth year of study.
- "Non-credit requirements upon graduation" are processed according to university regulations.
- 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.
- According to the resolution of the university's 7th Academic Affairs meeting in the academic year 2019, starting from the academic year 2020, the requirement to take two mandatory physical education courses (not offered in the freshman year) has been removed.
- The listed course information is based on the offerings of the cohort 2022; elective courses may be adjusted according to actual course offerings.
- All courses taken at UWE in the U.K. are considered elective courses in this program.
- Students are generally expected to take 9-25 elective credits from outside the department.