

106 學年度管理學院雙聯學位學程課程

Curriculum of College of Management for Joint Degree Undergraduate Program

Department of Business Administration/Department Finance/Department of Accounting and Information Systems

Credits for Graduation: 64

Approved at the College of Management Curriculum Committee meeting on 08/06/2017

Approved at the University Curriculum Committee meeting on 22/06/2017

Category	Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference	
University Required 7 Credits 通識課程 7 學分	華語文會話與聽力 (一)或(二)(二選一)	Chinese Conversation and Listening (I) or (II)	3 rd	1	2		
	臺灣/中國文化導讀 (一)或(二)(二選一)	Taiwanese / Chinese Culture and Arts(I) or (II)(二選一)	4 rd	1	2		
	商用英文會話	Business English Conversation	3 rd	1	3		
管院核心課程 6 學分 Management Required 6 Credits	行銷管理	Marketing Management	4 th	1	3		
	大數據分析	Big Data Analysis	4 th	1	3		
專業學程 (擇一) Professional Required Program (select one)	財務金融專業學程 51 學分 Finance 51 Credits	財務報表分析	Financial Statement Analysis	3 rd	1	3	
		貨幣銀行學	Money and Banking	3 rd	1	3	
		投資學	Investments	3 rd	1	3	
		金融機構管理	Financial Institutions Management	3 rd	1	3	
		財務數學	Financial Mathematics	3 rd	1	3	
		企業評價	Business Valuation	3 rd	2	3	
		行為財務學	Behavioral Finance	3 rd	2	3	
		投資組合分析	Investment Portfolio Analysis	3 rd	2	3	
		證券市場	Securities Markets	3 rd	2	3	
		財務管理個案	Case Studies on Financial Management	3 rd	2	3	
		財金研究方法	Financial Research Method	4 th	1	3	
		衍生性金融商品	Derivatives	4 th	1	3	
		國際財務管理	International Financial Management	4 th	1	3	
		公司理財專題	Topics in Corporate Finance	4 th	1	3	
		固定收益證券	Fixed Income Securities	4 th	2	3	
	投資管理專題	Topics in Investment Management	4 th	2	3		
	金融機構管理專題	Topics in Financial Institution and Management	4 th	2	3		
	會計與資訊專業學程 51 學分 Accounting 51 Credits	財務報表分析	Financial Statement Analysis	3 rd	1	3	
		中級會計學(二)	Intermediate Accounting (2)	3 rd	1	3	
		管理會計學(一)	Management Accounting (1)	3 rd	1	3	
		企業資源規劃(一)	Enterprise Resource Planning (1)	3 rd	1	3	
		企業評價	Business Valuation	3 th	2	3	
		中級會計學(三)	Intermediate Accounting (3)	3 rd	2	3	
		管理會計學(二)	Management Accounting (2)	3 rd	2	3	
		審計學(一)	Auditing (1)	3 rd	2	3	
		企業資源規劃(二)	Enterprise Resource Planning (2)	3 rd	2	3	
		審計學(二)	Auditing (2)	4 th	1	3	
高等會計學(一)		Advanced Accounting (1)	4 th	1	3		
內部控制與電腦審計		Internal Control and Computer Auditing	4 th	1	3		
國際財務管理	International Financial Management	4 th	2	3			
高等會計學(二)	Advanced Accounting (2)	4 th	2	3			
資料探勘	Data Mining	3 rd	2	3			
會計專題	Topics in Accounting	4 th	1	3			

		自由選修	Free Elective course from either Finance or International Business	4 th	2	3	
國際企業學 程 51 分 International Business 51 Credits		財務報表分析	Financial Statement Analysis	4 th	1	3	
		資料探勘	Data Mining	3 rd	2	3	
		國際企業管理	International Business Management	3 rd	1	3	
		兩岸與全球經貿趨勢	Trend of Cross Strait and International Trade	4 th	1	3	
		生產與作業管理	Production & Operations Management	3 rd	2	3	
		電子商務與網路行銷	e-Commerce and e-Marketing	3 rd	2	3	
		人力資源管理	Human Resource Management	3 rd	1	3	
		消費者行為	Consumer Behavior	3 rd	1	3	
		策略管理	Strategic Management	3 rd	1	3	
		全球產業分析	Global Industry Analysis	4 th	2	3	
		非營利機構管理	Non-Profit Organization Management	3 rd	2	3	
		文化創意產業	Cultural and Creative Industry	4 th	1	3	
		休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	4 th	2	3	
		觀光發展趨勢	Tourism Development Trend	3 rd	2	3	
		餐旅管理	Hospitality Management	4 th	1	3	
	創業管理專題	Topics in Entrepreneurship Management	4 th	1	3		
	領導與團隊	Leadership and Teamwork	4 th	2	3		

註：

1. 畢業總學分：64 學分
Graduation requirement: 64 credits
2. 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。
International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.
3. 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。
To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.
4. 臺灣/中國文化導讀(一)或(二)或可選符合此領域內涵，以全英語授課之博雅通識課程，或符合華語文教學內涵之中文課程。
Taiwanese / Chinese Culture and Arts(I) Or(II)(or equivalent content of Liberal Arts courses using English as medium of instruction; equivalent content of Chinese courses using Chinese as medium of instruction).