

	學 科	學分	大一		大二		大三		大四	
			上	下	上	下	上	下	上	下
基礎課程 Essential Courses	中文 (Chinese)	4	2	2	-	-	-	-	-	-
	大一英文 (Freshman English)	6	3	3	-	-	-	-	-	-
	大二英文 (Sophomore English)	4	-	-	2	2	-	-	-	-
	AI 思維與程式設計 (AI Thinking & Basic Program)	2	2	-	-	-	-	-	-	-
	軍訓 (Military Training )	-	-	-	-	-	-	-	-	-
	大一體育 (Physical Education (I))	-	-	-	-	-	-	-	-	-
	大二體育 (Physical Education (2))	-	-	-	-	-	-	-	-	-
	勞作教育 (Student ' s Labor)	-	-	-	-	-	-	-	-	-
通識必修課程 General Education Courses	人文科學(Humanities)	-	-	-	-	-	-	-	-	-
	社會科學 (Social Sciences)	-	-	-	-	-	-	-	-	-
	自然科學 (Natural Sciences)	-	-	-	-	-	-	-	-	-
	文明與經典領域 (Civilization and Classic)	-	-	-	-	-	-	-	-	-
	領導與倫理領域 (Leadership & Ethics)	-	-	-	-	-	-	-	-	-
	議題導向領域 (Issue-oriented)	-	-	-	-	-	-	-	-	-
學系必修科目 Core and Required Courses	經濟學 (Economics)	6	3	3	-	-	-	-	-	-
	會計學 (Accounting)	6	3	3	-	-	-	-	-	-
	企業概論 (Introduction to Business)	3	3	-	-	-	-	-	-	-
	微積分乙(一) (Calculus B (I))	3	3	-	-	-	-	-	-	-
	管理學 (Principles of Management)	3	-	3	-	-	-	-	-	-
	統計學(一)(Statistics (I))	3	-	3	-	-	-	-	-	-
	統計學(二)(Statistics (II))	3	-	-	3	-	-	-	-	-
	行銷管理(Marketing Management)	3	-	-	3	-	-	-	-	-
	管理會計(Managerial Accounting)	3	-	-	3	-	-	-	-	-
	人力資源管理(Human Resource Management)	3	-	-	3	-	-	-	-	-
	財務管理(Financial Management)	3	-	-	-	3	-	-	-	-
	管理科學 (Managerial Science)	3	-	-	-	3	-	-	-	-
	資訊管理(Information Management)	3	-	-	-	3	-	-	-	-
	作業管理 (Operations Management)	3	-	-	-	-	3	-	-	-
	商事法 (Business Law)	2	-	-	-	-	-	2	-	-
	消費者行為(Consumer Behavior)	3	-	-	-	3	-	-	-	-
	行銷通路管理(Marketing Channels Management)	3	-	-	-	3	-	-	-	-
	數位行銷(Digital Marketing)	3	-	-	-	-	3	-	-	-
	數位經營策略(Digital Business Strategy)	3	-	-	-	-	3	-	-	-
	品牌管理(Brand Management)	3	-	-	-	-	-	3	-	-
	數位行銷實務(Digital Marketing Practice)	3	-	-	-	-	-	3	-	-
	服務創新與管理(Service Innovation and Management)	3	-	-	-	3	-	-	-	-
	創新與創業精神 (Innovation and Entrepreneurship)	3	-	-	-	3	-	-	-	-
	服務體驗設計(Service Experience Design)	3	-	-	-	-	3	-	-	-
	商業模式設計 (Business Model Design)	3	-	-	-	-	3	-	-	-
	創新與創業實務 (Practice on Innovation and Entrepreneurship)	3	-	-	-	-	-	3	-	-
創業財務分析與評估 (Financial Analysis and Evaluation of Entrepreneurship)	3	-	-	-	-	-	3	-	-	
企業政策(Business Policy)	3	-	-	-	-	-	3	-	-	
畢業專題(Research Project)	3	-	-	-	-	-	-	3	-	
必修學分數 Required credits	96	19	17	14	17	9	5	3	0	
選修學分數 Elective credits	32	Marketing and Digital Business · 4 out of 6 Service Innovation and Entrepreneurship · 4 out of 6								
畢業學分數 Total credits for graduate	128									