

臺北城市科技大學四年制日間部企業管理系課程規劃表(112學年度入學適用)  
 TPCU four-year Undergraduate Program Day School Department of Business Administration curriculum Planning(applicable to 112 semester year admission)

112學年度111學期課程表  
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 2023-03-01 111 semester year 2nd semester list of courses of department curriculum development center  
 2023-03-01 112 semester year 2nd semester list of courses of department curriculum development center  
 2023-03-29 111 semester year 2nd semester syllabus of department curriculum development center  
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類別 category	科目名稱 subject name	第一學年 1st semester year				科目名稱 subject name	第二學年 2nd semester year				科目名稱 subject name	第三學年 3rd semester year				科目名稱 subject name	第四學年 4th semester year			
		上學期 fall		下學期 spring			上學期 fall		下學期 spring			上學期 fall		下學期 spring			上學期 fall		下學期 spring	
		學分 credit	時數 hour	學分 credit	時數 hour		學分 credit	時數 hour	學分 credit	時數 hour		學分 credit	時數 hour	學分 credit	時數 hour		學分 credit	時數 hour	學分 credit	時數 hour
基礎通識 basic general education	中文閱讀與寫作 Chinese Reading and Writing	2	2			轉修(一)-高爾夫 Physical Education (I): Golf	2	2												
	共同外語(一) Common Foreign Language (I)	2	2			轉修(二) Physical Education (II)			2	2										
	轉修(一) Physical Education (I)			2	2	共同外語(二) Common Foreign Language (II)	2	2												
	共同外語(二) Common Foreign Language (II)			2	2															
小計 subtotal	4	4	4	4	小計 subtotal	4	4	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0	
類別學分小計 category credits subtotal	14																			
1.凡以外語作為選修學分，學生於修課前即可選擇「英語」或「日語」為外語課程。 1. Common foreign language courses require 6 credits. Students can choose "English" or "Japanese" as the foreign language course before taking the course. 2.選定該語後，不可再換。 2. Once the language is selected, it cannot be changed.																				
應用通識 career application general education	社會責任實踐(一)(二) Social Responsibility Practices (I)(II)	0	1	0	1	職場禮儀與口語表達 Workplace Etiquette and Oral Communication			2	2										
	職場應用文 Workplace Applied Chinese			2	2															
	法律與生活 Law and Life	2	2																	
	小計 subtotal	2	3	2	3	小計 subtotal	0	0	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
類別學分小計 category credits subtotal	6																			
多元通識 multiple general education	1.「多元通識」由通識教育中心訂定課程，規畫列出應修人文藝術領域、自然科技領域及社會科學領域二類之應選課程後，每一領域至少選擇學分，共計8學分之課程。 1. The General Education Center would offer "Multiple General Education" courses selection for students to choose from. After the advance selection, the General Education center would list courses in the following three categories (domains): Arts and Humanities, Natural Technologies and Social Science. Students are to choose at most 4 credits from each category (domain), with the total of 8 credits. 2.選定課程中心公布後，凡「學分所選之通識課程」中可承認為通識課程者，學生應選擇所屬之「系」及「系」之課程，恕不承認。 2. Supplementary courses provided by various colleges, departments, and programs announced by the General Education Center can also be recognized as general elective courses. However, students taking elective courses provided by the colleges, departments, and programs to which they are affiliated will not be recognized. 3.「名人講座」為跨領域課程，可承認為「多元通識課程」中任一領域課程，以一次為限。 3. "Celebrity Lecture" is a cross-category elective course and can be recognized as a course in any field of "Multiple General Education Courses", only once.																			
	類別學分小計 category credits subtotal	8																		
	院訂必修 compulsory courses required by the college	商務表達 Business of Expression	2	2			企業經營講座 Lectures in Business and Management	2	2											
		管理學 Management			2	2	職場倫理與職涯規劃 Workplace Ethics and Career Planning			2	2									
小計 subtotal		2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
類別學分小計 category credits subtotal		8																		
院訂選修 compulsory electives by the college	職場日語 Workplace Japanese	2	2			中階職場英語 Medium Workplace English	2	2			生活互動英文 Live Interactive English	2	2							
	進修實用英語 Advanced Job English Conversation	2	2			進修職場英語 Advanced workplace English			2	2	進修服務英文會話 Commercial Service English Conversation			2	2					
	進修職場日語 Advanced Workplace Japanese			2	2															
	進修實用英語會話 Advanced Practical Job English Conversation			2	2															
進修服務英文會話 Customer Service Situational English Conversation			2	2																
小計 subtotal	4	4	6	6	小計 subtotal	2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	0	
類別學分小計 category credits subtotal	18																			
專業必修 required for majors	創意思考 Creative Thinking	2	2			產業新趨勢 The New Trends of Industries	2	2			企業專題製作(一)(二) Enterprise Thematic Production (I)(II)	3	4	3	4	校外實習 Off-campus internships	9	*		
	個人理財規劃 Personal financial planning	2	2			財務管理 Financial Management	3	3			風險管理與保險規劃 Risk management and insurance planning	2	2			企業個案研討 Product Manager			3	4
	行銷管理 Marketing Management	2	2			消費者行為 Consumer Behavior	2	2			電子商務管理 E-Commerce Management	2	2							
	企業概論 Introduction to Enterprise	2	2			談判與溝通 Negotiation and Communication	2	2			大數據應用分析 Big data application analysis	2	2							
	門市服務概論(一) Introduction to Store Services (I)	3	3			企業管理 Enterprise Management	2	2												
	門市服務實踐(一) Store Service Practice (I)	3	3			虛擬商店設計管理 Virtual store design management			2	3										
	人力資源管理 Human Resource Management			2	2	服務創新與設計 Service Innovation and Design			2	2										
	創新管理 Innovation Management			2	2	顧客關係管理 Customer Relationship Management			3	3										
	品牌經營策略 The Brand Management Strategy			2	2	網路行銷與實務 Internet celebrity management and practice			2	2										
	企業提案 Business Proposal Writing Skills			2	2	社群媒體經營 Social media management			2	2										
	數位行銷 Digital Marketing			2	2															
	投資組合分析 Investment Portfolio Analysis			2	2															
	小計 subtotal	14	14	12	12	小計 subtotal	11	11	11	12	小計 subtotal	9	10	3	4	小計 subtotal	9	0	3	4
	類別學分小計 category credits subtotal	72																		
專業選修 profession al electives	連鎖加盟管理實踐(一) Franchise Management Practice (I)	3	3			門市基礎管理概論 Introduction to the basic management of stores	4	4			門市進階管理概論 Introduction to Advanced Store Management	3	3			創意行銷 The Creativity Marketing			2	2
	品牌經營與社群平台管理實務 Branded Entertainment & Social Platform Management Practice	2	2			組織行為 Organizational Behavior	2	2			商業經營模式創新 Innovation of Business Operation Models	2	2			門市服務管理 Store service management			2	2
	海外參訪研習 Overseas Visits and Studies	1	*			廣告實務 Advertising	2	2			企業內控 Business Internal Control	2	2			大數據品牌行銷 Big Data Brand Marketing			2	2
	連鎖加盟管理實踐(二) Franchise Management Practice (II)			3	3	處理創新思維應用 Numerology innovative thinking application	2	2			專案管理 Project Management	2	2			團隊管理 Team management			2	2
	網路行銷 Network Marketing			2	2	AI智慧應用 AI intelligent application	2	2			產業分析 Industry Analysis	2	2			就業整合 Employment integration			9	*
	連鎖加盟經營管理 Franchise management			2	2	校外實習(暑期) Off-campus Internship (Summer)	3	*			應用英文 Business English	2	2							
	商業攝影與剪輯 Visual Photography & Editing			2	2	門市基礎管理實務 Basic store management practices			4	4	校外實習(暑期) Off-campus Internship (Summer)	3	*							
						財務報表分析 Financial Statement Analysis			2	2	門市進階管理實務 Advanced Store Management Practices			3	3					
						創新美學設計 Innovative aesthetic design			2	2	企業資源規劃 Enterprise Resource Planning			2	2					
						簡報技巧 Briefing skills			2	2	商品企劃 Product Manager			2	2					
						手機APP製作與應用 Production and application of mobile APP			2	2	管理心理學 Managerial Psychology			2	2					
											激勵與領導 Motivation & Leadership			2	2					
											公關與危機管理 PR & Crisis Management			2	2					
											職場幸福學 Workplace Happiness			2	2					
										搜尋引擎優化管理 Search Engine Optimization Management			2	2						
小計 subtotal	6	5	9	9	小計 subtotal	15	12	12	12	小計 subtotal	16	13	26	17	小計 subtotal	0	0	17	8	
類別學分小計 category credits subtotal	101																			
備註 remark	基礎通識basic general education : 14																			
	應用通識career application general education : 6																			
	多元通識multiple general education : 8																			
	院訂必修compulsory courses required by the college : 8																			
	專業必修required for majors : 66																			
專業選修(including elective courses prescribed by the college) : 26																				
專業最低學分minimum credits for graduation : 128																				