

逢甲大學 國際企業管理，商學學士 必選修科目表(113學年度入學學生適用)

Required/Elective Courses for International Business Administration, B.B.A., Feng Chia University (Applicable to Students Admitted in the Academic Year 2024)

必修 Required

應取得 66學分 / Should obtain 66 credits

一年級 1st.								
第1學期 Semester 1			第2學期 Semester 2					
課程編碼 CourseID	科目名稱 Course name	學分 credit	課程編碼 CourseID	科目名稱 Course name	學分 credit			
ACCT1011	會計學(一) ACCOUNTING (1)	3	ACCT1012	會計學(二) ACCOUNTING(2)	3			
ACCT1011P	會計學(一)實習 RECITATION OF ACCOUNTING(1)	0	ACCT1012P	會計學(二)實習 RECITATION OF ACCOUNTING(2)	0			
ECON1001	經濟學(一) ECONOMICS (1)	3	ECON1002	經濟學(二) ECONOMICS(2)	3			
ECON1001P	經濟學(一)實習 ECONOMICS (1) RECITATION	0	ECON1002P	經濟學(二)實習 ECONOMICS(2) RECITATION	0			
IBUS1009	大一基礎英文(一). 商用英文(一) ENGLISH FOR BUSINESS (1)	2	IBUS1010	大二基礎英文(二). 商用英文(二) ENGLISH FOR BUSINESS (2)	2			
IINE1001	程式邏輯與應用 PROGRAMMING LOGIC AND APPLICATIONS	1	IBUS2017	微積分 CALCULUS	3			
ITRA1065	國際企業概論 INTRODUCTION TO INTERNATIONAL BUSINESS	3						
MGT1001	管理學 MANAGEMENT	3						

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二年級 2nd.								
第1學期 Semester 1			第2學期 Semester 2					
課程編碼 CourseID	科目名稱 Course name	學分 credit	課程編碼 CourseID	科目名稱 Course name	學分 credit			
FINA2034	財務管理 FINANCIAL MANAGEMENT	3	IBUS2001	資料科學商管應用 DATA SCIENCE FOR BUSINESS AND MANAGEMENT	3			
FINA2034P	財務管理實習 FINANCIAL MANAGEMENT PRACTICE	0	IBUS2002	科技管理 TECHNOLOGY MANAGEMENT	3			
IBUS2018	大二進階英文(一). 簡報技巧與溝通 PRESENTATION SKILL AND COMMUNICATION	2	IBUS2019	學術研究架構與發表 ACADEMIC RESEARCH FRAMEWORK AND PUBLICATION	2			
ITRA2067	國際企業管理 INTERNATIONAL BUSINESS MANAGEMENT	3	ITRA4055	國際物流管理 INTERNATIONAL LOGISTICS MANAGEMENT	3			
MGT2020	行銷管理 MARKETING MANAGEMENT	3						
STAT1001	統計學(一) STATISTICS (1)	3						
STAT1001P	統計學(一)實習 STATISTICS(1) RECITATION	0						

三年級 3rd.								
第1學期 Semester 1			第2學期 Semester 2					
課程編碼 CourseID	科目名稱 Course name	學分 credit	課程編碼 CourseID	科目名稱 Course name	學分 credit			
BUS3145	大二進階英文(二). 實用職場英文 WORKPLACE ENGLISH	2	IBUS2010	國際金融市場與投資 INTERNATIONAL FINACIALMARKETS AND INVESTMENT	3			
IBUS3001	國際交流體驗 INTERNATIONAL EXCHANGE EXPERIENCE	1	IBUS3030	國際企業專題 INTERNATIONAL BUSINESS MANAGEMENT CAPSTONE PROJECT	3			

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IBUS3002	財務報表分析 FINANCIAL STATEMENT ANALYSIS	3					
IBUS3003	國際企業社會責任 INTERNATIONAL BUSINESS SOCIAL RESPONSIBILITY	3					

選修 Elective

至少取得 24學分 / At least obtain 24 credits

一年級 1st.

第2學期 Semester 2							
課程編碼 CourseID	科目名稱 Course name	學分 credit					
IBUS1002	商業書報導讀 READINGS IN BUSINESS AND MANAGEMENT	3					

二年級 2nd.

第1學期 Semester 1			第2學期 Semester 2				
課程編碼 CourseID	科目名稱 Course name	學分 credit	課程編碼 CourseID	科目名稱 Course name	學分 credit		
IBUS2003	全球供應鏈管理 GLOBAL SUPPLY CHAIN MANAGEMENT	3	IBUS2006	國際經貿專題 SEMINAR ON INTERNATIONAL ECONOMICS AND TRADE	3		
IBUS2004	全球政經環境 GLOBAL POLITICAL ECONOMY AND ENVIRONMENT	3	IBUS2007	國際商業禮儀 INTERNATIONAL BUSINESS ETIQUETTE	3		
IBUS2020	國際商用英文寫作實務 INTERNATIONAL BUSINESS ENGLISH WRITING PRACTICE	3	IBUS2008	國際經營個案研討 CASE STUDY FOR INTERNATIONAL BUSINESS	3		
MGT3017	國際人力資源管理 INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	IBUS2009	跨境電商與數位行銷 CROSS-BORDER ELECTRONIC COMMERCE AND DIGITAL MARKETING	3		
			MGT2065	商業心理學 BUSINESS PSYCHOLOGY	3		

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			MKT3020	消費者行為 CONSUMER BEHAVIOR	3			
三年級 3rd.								
第1學期 Semester 1			第2學期 Semester 2					
課程編碼 CourseID	科目名稱 Course name	學分 credit	課程編碼 CourseID	科目名稱 Course name	學分 credit			
IBUS2012	國際商業英文 ENGLISH FOR INTERNATIONAL BUSINESS	3	BUS2128	產業巡禮 INDUSTRY TOUR	3			
IBUS3005	社群媒體行銷策略 MARKETING STRATEGY FOR SOCIAL MEDIA	3	IBUS3008	國際專案管理 International Project Management	3			
IBUS3006	國際商業溝通與談判 INTERNATIONAL BUSINESS COMMUNICATION AND NEGOTIATION	3	IBUS3009	國際行銷與品牌策略 INTERNATIONAL MARKETING AND BRAND STRATEGY	3			
IBUS3007	國際企業法律環境 LEGAL ENVIRONMENT FOR INTERNATIONAL BUSINESS	3	IBUS3010	新商業模式專題 SEMINAR ON NEW BUSINESS MODEL	3			
IBUS3036	跨文化行銷溝通 CROSS-CULTURAL MARKETING COMMUNICATION	3	IBUS3011	跨域英文專題 SPECIAL TOPICS IN INTERDISCIPLINARY ENGLISH PREPARATION	3			
			IBUS3018	創新與創業 INNOVATION AND ENTREPRENEURSHIP	3			
			IBUS3035	商業倫理與決策 BUSINESS ETHICS AND DECISION MAKING	3			
			IBUS4007	校外實習導論 INTRODUCTION TO OFF-CAMPUS INTERNSHIP	1			

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四年級 4th.								
第1學期 Semester 1			第2學期 Semester 2					
課程編碼 CourseID	科目名稱 Course name	學分 credit	課程編碼 CourseID	科目名稱 Course name	學分 credit			
IBUS4001	全球在地化 (一) GLOCALIZATION (1)	3	IBUS4002	全球在地化 (二) GLOCALIZATION (2)	3			
IBUS4008	暑期校外專業實習(一) OFF-CAMPUS SUMMER INTERNSHIP(1)	2	IBUS4011	專業實習(二) INTERNSHIP (2)	9			
IBUS4009	暑期校外專業實習(二) OFF-CAMPUS SUMMER INTERNSHIP(2)	2						

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IBUS4010	專業實習(一) INTERNSHIP (1)	9						
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應修畢業學分：128 學分

Graduation credits: 128 credits

通識基礎課程： 8 學分

General education foundation course credits: 8 credits

通識選修課程： 12 學分

General education elective course credits: 12 credits

主修必修科目： 66 學分

Major required course credits: 66 credits

主修選修科目： 24 學分

Major elective course credits: 24 credits

自由選修科目： 9 學分

Free elective course credits: 9 credits

說明：

一、通識課程修課規定：

(一)通識基礎必修課程16學分：

1. 中文思辨與表達4學分。
2. 英文8學分：大學基礎英文4學分、大學精進英文4學分。(外文系、國科管院除外)
3. 核心必修4學分：【現代公民與社會實踐】及【科學與人文的對話】均為單學期2學分之課程。

(二)通識選修課程12學分：

分為【全球氣候變遷與永續發展】、【人文藝術與社會經典教育】、【世界格局與歷史地理視野】及【科技知識原理與趨勢浪潮】等四大領域課程，合計修畢12學分始符合規定。跨領域設計學院、社會創新學院、創能學院、圖書館 MOOCs、各學院之跨域專題課程得申請認列上述四大領域課程，並以6學分為上限，但同一課程不得重複認列(相關認列課程以網路公告為主)。

(三)通識共同必修課程3學分：(不計入畢業學分)

1. 全民國防教育軍事訓練。一年級必修課程(國防科技)1學分，以學院別劃分為原則，第一學期或第二學期均開設課程。
2. 體育。一年級必修2學分。
3. 班級活動。

二、軍訓、體育選修科目畢業學分採計規定：

(一)軍訓：全民國防教育選修課程為2學分，學生至多修習四門(國際情勢、全民國防、防衛動員、國防政策)，列入畢業之學分數請參考本系修業須知。

(二)體育：選修課程是否計分及其他修課規定，請參考本系修業須知。

三、有關修習非本系至少9學分及其他修課規定，請參考本系修業須知。

四、外籍生經國際處審核後，送相關單位辦理免修全部軍訓課程。

◆Regulations for General Education Course Selection

(1) Foundation Required Courses 16 Credits:

■ Critical Thinking and Expression In Chinese 4 Credits.

■ English 8 Credits: General English 4 Credits, Advanced English 4 Credits. (Excluding Department of Foreign Languages and Literature, DFLL and International School of Technology and Management, ISTM)

■ Required Core Course 4 Credits: "Modern Citizenship and Social Practice" and "The Dialogue between Science and Humanities" are both one-semester, 2-credit courses.

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(2) Elective Courses 12 Credits:

These courses are divided into four major domains: "Global climate change and sustainable development. GEG," "Humanities & arts and classical education of social science. GEH," "World patterns and perspectives of history & geography. GEW," and "Knowledge, principles and trends of science and technology. GEK." Completion of 12 credits in total is required to meet the regulations. Interdisciplinary thematic courses of D.School, S.School, i.School, Library MOOCs, and each college can be recognized as the above four major domains with a limit of 6 credits, but the same course cannot be recognized repeatedly. Please refer to the online announcement for further details.

(3) Common Required Courses 3 Credits: (Not counted in graduation credits)

■ National Defense Education and Military Training (National Defense Science And Technology) : This is a one-credit, mandatory course for freshmen offered in both the first semester and the second semester based on college divisions.

■ Physical Education: This is a 2-credit, mandatory for freshmen.

■ Class Activities.

◆Military Training and Physical Education Elective Course Graduation Credit Calculation Regulations:

(1) Military Training: "Civil Defense Education" is a two-credit elective course. Students may take up to four courses, including International Situation, Civil Defense, Defense Mobilization, National Defense Politics. Please refer to the department's academic regulations for the inclusion of credits towards graduation.

(2) Physical Education: Please refer to the department's academic regulations and other enrollment requirements for whether physical education elective courses are counted as credits.

◆Foreign students, after reviewed by the Office of International Affairs, are exempted from taking all military training courses after being sent to relevant units for processing.

◆Regarding the completion of at least 9 credits from courses outside the department and other degree programs requirements, please refer to the department's academic regulations.