

逢甲大學 國際企業管理學士學位學程 必選修科目表(114學年度入學學生適用)

Required/Elective Courses for Bachelor's Program of International Business Administration in English, Feng Chia University (Applicable to Students Admitted in the Academic Year 2025)

| 科目名稱 Course | 一 1st. | | 科目名稱 Course | 二 2nd. | | 科目名稱 Course | 三 3rd. | | 科目名稱 Course | 四 4th. | | 科目名稱 Course | 五 5th. | |
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| | 1 | 2 | | 1 | 2 | | 1 | 2 | | 1 | 2 | | 1 | 2 |
| 必修科目 Required | | | | | | | | | | | | | | |
| ATHL1003 體育(一) PHYSICAL EDUCATION(1) | 1 | | MGT2020 行銷管理 MARKETING MANAGEMENT | 3 | | BUS3145 實用職場英文 WORKPLACE ENGLISH | 2 | | | | | | | |
| CHIN1065 中文思辨與表達(一) CRITICAL THINKING AND EXPRESSION IN CHINESE(1) | 2 | | FINA2034P 財務管理實習 FINANCIAL MANAGEMENT PRACTICE | 0 | | IBUS3002 財務報表分析 FINANCIAL STATEMENT ANALYSIS | 3 | | | | | | | |
| GEG2000 現代公民與社會實踐 MODERN CITIZENSHIP AND SOCIAL PRACTICE | 2 | | FINA2034 財務管理 FINANCIAL MANAGEMENT | 3 | | IBUS3001 國際交流體驗 INTERNATIONAL EXCHANGE EXPERIENCE | 1 | | | | | | | |
| IBUS1009 商用英文(一) ENGLISH FOR BUSINESS (1) | 2 | | ITRA2067 國際企業管理 INTERNATIONAL BUSINESS MANAGEMENT | 3 | | IBUS3003 國際企業社會責任 INTERNATIONAL BUSINESS SOCIAL RESPONSIBILITY | 3 | | | | | | | |
| MILT1035 國防科技 NATIONAL DEFENSE SCIENCE AND TECHNOLOGY | 1 | | STAT1001 統計學(一) STATISTICS (1) | 3 | | IBUS2010 國際金融市場與投資 INTERNATIONAL FINACIALMARKETS AND INVESTMENT | | 3 | | | | | | |
| ITRA1065 國際企業概論 INTRODUCTION TO INTERNATIONAL BUSINESS | 3 | | STAT1001P 統計學(一)實習 STATISTICS(1) RECITATION | 0 | | IBUS3030 國際企業專題 INTERNATIONAL BUSINESS MANAGEMENT CAPSTONE PROJECT | | 3 | | | | | | |

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[illegible]

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| IBUS2017 微積分 CALCULUS | | 3 | | | | | | | | | | | | |
| IBUS2019 學術研究架構與發表 ACADEMIC RESEARCH FRAMEWORK AND PUBLICATION | | 2 | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| 選 修 科 目 Elective | | | | | | | | | | | | | | |
| IBUS1002 商業書報導讀 READINGS IN BUSINESS AND MANAGEMENT | | 3 | IBUS2003 全球供應鏈管理 GLOBAL SUPPLY CHAIN MANAGEMENT | 3 | | IBUS3005 社群媒體行銷策略 MARKETING STRATEGY FOR SOCIAL MEDIA | 3 | | IBUS4001 全球在地化 (一) GLOCALIZATION (1) | 3 | | | | |
| | | | IBUS2004 全球政經環境 GLOBAL POLITICAL ECONOMY AND ENVIRONMENT | 3 | | IBUS3007 國際企業法律環境 LEGAL ENVIRONMENT FOR INTERNATIONAL BUSINESS | 3 | | IBUS4010 專業實習(一) INTERNSHIP (1) | 9 | | | | |
| | | | MGT3017 國際人力資源管理 INTERNATIONAL HUMAN RESOURCE MANAGEMENT | 3 | | IBUS2012 國際商業英文 ENGLISH FOR INTERNATIONAL BUSINESS | 3 | | IBUS4008 暑期校外專業實習(一) OFF-CAMPUS SUMMER INTERNSHIP(1) | 2 | | | | |

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| | | | IBUS2020 國際商用英文寫作實務 INTERNATIONAL BUSINESS ENGLISH WRITING PRACTICE | 3 | | IBUS3006 國際商業溝通與談判 INTERNATIONAL BUSINESS COMMUNICATION AND NEGOTIATION | 3 | | IBUS4009 暑期校外專業實習(二) OFF-CAMPUS SUMMER INTERNSHIP(2) | 2 | | | | |
| | | | MKT3020 消費者行為 CONSUMER BEHAVIOR | | 3 | IBUS3037 現代經濟史 CONTEMPORARY ECONOMIC HISTORY | 3 | | IBUS4002 全球在地化 (二) GLOCALIZATION (2) | | 3 | | | |
| | | | MGT2065 商業心理學 BUSINESS PSYCHOLOGY | | 3 | IBUS3036 跨文化行銷溝通 CROSS-CULTURAL MARKETING COMMUNICATION | 3 | | IBUS4011 專業實習(二) INTERNSHIP (2) | | 9 | | | |
| | | | IBUS2007 國際商業禮儀 INTERNATIONAL BUSINESS ETIQUETTE | | 3 | IBUS4007 校外實習導論 INTRODUCTION TO OFF-CAMPUS INTERNSHIP | | 1 | | | | | | |
| | | | IBUS2006 國際經貿專題 SEMINAR ON INTERNATIONAL ECONOMICS AND TRADE | | 3 | IBUS3035 商業倫理與決策 BUSINESS ETHICS AND DECISION MAKING | | 3 | | | | | | |
| | | | IBUS2008 國際經營個案研討 CASE STUDY FOR INTERNATIONAL BUSINESS | | 3 | IBUS3009 國際行銷與品牌策略 INTERNATIONAL MARKETING AND BRAND STRATEGY | | 3 | | | | | | |
| | | | IBUS2009 跨境電商與數位行銷 CROSS-BORDER ELECTRONIC COMMERCE AND DIGITAL MARKETING | | 3 | IBUS3008 國際專案管理 International Project Management | | 3 | | | | | | |

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| | | | | | | BUS2128 產業巡禮 INDUSTRY TOUR | | 3 | | | | | | |
| | | | | | | IBUS3018 創新與創業 INNOVATION AND ENTREPRENEURSHIP | | 3 | | | | | | |
| | | | | | | IBUS3010 新商業模式專題 SEMINAR ON NEW BUSINESS MODEL | | 3 | | | | | | |
| | | | | | | IBUS3011 跨域英文專題 SPECIAL TOPICS IN INTERDISCIPLINARY ENGLISH PREPARATION | | 3 | | | | | | |

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- (1)畢業學分：【128】學分
 (2)本系必修：【66】學分
 (3)本系選修：至少【24】學分
 (4)外系選修：至少【9】學分
 (5)通識基礎課程：【8】學分
 (6)通識選修課程：【12】學分

- (1)Graduation credits : 【128】 credits
 (2)Required credits in this department : 【66】 credits
 (3)Elective credits in this department : At least 【24】 credits
 (4)Elective credits from other departments : At least 【9】 credits
 (5)General education foundation course credits : 【8】 credits
 (6)General education elective course credits : 【12】 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.

(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.

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(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.

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