國際企業管理, 商學學士（128學分）
IBUS-B-FM-001
（115學年度入學學生適用）

必修　　應取得 58學分

一年級					
第1學期			第2學期		
課程編碼	科目名稱	學分	課程編碼	科目名稱	學分
ACCT1011	會計學(一)	3	ACCT1012	會計學(二)	3
ACCT1011P	會計學(一)實習	0	ACCT1012P	會計學(二)實習	0
ECON1001	經濟學(一)	3	ECON1002	經濟學(二)	3
ECON1001P	經濟學(一)實習	0	ECON1002P	經濟學(二)實習	0
IINE1005	程式邏輯與AI應用	1	IBUS2017	微積分	3
ITRA1065	國際企業概論	3	IBUS2019	學術研究架構與發表	2
MGT1001	管理學	3			
二年級					
第1學期			第2學期		
課程編碼	科目名稱	學分	課程編碼	科目名稱	學分
FINA2034	財務管理	3	IBUS2001	資料科學商管應用	3
FINA2034P	財務管理實習	0	ITRA4055	國際物流管理	3
ITRA2067	國際企業管理	3	MGT3017	國際人力資源管理	3
MGT2020	行銷管理	3			
STAT1001	統計學(一)	3			
STAT1001P	統計學(一)實習	0			
三年級					
第1學期			第2學期		
課程編碼	科目名稱	學分	課程編碼	科目名稱	學分
BUS3145	實用職場英文	2	IBUS2010	國際金融市場與投資	3
IBUS3001	國際交流體驗	1	IBUS3030	國際企業專題	3
IBUS3002	財務報表分析	3			
IBUS3003	國際企業社會責任	3			

選修　　至少取得 24學分

一年級					
第2學期					
課程編碼	科目名稱	學分			
IBUS1002	商業書報導讀	3			
二年級					
第1學期			第2學期		
課程編碼	科目名稱	學分	課程編碼	科目名稱	學分
IBUS2002	科技管理	3	IBUS2007	國際商業禮儀	3
IBUS2003	全球供應鏈管理	3	IBUS2008	國際經營個案研討	3
IBUS2004	全球政經環境	3	IBUS2009	跨境電商與數位行銷	3
IBUS2006	國際經貿專題	3	MGT2065	商業心理學	3
IBUS2020	國際商用英文寫作實務	3	MKT3020	消費者行為	3
三年級					
第1學期			第2學期		
課程編碼	科目名稱	學分	課程編碼	科目名稱	學分
IBUS2012	國際商業英文	3	BUS2128	產業巡禮	3
IBUS3005	社群媒體行銷策略	3	IBUS3008	國際專案管理	3

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IBUS3006	國際商業溝通與談判	3	IBUS3009	國際行銷與品牌策略	3
IBUS3007	國際企業法律環境	3	IBUS3010	新商業模式專題	3
IBUS3036	跨文化行銷溝通	3	IBUS3011	跨域英文專題	3
IBUS3037	現代經濟史	3	IBUS3018	創新與創業	3
			IBUS3035	商業倫理與決策	3
			IBUS4007	校外實習導論	1

四年級

第1學期			第2學期		
課程編碼	科目名稱	學分	課程編碼	科目名稱	學分
IBUS4001	全球在地化 (一)	3	IBUS4002	全球在地化 (二)	3
IBUS4008	暑期校外專業實習(一)	2	IBUS4011	專業實習(二)	9
IBUS4009	暑期校外專業實習(二)	2			
IBUS4010	專業實習(一)	9			

應修畢業學分：128 學分
通識基礎課程： 12 學分
通識選修課程： 12 學分
主修必修科目： 58 學分
主修選修科目： 24 學分
　跨領域課程： 13 學分

學程修課規則：
說明：
一、通識課程修課規定：
(一)通識基礎必修課程12學分：
1.中文思辨與表達4學分。
2.大學基礎英文：上、下學期各2學分之課程，共4學分；本學程以商用英文(一)(二)充抵 。
3.大學精進英文：上、下學期各2學分之課程，共4學分；本學程以「簡報技巧與溝通」、「學術研究架構與發表」充抵 。
(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.體育：一年級必修2學分。
2.班級活動。
二、體育選修科目畢業學分採計規定：
(一)體育：選修課程，不計入畢業學分。
三、至少修習2-3學分數位學習課程
四、有關修習非本系至少13學分及其他修課規定，請參閱『學程修業須知』。
五、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。

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Required To earn 58 credits

1st.

Semester 1			Semester 2		
CourseNum	Course name	credit	CourseNum	Course name	credit
ACCT1011	ACCOUNTING (1)	3	ACCT1012	ACCOUNTING(2)	3
ACCT1011P	RECITATION OF ACCOUNTING(1)	0	ACCT1012P	RECITATION OF ACCOUNTING(2)	0
ECON1001	ECONOMICS (1)	3	ECON1002	ECONOMICS(2)	3
ECON1001P	ECONOMICS (1) RECITATION	0	ECON1002P	ECONOMICS(2) RECITATION	0
IINE1005	PROGRAMMING LOGIC AND AI APPLICATIONS	1	IBUS2017	CALCULUS	3
ITRA1065	INTRODUCTION TO INTERNATIONAL BUSINESS	3	IBUS2019	ACADEMIC RESEARCH FRAMEWORK AND PUBLICATION	2
MGT1001	MANAGEMENT	3			

2nd.

Semester 1			Semester 2		
CourseNum	Course name	credit	CourseNum	Course name	credit
FINA2034	FINANCIAL MANAGEMENT	3	IBUS2001	DATA SCIENCE FOR BUSINESS AND MANAGEMENT	3
FINA2034P	FINANCIAL MANAGEMENT PRACTICE	0	ITRA4055	INTERNATIONAL LOGISTICS MANAGEMENT	3
ITRA2067	INTERNATIONAL BUSINESS MANAGEMENT	3	MGT3017	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3
MGT2020	MARKETING MANAGEMENT	3			
STAT1001	STATISTICS (1)	3			

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STAT1001P	STATISTICS(1) RECITATION	0						

3rd.

Semester 1			Semester 2					
CourseNum	Course name	credit	CourseNum	Course name	credit			
BUS3145	WORKPLACE ENGLISH	2	IBUS2010	INTERNATIONAL FINANCIAL MARKETS AND INVESTMENT	3			
IBUS3001	INTERNATIONAL EXCHANGE EXPERIENCE	1	IBUS3030	INTERNATIONAL BUSINESS MANAGEMENT CAPSTONE PROJECT	3			
IBUS3002	FINANCIAL STATEMENT ANALYSIS	3						
IBUS3003	INTERNATIONAL BUSINESS SOCIAL RESPONSIBILITY	3						

Elective To earn at least 24 credits

1st.

Semester 2								
CourseNum	Course name	credit						
IBUS1002	READINGS IN BUSINESS AND MANAGEMENT	3						

2nd.

Semester 1			Semester 2					
CourseNum	Course name	credit	CourseNum	Course name	credit			
IBUS2002	TECHNOLOGY MANAGEMENT	3	IBUS2007	INTERNATIONAL BUSINESS ETIQUETTE	3			
IBUS2003	GLOBAL SUPPLY CHAIN MANAGEMENT	3	IBUS2008	CASE STUDY FOR INTERNATIONAL BUSINESS	3			
IBUS2004	GLOBAL POLITICAL ECONOMY AND ENVIRONMENT	3	IBUS2009	CROSS-BORDER ELECTRONIC COMMERCE AND DIGITAL MARKETING	3			
IBUS2006	SEMINAR ON INTERNATIONAL ECONOMICS AND TRADE	3	MGT2065	BUSINESS PSYCHOLOGY	3			

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IBUS2020	INTERNATIONAL BUSINESS ENGLISH WRITING PRACTICE	3	MKT3020	CONSUMER BEHAVIOR	3			

3rd.

Semester 1			Semester 2					
CourseNum	Course name	credit	CourseNum	Course name	credit			
IBUS2012	ENGLISH FOR INTERNATIONAL BUSINESS	3	BUS2128	INDUSTRY TOUR	3			
IBUS3005	MARKETING STRATEGY FOR SOCIAL MEDIA	3	IBUS3008	International Project Management	3			
IBUS3006	INTERNATIONAL BUSINESS COMMUNICATION AND NEGOTIATION	3	IBUS3009	INTERNATIONAL MARKETING AND BRAND STRATEGY	3			
IBUS3007	LEGAL ENVIRONMENT FOR INTERNATIONAL BUSINESS	3	IBUS3010	SEMINAR ON NEW BUSINESS MODEL	3			
IBUS3036	CROSS-CULTURAL MARKETING COMMUNICATION	3	IBUS3011	SPECIAL TOPICS IN INTERDISCIPLINARY ENGLISH PREPARATION	3			
IBUS3037	CONTEMPORARY ECONOMIC HISTORY	3	IBUS3018	INNOVATION AND ENTREPRENEURSHIP	3			
			IBUS3035	BUSINESS ETHICS AND DECISION MAKING	3			
			IBUS4007	INTRODUCTION TO OFF-CAMPUS INTERNSHIP	1			

4th.

Semester 1			Semester 2					
CourseNum	Course name	credit	CourseNum	Course name	credit			
IBUS4001	GLOCALIZATION (1)	3	IBUS4002	GLOCALIZATION (2)	3			
IBUS4008	OFF-CAMPUS SUMMER INTERNSHIP(1)	2	IBUS4011	INTERNSHIP (2)	9			
IBUS4009	OFF-CAMPUS SUMMER INTERNSHIP(2)	2						

IBUS4010	INTERNSHIP (1)	9						

International Business Administration, B.B.A. (128 Credits)
IBUS-B-FM-001
(Applicable to Students Admitted in the Academic Year 2026)

Graduation credits：128 credits
General education foundation course credits： 12 credits
General education elective course credits： 12 credits
Major required course credits： 58 credits
Major elective course credits： 24 credits
Interdisciplinary course credits： 13 credits

Guidelines for Program Completion：

Explanation:
I. General Education Course Requirements
(1) Required General Education Foundation Courses: 12 credits
1.CRITICAL THINKING AND EXPRESSION IN CHINESE: 4 credits.
2.Basic College English: 4 credits, In BIBA program, Business English (I) and (II) may be used as substitutes.
3.Advanced College English: 4 credits, In BIBA program, PRESENTATION SKILL AND COMMUNICATION and ACADEMIC RESEARCH FRAMEWORK AND PUBLICATION may be used as substitutes.
(2) General Education Elective Courses: 12 credits
Courses are divided into the following four categories:
・Global Climate Change and Sustainable Development
・Humanities, Arts, and Classical Social Education
・World Perspectives, History, and Geography
・Principles of Science and Technology and Emerging Trends
Students must complete a total of 12 credits from these categories to meet the graduation requirements.
Courses offered by the College of Interdisciplinary Design, College of Social Innovation, College of Innovation, Library MOOCs, and interdisciplinary project courses offered by various colleges may be applied for credit recognition under the four categories above, with a maximum of 6 recognized credits. However, the same course may not be counted repeatedly. (Recognized courses are subject to official online announcements.)
(3) Common Required General Education Courses: 3 credits
(These credits are not included in graduation credits.)
Freshman required course:
1.Physical Education
Freshman required course: 2 credits.
2.Class Activities
II. Regulations for Counting Military Training and Physical Education Elective Credits Toward Graduation
(1) Physical Education Electives
Physical education elective courses do not count toward graduation credits.
III. Digital Learning Course Requirement
Students must complete at least 2－3 credits of digital learning courses.
IV. Other Course Requirements
For regulations regarding the requirement of completing at least 13 credits outside the student’s department and other course requirements, please refer to the Program Study Regulations.

V. Exemption for International Students

After review and approval by the Office of International Affairs, international students may apply for exemption from all military training courses through the relevant administrative units.

Management Unit：College of Business/Bachelor's Program of International Business Administration in English