

銘傳大學 國際企業學系 必選修科目表 (110 學年度入學生適用)

科 目			學分	時數	第一學年				第二學年				第三學年				第四學年				備註
					上		下		上		下		上		下		上		下		
					授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	
	Management																				
57310	English Business Letters for International Trade	國際貿易英文書信	3	3										3							
57403	International Business Management	國際企業管理	3	3											3						
57409	International Business Strategy	國際企業經營策略	3	3													3				
57131	Introduction to Global Economy and Trade	全球經貿概論	3	3			3														
57232	Microeconomics	個體經濟學	3	3					3												
57332	Global Industry Analysis	全球產業分析	3	3					3												
57234	Managerial Economics	管理經濟學	3	3						3											
57348	Organizational Behavior	組織行為	3	3								3									
57339	Service Operations Management	服務業經營管理	3	3						3											
57437	Competitive Strategy	競爭策略	3	3								3									
57450	International Business Management Cases Study	國際企業個案研討	3	3													3				
57451	International Human Resource Management	國際人力資源管理	3	3															3		
57458	International Mergers and Acquisitions	國際購併	3	3																3	
57472	Performance Assessment Management	績效評核管理	3	3													3				
57474	Human Resource Training and Development	人力資源訓練與發展	3	3													3				
57336	Consumer Behavior	消費者行為	3	3											3						
57353	Customer Relationship Management	顧客關係管理	3	3									3								
57438	Service Marketing	服務業行銷	3	3																3	
57360	Electronic Commerce and Internet Marketing	電子網路行銷	3	3									3								
57359	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3											3						
57473	Business Research Methods	企業研究方法	3	3										3							
57355	Questionnaire Design and Marketing Research	問卷設計與市場調查	3	3												3					
57361	Innovation and Product Management	創新與產品管理	3	3										3							
57362	Online Brand Management Practice	電子品牌經營實務	3	3												3					
57433	Promotional Strategies	推廣策略	3	3																3	
57434	Logistic Management	物流管理	3	3																	3
57238	Money and Banking	貨幣銀行學	3	3					3												
57233	Macroeconomics	總體經濟學	3	3						3											
57333	Investment Management	投資管理	3	3										3							

專業選修

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57349	Business Operation Diagnosis	企業經營診斷	3	3														3			
57347	International Financial Markets and Exchange	國際金融市場與匯兌	3	3									3								
57358	The Internet Finance	互聯網金融	3	3										3							
57335	International Investment Decisions	國際投資決策	3	3										3							
57341	Financial Analysis and Decisions	財務分析與決策	3	3															3		
57452	Futures and Options	期貨與選擇權	3	3													3				
57133	Etiquette	國際禮儀	3	3	3																
57246	Game Theory and Experiments	賽局理論與實驗	3	3				3													
57251	Selected Readings in English for International Trade (E)	貿易英文選讀(英)	3	3						3										英語授課	
57235	Trade Policy Analysis	貿易政策分析	3	3						3											
57337	Customs Operations Practices	關稅實務	3	3								3									
57351	Risk Management in Trade	貿易風險管理	3	3															3		
57352	The Law and Practice of International Trade and Economic Institutions	經貿組織與法規	3	3								3									
57454	Case Studies on Trade	貿易專案研究	3	3													3				
57465	International Business Negotiation	國際商務談判	3	3															3		
57460	International Business Communication	國際商務溝通	3	3															3		
57340	English Business Letters for International Trade	外貿函電	3	3									3								
57445	Japanese for International Trade	貿易日文	4	4													2		2		
57462	Business Practicum	企業實習	3	3													3				
99982	Advanced Internship	企業進階實習	3	3															3		
99983	Seminar on Industry Practice	職場實務專題	3	3															3		
57463	International Business Secretary Practice	國際商務秘書實務	3	3													3				
57464	International Exhibition and Business Practice	國際商展與企業經營實務	3	3															3		
57470	International exhibition and international trade secretary practice	國際商展與外貿秘書實務	3	3															3		
57471	Entrepreneurship and Innovation Management	創業與創新管理	3	3													3				
57453	Perspectives on Economic and Trade Issues in Mainland China	大陸經貿問題研討	3	3					3												
57466	Business English	商用英文字彙與閱讀	3	3													3				

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	Vocabulary and Reading																				
57252	French I	法文(1)	3	3					3												
57253	French II	法文(2)	3	3						3											
41122	Introduction to Civil Code	民法概要	2	2	2																
41295	Commercial Law	商事法	2	2			2														
00531	Japanese I	日文一(上)	2	3	2	1															
00532	Japanese II	日文一(下)	2	3			2	1													
00533	Japanese III	日文二(上)	2	3					2	1											
00534	Japanese IV	日文二(下)	2	3						2	1										
00535	Japanese V	日文三(上)	2	3								2	1								
00536	Japanese VI	日文三(下)	2	3									2	1							
專業選修 外系 或 其他 選修	00241	All-out Education Training A	Defense Military	全民國防教育軍事訓練(一)	0	2	2														
	00242	All-out Education Training B	Defense Military	全民國防教育軍事訓練(二)	0	2			2												
	00243	All-out Education Training C	Defense Military	全民國防教育軍事訓練(三)	0	2				2											
	00244	All-out Education Training D	Defense Military	全民國防教育軍事訓練(四)	0	2					2										
	00134	Nursing Education I		護理(一上)	0	2	2														
	00135	Nursing Education II		護理(一下)	0	2			2												
	校定必修				28	54															
	院定必修				26	33															
	專業必修				36	39															
	專業選修				38																
	合 計				128																

- 備註：
- 1.依本校學則規定，大學部學生須通過「服務學習」、「英語能力」、「資訊能力」、「中文能力」、「運動能力」及「專業基本能力」檢定，始得畢業。
 - 2.通識教育課程在畢業前至少必須修完12學分，課程分「人文」、「社會」、「自然」三個領域，每個領域再分「核心」、「延伸」二類，每個學生在每一領域的每一類至少必須修一門課2學分方得畢業。
 - 3.多修之通識教育課程，不列計本系畢業學分。
 - 4.為鼓勵學生修習全英語專業課程，本系除單學期3學分必修課程「行銷管理」與「國際行銷」，另增開「行銷管理(英)(57315)」與「國際行銷(英)(57316)」全英語課程，學生可二擇一修習。另外，本系學生經系主任同意，專業必修課程得換班修習本校國際學院國際企業與貿易學位學程相同科目之課程。
 - 5.畢業總學分數為128學分，必修學分數為90學分(含12學分通識教育課程)，選修學分數為38學分(承認外系選修學分上限為20學分，惟以校定學分學程科目為優先)。
 - 6.未列於畢業課程架構的跨領域學分學程之學分，可認列為外系學分。
 - 7.教育學程學分不列計本系畢業學分。
 - 8.本系「企業概論(M1101)」、「微積分(M1102)」、「國際貿易英文書信(57310)」、「國際貿易資訊系統(57323)」單學期必修課程，甲乙丙丁四班得於上下學期對開(每學期各開2班)。
 - 9.本系學生在學期間，必須修畢本系任一項學分學程(三項學分學程，擇一修讀)，方得畢業。本系三項學分學程，為「對外貿易與互聯網金融學分學程」、「對外貿易與商品創新營銷學分學程」與「貿易經營學

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分學程」。

10. 「企業倫理」為管理學院通識必修課程，學生必須於大三或大四修畢「企業倫理」2學分課程後，方得畢業。
11. 視教學需要，於暑期或學期期間增開「國際金融(57207)」、「國貿理論與政策(57206)」非同步遠距教學課程，各為單學期3學分課程。
12. 視教學需要，於暑期或學期期間增開「微積分(M1102)」單學期3學分非同步遠距教學課程。
13. 管理學院大學部學生校外機構服務學習時數至少8小時。
14. 本課程架構表所列選修科目，可追溯至110學年度以前入學學生適用。
15. 應屆畢業生及延修生若因體育必修課程未通過得以綜合體育一、綜合體育二對抵，至多對抵兩門體育必修課程，該課程對抵可追溯至109學年度以前入學學生適用。

Notes:

1. In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.
2. Students who entered in and since the 2008-09 academic year need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation.
3. Only 12 course credits will be counted toward graduation. Additional course credits earned in General Education courses are not counted toward graduation.
4. To encourage students to take professional courses taught in English, the Department offers Marketing Management (English) and Global Marketing (English) which are three-credit, one-semester courses. In addition, with the chairperson's approval, students may choose to take the same required courses offered by International Business and Trade Degree Program of International College.
5. Students are required to complete 128 credit hours prior to graduation, which include 90 credits of required courses (Including 12 credits of General Education) and 38 credits of elective courses (up to 20 credits can be taken from outside of the Department of International Business, but students are encouraged to take courses from the chosen module or credit programs offered by the University.)
6. The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.
7. Credits from the Education Program will not be counted towards the required credit hours for completion of the degree in International Business.
8. Students are required to take courses in Introduction to Business(M1101), Calculus(M1102), English Business Letters for International Trade(57310), and International Trade Information Systems(57323), all of which are one-semester required courses. Students in classes A, B, C and D can take those courses in either the first or the second semester. (Every semester, for each course two classes will be offered.)
9. Undergraduate students need to satisfactorily complete one of three focused course programs. Within the international business major, there are three programs that a student can pursue: "International Trade and Internet Finance" program, "International Trade, Product Innovation and Marketing" program and the "International Business and Trade Management" program.
10. The two-credit *Business Ethics*, listed in *General Education*, is the core course for SOM undergraduate

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students, who should obtain the credits in 3rd or 4th year for graduation.

11. According to the students needs, our department will add these two courses “International Finance (57207)”, “International Trade Theory and Policy (57206)” each semester or in summer. These two courses are not simultaneously remote teaching courses and each course is 3 credits.
12. According to the students needs, our department will add the course “Calculus (M1102)” each semester or in summer. The course is 3 credits and not simultaneously remote teaching course.
13. SOM’s undergraduate students are required to participate in at least 8 hours of community-based service learning activities.
14. The newly added elective courses in this academic year can be applied retroactively to students who entered from 2021 academic year.
15. Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.