

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 | | | |
| 校 定 必 修 | 00123 | Chinese Literature and Creative Writing I | 中國文學鑑賞與創作(一) | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 00124 | Chinese Literature and Creative Writing II | 中國文學鑑賞與創作(二) | 2 | 2 | | | 2 | | | | | | | | | | | | | | | |
| | 01108 | Practical English I | 應用英文(一) | 0 | 2 | 1 | 1 | | | | | | | | | | | | | | | | |
| | 01109 | Practical English II | 應用英文(二) | 0 | 2 | | | 1 | 1 | | | | | | | | | | | | | | |
| | 01208 | Practical English III | 應用英文(三) | 0 | 2 | | | | | 1 | 1 | | | | | | | | | | | | |
| | 01209 | Practical English IV | 應用英文(四) | 0 | 2 | | | | | | | 1 | 1 | | | | | | | | | | |
| | 01306 | English for Business Communication I | 商務溝通英文(一) | 2 | 3 | | | | | | | | | 2 | 1 | | | | | | | | |
| | 01307 | English for Business Communication II | 商務溝通英文(二) | 2 | 3 | | | | | | | | | | | 2 | 1 | | | | | | |
| | 01406 | Practical English for Professionals I | 職場應用英文(一) | 2 | 3 | | | | | | | | | | | | | 2 | 1 | | | | |
| | 01407 | Practical English for Professionals II | 職場應用英文(二) | 2 | 3 | | | | | | | | | | | | | | | 2 | 1 | | |
| | 36134 | Applied Information Technology : Office Software | 資訊科技：辦公室應用 | 2 | 3 | 2 | 1 | | | | | | | | | | | | | | | | |
| | 13285 | Programming Design | 程式設計 | 2 | 3 | | | 2 | 1 | | | | | | | | | | | | | | |
| | | General Education course | 通識教育 | 12 | 12 | | | | | | | | | | | | | | | | | | 備註 2 |
| | Physical Education I-VI | 體育(壹~陸) | 0 | 12 | 2 | | 2 | | 2 | | 2 | | 2 | | 2 | | | | | | | 備註 1 | |
| 小計 | | | 28 | 54 | | | | | | | | | | | | | | | | | | | |
| 院 定 必 修 | M1101 | Introduction to Business | 企業概論 | 3 | 3 | | | 3 | | | | | | | | | | | | | | | |
| | 52125 | Accounting I | 會計學(一) | 3 | 5 | 3 | 2 | | | | | | | | | | | | | | | | |
| | 52126 | Accounting II | 會計學(二) | 3 | 5 | | | 3 | 2 | | | | | | | | | | | | | | |
| | 55125 | Economics I | 經濟學(一) | 3 | 4 | 3 | 1 | | | | | | | | | | | | | | | | |
| | 55126 | Economics II | 經濟學(二) | 3 | 4 | | | 3 | 1 | | | | | | | | | | | | | | |
| | 35107 | Statistics I | 統計學(一) | 3 | 4 | | | | | 3 | 1 | | | | | | | | | | | | |
| | 35108 | Statistics II | 統計學(二) | 3 | 4 | | | | | | | 3 | 1 | | | | | | | | | | |
| | M1102 | Calculus | 微積分 | 3 | 4 | 3 | 1 | | | | | | | | | | | | | | | | |
| | M1401 | Senior Project | 專題研究 | 2 | 2 | | | | | | | | | | | | | 2 | | | | | |
| 小計 | | | 26 | 33 | | | | | | | | | | | | | | | | | | | |
| 專 業 必 修 | 57207 | International Finance | 國際金融 | 3 | 3 | | | | | 3 | | | | | | | | | | | | | |
| | 57206 | International Trade Theory and Policy | 國貿理論與政策 | 3 | 3 | | | | | | | 3 | | | | | | | | | | | |
| | 57303 | Marketing Management | 行銷管理 | 3 | 3 | | | | | 3 | | | | | | | | | | | | | |
| | 57304 | International Marketing | 國際行銷 | 3 | 3 | | | | | | | 3 | | | | | | | | | | | |
| | 57323 | International Trade Information systems | 國際貿易資訊系統 | 3 | 3 | | | | | | | | | 3 | | | | | | | | | 電腦課程 |
| | 57321 | International Trade Practices I | 國際貿易實務(一) | 3 | 4 | | | | | | | | | 3 | 1 | | | | | | | | |
| | 57322 | International Trade Practices II | 國際貿易實務(二) | 3 | 4 | | | | | | | | | | | 3 | 1 | | | | | | |
| | 57309 | Financial Management | 財務管理 | 3 | 3 | | | | | | | | | 3 | | | | | | | | | |
| 57311 | International Financial | 國際財務管理 | 3 | 3 | | | | | | | | | | | 3 | | | | | | | | |

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| | | | | | 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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|-------|---|-------------|----|----|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|------|----|
| | | | | | 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 | |
| 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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|----------------------------------|----------------------------|------------------------------|------------------|---------------|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|------|----|
| | | | | | 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 | |
| | 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。
16. 外國生、僑生、港澳生若中文能力不佳，可選修國際學院基礎華語(一)(二)，替代中國文學鑑賞與創作(一)(二)；本課程可追溯至110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

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“International Business and Trade Management” program.

10. The two-credit *Business Ethics*, listed in *General Education*, is the core course for SOM undergraduate 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.
16. If International students, overseas students or students from Hong Kong and Macao are not good at Chinese, they can take the courses of Basic Chinese I & II through International College instead of taking Chinese Literature: Appreciation and Creative Writing I & II. This regulation can be applied to students who entered the university prior to the 2021-22 academic year.