淡江大學國際企業學系日間學士班經貿管組

112 學年度入學新生課程規畫表

| 校 | 訂 | | | | | | | 必 | | | | 修 |
|-----|--------------------------------------|---|---|---|---|---|---|---|---|---|------|------|
| 類 | | 學 | 第 | 1 | 第 | 2 | 第 | 3 | 第 | 4 | | |
| 別 | 學門/課程名稱 | 分 | 學 | 年 | 學 | 年 | 學 | 年 | 學 | 年 | 備註 | |
| 71 | | 數 | 上 | 下 | 뇐 | 下 | 上 | 下 | 上 | 下 | | |
| | 外國語文學門(Q) | 8 | 2 | 2 | 2 | 2 | | | | | 大一英文 | 必修、 |
| | 外國語文字 (Q) | 0 | 2 | 2 | 2 | 2 | | | | | 大二外文 | 自由選 |
| 基 | 語文表達 | | | | | | | | | | | |
| 本 | - 中國語文能力表達 | | | | | | | | | | | |
| 知 | ABILITY OF EXPRESSING IN | 2 | | | | | | | | | | |
| 能 | SPOKEN AND WRITTEN | | | | | | | | | | | |
| 課 | CHINESE | | | | | | | | | | | |
| 程 | 學習與發展學門 (N) | | | | | | | | | | | |
| 12 | - 大學學習 | 1 | 1 | | | | | | | | | |
| 學 | LEARNING IN UNIVERSITY | | | | | | | | | | | |
| 分 | 課外活動與團隊發展 | | | | | | | | | | | |
| | - 社團學習與實作(K) | 1 | | 1 | | | | | | | | |
| | LEARNING AND PRACTICE | | | | | | | | | | | |
| | OF CLUBS | | | | | | | | | | | |
| | AI與程式語言 | | _ | | | | | | | | | |
| | AI AND PROGRAMMING | 1 | 1 | | | | | | | | | |
| | LANGUAGE | | | | | | | | | | | |
| | 探索永續 | | | | | | | | | | | |
| | EXPLORING | 1 | 1 | | | | | | | | | |
| 12 | SUSTAINABILITY | | | | | | | | | | | |
| | 文學經典學門(L) APPRECIATION OF CHINESE | _ | | | | | | | | | | |
| 識 | LITERATURE | 2 | | | | | | | | | | |
| 核、、 | 歷史與文化學門 (P) | | | | | | | | | | | |
| 心課 | 歴史典文化学门(F) HISTORY STUDIES | 2 | | | | | | | | | 人文領 | |
| 辞 | 哲學與宗教學門(V) | | | | | | | | | | 域至少 | |
| 14 | PHILOSOPHY AND | 2 | | | | | | | | | 2 學分 | 每學門 |
| 學 | RELIGION | _ | | | | | | | | | , ,, | 至多修 |
| 分分 | 藝術欣賞與創作學門(M) | | | | | | | | | | | 習2科4 |
| | ARTS APPRECIATION AND | 2 | | | | | | | | | | 學分 |
| | INVENTION | _ | | | | | | | | | | |
| | 全球視野學門(T) | | | | | | | | | | | |
| | GLOBAL OUTLOOK | 2 | | | | | | | | | 社會領 | |
| | 未來學學門 (R) | | | | | | | | | | 域至少 | |
| | FUTURES STUDIES | 2 | | | | | | | | | 2 學分 | |

| | 社會分析學門(W) | 2 | | | | | | | | |
|-----|-----------------------|---|---|---|---|---|--|--|-------|-----|
| | SOCIAL ANALYSIS | | | | | | | | | |
| | 公民社會及參與學門(S) | | | | | | | | | |
| | CIVIL SOCIETY AND | 2 | | | | | | | | |
| | PARTICIPATION | | | | | | | | | |
| | 資訊教育學門 (O) | 2 | | | | | | | | |
| | INFORMATION EDUCATION | 2 | | | | | | | | |
| | 全球科技革命學門 (Z) | | | | | | | | 科學領 | |
| | GLOBAL TECHNOLOGY | 2 | | | | | | | 域至少 | |
| | REVOLUTION | | | | | | | | 2 學分 | |
| | 自然科學學門(U) | 2 | | | | | | | | |
| | NATURAL SCIENCES | 2 | | | | | | | | |
| | 體育 | 0 | 0 | 0 | 0 | 0 | | | | |
| | PHYSICAL EDUCATION | U | U | U | U | U | | | | |
| | 全民國防教育軍事訓練(一) | | | | | | | | | |
| 其 | - 國防科技 | | | | | | | | | |
| 一他 | ALL-OUT DEFENSE | 0 | | | | | | | 1 年級。 | |
| 課 | EDUCATION MILITARY | 0 | | | | | | | 單學期: | 0學分 |
| ~ 程 | TRAINING(I)-NATIONAL | | | | | | | | | |
| | DEFENSE TECHNOLOGY | | | | | | | | | |
| | 校園與社區服務學習 | | | | | | | | | |
| | CAMPUS AND COMMUNITY | 0 | 0 | 0 | | | | | | |
| | SERVICE-LEARNING | | | | | | | | | |

| 系 | | | | 訂 | | | | | | 必 | | | 1 | 修 |
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| 課 | 程 | 名 | 稱 | 分 | 學 | 年 | 學 | 年 | 學 | 年 | 學 | 年 | ¹ /用 | 江 |
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| 資訊 | 概論 | | | | | | | | | | | | | |
| INTI | RODUCTION | 1 | TO | 4 | 2 | 2 | | | | | | | | |
| COM | IPUTERS | | | | | | | | | | | | | |
| 經濟 | 學 | | | 4 | 2 | 2 | | | | | | | | |
| ECO | NOMICS | | | 4 | 2 | 2 | | | | | | | | |
| 會計 | 學 | | | 4 | 2 | 2 | | | | | | | | |
| ACC | COUNTING | | | † | 2 | 2 | | | | | | | | |
| 微積 | 分 | | | 4 | 2 | 2 | | | | | | | | |
| CAL | CULUS | | | † | 4 | 2 | | | | | | | | |
| 統計 | 學 | | | 4 | 2 | 2 | | | | | | | | |
| STA | ΓISTICS | | | 4 | 4 | 2 | | | | | | | | |
| 企業 | 倫理 | | | 2 | 0 | 2 | | | | | | | | |
| BUS | INESS ETHI | CS | | 4 | U | | | | | | | | | |
| 商事 | 法 | | | 2 | | | 0 | 2 | | | | | | |

| COMMERCIAL LAW | | | | | | | | |
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| 個體經濟學 | | | | | | | | |
| INTERMEDIATE | 3 | | 3 | 0 | | | | |
| MICROECONOMICS | | | | | | | | |
| 總體經濟學 | | | | | | | | |
| INTERMEDIATE | 3 | | 0 | 3 | | | | |
| MACROECONOMICS | | | | | | | | |
| 商用英文 | 2 | | 2 | 0 | | | | |
| BUSINESS ENGLISH | | | | U | | | | |
| 行銷管理 | 3 | | 3 | 0 | | | | |
| MARKETING MANAGEMENT | 3 | | 3 | U | | | | |
| 管理學 | 3 | | 3 | 0 | | | | |
| MANAGEMENT | 3 | | 3 | U | | | | |
| 國際企業管理 | | | | | | | | |
| INTERNATIONAL BUSINESS | 3 | | 0 | 3 | | | | |
| MANAGEMENT | | | | | | | | |
| 國際行銷學 | | | | | | | | |
| INTERNATIONAL | 3 | | | | 3 | 0 | | |
| MARKETING | | | | | | | | |
| 國際金融 | 4 | | | | 2 | 2 | | |
| INTERNATIONAL FINANCE | 7 | | | | | 2 | | |
| 國際貿易實務 | | | | | | | | |
| INTERNATIONAL TRADE | 4 | | | | 2 | 2 | | |
| AFFAIRS | | | | | | | | |
| 財務管理 | 3 | | | | 3 | 0 | | |
| FINANCIAL MANAGEMENT | 3 | | | | 3 | U | | |
| 國際財務管理 | | | | | | | | |
| INTERNATIONAL | 3 | | | | 0 | 3 | | |
| FINANCIAL MANAGEMENT | | | | | | | | |
| 國際貿易理論與政策 | | | | | | | | |
| INTERNATIONAL TRADE | 4 | | | | 2 | 2 | | |
| THEORY AND POLICY | | | | | | | | |
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| 系 | | | | 訂 | | | | | | 選 | | | | 修 |
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| 課 | 程 | 名 | 稱 | 分 | 學 | 年 | 學 | 年 | 學 | 年 | 學 | 年 | 備 | 註 |
| | | | 數 | 上 | 下 | 上 | 下 | 上 | 下 | 上 | 下 | | | |
| 民法概 | [要 | | | 2 | | | 2 | 0 | | | | | | |
| ESSEN | NTIALS C | F CIVIL I | LAW | 3 | | | 3 | 0 | | | | | | |
| 投資學 | 2 | | | 2 | | | 2 | 0 | | | | | | |
| INVES | STMENTS | 5 | | 2 | | | 2 | 0 | | | | | | |
| 保險學 | <u> </u> | | | 2 | | | 0 | 2 | | | | | | |

| | INSURANCE | | | | | | | | | |
|---|-----------------------|----|--|---|---|---|---|---|---|--|
| ECONOMIES OF MONEY, BANKING AND FINANCIAL MARKETS | | | | | | | | | | |
| BANKING AND FINANCIAL MARKETS | | | | | | | | | | |
| MARKETS | | 2 | | 0 | 2 | | | | | |
| 行動策略與實務 MARKETING STRATEGIES 2 | | | | | | | | | | |
| MARKETING STRATEGIES 2 | | | | | | | | | | |
| AND PRACTICE | | 2 | | 0 | 2 | | | | | |
| 市場調查與統計 | | 2 | | O | | | | | | |
| MARKET SURVEY AND BUSINESS STATISTICS | | | | | | | | | | |
| BUSINESS STATISTICS (日本) (日本) <t< td=""><td></td><td>2</td><td></td><td></td><td></td><td>2</td><td>0</td><td></td><td></td><td></td></t<> | | 2 | | | | 2 | 0 | | | |
| 全球品牌管理 | | 2 | | | | | | | | |
| GLOBAL BRAND 2 | | | | | | | | | | |
| MANAGEMENT | | 2 | | | | 2 | 0 | | | |
| 國際企業經營實務 INTERNATIONAL BUSINESS MANAGEMENT PRACTICE 管理心理學 MANAGEMENT 2 2 0 2 0 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 | | 2 | | | | | | | | |
| NTERNATIONAL BUSINESS 3 | | | | | | | | | | |
| MANAGEMENT PRACTICE | _ / | 3 | | | | 3 | 0 | | | |
| 管理心理學 MANAGEMENT PSYCHOLOGY 期貨與選擇權 FUTURES AND OPTIONS 消費者購買行為分析 CONSUMER BUYING 3 BEHAVIOR 全球總貿實務 GLOBAL BUSINESS 2 PRACTICE 創新管理 INNOVATION 2 MANAGEMENT 科技管理 TECHNOLOGY 2 MANAGEMENT | | | | | | | | | | |
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| FUTURES AND OPTIONS 2 消費者購買行為分析 0 CONSUMER BUYING BEHAVIOR 0 全球經貿實務 0 GLOBAL BUSINESS PRACTICE 0 創新管理 0 INNOVATION 2 MANAGEMENT 0 基本 0 MANAGEMENT 0 國際貿易法規 0 LAWS ON INTERNATIONAL 3 TRADE 3 資料分析 0 DATA ANALYSIS 3 國際金融商品入門 0 INTRODUCTION 0 LAWS ON INTERNATIONAL 0 TRADE 0 資料分析 0 DATA ANALYSIS 3 國際金融商品入門 0 INTRODUCTION 0 | | | | | | | | | | |
| 消費者購買行為分析 | | 2 | | | | 0 | 2 | | | |
| CONSUMER BUYING 3 | | | | | | | | | | |
| BEHAVIOR | · · | 3 | | | | 0 | 3 | | | |
| 全球經貿實務 0 2 GLOBAL BUSINESS 2 PRACTICE 0 2 創新管理 0 2 INNOVATION 2 0 2 MANAGEMENT 0 2 MANAGEMENT 0 2 MANAGEMENT 3 0 MENTAL ANALYSIS 3 0 MENTAL ANALYSIS 3 0 MENTAL ANALYSIS 3 0 MENTAL ANALYSIS 2 0 | | | | | | | | | | |
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| 科技管理 TECHNOLOGY MANAGEMENT202國際貿易法規 LAWS ON INTERNATIONAL TRADE30資料分析 DATA ANALYSIS330國際金融商品入門 INTRODUCTION220 | INNOVATION | 2 | | | | 0 | 2 | | | |
| TECHNOLOGY 2 0 2 | MANAGEMENT | | | | | | | | | |
| MANAGEMENT 國際貿易法規 LAWS ON INTERNATIONAL TRADE 資料分析 DATA ANALYSIS 國際金融商品入門 INTRODUCTION OF 2 | 科技管理 | | | | | | | | | |
| 國際貿易法規 LAWS ON INTERNATIONAL TRADE 資料分析 DATA ANALYSIS 國際金融商品入門 INTRODUCTION OF 2 | TECHNOLOGY | 2 | | | | 0 | 2 | | | |
| LAWS ON INTERNATIONAL TRADE30資料分析 DATA ANALYSIS33國際金融商品入門 INTRODUCTION0F22 | MANAGEMENT | | | | | | | | | |
| TRADE 資料分析 DATA ANALYSIS 國際金融商品入門 INTRODUCTION OF 2 G A D D D D D D D D D D D D D D D D D D | 國際貿易法規 | | | | | | | | | |
| 資料分析 DATA ANALYSIS330國際金融商品入門 INTRODUCTION0F220 | LAWS ON INTERNATIONAL | | | | | | | 3 | 0 | |
| DATA ANALYSIS 3 國際金融商品入門 2 INTRODUCTION 0F 2 0 | TRADE | | | | | | | | | |
| DATA ANALYSIS 國際金融商品入門 INTRODUCTION OF 2 2 0 | 資料分析 | _ | | | | | | 2 | | |
| INTRODUCTION OF 2 2 0 | DATA ANALYSIS | 3 | | | | | | 3 | U | |
| | 國際金融商品入門 | | | | | | | | | |
| INTERNATIONAL | INTRODUCTION OF | 2 | | | | | | 2 | 0 | |
| <u> </u> | INTERNATIONAL | | | | | | | | | |

| FINANCIAL INSTRUMENTS | | | | | | |
|-------------------------|---|--|--|---|---|--|
| 應用經濟分析 | | | | | | |
| APPLIED ECONOMIC | 3 | | | 3 | 0 | |
| ANALYSIS | | | | | | |
| 服務業行銷與管理 | | | | | | |
| SERVICE MARKETING & | 3 | | | 3 | 0 | |
| MANAGEMENT | | | | | | |
| 文化創意產業經營分析 | | | | | | |
| ANALYSIS AND STRATEGIES | | | | _ | _ | |
| OF CULTURAL AND | 3 | | | 3 | 0 | |
| CREATIVE INDUSTRY | | | | | | |
| 公司治理 | _ | | | | _ | |
| CORPORATE GOVERNANCE | 3 | | | 0 | 3 | |
| 台商大陸投資與管理 | | | | | | |
| TAIWAN INVESTMENT IN | 2 | | | 0 | 2 | |
| MAINLAND CHINA | | | | | | |
| 資訊經濟學與應用 | | | | | | |
| INFORMATION ECONOMICS | 3 | | | 0 | 3 | |
| AND APPLICATION | | | | | | |
| 商展行銷 | | | | | | |
| TRADE SHOW AND EVENT | 2 | | | 0 | 2 | |
| MARKETING | | | | | | |
| 企業實習(一) | | | | 0 | 3 | |
| APPRENTICE PROGRAM (I) | | | | U | 3 | |
| 企業實習(二) | | | | 0 | 3 | |
| APPRENTICE PROGRAM (II) | | | | U | 3 | |
| 企業實習(三) | | | | 0 | 3 | |
| APPRENTICE PROGRAM(III) | | | | U | 3 | |

◎系選修課程依當學期開課課程為主,以上列表僅供參考。

The elective courses are subject to change. The above list is for reference only.

(1) 校訂必修: 26 學分

TKU specific Compulsory Courses: 26 credits

(2) 系訂必修:科目總學分數:58 學分

Department-specific Compulsory Courses: 58 credits

(3) 系選修:22 學分

Department-specific Elective Courses:22 credits

(4) 自由選修:22 學分

General Elective Courses: 22 credits

畢業總學分數: 128 學分

Total Graduation Credits: 128 credits