

慈濟大學113學年度四年制經營管理學系開課科目及學分時數表
Tzu Chi University
Bachelor's Degree Program in Department of Business Management (DBM), 133 credits, Fall 2024

113.02.15校課程委員會訂定
113.06.25校課程委員會會議修訂通過
114.03.14校課程委員會修訂通過
114.05.09校課程委員會修訂通過
114.06.05校課程委員會修訂通過
114.12.02校課程委員會修訂通過
115.05.15校課程委員會修訂通過

Category 科目類別	Course Title in Chinese 課程中文名稱	Course Title in English 課程英文名稱	Credits 學分	Hours 時數	Year 1 第一學年		Year 2 第二學年		Year 3 第三學年		Year 4 第四學年		Note 備註	
					1st Semester 上學期	2nd Semester 下學期	1st Semester 上學期	2nd Semester 下學期	1st Semester 上學期	2nd Semester 下學期	1st Semester 上學期	2nd Semester 下學期		
Basic General Courses (Required) 共同必修	中文閱讀與書寫	Chinese Reading and Writing	2	2	2								8 credit(s) 8學分	
	基礎英文	Fundamental English	2	2	2									
	*程式設計	Programming	2	2	2									
	慈濟人文	Tzu-Chi Philosophy	2	2		2								
	*程式設計：網頁視覺程式設計(2)、APP程式設計入門(2)、邏輯與運算思維(2)。全學年開課，擇一課程修習。 *Programming: Web Visual Programming (2), Introduction to APP Programming (2), Logic and Computational Thinking (2). Classes are open throughout the academic year, and you can choose a course to study.													
	通識選修課程	General Elective Courses	16	16	不限領域自由選修。建議於一、二年級修完。 Elective courses without restrictions in any field. It is recommended to complete them during the first and second years.								16 credit(s) 16 學分	
	院通識課程	General Courses of the Colleges	4	4	由各學院規劃。 Planned by each college.								4 credit(s) 4學分	
小計			Total Credits		28	28								
外語課程			Foreign Language Courses		2	2	建議於一、二年級修完。 It is recommended to complete it in the first or second grade.							2 credit(s) 2學分
Physical Education 體育	運動與健康	Physical Activity & Health	2	2		2							3 credit(s) 3學分	
	*活動性體育課程興趣選項	Interest Options for Active Physical Education Courses	1	1	1									
	小計			Total Credits		3	3							
*活動性體育課程興趣選項由體育教學中心所開設選修課程中任選一門。 *The interest option for active physical education courses is to choose any one of the elective courses offered by the Physical Education Center.														
College-level Cornerstone Courses 院必修	計算機概論	Introduction to Computer Science	2	2	2									
	職場跨領域學習與應用	Interdisciplinary curriculum applied in the occupations	2	2			2							
	專業英文(一)	Professional English(1)	1	1					1					
	專業英文(二)	Professional English(2)	1	1						1				
	小計			Total Credits		6	6	2	0	2	0	1	1	0
Professional Basic Courses (Required) 專業基礎 (必修)	管理學	Introduction to Management	3	3	3									
	經濟學	Principles of Economics	3	3	3									
	會計學	Accounting	3	3	3									
	管理數學	Management of Mathematics	2	2		2								
	統計學	Statistics	3	3			3							
	小計			Total Credits		14	14	9	2	3	0	0	0	0
Professional Core Courses for DBM (Required) 專業核心 (必修)	行銷管理	Marketing Management	3	3		3								
	資訊管理	Information Management	3	3		3								
	服務業管理	Service Industry Management	3	3			3							
	人力資源管理	Human Resource Management	3	3			3							
	財務管理	Financial Management	3	3				3						
	實務專題(一)	Project in Management Practice (I)	2	2					2					
	專案管理	Project Management	3	3						3				
	策略管理	Strategic Management	3	3						3				
	實務專題(二)	Project in Management Practice (II)	2	2						2				
	機構實習	Intern Practice	2	6							2			
	小計			Total Credits		27	31	0	6	6	3	2	8	4/8
Professional Elective Courses for DBM 專業選修	會計實務	Accounting Practices	3	3		3								
	地方創生與產業發展	Regional Revitalization and Industry Development	2	2		2								
	西式點心-初階	Basic Western-Style Snacks and Cake Making	4	4		4								
	流通管理	Distribution Management	3	3			3							
	行銷網頁視覺設計(I)	Visual Design for Marketing Website (I)	2	2			2							
	國際商務英文(一)	International Business English I	2	2			2							
	社區設計與品牌創造	Community Design and Brand Creation	2	2			2							
	西式點心-中階	Western-Style Snacks-Mid-Level	4	4			4							
	市場調查與分析	Market Survey and Analysis	3	3				3						
	自媒體傳播	Communication in Self-Media	3	3				3						
	綠色行銷	Green Marketing	3	3				3						
	西式點心-進階	Advanced Western Desserts	4	4				4						
	品牌管理	Brand Management	3	3					3					
	消費者行為	Consumer Behavior	3	3					3					
	專案企劃	Project Planning and Proposal Development	3	3					3					
	成本分析與控制	Cost Analysis and Control	3	3					3					
	Python數據分析	Data Analysis using Python	3	3					3					
	設計思考	Design Thinking	2	2					2					
	碳經濟	Carbon Economy	3	3					3					
	餐廳經營管理	Restaurant Management	3	3					3					
	菜單設計與成本控制	Menu Design and Cost Control	3	3					3					
	中式點心	Chinese Pastry	4	4					4					
	財務報表分析	The Analysis of Financial Reports	3	3						3				
	連鎖加盟經營管理	Chain Store and Franchise Management	3	3						3				
	網路行銷	Internet Marketing	3	3						3				
	人工智慧軟體應用	Applied Artificial Intelligence Software	2	2						2				
	貿易實務與書信	International Trade Practices and Correspondence	3	3						3				
	社會企業與方案設計	Social Enterprise and Design Solutions	3	3						3				

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	西式烹調	Western Cooking	4	4						4			
	中式烹調	Chinese Cooking	4	4						4			
	茶飲與咖啡調飲	Tea and Coffee Entrepreneurship and Sensory Practicen	3	3						3			
	價值領導與自我管理	Value Leadership and Self-Management	3	3							3		
	溝通與表達	Communication and Expression	2	2							2		
	實習(一)	Internship I	2	160							2		
	專業實習	Professional Internship	7	560							7		
	企業倫理與社會責任	Business Ethics and Social Responsibility	3	3							3		
	職場實習	Workplace Internship	9	720								9	
	AI智慧行銷	Artificial Intelligence for Smart Marketing	3	3								3	
	創新與創業管理	Management of Innovation and Entrepreneurship	3	3								3	
	專業選修規劃小計	Subtotal	125	1547									
Total Credits 學分總計	必修學分數-經管系	Total Credits for Required Courses DBM	41	41	18/23	19/24	12/15	4/7	1/1	8/8	5/9	0	
	必修學分數-院級	Total Credits for Required Courses CMSS	6	6									
	必修學分數-通識	Total Credits for Required Courses General	28	28									
	必修學分數-外語+體育	Total Credits for Required Courses Foreign Language&Physical Education	5	5									
	經管專業選修最低學分數	Minimum Total Credits for DBM Elective Courses	53	53	0-9	0-9	0-9	0-9	0-9	0-9	0-9	0-9	
	畢業最低學分數	Credit Requirments for Graduation	All students are required to complete a minimum of 133 credits										
Remarks : 備註 :	1.本系學生畢業門檻如下： (1)須通過「經營管理學系專業證照畢業門檻」 (2)須修讀並通過一門專業雙語課程 2.專業選修課程依當學期實際開設課程為主。 3.實習(二)、實習(三)為全學期實習，需經實習委員會審查通過方可實習。 1. The graduation threshold for students of this Department is as follows: (1) Students must pass the graduation threshold for professional certificate of the Department of Business Management. (2) Students must take and pass a professional bilingual course. 2. Professional elective courses are based on the actual courses offered in the current semester. 3.Internship II and Internship III are full-semester internships, and approval from the Internship Committee is required before starting the internships.												