慈濟大學經營管理學系 學士班 113學年度入學課程地圖

1	13學年入學 課程表	一年級		二年級		三年級		四年級		教育目標	
		上學期	下學期	上學期	下學期	上學期	下學期	上學期	下學期	核心能力	未來發展
		中文閱讀與書寫(2)	慈濟人文(2)							教育目標: • 培育具人文素養與重視	畢業生之前途發展 1. 就業
		基礎英文(2)								職場倫理之商管人才	(1) 企業面對全球競爭的
井	共同必修(28)	程式設計(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。								培育具創意思考與組織規劃能力之商管人才培育具團隊合作精神之商管人才培育具國際視野之商管	機會與挑戰·本系學生無 論在國際、國內或花東地 區其未來就業有相當大的 發揮舞台·根據產業人才 調查網、104、Yes123、
		通識選修課程(16) 不限領域自由選修・建議於一、二年級修完。									1111等人力銀行及遠見 雜誌之調查·企業與新興 服務業對於產業共通性、 跨領域之「網路行銷企 劃」、「國際商務與策
		院通識課程(4) 由各學院規劃。									
5	外語課程(2)	外語課程(2) 建議於一、二年級修完。								力 2.商業智慧化與應用能力	展」、「流通與商務經 營」、「永續治理」等人
	A曲 夲 (2)		運動與健康(2)							カ	才需求殷切。本系學生就 業機會多元:所學習之專 業職能與可發展之就業進
	體育(3)	活動性體育課程興趣選項(1) *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。									程。 (2) 參加各類行政高普
	院必修(6)	計算機概論(2)		職場跨領域學習與應用(2)		專業英文(一)(1)	專業英文(二)(1)			・進入政府 券、金融等 務。 2. 創業:本 經營管理 - 精緻農業 光休閒產業	考、金融特考等公職考試 ・進入政府之行政、證 券、金融等相關單位服
必修	§-專業基礎(14)	管理學(3) 經濟學(3) 會計學(3)	管理數學(2)	統計學(3)							務。 2. 創業:本系開設有創業 經營管理相關課程與綠色
必修	5-專業核心(27)		行銷管理(3) 資訊管理(3)	服務業管理(3) 人力資源管理(3)	財務管理(3)	實務專題(一)(2)	專案管理(3) 策略管理(3) 實務專題(二)(2)	機構實習(2)			創新學程·可朝向有機/ 精緻農業、文創產業、觀 光休閒產業、餐飲業、民 宿、批發零售業等服務業
	營運管理課群			流通管理(3)	市場調查與分析(3)	品牌管理(3) 消費者行為(3) 行銷研究(3) 成本分析與控制(3)	財務報表分析(3 連鎖加盟經營管理(3) 網路行銷(3)	價值領導與自我管理(3) 溝通與表達(2) 實習(一)(2) 實習(二)(7)	實習(三)(9)		進行微型創業。 升學:報考或申請國內經 營管理、企業管理、行銷 管理、行銷與流通管理、 運籌管理及國際企業等商
專業選 修(53) (四大課 群)	智慧商務課群			行銷網頁視覺設計(I)(2) 國際商務英文(一)(2)	自媒體傳播(3) 電子商務程式設計(3)	Python數據分析(3)	行銷網頁視覺設計(II)(2) 智慧商店管理(3) 人工智慧軟體應用(2) 國際貿易實務(3)		AI智慧行鐁(3)	管相關	管相關研究所。
	永續創新課群		會計實務(3) 地方創生與產業發展(2)	社區設計與品牌創造(2)	綠色行銷(3)	設計思考(2) 碳經濟(3)	社會企業與方案設計(3)	企業倫理與社會責任(3)	創新與創業管理(3)		
	廚藝管理課群		西式點心-初階(4)	西式點心-中階(4)	西式點心-進階(4)	餐廳經營管理(3) 菜單設計與成本控制(3) 中式點心(4)	西式烹調(4) 中式烹調(4) 茶飲與咖啡調飲(3)				
	共同必修28+外語課程2+體育3+院必修6+必修-專業基礎14+必修-專業核心27=共80學分+專業選修53學分=共133學分										
	備註:	(2)須修讀並通過一門 2.專業選修課程依當學期	學系專業證照畢業門檻 」 專業雙語課程	審查通過方可實習。							

Curriculum Map of 2024 Academic Year for <u>Undergraduate Program</u>, Department of Business Management of Tzu Chi University

	lum Map for the	Year 1		Year 2		Year 3		Year 4		Educational Objectives		
	Academic Year Irollment	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	Core Competencies	Future Development	
		Chinese Reading and Writing(2)	Tzu-Chi Philosophy(2)							Educational Objectives :	Career Prospects for Graduates	
			tal English(2)							 Cultivating business 	1.Employment :	
			mming(2) Visual Programming (2),							management professionals with	(1) Graduates of this program are well-equipped for diverse	
	neral Courses(28)	Introduction to APP Pro	ogramming (2), Logic and							humanistic qualities and a strong emphasis on	career opportunities both domestically and	
	Required)		al Thinking (2). out the academic year, and							workplace ethics.	internationally. Industry HR	
		you can choose	a course to study.		Company	Elective Courses(16)				Cultivating business management	specialists highlight strong demand for skills in areas such	
			creative thinking and " organizational planning P	as "Internet Marketing," "International Business Planning," "Logistics Management," and								
Fa	ian Lanaurana										"Sustainable Governance,"	
Foreign Language Courses(2)		*It is recommended to complete it in the first or second grade.									allowing graduates to apply their expertise across various	
			Physical Activity &							teamwork skills. • Cultivating business	industries.	
Physical Education(3)		Health(2) Interest Options for Active Physical Education Courses(1)							management ((2) Graduates can also pursue		
		*The interest option for active physical education courses is to choose any one of the elective courses offered by the Physical Education Center.									government careers by taking public service exams in areas	
	level Cornerstone Courses(6)	Introduction to Computer Science(2)		Interdisciplinary curriculum applied in the occupations(2)		Professional English(1)(1)	Professional English(2)(1)			Core Competencies : 1. Operational	such as administration and finance, including specialized exams for roles in sectors like financial services.	
		Introduction to		(-)								
	ental DBM Courses equired)(14)	Management(3) Principles of Economics(3)	Management of Mathmatics(2)	Statistics(3)								
(-4//)		Accountina(3)								industry analysis T	2.Entrepreneurship: The program offers courses in entrepreneurship and green innovation, equipping graduates to start businesses in fields like organic and precision	
Core	DBM Courses		Marketing Management(3) Information	Service Industry Management(3)	Financial Management(3)	Project in Management	Project Management(3) Strategic Management(3)	Intern Practice(2)	capability. 2. Business intelligence			
(Required)(27)			Management(3)	Human Resource Management(3)	rmanciai Management(5)	Practice (I)(2)	Project in Management Practice (II)(2)	intern Practice(2)				
				managemant(s)		Brand Management(3)	The Analysis of Financial	Value Leadership and Self-	3. Demonstrati application of t and financial Internship III (9) management s 4. Social innova sustainable bus	3. Demonstration ag	agriculture, cultural and creative industries, tourism and	
	Business Operations & Management			Distribution Management (2)	Market Survey and	Consumer Behavior(3)	Reports(3)	Management(3)		and financial	hospitality, B&B, food and	
				Distribution Management(3)	Analysis(3)	Research on Marketing(3) Cost Analysis and	Chain Store and Franchise Management(3)	Communication and Expression(2) Internship I (2)		management skills. 4. Social innovation and	beverage, and retail. nd 3. Advance Education: Graduates can continue their	
						Control(3)	Internet Marketing(3)	Internship II (7)				
Elective Course	Intelligent Business			Visual Design for Marketing	Communication in Self-		Visual Design for Marketing Website(II)(2)			p.mosophy.	education in domestic graduate	
s for				Website(I)(2)	Media(3)	Data Analysis using Python(3)	Smart Store Management(3) Applied Artificial Intelligence Software(2)		Artificial Intelligence for Smart Marketing(3)		programs focused on business management, enterprise	
DBM (53)(fou				International Business English I(2)	E-Commerce Programming(3)						management, marketing, logistics, operations, and	
r major cirriculu				. ,	3 3.7		International Trade Practice(3)				international business.	
m	Sustainability &		Accounting Practices(3) Regional Revitalization and	Community Design and Brand	Green Marketing(3)	Design Thinking(2)	Social Enterprise and Design	Business Ethics and Social	Management of Innovation			
groups)	Innovation		Industry Development(2)	Creation(2)	3(-)	Carbon Economy(3)	Solutions(3)	Responsibility(3)	and Entrepreneurship(3)			
	Culinant		Pagis Mostern Style Constitu	Mostern Style Specks Mid	Advanced Masts	Restaurant Management(3)						
	Culinary Management		Basic Western-Style Snacks and Cake Making(4)	Western-Style Snacks-Mid- Level(4)	Advanced Western Desserts(4)	Menu Design and Cost Control(3)	Chinese Cooking(4) Tea and Coffee Entrepreneurship					
						Chinese Pastry(4)	and Sensory Practice(3)					
Basic (Basic General Courses 28 Credits + Foreign Language Courses 2 Credits + Physical Education 3 Credits + College-level Cornerstone Courses 6 Credits + Fundamental DBM Courses 14 Credits + Core DBM Courses 27 Credits = Total 80 Credits + Professional Elective											
	Courses for DBM 53 Credits=Total 133 Credits 1. The graduation threshold for students of this Department is as follows:											
Remarks :		(1) Students must pass the	(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.										
			nternship II and Internship III are full-semester internships, and approval from the Internship Committee is required before starting the internships.									