

Tzu Chi University, Department of Business Management, 133 credits, Academic Year 2026 (115th Year)

115.05.15校課程委員會訂定

Subject Category 科目類別	Course Notes & Syllabus 新開課程 註記* 檢附課綱	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	Year1 115 (2026) 開課學年度		Year2 116 (2027) 開課學年度		Year3 117 (2028) 開課學年度		Year4 118 (2029) 開課學年度		Note 備註	Special Topic Course 主題課程 備註 Y: 1.選課或生涯發展相關課程 2.需系合作「跨年應用」課程 3.全英課程(附註標表) 4.通識課程 5.其他(自行註記如雙選校授)						
						1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester		1 2 3 4 5						
Basic General Courses (Required) 共同必修		中文閱讀與書寫	Chinese Reading and Writing	2	2	2								6 credit(s)							
		慈濟人文	Tzu-Chi Philosophy	2	2			2													
		**AI應用與程式設計	AI Applications and Programming	2	2	2								6學分							
	**AI應用與程式設計：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。 AI Applications and 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.																				
General Elective Courses 通識選修課程		博雅通識選修課程	Liberal Arts Elective Courses	16	16	通識選修共分為七類課群，學生須至少修習四個不同課群，每課群至少2學分。建議於一、二年級修完。 General Education elective courses are divided into seven categories. Students must complete courses from at least four different categories, earning a minimum of 2 credits in each. It is recommended that these requirements be completed during the first or second year.										16 credit(s) 16 學分					
General Courses of the Colleges 院通識課程		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	26	26																
Foreign Language 外語課程		*基礎英文	Fundamental English	2	2	基礎英文課程分為4級：Pre-A1、A1、A2、B1。學生依入學英文成績分級，須依其級別或高於該定級別修課。無入學英文成績者，由外語教學中心另安排測試分級。全學年開課，可於上或下學期修課。 Foundational English courses are offered at four levels: Pre-A1, A1, A2, and B1. Placement is based on students' entry-level English scores, or a test arranged by the Foreign Language Education Center if no score is provided. Courses are available in both fall and spring semesters.										2 credit(s) 2學分					
		外語選修課程	Foreign Language Courses	2	2	外語選修課程包括英語檢定課程（學術或職場英語，如多益、托福、雅思等）、第二外語（日、韓、法、德、西、印、泰、越）及華語等，擇一修習，建議於一、二年級完成。若選修所屬國家的官方語言課程，不得列入外語課程學分採計。 Foreign language elective courses include English certification courses (academic or workplace English, e.g. TOEIC, TOEFL, IELTS), second foreign languages (Japanese, Korean, French, German, Spanish, Indonesian, Thai, Vietnamese), and Mandarin Chinese. Students choose one to take, preferably in their first or second year. Courses in a student's own country's official language are not eligible for foreign language credit recognition.										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	*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.															
		小計	Total Credits	7	7																
College-required courses 院必修 (必修)	★	程式設計	Introduction to Computer Programming	3	3	3								22 credit(s) 22學分							
	★	管理學	Introduction to Management	3	3	3															
	★	經濟學	Introduction to Economics	3	3	3															
		計算機概論	Introduction to Computer Science	3	3		3														
	★	會計學	Accounting	3	3		3														
	★	統計學	Statistics	3	3			3													
	★	商事法	Business Law	2	2				2												
	★	智慧財產權及科技法	Intellectual Property and Technology Law	2	2					2											
	小計	Total Credits	22	22	9	6	3	2	2	0	0	0									
Core Credits (Required) 專業核心 (必修)		資訊管理	Information Management	3	3		3							29 credit(s) 29學分	V						
		管理數學	Management of Mathematics	2	2		2								V						
		行銷管理	Marketing Management	3	3		3								V						
		服務業管理	Service Industry Management	3	3			3							V						
		人力資源管理	Human Resource Management	3	3			3							V						
		財務管理	Financial Management	3	3				3						V						
		實務專題(一)	Project in Management Practice (I)	2	2					2					V						
		專案管理	Project Management	3	3						3				V						
		實務專題(二)	Project in Management Practice (II)	2	2						2				V						
		機構實習	Intern Practice	2	160							2			V						
		策略管理	Strategic Management	3	3							3			V						
		小計	Total Credits	29	187	0	8	6	3	2	5	0									
Professional Elective Courses 專業選修		商務表達與簡報	Business Communication and Presentations	2	2	2								49 credit(s) 49 學分	V						
		地方創生與產業發展	Regional Revitalization and Industry Development	3	3		3								V						
		流通管理	Distribution Management	3	3			3							V						
		行銷網頁視覺設計	Visual Design for Marketing Website	2	2			2							V						
		社區設計與品牌創造	Community Design and Brand Creation	3	3			3							V						
		會計實務	Accounting Practices	3	3				3						V						
		市場調查與分析	Market Survey and Analysis	3	3				3						V						
		自媒體傳播	Communication in Self-Media	3	3				3						V						
		綠色行銷	Green Marketing	3	3				3						V						
		消費者行為	Consumer Behavior	3	3					3					V						
		專案企劃	Project Planning and Proposal Development	3	3					3					V						
		成本分析與控制	Cost Analysis and Control	3	3					3					V						
		設計思考	Design Thinking	2	2					2					V						
		碳經濟	Carbon Economy	3	3					3					V						
		連鎖加盟經營管理	Chain Store and Franchise Management	3	3						3				V						
		人工智慧軟體應用	Applied Artificial Intelligence Software	2	2						2				V						
	★	貿易實務與書信	International Trade Practices and Correspondence	3	3						3				V						
		實習(一)	Internship I	2	160							2			V	V					
		專業實習	Professional Internship	7	560								7		V	V					
		財務報表分析	The Analysis of Financial Reports	3	3								3		V						
		企業倫理與社會責任	Business Ethics and Social Responsibility	3	3								3		V						
		職場實習	Workplace Internship	9	720										9	V	V				
		AI智慧行銷	Artificial Intelligence for Smart Marketing	3	3										3	V					
	創新與創業管理	Management of Innovation and Entrepreneurship	3	3									3	V							
	社會企業與方案設計	Social Enterprise and Design Solutions	3	3									3	V							
	專業選修規劃小計	Total Credits	80	1502	2	3	8	12	14	8	15	18			主題課程統計						
Total Credits 學分總計		必修學分-經營管理學系	Total Credits for Required Courses – Department of Business Management	29																	
		必修學分-院級	Total Credits for Required Courses – College of Management and Smart Sustainability	22																	
		必修學分-通識	Total Credits for Required Courses – General	26		通識課程26學分(必修6+選修16+院通識4)															
		必修學分-外語+體育	Total Credits for Required Courses – Foreign Language & Physical Education	7		外語課程4學分(必修2+選修2)+體育課程3學分(必修2+選修1)															
		專業選修最低學分數	Minimum Total Credits for Elective Courses	49																	
		自由選修	Free electives	0																	
	畢業最低學分數	Credit Requirements for Graduation	133																		
Remark 備註	1.本學系學生畢業門檻如下： 1. The graduation threshold for students of this Department is as follows: (1)須通過「經營管理學系專業證照畢業門檻」 (1) Students must pass the graduation threshold for professional certificate of the Department of Business Management. 2.專業選修課程依當學期實際開設課程為主。 2. Electives are courses offered in the current semester. 3.專業實習、職場實習為全學期實習，需經實習委員會審查通過方可實習。 3. Professional Internship and Workplace Internship are full-semester internships, and approval from the Internship Committee is required before starting the internships.																				