

慈濟大學經營管理學系 學士班 113學年度入學課程地圖

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

113學年入學課程表		一年級		二年級		三年級		四年級		教育目標 核心能力	未來發展
		上學期	下學期	上學期	下學期	上學期	下學期	上學期	下學期		
共同必修(28)		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職場倫理之商管人才 • 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人才 核心能力： 1.營運管理與產業分析能力 2.商業智慧化與應用能力 3.商管財經知識與應用能力 4.社會創新與永續經營理念	畢業生之前途發展 1. 就業 (1) 企業面對全球競爭的機會與挑戰，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、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」、「國際商務與策展」、「流通與商務經營」、「永續治理」等人才需求殷切。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程。 (2) 參加各類行政高普考、金融特考等公職考試，進入政府之行政、證券、金融等相關單位服務。 2. 創業：本系開設有創業經營管理相關課程與綠色創新學程，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管相關研究所。
		基礎英文(2)									
		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。									
		通識選修課程(16) 不限領域自由選修。建議於一、二年級修完。									
		院通識課程(4) 由各學院規劃。									
外語課程(2)		外語課程(2) 建議於一、二年級修完。									
體育(3)			運動與健康(2)								
		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一選一門。									
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)				
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)							
必修-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)			
專業選修(53) (四大課群)	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) 專案企劃(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) 專業實習(7)	職場實習(9)		
	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)	Python數據分析(3)	人工智慧軟體應用(2) 貿易實務與書信(3)		AI智慧行銷(3)		
	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) 破經濟(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：		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.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。									

Curriculum Map for the 113th Academic Year Enrollment		Year 1		Year 2		Year 3		Year 4		Educational Objectives Core Competencies	Future Development				
		1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester						
Basic General Courses(28) (Required)		Chinese Reading and Writing(2)	Tzu-Chi Philosophy(2)							Educational Objectives : • Cultivating business management professionals with humanistic qualities and a strong emphasis on workplace ethics. • Cultivating business management professionals with creative thinking and organizational planning skills. • Cultivating business management professionals with teamwork skills. • Cultivating business management professionals with an international perspective.	Career Prospects for Graduates 1. Employment : (1) Graduates of this program are well-equipped for diverse career opportunities both domestically and internationally. Industry HR specialists highlight strong demand for skills in areas such as "Internet Marketing," "International Business Planning," "Logistics Management," and "Sustainable Governance," allowing graduates to apply their expertise across various industries. (2) Graduates can also pursue government careers by taking public service exams in areas such as administration and finance, including specialized exams for roles in sectors like financial services.				
		Fundamental English(2)													
		*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(16) *Elective courses without restrictions in any field. It is recommended to complete these courses during the first and second years.													
		General Courses of the Colleges(4) *Planned by each college.													
Foreign Language Courses(2)		Foreign Language Courses(2) *It is recommended to complete it in the first or second grade.								Core Competencies : 1. Operational management and industry analysis capability. 2. Business intelligence and application capability. 3. Demonstration application of business and financial management skills. 4. Social innovation and sustainable business philosophy.	2. Entrepreneurship: The program offers courses in entrepreneurship and green innovation, equipping graduates to start businesses in fields like organic and precision agriculture, cultural and creative industries, tourism and hospitality, B&B, food and beverage, and retail. 3. Advance Education: Graduates can continue their education in domestic graduate programs focused on business management, enterprise management, marketing, logistics, operations, and international business.				
Physical Education(3)		Physical Activity & Health(2)													
		Interest Options for Active Physical Education Courses(1) *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(6)		Introduction to Computer Science(2)	Interdisciplinary curriculum applied in the occupations(2)	Professional English(1)(1)		Professional English(2)(1)									
Fundamental DBM Courses (Required)(14)		Introduction to Management(3) Principles of Economics(3) Accounting(3)	Management of Mathematics(2)	Statistics(3)											
Core DBM Courses (Required)(27)			Marketing Management(3) Information Management(3)	Service Industry Management(3) Human Resource Management(3)	Financial Management(3)	Project in Management Practice I(1)(2)	Project Management(3) Strategic Management(3) Project in Management Practice II(2)	Intern Practice(2)							
Elective Course s for DBM (53)(four major curriculum groups)	Business Operations & Management			Distribution Management(3)	Market Survey and Analysis(3)	Brand Management(3) Consumer Behavior(3) Project Planning and Proposal Development(3) Cost Analysis and Control(3)	The Analysis of Financial Reports(3) Chain Store and Franchise Management(3) Internet Marketing(3)	Value Leadership and Self-Management(3) Communication and Expression(2) Internship I (2) Professional Internship (7)	Workplace Internship (9)						
	Intelligent Business			Visual Design for Marketing Website(I)(2) International Business English I(2)	Communication in Self-Media(3)	Data Analysis using Python(3)	Applied Artificial Intelligence Software(2) International Trade Practices and Correspondence(3)		Artificial Intelligence for Smart Marketing(3)						
	Sustainability & Innovation		Accounting Practices(3) Regional Revitalization and Industry Development(2)	Community Design and Brand Creation(2)	Green Marketing(3)	Design Thinking(2) Carbon Economy(3)	Social Enterprise and Design Solutions(3)	Business Ethics and Social Responsibility(3)	Management of Innovation and Entrepreneurship(3)						
	Culinary Management		Basic Western-Style Snacks and Cake Making(4)	Western-Style Snacks-Mid-Level(4)	Advanced Western Desserts(4)	Restaurant Management(3) Menu Design and Cost Control(3) Chinese Pastry(4)	Western Cooking(4) Chinese Cooking(4) Tea and Coffee Entrepreneurship and Sensory Practice(3)								
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															
Remarks :		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. Professional Internship and Workplace Internship are full-semester internships, and approval from the Internship Committee is required before starting the internships.													