

真理大學企業管理學系日間部 114學年度入學生四年課程規劃表
Aletheia University
Department of Business Administration
Four-Year Curriculum Plan for the College Program

114年6月6日校課程委員會通過

114年6月3日院課程委員會通過

114年4月17日系課程委員會通過

第一學年(114) 1st Year (2025)					第二學年(115) 2nd Year (2026)					第三學年(116) 3rd Year (2027)					第四學年(117) 4th Year (2028)				
課程名稱 Course Title	必修 Core/ Elective	學分 Credits	時數 Hours		課程名稱 Course Title	必修 Core/ Elective	學分 Credits	時數 Hours		課程名稱 Course Title	必修 Core/ Elective	學分 Credits	時數 Hours		課程名稱 Course Title	必修 Core/ Elective	學分 Credits	時數 Hours	
			上 1st	下 2nd				上 1st	下 2nd				上 1st	下 2nd				上 1st	下 2nd
外國語文-英語語訓(一) Foreign Language--English Lab. Drills I	校必 Core	2	2		外國語文-英語讀本(一) Foreign Language--English Reading I	校必 Core	2	2		校訂共同選修 Inter-University Course Selection	校選 Elective	4	2	2	校訂共同選修 Inter-University Course Selection	校選 Elective	2	2	
外國語文-英語語訓(二) Foreign Language--English Lab. Drills II	校必 Core	2		2	外國語文-英語讀本(二) Foreign Language--English Reading II	校必 Core	2		2	通識分類選修 General Education Course	通選 Elective	4	2	2	企業管理專題(二) Seminar on Business Administration II	專必 Core	2	2	
本國語文 Study of Chinese Language	校必 Core	2	2		企業倫理 Business Ethics	校必 Core	2	2		文學與藝術 Literature and Arts	通必 Core	2	2		國際企業管理 International Business Management	專必 Core	3	3	
AI與資訊素養 Artificial Intelligence and Information Literacy	校必 Core	2	2		體育(三) Physical Education III	校必 Core	1	2		企業管理專題(一) Seminar on Business Administration I	專必 Core	2		2	企業經營策略 Strategic Management	專必 Core	3		3
電腦應用與運算思維 Computer Application and Computational Thinking	校必 Core	2		2	體育(四) Physical Education IV	校必 Core	1		2	商管英文 Business and Management English	專必 Core	4	2	2	商用英文書信寫作(英文類別) Business Letter Writing in English	專選 Elective	2	2	
體育(一) Physical Education I	校必 Core	1	2		社會關懷 Social Caring	通必 Core	2		2	商管英文實習 Practice in English for Business and Management	專必 Core	2	1	1	管理專業英文簡報(英文類別) English for Business Presentation	專選 Elective	2		2
體育(二) Physical Education II	校必 Core	1		2	校訂共同選修 Inter-University Course Selection	校選 Elective	4	2	2	商用統計 Business Statistics	專必 Core	3		3	市場開發實務(行銷模組) Market Development Practices	專選 Elective	3		3
新生專題 First Year Seminar	校必 Core	2	2		通識分類選修 General Education Course	通選 Elective	4	2	2	組織行為 Organizational Behavior	專必 Core	3		3	產業行銷(行銷模組) Industrial Marketing	專選 Elective	3	3	
自然永續概論 Introduction of the Nature-sustaining	通必 Core	2	2		商事法 Commercial Law	專必 Core	3		3	消費者行為 Consumer Behavior	專必 Core	3	3		國際行銷(行銷模組) International Marketing	專選 Elective	3		3
人力資源管理 Human Resource Management	專必 Core	3		3	統計學 Statistics	專必 Core	3	3		金融市場(財務模組) Financial Market	專選 Elective	3	3		會展行銷(行銷模組) MICE Marketing	專選 Elective	3	3	
財務管理 Financial Management	專必 Core	3		3	生產與作業管理 Production and Operation Management	專必 Core	3		3	投資學(財務模組) Principles of Investment	專選 Elective	3		3	就業實務研習(一) Employment Practice(I)	專選 Elective	2	2	
企業管理概論 Introduction to Business Operations Management	專必 Core	3	3		行銷管理 Marketing Management	專必 Core	3		3	公司治理(財務模組) Corporate Governance	專選 Elective	3	3		就業實務研習(二) Employment Practice(II)	專選 Elective	2		2
會計學 Accounting	專必 Core	3	3		公司理財 Corporate Finance	專必 Core	3	3		財務與投資軟體應用(財務模組) Software applications in Finance and Investment	專選 Elective	2		2	企業實習 Practice Training	專選 Elective	2	2	
經濟學 Economics	專必 Core	3		3	資訊管理 Information Management	專必 Core	3	3		顧客關係管理(行銷模組) Customer Relation Management	專選 Elective	3	3		金融證照輔導(財務模組) Financial Certificate Tutoring	專選 Elective	3	3	
民法概要 Essentials of Civil Law	專必 Core	3	3		財務分析(財務模組) Financial Analysis	專選 Elective	3	3		智能行銷(行銷模組) Intelligent Marketing	專選 Elective	3	3		理財工具及其應用(財務模組) Wealth Management Tools and Application	專選 Elective	3	3	

微積分 Calculus	專必 Core	3		3	證券法規與實務(財務模組) Stock Laws and Practice	專選 Elective	3		3	文創事業行銷(行銷模組) Creative Marketing	專選 Elective	3		3	理財規劃實務(財務模組) Financial Planning Practices	專選 Elective	3		3
英語實習(一) English Drill I	專選 Elective	1	1		金融科技(財務模組) Financial Technology	專選 Elective	3		3	行銷心理學(行銷模組) Marketing Psychology	專選 Elective	3		3					
英語實習(二) English Drill II	專選 Elective	1		1	服務行銷(行銷模組) Service Management	專選 Elective	3	3		大數據行銷(行銷模組) Big Data Marketing	專選 Elective	3		3					
數位行銷探討(行銷模組) Digital Marketing Studies	專選 Elective	2	2		綠色行銷(行銷模組) Green Marketing	專選 Elective	2		2	國際人力資源管理(管理模組) International Human Resource	專選 Elective	3	3						
數位行銷實務(行銷模組) Digital Marketing Practice	專選 Elective	2		2	文化與創意產業管理(管理模組) Cultural and Creative Industries Management	專選 Elective	3		3	智慧財產權(管理模組) Intellectual Property Law	專選 Elective	3	3						
新媒體科技傳播(行銷模組) Social Media Communication	專選 Elective	2	2		管理會計(管理模組) Managerial Accounting	專選 Elective	3	3		遊程規劃(管理模組) Tour Planning	專選 Elective	3	3						
電子商務(管理模組) Electronic Commerce	專選 Elective	2		2	永續能源與資源管理(管理模組) Sustainability in energy and natural resources management	專選 Elective	3	3		新創事業管理(管理模組) New Venture Management	專選 Elective	3		3					
人工智慧概論(管理模組) Introduction to Artificial Intelligence	專選 Elective	2	2		企業智慧管理(管理模組) Business intelligent management	專選 Elective	3		3	物聯網管理(管理模組) Internet of Things Management	專選 Elective	3		3					
AI工具創作入門(管理模組) Introduction to AI Creativity	專選 Elective	2		2	英語實習(三) English Drill III	專選 Elective	1	1		設計思考(管理模組) Design Thinking	專選 Elective	3		3					
					英語實習(四) English Drill IV	專選 Elective	1		1	ACCESS資料庫管理應用(管理模組) Application of ACCESS Data Base Management	專選 Elective	3	3						
					日文會話(一) Japanese Conversation I	專選 Elective	1	1											
					日文會話(二) Japanese Conversation II	專選 Elective	1		1										
校訂共同必修合計 Inter-University Course Selection		14	10	6	校訂共同必修合計 Inter-University Course Selection		8	6	4	校訂共同必修合計 Inter-University Course Selection		0	0	0	校訂共同必修合計 Inter-University Course Selection		0	0	0
校訂共同選修合計 Inter-University Course Selection		0	0	0	校訂共同選修合計 Inter-University Course Selection		4	2	2	校訂共同選修合計 Inter-University Course Selection		4	2	2	校訂共同選修合計 Inter-University Course Selection		2	2	0
通識必修合計 Liberal Education Credits		2	2	0	通識必修合計 Liberal Education Credits		2	0	2	通識必修合計 Liberal Education Credits		2	2	0	通識必修合計 Liberal Education Credits		0	0	0
通識選修合計 Liberal Education Elective Credits		0	0	0	通識選修合計 Liberal Education Elective Credits		4	2	2	通識選修合計 Liberal Education Elective Credits		4	2	2	通識選修合計 Liberal Education Elective Credits		0	0	0
專業必修合計 Core Credits		21	9	12	專業必修合計 Core Credits		18	9	9	專業必修合計 Core Credits		17	6	11	專業必修合計 Core Credits		8	5	3
預計開設專業選修學分數 Expected to open Elective Credits		2	1	1	預計開設專業選修學分數 Expected to open Elective Credits		6	3	3	預計開設專業選修學分數 Expected to open Elective Credits		12	6	6	預計開設專業選修學分數 Expected to open Elective Credits		6	3	3
總 計 Total		37	20	19	總 計 Total		36	19	19	總 計 Total		27	12	15	總 計 Total		10	7	3
專業選修合計 Elective Credits		14	7	7	專業選修合計 Elective Credits		30	14	16	專業選修合計 Elective Credits		47	24	23	專業選修合計 Elective Credits		31	18	13

註 (Note)：

1.畢業總學分須達**130**學分，含校訂共同必修16學分、校訂共同選修10學分、通識課程14學分及專業課程90學分。

1.The total credits for graduation are 130 credits, including 16 credits of common compulsory courses, 10 credits of common elective courses, 14 credits of general courses and 90 credits of professional courses.

(1)校訂共同必修16學分(其中「體育」4學分、「新生專題」2學分，不計入畢業學分數)。「電腦應用與運算思維」與「AI與資訊素養」修課時間請依所屬班級配課時間修習。

(1) A total of 16 credits of common compulsory courses are required. Among these, 4 credits of “Physical Education” and 2 credits of “First Year Seminar” are not counted toward the graduation credit requirement. The courses “Computer Application and Computational Thinking” and “Artificial Intelligence and Information Literacy” shall be taken according to the class schedule assigned to the respective class.

(2)校訂共同選修10學分(即全校自由選修；得在全校所有課程中任意選讀10學分，惟國防教育課程及體育興趣選項課程最多各核計2學分)。

(2) 10 credits of common electives (i.e., free electives for the whole school; 10 credits can be chosen from all courses in the school, but national defense education courses and sports interest optional courses will count up to 2 credits each).

(3)通識課程14學分包括通識核心必修6學分(「社會關懷」、「自然永續概論」、「文學與藝術」)及通識分類選修8學分(至少需修1科自然科學類、1科人文科學類，其餘2科則可於四大類(人文科學/自然科學/社會科學/生活技能)任選。)

(3) The 14 credits of general education courses include 6 credits of compulsory general education core courses ("Social Caring", "Introduction of the Nature-sustaining", and "Literature and Arts") and 8 credits of general education classified electives (at least 1 subject of natural sciences, 1 humanities subject, and the remaining 2 subjects can be chosen from four major categories (humanities/natural sciences/social sciences/life skills).

2.企管專業必修共**64**學分。

2. The core compulsory courses in the Department of Business Administration comprise a total of 64 credits.

3.企管專業選修，至少須選修**26**學分。

3. A minimum of 26 credits of elective courses in the Department of Business Administration must be completed.

4.畢業生授予**管理學學士**學位。

4. Graduates awarded bachelor's degree in management.

5.智慧文創管理模組簡稱**管理模組**。

5. The Intelligent Cultural and Creative Management Module is abbreviated as the Management Module.