

長庚大學 工商管理學系 大學部(BS)必修修科目表 (113學年度入學生適用)
Curriculums of BS Program at the Department of Industrial and Business Management at Chang Gung University (Applicable to Newly-Admitted Students for the 2024 Academic Year)

必修 Required / Elective		科目名稱 Course Title	大一 (Year 1)		科目名稱 Course Title	大二 (Year 2)		科目名稱 Course Title	大三 (Year 3)		科目名稱 Course Title	大四 (Year 4)		
			上 Fall	下 Spring		上 Fall	下 Spring		上 Fall	下 Spring		上 Fall	下 Spring	
學院共構 General Management	必修 Required	經濟學(1) Economics I	3											
		會計學(1) Accounting I	3											
		人工智慧語言與產業應用 AI Language and the Industrial Applications		3	統計學(1) Statistics I	3								
	選修 Elective	實用英文(1)：聽與說 Practical English(1): Listening & Speaking		2				平台策略 Platform Strategy		3				
實用英文(1)：閱讀與寫作 Practical English(1): Reading & Writing			2											
系必修 Required Courses		微積分 Calculus	3		管理科學模式 Management Science Modeling	3		人力資源管理 Human Resource Management	3					
		數位商業模式概論 Introduction to Digital Business Model	2		財務管理 Financial Management	3		職場倫理與溝通 Workplace Ethics and Communication		2				
		管理數學 Managerial Mathematics		3	行銷管理 Marketing Management	3								
		經濟學(2) Economics II		3	統計學(2) Statistics II		3							
		會計學(2) Accounting II		3	資訊管理 Information Management		3							
				生產與作業管理 Production and Operations Management		3								
選修課程 (部分課程隔年開授) Elective Courses (Some courses offered every other year)		數智商務 專業領域選修 Digital and Intelligent Business Field	資料視覺化與溝通 Data Visualization and Communication	3	資料結構與演算 Data Structure and Algorithms	3		大數據應用與電子商務 Big Data Application and Electronic Commerce	3	企業實習[註 8] Internship [Remark 8]		4		
					資料庫管理 Database Management		3	資料庫程式規劃 Database Programming Language	3	專題研究 Independent Study		3		
							組織行為 Organizational Behavior		3	商業智慧與顧客關係管理 Business Intelligence and Customer Relationship Management			3	
							投資學 Investment Planning and Analysis		3	創新與創業實務講座 Innovation and Entrepreneurship in Practice			2	
							管理專題研討[註8] Seminar on Business Administration		1	策略管理 Strategic Management			3	
							平台策略 Platform Strategy		3					
							管理會計 Managerial Accounting		3					
							人力資源與數據分析 Human Resource Data Analytics		2					
							衍生性金融商品 Derivative Securities		3					
							財務營運分析 Financial Analysis for Business Operation		3					
						數位行銷分析與優化Digital Marketing Analytics and Optimization		3						
						智能決策支援與管理 Intelligent Decision Support for Management		3						
		工商創業 專業領域選修 Business and Entrepreneurship Field	創意思考 Creative Thinking	2		全球產業分析 Global Industries Analysis	2		大數據應用與電子商務 Big Data Application and Electronic Commerce	3	企業實習[註 8] Internship [Remark 8]		4	
			創業家精神 Entrepreneurship	2		社群網路經營 Social Media Marketing	3		商法 Commercial Law	3	創業專題(二) Business Starting Practicum II		2	
						消費者行為 Consumer Behavior	3		投資學 Investment Planning and Analysis	3	創業財務 Entrepreneurship and Finance		2	
						創新設計思考 Innovative Design Thinking	3		管理專題研討[註8] Seminar on Business Administration	1	創新與創業實務講座 Innovation and Entrepreneurship in Practice		2	
						民法 Civil Code	3		平台策略 Platform Strategy	3				
									管理會計 Managerial Accounting	3				
									數位行銷分析與優化Digital Marketing Analytics and Optimization	3				
									創業專題(一) Business Starting Practicum I	2				
		工業管理 專業領域選修 Industrial Management Field				資料結構與演算 Data Structure and Algorithms	3		大數據應用與電子商務 Big Data Application and Electronic Commerce	3	企業實習[註 8] Internship [Remark 8]		4	
						作業研究 Operations Research		3	決策分析 Decision Analysis	3	專案管理 Project Management		3	
						工程經濟 Engineering Economy		3	供應鏈管理 Supply Chain Management	3	專題研究 Independent Study		3	
						資料科學 Data Science	3		管理專題研討[註8] Seminar on Business Administration	1	創新與創業實務講座 Innovation and Entrepreneurship in Practice		2	
						創新設計思考 Innovative Design Thinking	3		平台策略 Platform Strategy	3				
							管理會計 Managerial Accounting	3						
							智慧工廠 Smart Factory	3						
備註 Remarks		1.畢業學分：128學分。 (1)必修55學分(含管院必修12學分；系必修43學分)。 (2)選修45學分： ①系選修至少24學分，限本系(大學部)開設的課程才可選列。「平台策略」可至管院修課，其學分得列入系選修學分。 ②選修他系課程至多承認21學分(通識課程、體育及全民國防教育軍事訓練選修課程不予列入)。 (3)通識學分28學分：請詳見通識中心修課規定。英文領域、核心、多元課程29學分，其中管院共構必修「人工智慧語言與產業應用」，這為抵免多元-運算思維領域「人工智慧概論」1學分。 Graduation requirements: 128 credits (1) 55 credits of core courses (includes 12 credits of required School of Management courses; 43 credits of required departmental courses). (2) 45 credits of elective courses: ① Students are required to take at least 24 credits (inclusive) of electives in their main area of study. ② At most 27 credits of elective courses are admitted from other Departments (general education courses, physical education, and military training elective courses for national defense education are not included). (3) 28 credits of liberal studies credits. Please refer to the General Studies Center Course Regulations for details. ① 1 credit of AI field course (deducted by the compulsory AI application from the School of Management). ② 2 credits for English field, core and multiple courses. 2.體育大一、大二必修0學分 Physical Education, First- and Second-year required courses (0 credits) 3.【深耕學園】必修0學分，請詳見學務處深耕學園專區說明。 [Sprout School] No credits required. Please refer to the Academic Affairs Office for details of the course. 4.本校訂有英文畢業門檻，須達校訂標準方可畢業，請詳見語文中心規定。 This University has an English standard requirement, which must be met in order to graduate. 5.本系必修科目不得至外系修讀，管院他系相同課程名稱之英語授課除外，另經濟學(2)、會計學(2)、統計學(2)，可至管院各系修讀，惟修課不及格者且有特殊情況（如影響畢業年限）需向系上申請，經同意後得修學系外開設之相關課程。 The required courses for this Department are not allowed to be taken in other Departments, except for English-taught courses with the same title. The following courses "Accounting (II)", Economics (II), Statistics (II)" can be taken in other departments of the School of Management. For those who failed a course and have special circumstances (such as affecting the graduation period) need to apply to the Department. After approval, they can retake relevant courses offered outside the Department. 6.各領域選修若達24學分(含)以上，畢業時可向系上申請「數智商務領域」、「工商創業領域」或「工業管理領域」修畢證書。 If electives in the fields amount to 24 credits (inclusive) or more, a certificate in the field of "Digital and Intelligent Business", "Business and Entrepreneurship" or "Industrial Management" will be awarded upon graduation. 7.系上課數[括弧]之規定（先修課程必須修讀且及格才能修讀後修課程）。 Course Prerequisites: -經濟學(1)→經濟學(2) Economics I→Economics II -會計學(1)→會計學(2)→財務管理 Accounting I→Accounting II→Financial Management -統計學(1)→統計學(2) Statistics I→Statistics II -微積分→管理數學 Calculus→Managerial Mathematics -管理專題研討→企業實習 Seminar on Business Administration→Internship 8.實習相關課程共5學分（管理專題研討1學分，企業實習4學分）。 5 credits of internship courses (1 credit of Seminar on Business Administration, 4 credits of internship) 9.有意申請學碩並拿一貫學程的同學，可先選修碩士班課程。 Students who are interested in applying Sequential Bachelor's to Master's Degree Programs of the CGU can take the master's degree courses first.												