

List of Courses for the BS program in Department of Business Administration at Chang Gung University (Applicable to Newly-Admitted Students since 2019 Academic Year)

必選修 Required/ Elective		科目名稱 Course Title	一 1		科目名稱 Course Title	二 2		科目名稱 Course Title	三 3		科目名稱 Course Title	四 4	
			上 Fall	下 Spring		上 Fall	下 Spring		上 Fall	下 Spring		上 Fall	下 Spring
管院AI應用基礎 College of Management AI Application Foundation	必修 Required	人工智慧的產業應用 Industrial applications of artificial intelligence	1										
		運算思維 Computational Thinking	1										
	選修 Elective				*Python程式語言[註1] *Python Programming [Remark 1]		2				機器學習概念 Basic Concepts in Machine Learning		2
系 必 修 R e q u i r e d		微積分(I) Calculus (I)	3		統計學(I) Statistics (I)	3		人力資源管理 Human Resource Management	3		企業實習[註 7] Internship [Remark 7]	3	
		經濟學(I) Economics (I)	3		資訊管理 Information Management	3		生產與作業管理 Production and Operations Management	3				
		企業概論 Business Essentials	3		行銷管理 Marketing Management	3		溝通技巧與表達 Communication and	2				
		會計學(I) Accounting (I)		3	民法 Civil Code	3		職場倫理 Workplace Ethics		2			
		管理學 Management		3	會計學(2) Accounting (II)	3		策略管理 Strategic		3			
		微積分(2) Calculus (II)			社會關懷實作[註6] Community Services [Remark 6]		0	管理專題研討[註 7] Seminar on Business Administration [Remark 7]		2			
		經濟學(2) Economics (II)		3	管理科學 Management		3						
		社會關懷實作[註 6] Community Services [Remark			財務管理 Financial Management		3						
					組織行為 Organizational		3						
					統計學(2) Statistics (II)		3						
c o u r s e s 程 隔 年 開 授 (e l e c t i v e r (s o m e a r)	m F i n a n c i a l 財務管理領域				保險學 Insurance	3		投資學 Investment Planning and Analysis	3		金融風險管理 Financial Risk Management	3	
					中級會計學 Intermediate Accounting		3	產業分析 Industrial Analysis	3		國際財務管理 International Finance	3	
					商事法 Commercial Law		3	成本會計 Cost Accounting	3		財務報表分析# Financial Statement Analysis #	3	
								貨幣銀行學 Money and		3			
								衍生性金融商品 Derivative Securities		3			
								管理經濟 Managerial		3			
	M O p e r a t i o n 經營管理領域							總體經濟 Macroeconomics		3			
					廣告學 Advertising	3		消費者行為 Consumer Behavior	3		國際企業管理 International Business Management	3	
								網路行銷 Internet Marketing	3		產品與品牌管理 Brand Management	3	
								服務業管理 Service		3			
								組織設計 Organizational		3			
								招募甄選管理 Recruitment & Selection		2			
								決策分析 Decision Analysis		3			
								行銷研究 Marketing Research		3			
	f e m t I 工 業 領域管理領				矩陣代數 Matrix Algebra	3		作業研究 Operations Research	3		專案管理# Project	3	
					*R程式語言[註1] *R Programming [Remark 1]		2	供應鏈管理 Supply Chain Management	3		應用統計# Applied Statistics#	3	
					工程經濟 Engineering		3	品質管理 Quality Management		3			
								生產計畫與管制 Production Planning and Control		3			
	e C o m 共同選修										管理實作 [註1] Management Practicum [Remark 1]	3	
											專案改善 [註1] Project Improvement [Remark 1]	3	
											專題研究 [註1] Independent Study [Remark 1]	3	
暑 期 課 程 S u m m e r	R e q u i 必修						服務行銷實作 Internship on Marketing Service	3			組織實習 Internship	3	
							行銷專案競賽 Marketing Competition	3					
							深耕專題研究 Seminar on Shen Gung Management	3					
	E l e c t i 選修						深耕企業經營實務 Global Business Field Study	3			台塑管理個案研討 The Seminar of the Formosa Way	2	
							全球企業經營實務 Global Business Field Study	3					

備註
Remarks

1

畢業學分135學分【含必修96學分 = 管院共構必修2學分+系必修66學分+通識必修28學分，本系（含大學部及碩士班）之專業選修至少需達33學分，四上選修課『管理實作』、『專案改善』、『專題研究』為三選一必修課程，Python程式語言與R程式語言為二選一必修課程，其餘6學分為自由選修學分，需選擇校內非通識中心開設之課程】。本系必修科目不得至外系修讀，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，經同意後得重修系外開設之相關課程。

Completion of 135 credits is required for graduation (Contains compulsory 96 credits = College of Management common required 2 credits + department compulsory 66 credits + General Compulsory Required 28 credits. **This department (including BS and MS) professional electives must be at least 33 credits. Fourth grade fall semester required courses"Management Practicum ", "Project Improvement", "Independent Study" are three-choice one course. The required course "Python programming" and the "R programming" are two-choice one course. The remaining 6 credits are free elective credits, and you need required to take courses offered by non-general center.**) Compulsory subjects of this department cannot be studied in other departments. If the student fails the course and have special circumstances (such as affecting the graduation years), then students need to apply to this department. After the consent of this department, the relevant courses offered by other departments can be obtained.

2

[通識必修相關課程] 共28學分(英文領域6學分、基礎核心課程12學分、多元選修10學分)，請參照通識中心當年度的通識課程架構及修課須知

[General Compulsory Required Courses] A total of 28 credits (6 credits in English, 12 credits in basic core courses, and 10 credits in diversified elective), please refer to the general education curriculum and curriculum requirements of the General Education Center for the year.

3

[深耕學園]必修0學分，包括服務學習至少8小時、公共事務至少4小時及藝文活動至少16小時，修課須知請詳見學務處深耕學園專區說明。**服務學習及公共事務本系學生已抵免可免修。**

[Sprout School] 0 credits of required, including at least 8 hours of service study, at least 4 hours of public affairs, and at least 16 hours of art and cultural activities. Please refer to the Academic Affairs Office for details of the course. **If the students have been credited, they can be exempted from service learning and public affairs.**

4

體育：一、二年級必修 (0學分)，三、四年級選修 (有學分)，但選修學分不計入畢業總學分。
軍訓：一年級必修 (0學分)，二、三年級選修 (有學分)，但選修學分也不計入畢業總學分。

Physical Education: First- and second-year compulsory (0 credits), third- and fourth-year electives (with credits), but elective credits are not counted in the total credits.
Military Training: First-year compulsory (0 credits), second- and third-year electives (with credits), but elective credits are not counted in the total credits.

5

系上課程 [擋修] 之規定（先修課程必須修讀且及格才能修讀後修課程）：

The rules for this department [Course Prerequisites] (some courses must be passed before they can take follow-up courses):

－經濟學（1）→ 經濟學（2）
－會計學（1）→ 會計學（2）→ 成本會計
－會計學（1）→ 會計學（2）→ 財務管理
－會計學（1）→ 會計學（2）→ 中級會計
－統計學（1）→ 統計學（2）
－微積分（1）→ 微積分（2）
－組織行為 → 人力資源管理
－管理專題研討 → 企業實習
－民法 → 商事法
Economics（I）→ Economics（II）
Accounting（I）→ Accounting（II）→ Cost Accounting
Accounting（I）→ Accounting（II）→ Financial Management
Accounting（I）→ Accounting（II）→ Intermediate Accounting
Statistics（I）→ Statistics（II）
Calculus（I）→ Calculus（II）
Organizational Behavior → Human Resource Management
Seminar on Business Administration → Internship
Civil Code → Commercial Law

6

『社會關懷實作』於一下、二上皆有開課。一下為單號班，二上為雙號班。

"Community Services" is available in both the next and second grades. The spring semester of the first grade is a single number class. The fall semester of the second grade is a double number class.

7

三下升四上暑假，需至企業實習2個月；實習相關課程共5學分計算（管理專題研討2學分，企業實習3學分）。

In the summer vacation between the third grade to fourth the third grade, students must have an internship for 2 months. The internship-related courses will total 5 credits (2 points for Seminar on Business Administration and 3 credits of Internship).

8

有意申請學碩士五年一貫學程的同學，可先選修碩士班課程。標示#為與碩士班合開課程。其他學程可參詢本校教務處。

Students who want to apply for the "Five-Year BS-MS Program" program. You can take the master's course first. Mark # is a joint course for the BS and the MS. For other courses, please visit the Academic Affairs Office of the school.

9

若完成本系【深耕管理與行銷創新學程】之規定學分(15學分)。滿足本系畢業條件並符合校方提早畢業規定者，可申請三年提前畢業。

If the student completes the required credits (15 credits) of this Department's [Shen Gung Management and Marketing Innovation Program]. If you meet the graduation requirements of the department and meet the schools early graduation requirements. When you are in third grade, you can apply for graduation in advance.