

開南大學企業與創業管理學系進修學士班課程規劃表(110 學年度入學新生適用)
Curriculum of the Department of Business and Entrepreneurial Management,
Kainan University, 2021.

2021/05/18

領 域 Field	涵蓋學門 Course Subjects
語文表達 (6 學分) Linguistic Literacy (6 credits)	<ul style="list-style-type: none"> ●本國語文學門 2 學分 Chinese-2 credits ●外國語文學門(大一英文課程)4 學分 Foreign Language(Freshman English)-4credits 註Notes: 1. 應用英語學系學生及特殊學生僅能修習「大一必修英文」課程以外之第二外國語文，如：日語、泰語、越語、韓語…等外國語文課程。 English major and student with particular circumstances are required to take second foreign language except English, such as Japanese, Thai, Vietnamese, Korean...etc.. 2. 其餘系所學生外國語文學門課程皆須修習「大一必修英文」課程4學分。 Other students are required to take 4 credits of “Freshman English”.
科學知覺 (4 學分) Scientific Literacy (4 credits)	<ul style="list-style-type: none"> ●自然科學學門 Natural Science ●生命科學學門 Life Science ●資訊教育學門 Computer-related information studies 註 Notes : 1. 資訊管理學系學生需修習科學知覺領域學門任選 4 學分。 Major in department of Information Management students have to take 4 optional credits in scientific literacy field. 2. 其餘系所學生資訊教育學門課程皆須修習「程式設計類」課程 2 學分，及科學知覺領域學門任選 2 學分。 Other students must take 2 credits of “Programming” in computer-related information studies and 2 optional credits in scientific literacy field.
社會實踐 (學門任選 4 學分) Social Literacy (4 Optional credits)	<ul style="list-style-type: none"> ●憲政法治學門 Constitution & Politics ●社會科學學門 Sociology
人文涵育 (學門任選 4 學分) Humanistic Literacy (4 Optional credits)	<ul style="list-style-type: none"> ●歷史研究學門 History ●人文藝術學門 Art & Humanities
軍訓 Military Education	全民國防教育軍事訓練：選修 0 學分 Military Education -0 credit
體育 Physical Education	日間部體育 Physical Education in day school : 1. 必修體育課程為 2 學分，每門課程 1 學分 2 學時，共修習 2 門(體育一、體育二)。 Required PE courses are 2 credits. Each course is 1 credit for 2 class hours, students have to take 2 courses in total (PE I, PE II). 2. 選修體育課程(休閒體育)至多修習 1 門(2 學分，可計入通識自由選修學分)。 Students can take at most 1 course (2 credits, which can be counted as optional credits from general education) for elective PE course (Leisure Physical Education). 進修部體育 Physical Education in division of continuing education : 必修體育課程為 2 學分，每門課程 1 學分 2 學時，共修習 2 門(體育一、體育二) Required PE courses are 2 credits. Each course is 1 credit for 2 class

通識教育課程 (至少應修 28 學分) General Education(at least 28 credits)

	hours , students have to take 2 courses in total (PE I, PE II).							
	通識自由選修 8 學分(限修通識教育課程) Optional 8 credits from G.E.C							
註：修習各學系訂定之通識排除課程，不納入畢業學分。 Notice: Taking the courses which are excluded by the departments will not be counted as graduation credits.								
課程 curriculum	第 1 學年 First Year		第 2 學年 Second Year		第 3 學年 Third Year		第 4 學年 Fourth Year	
	上學期 Semester1	下學期 Semester 2	上學期 Semester1	下學期 Semester 2	上學期 Semester1	下學期 Semester 2	上學期 Semester1	下學期 Semester 2
服務學習(必修) Service Education (Required)	勞作教育一 Labor Service I 1	勞作教育二 Labor Service II 1	公益服務一 Volunteer Service I 1	公益服務二 Volunteer Service II 1				
Required Courses (50 credits) 專業必修科目 (50 學分)	微積分 3 Calculus 3	大數據企業應用 3 The Application of Big Data to Business 3	統計學 3 Statistics 3	服務科學 3 Services Science 3	行銷管理 3 Marketing Management 3	校內實務操作二 Practical Operation in School II 1	創業個案研討 3 Special Topics in Business Practice 3	畢業專題實習 3 Special Topic for Graduation and Practice 3
	會計學 3 Accounting 3	創業概論 3 Introduction to the Entrepreneurship 3	財務管理 3 Finance Management 3	生產與作業管理 3 Operation Management 3	資料分析軟體 3 Data Analysis Software 3			
	經濟學 3 Economics 3	管理學 3 Management 3		人力資源管理 3 Human Resource Management 3	校內實務操作一 Practical Operation in School I 1			
	企業概論 3 Introduction to Business 3							
專業選修科目(至少應修 33 學分) Professional Electives (Minimum 33 credits) 選修科目表公告於系所網站 The curriculum of electives would be announced on the Website of Business and Entrepreneurial Management Dept.								
備註	<p>1. 本系畢業應修習 128 學分。其中包括：本系「專業必修科目」50 學分、「專業選修科目」33 學分；「通識教育課程」28 學分、「公益服務」2 學分、「勞作教育」2 學分；「自由選修學分」13 學分，開放由學生自由選修學分學程、他系課程或本系課程(不含通識教育課程)。</p> <p>In order to achieve the graduation threshold of the department, student must complete 128 credits, of which 50 credits from required courses, 2 credits from labor service, 2 credits from volunteer service, 33 credits from core optional courses, and 28 credits from general education courses. 13credits are free optional courses accepted for taking any courses from all departments.</p> <p>2. 學生必須選修「企業管理學程」或「創業管理學程」。</p> <p>Students must take the「Business Management Program」or「Entrepreneurship Management Program」.</p> <p>3. 「通識教育課程」需依通識教育中心規定辦理並達校訂之應修學分規定標準。</p> <p>All general education courses must follow the policies of General Education Center. Students must complete the required credit standards of Kainan University.</p> <p>4. 「學習護照」課程為必修零學分，合格後，始得畢業。(依開南大學「學習護照」課程施行辦法)。</p> <p>In order to achieve the graduation threshold, the completed“Student Passport”is required.</p> <p>5. 本校學生畢業英文門檻依「學生英文能力畢業門檻實施要點」辦理。</p> <p>In accordance with the regulations of KNU English Test and English graduation threshold, students must fulfill the English graduation threshold.</p> <p>6. 「中五學制生」應增加其畢業應修學分(至少 12 學分)。</p> <p>The graduation credits of F.5 Education System students are required to increase at least 12 credits.</p> <p>7. 本課程於 110 年 05 月 18 日校課程委員會議通過，110 年 05 月 18 日教務會議核備。</p> <p>These courses regulations were passed at the Curriculum Committee Meeting on May 18th. 2021, and approved for future references by Academics Affairs Meeting on May 18th, 2021.</p>							

企業與創業管理學系專業選修科目表(110 學年度入學新生適用)

Curriculum of the Department of Business and Entrepreneurial Management, Kainan University, 2021.
(Elective Courses)

Last revised on 01/11,2022

課程 curriculum		第一學年 First Year		第二學年 Second Year		第三學年 Third Year		第四學年 Forth Year	
		上學期 Semester1	下學期 Semester 2	上學期 Semester1	下學期 Semester 2	上學期 Semester1	下學期 Semester 2	上學期 Semester1	下學期 Semester 2
企業管理學程 Business Management Program (15 學分)(15 credits) 創業管理學程 Entrepreneurship Management Program (15 學分)(15 credits) (One program is required) (需選擇一學程) 專業必修選修課程					科技與創新管理 3 Technology and Innovation Management 3	服務業管理 3 Service Management 3	國際企業管理 3 International Business 3		
						財務報表分析 3 Financial Statements Analysis 3	策略管理 3 Strategic Management 3		
					中小企業創業理論與實務 3 Entrepreneurial Theory and Practice 3	商業模式創新 3 Business Model Innovation 3	中小企業零售管理 3 Retailer Management in Small Business 3		
					創新思考與問題解決 3 Creative Problem Solving 3	中小企業創新管理 3 Innovation Management in Small and Medium Business 3			
Professional Electives (Minimum 18 credits) 專業選修課程(至少應修 18 學分)		商用日語(一)3 Commerce Japanese Business Applied I 3	商用日語(二)3 Commerce Japanese Business Applied II 3	管理經濟 3 Managerial Economics 3	消費者行為 3 Consumer Behavior 3	企業談判 3 Business Negotiation 3	專案管理 3 Project Management 3	知識管理 3 Knowledge Management 3	國際行銷管理 3 International Marketing Management 3
		商業資料處理 3 Business Software 3	總體經濟學 3 Macroeconomics 3	組織行為 3 Organizational Behavior 3	組織行為學研討 3 Special Topics in Organizational Behavior 3	品質管理 3 Quality Management 3	管理資訊系統 3 Management Information System 3	電子商務管理 3 Electronic Business Management 3	管理個案研討 3 Managerial Case Study 3
		商用英語會話(一)3 English Conversation for Business I 3	財務金融管理實務講座 3 Finance and Banking Management Practice Forum 3	管理心理學 3 Managerial Psychology 3	文化創意產業管理 3 Cultural and Creative Industries Management 3	企業研究方法 3 Business Research Methods 3	零售業管理 3 Retail Management 3	管理專題研討 3 Special Topics for Management 3	品質與績效評估 3 Quality Management and Performance Appraisal 3
			會計學(下)3 Accounting II 3	管理專業證照輔導與實務(一)3 Counselling and Practicing of Management Certificate I 3	管理專業證照輔導與實務(二)3 Counselling and Practicing of Management Certificate II 3	抽樣應用實務 3 Sampling Practices 3	行銷個案研究 3 Marketing Case Study 3	供應鏈管理 3 Supply Chain Management 3	展店規劃與策略 3 New Store Development Strategy and Planning 3
			商事法概要 3 Business Law 3	大數據證照輔導(一)2 Counselling of Big Data Certificate I 2	大數據證照輔導(二)2 Counselling of Big Data Certificate II 2	企業經營決策 3 Business Operation and Decision Making 3	中小企業稅務與融資 3 Loan and Taxation in Small and Medium Business 3	危機管理 3 Crisis Management 3	策略創新個案 3 Case Study in Strategy Innovation 3
		企業社會責任 3 Corporate Social Responsibility 3	商用英語會話(三)3 English Conversation for Business III 3	企業安全管理 3 Business Security Management 3	管理會計 3 Managerial Accounting 3	商用專業證照輔導與實務 3 Counselling and Practicing of Business Certificate 3	就業輔導 3 Occupation Guidance 3	顧客關係管理 3 Customer Relationship Management 3	
		商用英語會話(二)3 English Conversation for Business II 3	職場與企業倫理 3 Career and Business Ethics 3	商用英語會話(四)3 English Conversation for Business IV 3	廣告學 3 Advertisemen 3	商業系統模擬 3 Business Systems Simulation 3	服務業品質管理 3 Quality Management in Service Industry 3	專業能力實習 3 Professional Skills Training 3	

		商業軟體 3 Business Software 3	金融證照輔導 (一)3 Financial Counseling Certification I 3	金融證照輔導 (二)3 Financial Counseling Certification II 3	大數據證照輔導 (三)2 Counselling of Big Data Certificate III 2	高科技行銷管理 3 Technology Marketing Management 3	企業分析與診斷 實務 3 Business Analysis and Diagnosis 3	職場管理實習 3 Workplace Practical Training 3
					品牌經營策略 3 Brand Strategy and Management 3	系統分析 3 System Analysis 3	銷售技巧 3 Marketing Skills 3	
					企業資源規劃 3 Enterprise Resource Planning 3	產品策略管理 3 Product Strategy and Management 3	微型企業創業經 營 3 Micro Business Management 3	
						新產品開發管理 3 New Product Development and Management 3	科技創業管理 3 Technology Enterprise Management 3	
						科技產業分析 3 Analysis of Technology Industry 3	網路創新創業實 務 3 Internet Innovation & Entrepreneurship Practice 3	
						大數據分析 3 Big Data Analysis 3	產學合作實習 3 Industry-University Cooperative Internship 3	
						領導與管理 3 Leadership and Management 3		