

**開南大學企業與創業管理學系課程規劃表(111 學年度入學新生適用)**  
**Curriculum of the Department of Business and Entrepreneurial Management,**  
**Kainan University, 2022.**

2022/05/17

	領 域 Field	涵蓋學門 Course Subjects
通識教育課程 (至少應修 28 學分) (General Education(at least 28 credits))	語文表達 (6 學分) Linguistic Literacy (6 credits)	<ul style="list-style-type: none"> <li>●本國語文學門 2 學分 Chinese-2 credits</li> <li>●外國語文學門(大一英文課程)4 學分 Foreign Language(Freshman English)-4credits</li> </ul> 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"> <li>●自然科學學門 Natural Science ●生命科學學門 Life Science</li> <li>●資訊教育學門 Computer-related information studies</li> </ul> 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"> <li>●憲政法治學門 Constitution &amp; Politics</li> <li>●社會科學學門 Sociology</li> </ul>
	人文涵育 (學門任選 4 學分) Humanistic Literacy (4 Optional credits)	<ul style="list-style-type: none"> <li>●歷史研究學門 History</li> <li>●人文藝術學門 Art &amp; Humanities</li> </ul>
	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 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 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
服務學習(必修) Service Education (Required)	勞作教育一 I Labor Service I 1	勞作教育二 I Labor Service II 1	公益服務一 I Volunteer Service I 1	公益服務二 I 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 I 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 I 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	<ol style="list-style-type: none"> <li>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)。 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.</li> <li>2. 學生必須選修「企業管理學程」或「創業管理學程」。 Students must take the「Business Management Program」or「Entrepreneurship Management Program」.</li> <li>3. 本系學生依「開南大學跨領域學習實施辦法」，應完成修習「重點跨領域學分學程、輔系或雙主修」始得畢業。 In accordance with the regulations of KNU interdisciplinary learning, students of this very department are required to take interdisciplinary program, double minor, or double major, in order to fulfill graduation threshold.</li> <li>4. 「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。 All general education courses must follow the policies of General Education Center. Students must complete the required credit standards of Kainan University.</li> <li>5. 「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)。 In order to achieve the graduation threshold, the completed “Student Passport” is required.</li> <li>6. 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。 In accordance with the regulations of KNU English Test and English graduation threshold, students must fulfill the English graduation threshold.</li> <li>7. 「中五學制生」應增加其畢業應修學分(至少 12 學分)。 The graduation credits of F.5 Education System students are required to increase at least 12 credits.</li> <li>8. 本課程於 111 年 05 月 17 日校課程委員會議通過，111 年 05 月 17 日教務會議核備。 These courses regulations were passed at the Curriculum Committee Meeting on May 17th, 2022, and approved for future references by Academics Affairs Meeting on May 17th, 2022.</li> </ol>
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企業與創業管理學系專業選修科目表(111 學年度入學新生適用)

Curriculum of the Department of Business and Entrepreneurial Management, Kainan University, 2022.  
(Elective Courses)

2022/05/17

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	會計學(下)3 Accounting II 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
			商事法概要 3 Business Law 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	新店規劃與策略 3 New Store Development Strategy and Planning 3
			企業社會責任 3 Corporate Social Responsibility 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
			商用英語會話(二)3 English Conversation for Business II 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
			商業軟體 3 Business Software 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

			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-Univers ity Cooperative Internship 3	
						領導與管理 3 Leadership and Management 3		