

開南大學企業與創業管理學系課程規劃表(114 學年度入學新生適用)
Curriculum of the Department of Business and Entrepreneurial Management,
Kainan University, 2025.

2025/09/23 修訂

通識教育課程 (至少應修 28 學分) General Education (At Least 28 credits)	領 域 Field	涵蓋學門 Course Subjects
	語文表達 (6-10 學分) Linguistic Literacy (6-10 credits) * Note 2	●本國語文學門 2 學分 Mandarin Chinese (2 credits) ●外國語文學門(必修英文課程)4-8 學分 Foreign Language (compulsory English course)(4-8 credits) * Note 2
	科學知覺(4 學分) Scientific Literacy (4 credits) * Note 3	●自然科學學門 Natural Sciences ●生命科學學門 Life Sciences ●資訊教育學門 Information Education
	社會實踐 (學門任選 4 學分) Social Practice (Any 4 Credits from the Disciplines)	●憲政法治學門 Constitutional Governance and Rule of Law ●社會科學學門 Social Sciences
	人文涵育 (學門任選 4 學分) Humanities Cultivation (Any 4 Credits from the Disciplines)	●歷史研究學門 Historical Studies ●人文藝術學門 Humanities and Arts
	全民國防教育軍事訓練 National Defense Education and Military Training	選修 1 學分，至多修習 1 門，可計入通識自由選修學分，超過 1 門者，僅供折抵役期，不納入畢業學分。 Select one course for 1 credit, applicable to General Education free electives. Any additional courses will only be counted one time towards reducing mandatory military service time, not graduation credits
	體育 Physical Education	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)。 2 credits of PE courses are required. Each course is 1 credit with 2 hours of instruction per week. Students must complete 2 courses (PE I and 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 may take up to 1 elective Recreational PE course (2 credits), which can be applied to General Education free elective credits
	通識自由選修 4-8 學分(限修通識教育課程) * Note 2 General Education Free Electives: 4-8 credits (restricted to General Education courses) * Note 2	

註一、修習各學系訂定之通識排除課程，不納入畢業學分。

Note 1. Credits from general education courses excluded by individual departments will not be counted towards graduation requirements.

註二、外國語文學門修習方式如下：

Note 2. The credit requirements for the Foreign Language Discipline are as follows:

- 應用英語學系學生及例外學生僅能修習「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 4 學分(即語文表達領域 6 學分，通識自由選修 8 學分)。

Students from the Department of Applied English and other special status students can only take 4 credits of a second foreign language course other than the 'compulsory English' courses, such as Japanese, Thai, Vietnamese, Korean, etc. (This means 6 credits for the Language Expression Area and 8 credits for General

Education Free Electives)

- 各學系若規劃大二以上之 4 學分專業領域英文課程者，外國語學門僅需修習大一必修英文 4 學分(即語文表達領域 6 學分，通識自由選修 8 學分)。

If departments plan to offer 4-credit professional English courses for sophomores and above, students only need to complete the 4-credit compulsory English course in their freshman year for the foreign language requirement.(This means 6 credits for the Language Expression Area and 8 credits for General Education Free Electives)

- 其餘學系學生外國語文學門課程皆須修習「必修英文」課程 8 學分(即語文表達領域 10 學分，通識自由選修 4 學分)。

Except for the aforementioned cases, students from other departments must complete 8 credits of 'Compulsory English' courses for the foreign language requirement (i.e., 10 credits in the Language Expression Area, with 4 credits as general education electives).

註三、科學知覺領域修習方式如下：

Note 3. The credit requirements for the Scientific Perception Area are as follows:

- 資訊管理學系學生需修習科學知覺領域學門任選 4 學分。

Students in the Department of Information Management are required to take 4 credits of their choice from the Scientific Perception Area.

- 其餘學系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。

Except for the aforementioned cases, students from other departments are required to take 2 credits of 'Programming' courses in the Information Education Discipline, and choose 2 credits from the Scientific Perception Area.

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 1 Labor Service I 1	勞作教育二 1 Labor Service II 1	公益服務一 1 Volunteer Service I 1	公益服務二 1 Volunteer Service II 1				
院共同必修科目 College-wide Required Courses	經濟學 3 Economics 3							
	會計學 3 Accounting 3							
專業必修科目 (50 學分) Required Courses (50 credits)	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 1 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
	企業概論 3 Introduction to Business 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			
		管理學 3 Management 3		人力資源管理 3 Human Resource Management 3	校內實務操作一 1 Practical Operation in School I 1			

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

- 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)。

註

- 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.
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」.
 3. 「畢業專題實習」課程，可選擇製作畢業專題或校外實習。
The "Graduation Project Internship" course allows students to choose between completing a graduation project or participate in an external internship.
 4. 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.
 5. 「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.
 6. 「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.
 7. 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.
 8. 「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.
 9. 國際專修部學生進入系所原生班級修讀升上大二前，華語文能力測驗(TOCFL)應達進階級 B1(含)以上，未通過者應依「開南大學外國學生華語文能力精進與畢業資格檢定實施辦法」辦理之。
Prior to progressing to the second year and enrolling in the regular departmental classes, students of the International Program are required to attain a minimum proficiency level of B1 (Intermediate) on the Test of Chinese as a Foreign Language (TOCFL). Those who fail to meet this requirement shall be subject to the provisions outlined in the "Kainan University Regulations on the Enhancement of Chinese Language Proficiency and Graduation Qualification Assessment for International Students."
 10. 本課程於 114 年 09 月 23 日校課程委員會會議通過，114 年 09 月 23 日教務會議核備。
These courses regulations were passed at the Curriculum Committee Meeting on Sep 23th, 2025, and approved for future references by Academics Affairs Meeting on Sep 23th, 2025.

企業與創業管理學系專業選修科目表(114 學年度入學新生適用)

Curriculum of the Department of Business and Entrepreneurial
Management , Kainan University, 2025.
(Elective Courses)

2025/04/29

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
專業必修課程 (One program is required) (需選擇一學程) Professional Electives Program (9 學分)(9 credits)	企業管理學程 Business Management Program (9 學分)(9 credits)					科技與創新管理 3 Technology and Innovation Management 3	財務報表分析 3 Financial Statements Analysis 3	國際企業管理 3 International Business 3	
	創業管理學程 Entrepreneurship Management Program (9 學分)(9 credits)					中小企業創業理 論與實務 3 Entrepreneurial Theory and Practice 3	中小企業創新管理 3 Innovation Management in Small and Medium Business 3	商業模式創新 3 Business Model Innovation 3	
	2 學程共同必修 Jointly Required Elective Courses for Two Programs (6 學分)(6 credits)					創新思考與問題 解決 3 Creative Problem Solving 3		策略管理 3 Strategic Management 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	管理心理學 3 Managerial Psychology 3	組織行為 3 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 Managemen 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	管理專業證照輔導與實務(一) 3 Counselling and Practicing of Management Certificate I 3	文化创意產業管理 3 Cultural and Creative Industries Management3	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
		人工智慧概論 3 Introduction to Artificial Intelligence 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	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
			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	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	就業輔導 3 Occupation Guidance 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	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		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	服務業品質管理 3 Quality Management in Service Industry 3	顧客關係管理 3 Customer Relationship Management 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	廣告學 3 Advertisemen 3	商業系統模擬 3 Business Systems Simulation 3	企業分析與診斷 實務 3 Business Analysis and Diagnosis 3	專業能力實習 3 Professional Skills Training 3
			企業永續管理 3 Corporate Sustainability Management 3		大數據證照輔導 (三)2 Counselling of Big Data Certificate III 2	產品策略管理 3 Product Strategy and Management 3	銷售技巧 3 Marketing Skills 3	職場管理實習 3 Workplace Practical Training 3
					品牌經營策略 3 Brand Strategy and Management 3	新產品開發管理 3 New Product Development and Management 3	微型企業創業經 營 3 Micro Business Management 3	
					企業資源規劃 3 Enterprise Resource Planning 3	科技產業分析 3 Analysis of Technology Industry 3	科技創業管理 3 Technology Enterprise Management 3	
						大數據分析 3 Big Data Analysis 3	網路創新創業實 務 3 Internet Innovation & Entrepreneurship Practice 3	
						領導與管理 3 Leadership and Management 3	產學合作實習 3 Industry-University Cooperative Internship 3	