中國文化大學 國際暨外語學院 全球商務學士學位學程 必修科目表

								11	4 學	年度	起入	學新生實施
必修			規	一生	手級	二年	手級	Ξ	年	四年	年級	備
			定					4	及			註
類別	į	科 目 名 稱	學	上	下	ŀ	下		下	上	下	
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			分									
通識	國文		4	2	2							
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	外文:閱讀與聽講		3	110	110	1 5	1.5					課程
	跨域專長		0			0	0					免修
	人文學科領域		4									70.12
	社會科學領域		2	4	4	2						
	自然科學與數學領	[域	4									
共同	體育		0	0	0	0	0					
科目												
	及共同必修學	分合計			7.5	3.5	1.5					
專	(4009)統計學		3	3								
	(3036)經濟學		3	3								
	(4001)會計學		3	3								
	(7258)管理學		3		3							
		國際企業管理	3		3							
業		行銷管理	3		3							
		商務書信	3			3						
		人力資源管理 財務管理	3			3						
		財務管理	3			3						
		國際貿易理論 組織行為與管理	3			3	3					
	商管學群	<u>超減行為與官珪</u> 商事法	3				3					
必		公司治理與企業倫理	3				3	3				
		人工智慧商業應用	3					3				
		策略管理	3					3				
		商業統計應用	3						3			
		管理經濟學	3						3			
	立	供應鏈管理	3						3			至少選
修	商管學	群必修學分合計	42			3						修一個
19		觀光學概論 餐旅管理概論	3			3						學群
		休閒遊憩概論	3			ر	3					1
		餐飲管理	3				3					
		旅遊與運輸管理	3					3				
		旅行業經營管理	3					3				
41	観光學群	觀光遊憩地理	3						3			
科	P070 1 7-1	旅館管理	3						3	2		
		遊程規劃與設計	3							3		
		生態觀光 領隊導遊實務	3							3		-
		餐旅採購與成本控制	3)	3	
		觀光服務管理	3								3	
		觀光資源規劃	3								3]
目	觀光學	群必修學分合計	42									

	科 目 名 稱		規定	一年	一年級		三級	三级	年	四年	手級
			學	上	下	上	下	上	下	上	下
	TV - 10		分								
	普通物理學		6			3	3				
	普通化學微積分		6			3	3				
	高分子有機材料		3			3	3	3			
	無機材料		3					3			
半導體學群	電子學		3					3			
	光電概論		3					3			
	半導體製程與技術		3						3		
	半導體工程 半導體封裝		3						3		
	微機電系統		3						3		
半導體	學群必修學分合言	计	42								
, , , , , , , , , , , , , , , , , , , ,	普通物理學		6			3	3				
	普通化學		6			3	3				
	微積分 計算機概論		6			3	3	2			
	計 具機 概論 程式設計		3					3			
資訊科技學群	多媒體系統		3					3			
只 mo/ [10.7] [10.7]	機率與統計		3					3			
	機率與統計演算法		3						3		
	資料庫系統		3						3		
	作業系統		3						3		
次如似让	資訊安全	٨ ١							3		
資訊 科技	學群必修學分	合 計	42 3		3						
	文化創意產業		3		3						
	大眾傳播理論		3		3						
	國際新聞閱讀與解析		3			3					
	媒介產品理論與實踐		3			3					
	傳播心理學		3			3					
唐 1本 图 型	說服傳播		3				3				
傳播學群	宣傳媒介和產業		3				3				
	整合行銷傳播		3					3			
	網路直播行銷與運營		3					3			
	傳播數據分析基礎		3						3		
	數位多媒體影音與 AI 生 製作剪輯	成影片	3						3		
	廣告學		3							3	
	文化研究專題		3							3	
• • • • • • • • • • • • • • • • • • • •			42								
	修學分合		54								
	分 總	·	74								
低 畢	業 學 分	數	128	學生	7						

其他修業規定:

專業證照

大學部學生應需取得一張(含)以上與所選學群領域相關之專業證照,始得畢業。境外學生(包含外籍生、僑生、陸生、港澳生等)不

	在此限。
全球競爭力檢定	通過全球競爭力檢定,依本校「大學部學生全球競爭力檢定實施辦法」辦理,詳細資訊請參考教務組網頁。https://reg.pccu.edu.tw/
倫理課程	參與「職業倫理」、「中華文化專題」,依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理,詳細資訊請參考綜合業務組網頁。https://cur.pccu.edu.tw/
全人學習護照	參與全人學習護照各項學習活動達認證標準,依本校「全人學習護照實施辦法」辦理,詳細資訊請參考課外活動組網頁。https://activity.pccu.edu.tw/

Chinese Culture University, Required Courses List, Bachelor Program of Global Business

Effective for Students Enrolled in and from the 2025Year

Categories	S			1st Year		2nd Year		3rd Year		4th Year		Remark
for	Cou	rse Title	Credit		2nd	1st	2nd	1st	2nd	1st	2nd	
Compulsory Courses		150 11010	Hours	semester	semester (Feb)		semester (Feb)	semester (Sep)	semester (Feb)	semester (Sep)	semester (Feb)	
Courses	CHINESE		4	(Sep) 2	2	(Sep)	(reb)	(Sep)	(Feb)	(зер)	(reb)	
	FOREIGN L	ANGHAGE	3	1.5	1.5							Choose 1
	READING A		3	1.3	1.3							of 5
		CONVERSATION(1)										Courses
	FOREIGN L		3			1.5	1.5					
General	READING A	ND				1.5	1.5					
Required	CONVERSA	TION(2)										
Courses	INTERDISC	IPLINARY	0			0	0					N/A
00000	PROGRAM					_						
		UMANITIES	4	4	4	2						
		SCIENCES AND	4									
	MATHEMAT											
	SOCIAL SC	IENCES	2									
Common	PHYSICAL	EDUCATION	0	0	0	0	0					
Courses	ITITSICAL	EDUCATION										
Total Ger	neral and C	Common	20	7.5	7.5	3.5	1.5					
Courses (Credits											
	(4009) STAT	ISTICS	3	3								
	(3036) ECONOMICS		3	3								
	(4001) ACCOUNTING		3	3								
	(7258) MANAGEMENT		3		3							
		INTERNATION										
		AL BUSINESS	3		3							
		MANAGEMEN	3									
		T										
		MARKETING	2		2							
		MANAGEMEN	3		3							
		T										
		BUSINESS WRITING	3			3						
		HUMAN										
		RESOURCE										
Required		MANAGEMEN	3			3						
courses	G1 1 1	T										
	Global	FINANCIAL										
	Business	MANAGEMEN	3			3						
		T										Chassa 1
		INTERNATION										Choose 1 of 5
		AL TRADE	3			3						programs
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		ORGANIZATIO										
		NAL										
		BEHAVIOR	3				3					
		AND	-				-					
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			3				3					
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	BUSINESS									
	APPLICATION									
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	BUSINESS									
	STATISTICS	3						3		
	APPLICATION	J								
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	MANAGERIAL	3						3		
	ECONOMICS		 	<u> </u>	1					
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	MANAGEMEN	3						3		
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Total Credits	of Required	40		1						
Subjects	1	42								
J	INTRODUCTI			†						
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	TOURISM	5								
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	INTRODUCTI									
	ON TO	2			2					
	HOSPITALITY	3			3					
	MANAGEMEN									
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Tourism	FOOD AND BEVERAGE MANAGEMEN T TOURISM AND TRANSPORTA TION MANAGEMEN T TRAVEL INDUSTRY OPERATIONS AND MANAGEMEN T TOURISM AND RECREATION	3				3		3		
Tourism	FOOD AND BEVERAGE MANAGEMEN T TOURISM AND TRANSPORTA TION MANAGEMEN T TRAVEL INDUSTRY OPERATIONS AND MANAGEMEN T TOURISM AND RECREATION GEOGRAPHY	3				3		3		
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	ECOTOURISM	3							3		
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	LEADER AND										
	TOUR GUIDE										
	HOSPITALITY										
	PURCHASING										
	MANAGEMEN	3								3	
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	CONTROL										
	TOURISM										
	SERVICE	3								3	
	MANAGEMEN	3)	
	T										
	TOURISM										
	RESOURCES	3								3	
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	PLANNING										
Total Credits	of Required	42									
Subjects		T4									
	GENERAL	6			3	3					
	PHYSICS	O			3	3					
	GENERAL				_	_					
	CHEMISTRY	6			3	3					
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	CALCULUS	6			3	3					
	POLYMER										
	ORGANIC	3					3				
	MATERIALS										
	INORGANIC	2					_				
	MATERIALS	3					3				
	ELECTRONICS	3					3				
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	MECHANICAL	5									
	SYSTEM										
Total Credits		40									
Subjects	1	42									
~ ucjeeu	GENERAL										
Info		6			3	3					
Information				-							
Technology		6			3	3					
	CHEMISTRY										

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		CALCULUS	6			3	3					
		INTRODUCTI										
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		MULTIMEDIA	3					3				
		SYSTEM	3					3				
		PROBABILITY										
		AND	3					3				
		STATISTICS	-									
			3						3			
		ALGORITHM	3						3			
		DATABASE	3						3			
		SYSTEM										
		OPERATING	3						3			
		SYSTEM	3						3			
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	Total Credits	of Required	42									
5	Subjects											
		TAIWAN										
		LOCAL NEWS	3		3							
		IN ENGLISH	5									
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		ON OF										
		CULTURAL	3		3							
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		CREATIVE										
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		COMMUNICA	3		3							
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		INTERNATION										
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		AND										
		ANALYSIS										
		THEORY AND										
		PRACTICE OF	2			2						
	Communica-		3			3						
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		COMMUNICA	2			_						
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		PSYCHOLOGY		<u> </u>	<u></u>		<u></u>		<u></u>			
		PERSUASION										
		COMMUNICA	3				3					
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	TUDIES	3										
Total Credits Subjects	of Required	42										
Total Credits of Requ	iired Subjec	54										
Total Required C		74										
Graduate Cre		128										
Other graduation requ			. 1 .		- 11	<u> </u>		2024			1 . 1	
Licenses	license in technolog Taiwanese	Undergraduate students who enroll after September 2024 must have at least 1 icense in the fields of business, tourism, semiconductors, information echnology, or communication studies to graduate. This regulation is for Taiwanese students only.										
Global competitiveness	website of	nt of U	nivers egistra	ity Stud tion Se	dents" ction f	is manor	datory e infor	for gra	duatio	n. Visit	the	
website of the Registration Section for more information. According to the university's 'Implementation Guidelines for Professional Professional Ethics/ Special Topics in Chinese Culture 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: https://cur.pccu.edu.tw/												
Whole Person Learning Passport	To fulfill t	the Wharticipa articipa ance wi For mo	ole Peate in vote the our ore deta	rson Le various univer ailed in	earning learnir sity's g format	Passpong Passpong active guideling tion, plot	ort requirities. The state of t	uirement These and the Whasit the	nts, stu ctivitie ole Per website	idents res are or Les are of the	nust rganized earning	