

中國文化大學 商學院 國際企業管理學系 必修科目表

113 學年度起入學新生實施

必修類別	科目名稱	規定學分	一年級		二年級		三年級		四年級		備註
			上	下	上	下	上	下	上	下	
通識科目	國文	4	2	2							
	外文：閱讀與聽講（一）	3	1.5	1.5							五選一課程
	外文：閱讀與聽講（二）	3			1.5	1.5					
	跨域專長	12			6	6					
	人文學科領域	4									
	社會科學領域	2	2	4	2	2					
	自然科學與數學領域	4									
共同科目	體育	0	0	0	0	0					
	全民國防教育軍事訓練-(1)	0	0								
通識及共同必修學分合計		32 學分									
必院	(3245) 國際企業管理	3					3				
專業必修科目	(4001) 會計學	3	3								
	(4026) 企業管理	3	3								
	(3036) 經濟學	3	3								
	(4009) 統計學	6	3	3							
	(M479) 人工智慧演算邏輯	2		2							
	(4051) 行銷管理	3		3							
	(M478) ESG 企業倫理	2		2							
	(3041) 商事法	2		2							
	(3118) 組織行為	3			3						
	(4003) 財務管理	3			3						
	(8274) 成本與管理會計	3				3					
	(I011) 管理經濟	3				3					
	(4242) 財務報表分析	2					2				
	(9507) 人力資源管理	3					3				
	(4892) 作業管理	3						3			
	(F175) 數位行銷	3						3			
	(E716) 領導與激勵	2						2			
	(8381) 策略管理	3							3		
(M480) 個案實習專題	3								3	本課程於大四上學期開課，但須至少於前一學期開始進行團體報告	

											或實習
專業必修學分合計	58 學分										
必修學分總計	90	17.5	19.5	15.5	15.5	8	11	3	0		
最低畢業學分數	128 學分										
其他修業規定：											
專業領域選修課（選二類）	<p>大二開始依自己的志趣，從「ESG 經營與永續金融」、「創新管理與創業經營」及「數位行銷與品牌經營」三大領域中，任選二個領域來培養自己的專長，每一領域至少應修習 12 學分方得畢業（其中應包含一門“總結性課程-有◎符號者”）。相關規定請參考本系系網頁。</p> <p>https://crbbba.pccu.edu.tw/?Lang=zh-tw</p>										
專業證照	<p>國企系入學之大學部學生，需取得商管相關證照兩張(含)以上，始得畢業，相關證照規定請參考本系系網頁，詳如網址：</p> <p>https://crbbba.pccu.edu.tw/p/412-1189-10779.php?Lang=zh-tw</p>										
服務學習	<p>參與服務學習，依本校「服務學習實施辦法」辦理，詳細資訊請參考綜合業務組網頁。</p> <p>https://cur.pccu.edu.tw/</p>										
全球競爭力檢定	<p>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。</p> <p>https://reg.pccu.edu.tw/</p>										
倫理課程	<p>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。</p> <p>https://cur.pccu.edu.tw/</p>										
全人學習護照	<p>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。</p> <p>https://activity.pccu.edu.tw/</p>										
其他	<p>包含以下兩項：</p> <ol style="list-style-type: none"> 1. 參加商管相關演講或企業參訪：合計至少 8 次(含)以上。 2. 參加企業管理相關競賽活動或企業實習：合計至少一次。 <p>相關規定請參考本系系網頁。</p> <p>https://crbbba.pccu.edu.tw/p/412-1189-10779.php?Lang=zh-tw</p>										

Chinese Culture University, Required Courses List, Department of International Business Administration

Effective for Students Enrolled in and from the 2024 Academic Year

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Required Courses											
General Required Courses	CHINESE	4	2	2							
	FOREIGN LANGUAGE READING AND CONVERSATION(1)	3	1.5	1.5							Choose 1 of 5 Courses
	FOREIGN LANGUAGE READING AND CONVERSATION(2)	3			1.5	1.5					
	INTERDISCIPLINARY PROGRAM	12			6	6					
	ART AND HUMANITIES	4									
	SOCIAL SCIENCES	2	2	4	2	2					
	NATURAL SCIENCES AND MATHEMATICS	4									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
	ALL-OUT DEFENSE EDUCATION MILITARY TRAINING	0	0								
Total General and Common Courses Credits		32	5.5	7.5	9.5	9.5					
Required Courses by College	(3245) International Business Management	3					3				
Required Courses by Department	(4001) Accounting	3	3								
	(4026) Business Management	3	3								
	(3036) Economics	3	3								
	(4009) Statistics	6	3	3							
	(M479) AI Operational Logic	2		2							
	(4051) Marketing Management	3		3							
	(M478) ESG Business Ethics	2		2							
	(3041) Business Law	2		2							
	(3118) Organizational Behavior	3			3						
	(4003) Financial Management	3			3						

Required Courses by Department	(8274) Cost and Management Accounting	3				3					
	(I011) Managerial Economics	3				3					
	(4242) Financial Statement Analysis	2					2				
	(9507) Human Resource Management	3					3				
	(4892) Operations Management	3						3			
	(F175) Digital Marketing	3						3			
	(E716) Leadership and Motivation	2						2			
	(8381) Strategic Management	3						3			
	(M480) Case internship special topic	3							3		The course will be offered in the first semester of senior year with the requirements of initiating group presentation or internship at least in the preceding semester.
Total Credits of Required Subjects	58										
Total Required Credits	90	17.5	19.5	15.5	15.5	8	11	3	0		
Graduate Credits	128										
Other provisions of graduate requirements :											
Professional Elective Courses (Selecting two specializations major fields.)	From the Sophomore Year, students may select two specializations, out of the fields of "ESG Management and Sustainable Finance", "Innovation Management and Entrepreneurial Management", and "Digital Marketing and Brand Management", according to their interests. A minimum of 12 credits are required for each specialization. Refer to the Specialization Course Table for specialization course requirements For more information, please refer to https://crbbba.pccu.edu.tw/?Lang=zh-tw										
Professional License	The International Business Administration department undergraduate students must obtain two or more business-related licenses for graduation https://crbbba.pccu.edu.tw/p/412-1189-10779.php?Lang=zh-tw										

Service Learning	Participation in service learning shall be conducted in accordance with the 'Implementation Measures for Service Learning' of the university. For detailed information, please refer to the website of the Curriculum Section at https://cur.pccu.edu.tw/
Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information. https://reg.pccu.edu.tw/
Professional Ethics/ Special Topics in Chinese Culture	According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: '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 the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at https://activity.pccu.edu.tw/
Others	The International Business Administration department undergraduate students must attend a minimum of 8 speeches or visits and participate in at least one related competition or corporate internship for graduation. For more information, please refer to https://crbbba.pccu.edu.tw/p/412-1189-10779.php?Lang=zh-tw