

開南大學國際企業學系課程規劃表

Curriculum of the Department of International Business , Kainan University, 2025.

(114 學年度入學新生適用)

(Applicable to freshmen enrolled in the 114th academic year)

114/06/17 新訂

| | 領 域 Areas | 涵蓋學門 Disciplines |
|--|---|---|
| 通識教育課程 (至少應修 28 學分) General Education (at least 28 credits) | 語文表達 Language Expression (6-10 學分)*註二 (6-10 credits) *Note 2 | <ul style="list-style-type: none"> ● 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*註二 Foreign Language (compulsory English course)(4-8credits) * Note 2 |
| | 科學知覺 Scientific Perception (4 學分)*註三 (4 credits) *Note 3 | <ul style="list-style-type: none"> ● 自然科學學門 Natural Sciences ● 生命科學學門 Life Science ● 資訊教育學門 Information Education |
| | 社會實踐 Social Practice (學門任選 4 學分) (Any 4 Credits from the Disciplines) | <ul style="list-style-type: none"> ● 憲政法治學門 Constitutional Governance and Rule of Law ● 社會科學學門 Social Sciences |
| | 人文涵育 Humanities Cultivation (學門任選 4 學分) (Any 4 Credits from the Disciplines) | <ul style="list-style-type: none"> ● 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 |

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| 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 | 會計學3 Accounting 3 | | | | | | | |
| | 經濟學3 Economics 3 | | | | | | | |
| 專業必修科目 (60學分) Required Courses | 商用日文(一)3 Business Japanese I 3 | 國際企業管理學3 International Business Management 3 | 統計學3 Statistics 3 | 國際行銷管理3 International Marketing Management 3 | 國際經貿實務探討3 Seminar on International Trade Practices 3 | 國際企業經營策略3 International Business Strategies 3 | 專題實作2 Project Management 2 | 畢業專題實習3 Graduation Practice 3 |
| | 企業概論3 Introduction to Business 3 | 商用日文(二)3 Business Japanese II 3 | 商務英文會話(上)2 Business English Conversation I 2 | 商務英文會話(下)2 Business English Conversation II 2 | 商務英文寫作(上)2 Business English Writing I 2 | 商務英文寫作(下)2 Business English Writing II 2 | 企業倫理3 Business Ethics 3 | |
| | | | 國際商務溝通(上)3 International Business Communication I 3 | 國際商務溝通(下)3 International Business Communication II 3 | 國際財務管理3 International Financial Management 3 | 校內實務操作二1 Practical Operation in School II 1 | | |
| | | | 國際人力資源管理3 International 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 20 學分) Professional Electives (Minimum 20 credits) 選修科目表公告於系所網站 The curriculum of electives would be announced on the Website of Department of International Business Dept. | | | | | | | | |
| 備註 Notes | 1. 本系畢業應修習 128 學分，其中包括：本系「專業必修課程」60 學分、「專業選修課程」20 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」16 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 60 credits from required courses, 20 credits from labor service, 2 credits from volunteer service, 28 credits from core courses, 16 credits from elective courses, 2 credits from labor service, 2 credits from volunteer service, 28 credits from general education courses, 20 credits from departmental elective courses, or courses from other departments or departmental courses (excluding general education courses). | | | | | | | |

optional courses, and 28 credits from general education courses. 16 credits are free optional courses accepted for taking any courses from all departments

2. 「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.

3. 「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.

4. 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.

5. 學生畢業前需取得商管相關專業證照至少一張，始得畢業。

Students need to obtain at least one professional certificate in business management for graduation.

6. 「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

7. 「畢業專題實習」課程，可選擇製作畢業專題或校外實習。

Students taking Graduation Practice can be completed by either making (i) a graduation project, or (ii) an off-campus internship.

8. 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.

9. 本課程於 115 年 01 月 28 日校課程委員會會議通過，115 年 01 月 28 日教務會議核備。

These courses regulations were passed at the Curriculum Committee Meeting on 28th January 2026, and approved for future references by Academics Affairs Meeting on 28th January 2026.

開南大學國際企業學系專業選修科目表-學士班

Department of International Business, Kai Nan University - Bachelor's
Program - Professional Elective Course List
(114 學年度入學新生適用)
(Applicable to Freshmen Admitted in the Academic Year 114)

114/06/10

115/01/07 修訂

| 第一學年 | | 第二學年 | | 第三學年 | | 第四學年 | |
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| 商用日文會話一 3 Business Japanese Conversation I 3 | 商用日文會話二 3 Business Japanese Conversation II 3 | 商用日文寫作一 3 Business Japanese Writing I 3 | 商用日文寫作二 3 Business Japanese Writing II 3 | 國際企業談判 3 International Business Negotiation 3 | 國際匯兌 3 International Exchange Market 3 | 策略行銷管理 3 Strategic Marketing Management 3 | 人際溝通 3 Relationship Communicative 3 |
| 歐洲企業經營與管理 3 Europe Business and Management 3 | 活動規劃與管理 3 Event Planning and Management 3 | 人力資源管理 3 Human Resource Management 3 | 財務報表分析 3 Financial Statement Analysis 3 | 進階商用日文(上) 3 Advanced Business Japanese I 3 | 國際競爭策略 3 International Competitive Strategy 3 | 國際網路行銷 3 International Internet Marketing 3 | 大數據分析 3 Big Data Analysis 3 |
| 微積分 3 Calculus 3 | 兩岸企業經營與管理 3 Business and Management on Cross-Strait 3 | 企業資源規劃 3 Enterprise Resource Planning 3 | 管理心理學 3 Managerial Psychology 3 | 兩岸投資個案探討 3 Seminar on Cross Strait Investment 3 | 國際供應鏈管理 3 International Supply Chain Management 3 | 公司治理 3 Corporate Govern 3 | 專業能力實習 3 Internship in Professional Competence 3 |
| 工作倫理與職業道德 3 Work Ethics and Professional Ethics 3 | 國際禮儀與儀態 3 International Etiquette and Department 3 | 服務業行銷管理 3 Services Marketing Management 3 | 品質管理 3 Quality Management 3 | 整合行銷傳播個案分析 3 Case Study on Integrated Marketing Communications 3 | 進階商用日文(下) 3 Advanced Business Japanese II 3 | 企業實習 9 Enterprise Internship 9 | 職場管理實習 3 Internship in Workplace Management 3 |
| | 全球化與國際環境分析 3 Globalization and International Environmental Analysis 3 | 國際行銷通路 3 International Marketing Channels 3 | 國際人力派遣 3 Internationalization of Employee Dispatching 3 | 航空服務管理實務 3 Service Management of Air Transportation 3 | 亞洲投資環境分析 3 Asian Investment Environment 3 | | |
| | 金融市場分析 3 Analysis of Financial Markets 3 | 日本企業經營與管理 3 Business and Management in Japan 3 | 國際財務投資與風險管理 3 International Finance Investment and Risk Management 3 | 專業證照與實務 3 Professional Certification and Practices 3 | 人力派遣管理個案分析 3 Case Studies on Human Resource Dispatch Management 3 | | |
| | 會計學(二) 3 Accounting II 3 | 國際金融與投資 3 International Finance and Investment 3 | 東南亞企業經營與管理 3 Southeast Asian Business and Management 3 | 消費者行為 3 Consumer Behavior 3 | 國際連鎖加盟 3 International Franchise 3 | | |

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| | | 生產與作業管理 3 Production & Operation Management 3 | 兩岸投資環境分析 3 Analysis of Cross-strait Investment Environment 3 | 國際組織行為 3 International Organizational Behavior 3 | 國際投資與策略 3 International Investment and Strategy 3 | | |
| | | 流行文化分析 3 Pop Culture Analysis 3 | 顧客關係管理 3 Customer Relationship Management 3 | 永續管理概論(ESG) 3 Introduction to Sustainable Management (ESG) 3 | 職場形象管理 3 Workplace Image Management 3 | | |
| | | 資訊科技應用 3 Information Technology Applications 3 | 語言證照與輔導 3 Counselling of Language Certificate 3 | 企業創新管理 3 Business Innovation and Change Management 3 | 經營管理實務研討 3 Seminar on Practical Business Management 3 | | |
| | | 商用日文(三) 3 Business Japanese III | 財務決策分析 3 Financial Decision Analysis 3 | 管理會計學 3 Managerial Accounting 3 | 審計學 3 Auditing 3 | | |
| | | 中級會計學 3 Intermediate Accounting 3 | 商用日文(四) 3 Business Japanese IV | | | | |
| | | 專題探究 2 Special Topic Research 2 | | | | | |

註：「專題探究 2」為自主學習課程，依開南大學自主學習實施辦法辦理。

Note: "Special Topic Research 2" is an independent learning course, conducted in accordance with the Kainan University Regulations for Independent Learning.