

開南大學國際企業學系專業選修科目表-學士班

(112 學年度入學新生適用)

Department of International Business, Kai Nan University - Bachelor's Program - Professional Elective Course List
(Applicable to Freshmen Admitted in the Academic Year 112)

112/05/03 新訂

第一學年		第二學年		第三學年		第四學年	
商用日文會話一 3 Business Japanese Conversation I	商用日文會話二 3 Business Japanese Conversation II	商用日文寫作一 3 Business Japanese Writing I	商用日文寫作二 3 Business Japanese Writing II	國際企業談判 3 International Business Negotiation	國際匯兌 3 International Currency Exchange	企業創新管理 3 Enterprise Innovation Management	人際溝通 3 Interpersonal Communication
活動規劃與管理一 2 Event Planning and Management I	活動規劃與管理二 2 Event Planning and Management II	人力資源管理 3 Human Resource Management	財務報表分析 3 Financial Statement Analysis	進階商用日文(上)3 Advanced Business Japanese (Part I)	國際競爭策略 3 International Competitive Strategy	策略行銷管理 3 Strategic Marketing Management	大數據分析 3 Big Data Analytics
歐洲企業經營與管理 3 European Business Operations and Management	兩岸企業經營與管理 3 Cross-Strait Business Operations and Management	企業資源規劃 3 Enterprise Resource Planning (ERP)	管理心理學 3 Organizational Psychology	兩岸投資個案探討 3 Cross-Strait Investment Case Studies	國際供應鏈管理 3 International Supply Chain Management	國際網路行銷 3 International Internet Marketing	專業能力實習 3 Professional Competence Internship
微積分 3 Calculus	國際禮儀與儀態 3 International Etiquette and Protocol	服務業行銷管理 3 Service Industry Marketing Management	品質管理 3 Quality Management	整合行銷傳播個案分析 3 Integrated Marketing Communication Case Analysis	進階商用日文(下)3 Advanced Business Japanese (Part II)	公司治理 3 Corporate Governance	職場管理實習 3 Workplace Management Internship
工作倫理與職業道德 3 Work Ethics and Professional Ethics	全球化與國際環境分析 3 Globalization and International Environmental Analysis	國際行銷通路 3 International Marketing Channels	國際人力派遣 3 International Human Resource Dispatch	航空服務管理實務 3 Practical Management of Aviation Services	亞洲投資環境分析 3 Analysis of Investment Environment in Asia		
	金融市場分析 3 Analysis of Financial Markets	日本企業經營與管理 3 Japanese Business Operations and Management	國際財務投資與風險管理 3 International Financial Investment and Risk Management	專業證照與實務 3 Professional Certifications and Practices	人力資源管理個案分析 3 Case Analysis in Human Resources Management		
		國際金融與投資 3 International Finance and Investment	東南亞企業經營與管理 3 Business Operations and Management in Southeast Asia	消費者行為 3 Consumer Behavior	國際連鎖加盟 3 International Franchise and Chain Operations		
		生產與作業管理 3 Production and Operations Management	兩岸投資環境分析 3 Analysis of Cross-Strait Investment Environment	經營管理實務研討 3 Seminar on Business Management Practices	國際投資與策略 3 International Investment and Strategy		
		流行文化分析 3 Pop Culture Analysis	顧客關係管理 3 Customer Relationship Management	國際組織行 3 International Organization	職場形象管 3 Workplace Image Management		

		析 3 Analysis of Popular Culture	理 3 Customer Relationship Management	為 3 Organizational Behavior in the International Context	理 3 Professional Image Management		
			語言證照與 輔導 3 Language Certification and Counseling	永續管理概 論(ESG) 3 Introduction to Sustainable Management (ESG)			