

# 開南大學國際企業學系課程規劃表

Curriculum of the Department of International Business , Kainan University, 2024.

(113 學年度入學新生適用)

(Applicable to freshmen enrolled in the 113th academic year)

113/05/14 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"> <li>● 本國語文學門 2 學分 Mandarin Chinese (2 credits)</li> <li>● 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</li> </ul>
	科學知覺 Scientific Perception (4 學分)*註三 (4 credits) *Note 3	<ul style="list-style-type: none"> <li>● 自然科學學門 Natural Sciences</li> <li>● 生命科學學門 Life Science</li> <li>● 資訊教育學門 Information Education</li> </ul>
	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"> <li>● 憲政法治學門 Constitutional Governance and Rule of Law</li> <li>● 社會科學學門 Social Sciences</li> </ul>
	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"> <li>● 歷史研究學門 Historical Studies</li> <li>● 人文藝術學門 Humanities and Arts</li> </ul>
	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



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				
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專業必修科目 Required Courses (60 學分) (60 credits)	會計學 3 Accounting 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
	經濟學 3 Economics 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	
	商用日文 (一)3 Business Japanese I 3		商用日文 (三)3 Business Japanese III 3	商用日文 (四)3 Business Japanese IV 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		
	企業概論 3 Introduction to Business 3		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	<p>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)。</p> <p>In order to achieve the graduation threshold of the department, student must complete 128 credits , of which 60 credits from required courses, 2 credits from labor service, 2 credits from volunteer service, 20 credits from core optional courses, and 28 credits from general education courses. 16 credits are free optional courses accepted for taking any courses from all departments</p> <p>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。</p> <p>All general education courses must follow the policies of General Education Center. Students must complete the required credit standards of Kainan University.</p> <p>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)。</p> <p>In order to achieve the graduation threshold, the completed “Student Passport” is required.</p> <p>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。</p>
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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 113 年 05 月 14 日校課程委員會議通過，113 年 05 月 14 日教務會議核備。

These courses regulations were passed at the Curriculum Committee Meeting on May 14th, 2024, and approved for future references by Academics Affairs Meeting on May 14th, 2024.

# 開南大學國際企業學系專業選修科目表-學士班

(113 學年度入學新生適用)

114/06/10 修訂

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 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	企業創新管理 3 Business Innovation and Change 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	策略行銷管理 3 Strategic Marketing Management 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	國際網路行銷 3 International Internet Marketing 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 Deportment 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	公司治理 3 Corporate Govern 3	職場管理實習 3 Internship in Workplace Management 3
超級數字力 3 Super Financial Intelligence 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	企業實習 9 Enterprise Internship 9	
	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	人力資源管理個案分析 3 Case Studies on Human Resource Dispatch Management 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		
		生產與作業管理 3 Production &	兩岸投資環境分析 3 Analysis of	經營管理實務研討 3 Seminar on	國際投資與策略 3 International		

		Operation Management 3	Cross-strait Investment Environment 3	Practical Business Management 3	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	國際組織行為 3 International Organizational Behavior 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	永續管理概論(ESG) 3 Introduction to Sustainable Management (ESG) 3			
			財務決策分析 3 Financial Decision Analysis 3				
		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.