

# 110 學年度管理學院雙聯學位（學士加碩士）學程課程

## 2021 Curriculum of College of Management for Joint Degrees (Bachelor plus MBA) Program

Department of Business Administration/Department Finance/Department of Accounting and Information Systems

Credits for Graduation: 43 (Bachelor) + 21 (MBA)

Approved by the University Curriculum Committee on 29/4/2021

### Undergraduate Program

category		Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 Liberal Arts Required 7 Credits	必修 4 學分	基礎華語文(一)或(二) (二選一)	Beginner Chinese I or II (select one)	3 <sup>rd</sup>	1 <sup>st</sup>	2	CEFR:A1
		臺灣/中國文化導讀(一)或(二) (二選一)	Introduction of Taiwanese/Chinese Culture I or II (select one)	4 <sup>th</sup>	1 <sup>st</sup>	2	CEFR:A1
	3 學分	商用英文會話	Business English Conversation	3 <sup>rd</sup>	1 <sup>st</sup>	3	

Category	Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference	
專業學程(擇一) Professional Program 36 Credits (See Remark 4)	財務金融專業學程 51 學分 Finance 51 Credits	財務報表分析	Financial Statement Analysis	3 <sup>rd</sup>	1	3	
		金融科技軟體應用	Application of Fintech software	3 <sup>rd</sup>	1	3	
		投資學	Investments	3 <sup>rd</sup>	1	3	
		金融機構管理	Financial Institutions Management	3 <sup>rd</sup>	1	3	
		財務數學	Financial Mathematics	3 <sup>rd</sup>	1	3	
		企業評價	Business Valuation	3 <sup>rd</sup>	2	3	
		投資組合分析	Investment Portfolio Analysis	3 <sup>rd</sup>	2	3	
		證券市場	Securities Markets	3 <sup>rd</sup>	2	3	
		財務管理個案	Case Studies on Financial Management	3 <sup>rd</sup>	2	3	
		行為經濟學	Behavioral Economics	3 <sup>rd</sup>	2	3	
		財金研究方法	Financial Research Method	4 <sup>th</sup>	1	3	
		衍生性金融商品	Derivatives	4 <sup>th</sup>	1	3	
		公司理財專題	Topics in Corporate Finance	4 <sup>th</sup>	1	3	
		固定收益證券	Fixed Income Securities	4 <sup>th</sup>	2	3	
		資產訂價	Asset Pricing	4 <sup>th</sup>	2	3	
		金融機構管理專題	Topics in Financial Institution and Management	4 <sup>th</sup>	2	3	
	會計與資訊專業學程 51 學分 Accounting and Information Systems 51 Credits	財務報表分析	Financial Statement Analysis	4 <sup>th</sup>	2	3	
		財務報表分析	Financial Statement Analysis	3 <sup>rd</sup>	1	3	
		中級會計學(二)	Intermediate Accounting (2)	3 <sup>rd</sup>	1	3	
		進階管理會計學	Advanced Management Accounting	3 <sup>rd</sup>	1	3	
		進階企業資源規劃	Advanced Enterprise Resource Planning	3 <sup>rd</sup>	2	3	
		企業智慧	Business Intelligence	3 <sup>rd</sup>	1	3	
		企業評價	Business Valuation	3 <sup>rd</sup>	2	3	
		中級會計學(三)	Intermediate Accounting (3)	3 <sup>rd</sup>	2	3	
		商用英語溝通	Business English Communication	3 <sup>rd</sup>	2	3	
		審計學(一)	Auditing (1)	3 <sup>rd</sup>	1	3	
		資料探勘	Data Mining	3 <sup>rd</sup>	2	3	
		審計學(二)	Auditing (2)	4 <sup>th</sup>	2	3	
		高等會計學(一)	Advanced Accounting (1)	4 <sup>th</sup>	1	3	
		內部控制與電腦審計	Internal Control and Computer Auditing	4 <sup>th</sup>	1	3	
		會計師證照輔導(一)	CPA Review (1)	4 <sup>th</sup>	1	3	Elective
		高等會計學(二)	Advanced Accounting (2)	4 <sup>th</sup>	2	3	
會計師證照輔導(二)	CPA Review (2)	4 <sup>th</sup>	2	3	Elective		
會計師證照輔導(三)	CPA Review (3)	4 <sup>th</sup>	2	3	Elective		

國際企業學 程 51 學分 International 1 Business 51 Credits	國際企業管理	International Business Management	3 <sup>rd</sup>	1	3	
	人力資源管理	Human Resource Management	3 <sup>rd</sup>	1	3	
	消費者行為	Consumer Behavior	3 <sup>rd</sup>	1	3	
	策略管理	Strategic Management	3 <sup>rd</sup>	1	3	
	生產與作業管理	Production & Operations Management	3 <sup>rd</sup>	2	3	
	電子商務與網路行銷	e-Commerce and e-Marketing	3 <sup>rd</sup>	2	3	
	非營利機構管理	Non-Profit Organization Management	3 <sup>rd</sup>	2	3	
	資料探勘	Data Mining	3 <sup>rd</sup>	2	3	
	觀光發展趨勢	Tourism Development Trend	3 <sup>rd</sup>	2	3	
	兩岸與全球經貿趨勢	Trend of Cross Strait and International Trade	4 <sup>th</sup>	1	3	
	財務報表分析	Financial Statement Analysis	4 <sup>th</sup>	1	3	
	文化創意產業	Cultural and Creative Industry	4 <sup>th</sup>	1	3	
	餐旅管理	Hospitality Management	4 <sup>th</sup>	1	3	
	創業管理專題	Topics in Entrepreneurship Management	4 <sup>th</sup>	1	3	
	全球產業分析	Global Industry Analysis	4 <sup>th</sup>	2	3	
	休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	4 <sup>th</sup>	2	3	
領導與團隊	Leadership and Teamwork	4 <sup>th</sup>	2	3		

## Graduate Program

Category		Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
碩士必修課程 15 學分	管院必修 3 學分 College Program	碩士論文	Thesis	2 <sup>nd</sup>	1 <sup>st</sup> or 2 <sup>nd</sup>	3	
	3 Required Credits						
MBA Program 15 Required Credits	經營管理 必修 12 學分 MBA Program 12 Required Credits	永續管理	Sustainable Management	2 <sup>nd</sup>	1 <sup>st</sup>	3	
		量化方法	Quantitative Research Methods	2 <sup>nd</sup>	1 <sup>st</sup>	3	
		研究方法	Research Methodology	2 <sup>nd</sup>	2 <sup>nd</sup>	3	
		行銷研究	Marketing Research	2 <sup>nd</sup>	2 <sup>nd</sup>	3	
碩士選修課程 6 學分 MBA Elective Program 6 Credits		公司理財專題	Topics in Corporate Finance	2 <sup>nd</sup>		3	
		投資管理專題	Topics in Investment Management	2 <sup>nd</sup>		3	
		觀光發展趨勢	Tourism Development Trend	2 <sup>nd</sup>	2	3	
		休閒產業分析	Competitive Analysis of Leisure Industry	2 <sup>nd</sup>	1	3	
		會計師證照輔導 (一)	CPA Exam Review (I)	2 <sup>nd</sup>	1	3	
		會計師證照輔導 (二)	CPA Exam Review (2)	2 <sup>nd</sup>	2	3	

註 Remarks :

1. 雙學位畢業總學分：大學 43 學分+碩士 21 學分

Dual Degree Credit requirement: 43 credits for bachelor and 21 for MBA

2. 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。

International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.

3. 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。

To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.

4. 學士學位之 43 學分含 7 學分通識語言，36 學分系核心課程。36 系學分可由細學程 51 學分中選取，其中 9 學分可為自由選修，可自財務金融學程、國際企業學程或會計資訊專業學程中的會計師證照輔導選修。  
Bachelor Degree requires 43 credits which includes 7 credits of Liberal Art Language courses and 36 credits of department courses. 36 credits are taken from department program which totals 51 credits. Among 36 credits, 9 credits can be elective that can select from Finance program, International Business program, or Accounting and Informational Systems Program's CPA review courses.  
碩士學位之 21 學分含 15 必修學分與 6 選修學分。  
MBA Degree requires 21 credits which includes 15 required credits and 6 elective credits.

系所主管簽章:

學院院長簽章: