

114 學年度入學新生起必選修科目表

科目名稱 Subjects	學分數 Credit(s)	第 1 學年 1st Academic Year		第 2 學年 2nd Academic Year		備 註 Note
		上	下	上	下	
研究方法 RESEARCH METHODOLOGY	3					必修 Required
領導與團隊 LEADERSHIP AND TEAMWORK	3		3			必修 Required
企業倫理 BUSINESS ETHICS	3	3				必修 Required
論文 THESIS	0					必修 Required
服務業行銷與策略 SERVICE MARKETING AND STRATEGY	3	3				選修 Elective
經濟趨勢與策略管理 ECONOMIC TREND AND STRATEGIC MANAGEMENT	3	3				選修 Elective
企業創新經營 CORPORATE INNOVATION MANAGEMENT	3	3				選修 Elective
競爭優勢與創新策略 COMPETITIVE ADVANTAGES AND INNOVATION STRATEGIES	3	3				選修 Elective
行銷實務與案例分析 MARKETING PRACTICES AND CASE ANALYSIS	3		3			選修 Elective
國際商務談判 INTERNATIONAL NEGOTIATIONS	3		3			選修 Elective

*選修課依每年實際開課情形為準。

* Elective subjects are based on the actual course announcement of each academic year.

一、修業年限：修業 2 至 4 年

Years of Enrollment: 2 to 4 years.

二、必修學分數：9 學分(論文另計)

Required credits: 9 credits (Thesis is excluded).

三、畢業學分數：36 學分(論文另計)

Graduation credits: 36 credits at least (Thesis is excluded).