

## 東吳企管學士班中、英文課程簡介

**Department of Business Administration, Soochow University**  
**Undergraduate Program Course Description**

課程簡介	Course Description
<p><b>會計學(一)</b>  <b>企一 / 必 3-3</b></p> <p>本課程教學內容涵括基本會計觀念的介紹、會計循環處理程序、複式分錄記錄之運用、財務報表的編製、財報分析及相關的決策制定等。並配合實習課程，以加強初學者之會計操作處理能力。</p> <p>本課程講授章節共有十個主題，內容包括：</p> <ol style="list-style-type: none"> <li>(1) 會計的基本觀念介紹</li> <li>(2) 會計循環之完成</li> <li>(3) 買賣業會計</li> <li>(4) 內部控制及現金之處理</li> <li>(5) 應收款項會計處理</li> <li>(6) 長期性資產會計處理</li> <li>(7) 負債會計處理</li> <li>(8) 公司會計</li> <li>(9) 財務報表編製</li> <li>(10) 財報分析</li> </ol>	<p><b>ACCOUNTING(I)</b>  <b>Freshman/ Required / 3-3</b></p> <p>This course includes the introduction of basic accounting concept, accounting cycle procedure, record of double entry and the utilization, prepare of financial statement. It also provides the users of financial analysis and decision making and best practice by means of on-line train.</p> <p>This course includes 10 topics are</p> <ol style="list-style-type: none"> <li>(1) Why Accounting Matters</li> <li>(2) Understanding and complete the accounting cycle process</li> <li>(3) Accounting for Merchandisers</li> <li>(4) Internal Control Systems and Cash</li> <li>(5) Receivables Accounting</li> <li>(6) Long-term Assets Accounting</li> <li>(7) Accounting for Liabilities</li> <li>(8) Corporate Accounting</li> <li>(9) Prepared Financial Statements</li> <li>(10) Analyzing Financial Statements.</li> </ol>
<p><b>商用微積分</b>  <b>企一 / 必 / 2 - 2</b></p> <p>本課程之設計以商學院之學生為主，著重於基本理論之探討與商業方面之應用。亦即本課程著重於觀念之建立，而不拘泥於繁複之數學計算，四學分的課分上下學期授課，教學內容分為微分(函數、微分、繪圖、及微分應用)與積分(積分、指數與對數函數、多變數積分、及積分應用)兩大類。</p>	<p><b>BUSINESS CALCULUS</b>  <b>Freshman/ Required / 2 - 2</b></p> <p>Business Calculus is intended for using a brief calculus course that emphasizes mathematical applications and models.</p> <p>This course contains ample material for a four-credit lasting two semesters. We have tried to provide students with conceptual understanding rather than a collection of mechanical procedures. This course provide emphasis on :</p>

課程簡介	Course Description
	<ul style="list-style-type: none"> <li>(1) Functions</li> <li>(2) Differentiation</li> <li>(3) Curve Sketching</li> <li>(4) Application of Differentiation</li> <li>(5) Integration</li> <li>(6) Exponential and Logarithmic Functions</li> <li>(7) Topics on Integration</li> <li>(8) Multivariate Calculus.</li> </ul>
<p><b>經濟學</b> 企一 / 必 / 3 - 3</p> <p>本科目旨在探討人們的選擇行為，亦即如何利用有限的資源，以滿足人類無限的慾望。講授內容包括個體經濟學及總體經濟學兩大部分。個體經濟學著眼於價格機能之方析，範圍涵蓋：消費者行為，廠商理論，各種市場的結構分析，以及公共部門的決策。總體經濟學則著重於整體經濟活動/現象之探索，主要的課題包括：國民所得，物價水準，失業，通貨膨脹，政府政策，經濟成長，以及國際貿易等。</p>	<p><b>ECONOMICS</b> <b>Freshman / Required / 3 - 3</b></p> <p>Economics explores choice behavior of human beings. Especially, it concerns how people make choice in order to satisfy their unlimited desire under limited resources. This course includes two parts - macroeconomics and microeconomics. Microeconomics focuses on the analysis of price mechanism which involves consumer behavior, firms' decision making, structure of various markets, and public sector. Macroeconomics concentrates on analyzing aggregate economic activities/phenomena. The main topics include national product, price level, unemployment, inflation, economic policies, economics growth, and international trade.</p>
<p><b>企業概論</b> 企一 / 必 / 3 - 0</p> <p>本科目介紹與企業有關之各種主題如企業系統、企業類型、企業內外環境、企業的社會責任等，及企業各類運作功能如生產、行銷、財務、資訊等，期使初學者對企業有基本概念與瞭解，進而激發其研讀企管進階課程之興趣。</p>	<p><b>INTRODUCTION TO BUSINESS</b> <b>Freshman / Required / 3 - 0</b></p> <p>In this course, we introduce some current topics and trends in business, such as the system of business, the form of business, the environment of business, business ethic and social responsibility. We discuss the various functional areas of business such as production, marketing, finance and information system. We hope to deepen the students' comprehensive understanding of basic issues in business and motivate them interesting in the advanced business courses.</p>
<p><b>管理學</b> 企一 / 必 / 0 - 3</p>	<p><b>MANAGEMENT</b> <b>Freshman / Required / 0 - 3</b></p>

課程簡介	Course Description
<p>本科目講授重點包括：(一)瞭解企業運作和企業環境；(二)說明各功能管面的重要；(三)建立基本之管理理論，期能與實務相配合；(四)介紹管理程序；(五)詳細探討各程序，並配合個案加以運用，以為更專業而深入之管理相關課程奠定基礎。</p>	<p>The purpose of this course is to familiarize the students with basic modern management concepts. The topics introduced are</p> <ol style="list-style-type: none"> <li>(1) The evolution of management thought</li> <li>(2) The management process include - planning, organizing, staffing, leading and controlling.</li> <li>(3) The future of management theory and challenge.</li> </ol>
<p><b>管理數學</b> 企一 / 必 / 2 - 0</p> <p>本課程目的在於介紹一些基本數量分析的觀念、方法及原理，期能將科學的方法應用於管理實務工作上。本課程以教導線性代數為主，內容應包括：線性方程式、矩陣、行列式、向量、特徵值、特徵向量、馬可夫鏈及其他應用等。</p>	<p><b>MANAGERIAL MATHEMATICS</b> <b>Freshman / Required / 2 - 0</b></p> <p>The purpose of this course is to provide students in business administration with an introduction to concepts, methodologies and on application of managerial mathematics. The contents of this course include:</p> <ol style="list-style-type: none"> <li>(1) Linear Equations and Matrices,</li> <li>(2) Determinants</li> <li>(3) Vectors</li> <li>(4) Eigenvalues and Eigenvectors</li> <li>(5) Markov Chain</li> <li>(6) Decision Theory</li> <li>(7) Inventory Management, and Other applications.</li> </ol>
<p><b>企業與法律</b> 企一 / 必 / 2 - 0</p> <p>本課程包含民法、商事法、公司法及證券交易法等，以法條與實務案例解析，說明企業經營之法源依據與規範，培養企業管理者之法律基礎知識。</p>	<p><b>Business and Law</b> <b>Freshman / Required / 2 - 0</b></p> <p>This course includes four subjects. They are Civil Law, Business Law, Company Act, and Securities and Exchange Act. The teaching aim is focused on legal subjects in connection with business operation, such as commercial contracts, international offering, merger &amp; acquisition, dumping, antitrust and unfair competition, and intellectual property rights etc. In the modern society, the ever-increasing social economic behaviors bring up the needs of students to understand what the Commercial Law is. Learning this course, the students may understand the basic commercial law which will benefit their future.</p>
<p><b>商用實務英文</b> 企一 / 選 / 0 - 2</p>	<p><b>PRACTICAL BUSINESS ENGLISH</b> <b>Freshman / Elective / 0 - 2</b></p>

課程簡介	Course Description
<p>本課程內容涵蓋：聽力與國際溝通英語演練、影片教學、商務英語單字/片語/關鍵文法介紹，另搭配閱讀及模擬寫作練習，並定期實施英檢模擬考試，即時掌握學生學習情形。於密集課程結束後，另要求學生報考正式英文檢定，依據學生的成就測驗與能力測驗進步幅度及成績，了解本課程成效並評定學生學期成績。</p>	<p>The primary objective of this course is to assist students in developing the necessary skills and sub-skills to achieve B2-C1 proficiency. Each lesson is structured in such a way that it strengthens all of the skills and sub-skills required for the various sections of the TOEIC exam. Students will be required to complete a quiz and a simulation exam in order to ensure their learning outcome. Following that, each student is required to take the formal TOEIC exam. The final grade granted to a student is largely determined by the outcome of the TOEIC exam and his/her language proficiency progress.</p>
<p><b>商業軟體應用與程式設計</b> <b>企一 / 選 / 0 - 2</b></p> <p>本課程介紹如何利用一般個人電腦常見的軟體來處理商業上的資料，包括試算表、商業圖表製作及文書處理等。課程的目的在說明如何正確並有效的使用這些軟體，以提升個人之生產力與工作績效。</p>	<p><b>SOFTWARE PACKAGE APPLICATIONS</b> <b>Freshman / Elective / 0 - 2</b></p> <p>This course introduces some popular package software, which include spreadsheet, presentation tools, and graphic and text authoring tools. The purpose of this course is to introduce and discuss how to use these software tools properly to improve personal productivity and work performance.</p>
<p><b>統計學</b> <b>企二 / 必 / 3 - 3</b></p> <p>介紹各種資料分析統計方法如描述統計方法以及推論統計方法以便學生能夠應用在日常生活及學術研究的資料分析。教學內容包括描述統計方法、機率、機率分配、抽樣及抽樣分配、估計、檢定假設、變異數分析、迴歸及相關分析。</p>	<p><b>STATISTICS</b> <b>Sophomore / Required / 3 - 3</b></p> <p>The course is designed to familiarize the student with various descriptive and inferential statistical methods that can be used in daily life and academic research data analysis. Contents of the course include descriptive statistics, probability and probability distributions, sampling and sampling distributions, estimation, hypothesis testing, analysis of variance, regression and correlation analysis.</p>
<p><b>行銷管理</b> <b>企二 / 必 / 3 - 0</b></p> <p>本科目旨在說明企業的行銷功能，期使學生瞭解一般行銷觀念，進而應用於企業經營上。其次將從因應環境的觀點以及競爭的觀點，指出市場區隔與定位觀念，進而擬定行銷策略與競爭性行銷組織和管理，並對個案公司之行銷策略做進一步之分</p>	<p><b>MARKETING MANAGEMENT</b> <b>Sophomore / Required / 3 - 0</b></p> <p>This course provides a fundamental introduction to modern marketing concepts and marketing activities. The first part of this course is devoted to the scope and importance of marketing in today's business world. The second part focuses on variables external to the firm:</p>

課程簡介	Course Description
<p>析。</p>	<p>consumer behavior, market segmentation and market dimensions and market structure. Followed by the marketing mix concept. The third part will include topics concerning product planning, channels of distribution, pricing and promotion. The students will be presented with challenging cases and questions to which they can apply their skills and sharpen their understandings, especially ,with competitive view.</p>
<p><b>組織行為學</b> 企二 / 必 / 0 - 3</p> <p>本課程旨在探討人於組織中之行為特性，主要從個體、團體與組織三方面因素探討，以分析人於組織中之各種行為，並分析各種組織行為對組織效果與成員工作滿意度之影響。另外，在考慮本國文化的影響，本課程亦介紹中國人心理與行為特性及其對組織行為可能的影響。課程之目標在使學生對組織行為有清楚與深入之瞭解，並對各種理論與實際能加以比較分析；並透過問題與個案討論，及小組研究報告，以期有具體深切之認識。</p>	<p><b>ORGANIZATIONAL BEHAVIOR</b> <b>Sophomore / Required / 0 – 3</b></p> <p>This course is to study the nature of human behaviors in organization. It will be examined with analysis of three aspects of influence, individual, group and organization, on human behaviors in organization. Then, the influence of the human behaviors on effectiveness of organization and satisfaction of employees will be analyzed. In addition, considering influence of native culture, this course will also introduce characteristics of psychology and behaviors of Chinese, and the possible influences on their organizational behaviors. The goals of this course is to help students have a clear and real understanding on organizational behaviors. It tries to make students able to analyze and compare different theories and phenomena of organizational behaviors. Moreover, the goal of course will be accomplished through assignments of case study and discussion, and team research projects.</p>
<p><b>財務管理</b> 企二 / 必 / 2 - 2</p> <p>本科目主要目的在介紹企業財務功能面的工作內容，授課重點包括：</p> <ol style="list-style-type: none"> <li>(1) 投資策略</li> <li>(2) 籌資策略</li> <li>(3) 營運策略</li> <li>(4) 股利策略的理論介紹及技巧運作。</li> </ol> <p>輔以個案研討，期以結合理論與實務運作得以配合。</p>	<p><b>FINANCIAL MANAGEMENT</b> <b>Sophomore / Required / 2 – 2</b></p> <p>The course provides framework、 concepts、 and tools for analyzing financial decisions - investment decision, financing decision, operation decision and dividend decision. Topics include - theory of finance, working capital management, securities analysis, portfolio management, empirical research in finance, and identifying and solving financial problems through the use of case studies.</p>

課程簡介	Course Description
<p><b>作業管理</b> <b>企二 / 必 / 0 – 3</b></p> <p>為了使生產與服務過程更為積極有效，我們必須對系統中投入與產出之間的過程加以管理。這種管理方式統稱為作業管理。主要的授課內容有分成整體規劃工具，如專案管理、全面品質管理、預測方法；設計工具，如產品開發、製程選擇、場址選擇、場所佈置、採購與供應鏈、工作生活品質；管理工具，如存貨管理、MRP、排程。</p>	<p><b>OPERATIONS MANAGEMENT</b> <b>Sophomore / Required / 0 – 3</b></p> <p>All enterprises must have effective systems for producing and distributing their goods or services. The area of study emphasizes managerial decisions in production or operations and their interrelationships with other organizational functions, focusing on operational strategy, operation system design (product design, capacity planning, location decision, process and job design, facility planning), operations planning and controlling (forecasting, aggregate planning, scheduling, inventory management, and project management), and quality management.</p>
<p><b>作業研究</b> <b>企二 / 必 / 3 – 0</b></p> <p>本科目旨在講授線性規劃、網路分析、動態規劃、對局理論、存貨控制理論、等候線理論、馬可夫鏈決策程序、整數規劃、決策分析、模擬等理論及其應用，期使學生熟習企業管理人員如何在風險或不確定情況下，運用數量分析，以為決策之依據。</p>	<p><b>OPERATIONS RESEARCH</b> <b>Sophomore / Required / 3 – 0</b></p> <p>An introductory survey of quantitative techniques in decision-making. Topics include mathematical models, optimization, linear programming, transportation models, PERT, inventory models, queuing models, Markov chain analysis, integer programming, goal programming and simulation.</p>
<p><b>資料庫管理</b> <b>企二 / 選 / 2 – 0</b></p> <p>資料庫的應用發展領域改變非常大，但是新版 Microsoft Access 能反映此變更，如資料頁比以前更容易建立，並引用於網路資料庫的應用與管理。故本課程在於學習 Microsoft Access 資料庫應用發展；首先導正學生對資料庫的基本字彙、設計觀念的認知及導入的原則。其次實際應用郵購業務的 POS (point-of-sale) 資料庫系統，幫助學生學習建立有價值資料庫之設計、建置及應用發展的技術，融入商業的交易買賣、採購、存貨管理等實務。藉由此應用習得業務規則、資料正規化、模組化；進而如何發展應用系統的功能、資料輸入、分析報表，以達到使用者的需求。</p>	<p><b>Database Management</b> <b>Sophomore / Elective / 2 – 0</b></p> <p>During those few years, much has changed in the application development arena. The current version of Microsoft Access reflects many of those changes. For example, the development of data pages is easier and better than ever, thus making it possible to explore Web database applications development and management. This database course is learning the Microsoft Access database applications development. First, build a solid foundation of database vocabulary, design concepts, and implementation principles. Then show the detailed development of a Point-of Sale (POS) database system for mail-order business. The POS database development process is sufficiently support students to learn and build valuable database design,</p>



課程簡介	Course Description
	<p>implementation, and application development skills. After all, students already have a basic knowledge of sales transactions, purchasing, and inventory management. And understand the database design against the business rules, normalize the design and show how the database design is implemented with Microsoft Access. Finally, show how the end-user applications are developed to meet the end-user needs.</p>
<p><b>行動APP設計</b> 企二 / 選 / 0 – 2</p> <p>本課程之目的在使學生具備行動應用程式開發能力、企業導入設計規劃能力、人機介面創新應用能力，以培養行動應用程式開發設計、雲端服務以及行動網站開發等人才。</p>	<p><b>Mobile App Development</b> Sophomore / Elective / 0 – 2</p> <p>The aim of this course is to enhance the ability of mobile application development, design and planning APP implementation for enterprise, innovation applications for Human–Machine Interface.</p>
<p><b>職場商務溝通(A)</b> 企二 / 選 / 3 – 0</p> <p>此課程旨在幫助學生習得職場與商務溝通場域中應對的英語溝通技巧。透過授課與分組練習，本課程學生熟悉商務語域中英語溝通技能。課堂中訓練溝通技能之主題涵蓋：情境商務郵件、求職信與履歷撰寫、簡報架構與技巧、同儕互評方法。</p>	<p><b>Communication in Professional and Business Context (A)</b> Sophomore / Elective / 3 – 0</p> <p>This course aims to enable students to produce a portfolio where they adopt the skills covered to produce their study-related documents and tailor the writing to their target audiences. The ultimate purpose of this course is to expand students' lexical range in general business situations, sharpen students' skills in composing documents—including CV, Cover Letter, and E-mails—and familiarize students with presentation skills through theoretical frameworks and samples.</p>
<p><b>職場商務溝通(B)</b> 企二 / 選 / 0 – 3</p> <p>據近年教育與教學法領域之文獻指出，全英語教學課程的成效，一半仰賴教師對此政策的配合度與專業性，另一半則取決於學生是否具備以下三種特質：</p> <p>(1) 英語溝通能力 (English communication skills) (2) 適量領域專門知識 (discipline-specific content knowledge)</p>	<p><b>Communication in Professional and Business Context(B)</b> Sophomore / Elective / 0 – 3</p> <p>This course aims to enable students to produce a portfolio where they adopt the skills covered to produce their study-related documents and tailor the writing to their target audiences. The ultimate purpose of this course is to expand students' lexical range in general business situations, sharpen students' communication skills in the following aspects:</p>

課程簡介	Course Description
<p>(3) 自我調適之彈性 (flexibility and self-adjustability) · 與教師對此教育政策的配合度與專業性。然而在英語能力的挑戰也涵蓋跨文化溝通技巧；因此，提升學生對自我與他者之語言文化異同意識、訓練學生换位思考與同感能力，都已成為本世代中大學教育的新增目標。對於商學院之學生而言，跨語言和跨文化溝通之技能尤其重要；為實現此教學目標，規劃本EMI課程，針對商務溝通技巧、國際觀與文化意識進行訓練。</p>	<p>(1) Self-introduction  (2) Cross-cultural communication  (3) negotiation over job outsourcing  (4) data description and commentary text,  (5) oral presentation  (6) job interview  (7) corporate social responsibility  (8) proposal writing.</p>
<p><b>數位媒體製作</b>  <b>企二 / 選 / 0 – 3</b></p> <p>本課程將介紹影像、平面、影片等各類數位多媒體的概念，以及從設計、攝製、到後製作的基本流程、工具、與技術，帶領同學進入數位多媒體的領域，開始了解並熟悉如何利用數位多媒體工具與人溝通、自我表達、並進一步支援企業與組織的數位傳播活動。</p>	<p><b>DIGITAL MEDIA DESIGN</b>  <b>Sophomore / Elective / 0 – 3</b></p> <p>Digital multimedia has been an important tool for people to communicate and express themselves. This course introduces the basic techniques of digital media, including image, graphic, audio, and video, to help students learn the skills of using digital media as a tool of communication and self-expression.</p>
<p><b>策略行銷分析</b>  <b>企二 / 選 / 0 – 2</b></p> <p>面對日趨複雜的行銷環境，行銷的規劃形式與組合活動皆產生了相當大的變化，因此，需要以系統性的行銷架構以制訂具市場長期競爭力的行銷策略。本課程以交換問題之分析為論述重點，透過分析買者在行銷交換行為時所面對的四大問題，找出行銷問題的癥結，並提供解決這些問題的方法，以便順利達成行銷目的。</p>	<p><b>Strategic Marketing Analysis</b>  <b>Sophomore / Elective / 0 – 2</b></p> <p>Faced with the increasingly complex marketing environment, marketing planning and activities have considerable changes. Therefore, a systematic marketing structure is needed to formulate marketing strategies with long-term competitiveness in the market. This course focuses on the analysis of exchange issues. It analyzes the four major problems faced by buyers and sellers in the exchange relationships, and provides solutions to these problems in order to help sellers achieve marketing purposes successfully.</p>
<p><b>管理心理學</b>  <b>企二 / 選 / 0 – 2</b></p> <p>本課程設計的目的在於提供管理心理學基礎領域的整合性理解，課程內容包括三個部分：心理學概論、人格特質與相關議題與管理心理學相關個案研究。第一個部分介紹心理學與心理學研究方法；第二部分引導學生探索個人差異以及重要的人</p>	<p><b>Managerial Psychology</b>  <b>Sophomore / Elective / 0 – 2</b></p> <p>This course is designed to provide an integrated understanding of the foundational disciplines of managerial psychology. This seminar draws from psychology, personality, and managerial psychological research. For the first third of the semester, we will</p>



課程簡介	Course Description
<p>格特質；第三個部分我們提供學生影響管理與領導成功關鍵因素的心理個案研究。</p>	<p>address psychology and psychology research methods. During the second part of the semester we will explore individual differences and the key personality characteristics. During the final part of the seminar, we will provide insight into psychological issues that influence managerial and leadership success.</p>
<p><b>會計學 (二)</b> <b>企二 / 選 / 3-3</b></p> <p>會計學 (二) 為會計學 (一) 之延伸。主要內容包括介紹會計理論體系、基本假設與原則；資產、負債、股東權益與收入認列等之會計處理；所得稅會計、退休金會計、租賃會計；現金流量表之編製；會計變動與錯誤更正。</p>	<p><b>ACCOUNTING(II)</b> <b>Sophomore / Elective / 3-3</b></p> <p>This course discusses in depth the financial accounting. Topics covered include the conceptual framework underlying financial、basic assumptions and principles；the review of accounting concepts and procedures of assets、liabilities、stockholders' equity and revenue recognition；accounting for income taxes、pensions、and leases；statement of cash flows；accounting changes and error analysis。</p>
<p><b>總體經濟學</b> <b>企二 / 選 / 0-3</b></p> <p>一位即將邁入 21 世紀的學生，你是否應該選擇修習總體經濟學呢？答案是肯定的。其原因有三：</p> <p>其一，總體經濟學將助你瞭解周遭世界所發生的事件，例如東歐的變革，西歐的高失業率，亞洲快速的經濟成長，美國的預算赤字，歐洲的整合，以及最近所發生的亞洲金融危機等。其二，研習總體經濟學將使你可以更精明地參與各項事務，諸如管理國家財經事務等。其三，研習總體經濟學將使你對於國家經濟政策的成效和限制有較佳的理解。如以上所述，總體經濟學確實可以應用於日常生活中，不論你今後是否閱讀報刊雜誌，經營企業，或是高坐於總統府辦公室之中，你都將會因為曾經研習總體經濟學而感到欣慰。</p> <p>本課程即在教導同學這方面的知識，其內容包含全世界之鳥瞰；基本的市場(財貨、金融、與勞動市場)；預期；開放經濟；供給面經濟學；病理學--高失業與高通貨膨脹；長期；經濟變遷與轉移；政策；總體經濟學的歷史發展</p>	<p><b>MACROECONOMICS</b> <b>Sophomore / Elective / 0-3</b></p> <p>In general, macroeconomics studies aggregate economic variables, such as production for the economy as a whole (aggregate output) or the average price of all goods (the aggregate price level). Why should you, as a student soon to enter the twenty-first century, embark on the study of macroeconomics? There are three reasons. The first reason to study macroeconomics is that it will help you understand the whole world in which you live—from the transformation of Eastern Europe, to high unemployment in Western Europe, to fast growth or crises in Asia, to the budget battles in the United States. The second reason to study macroeconomics is that it will make you a more astute participant in the whole economy, for instance, how to manage the financial matters for your country. The third reason to study macroeconomics is that it will give you a better understanding of the potential and limits of economic policies. Thus, the principles of macroeconomics can be applied in many of life's situations. Whether the future</p>

課程簡介	Course Description
	<p>finds you reading the newspaper, running a business, or sitting in the Oval Office, you will be glad that you studied macroeconomics.</p> <p>This course contains Introduction: A Tour of the World; The Basics of Markets (the Good, Financial and Labor Markets); Expectations; Open Economy; The Supply- Side Economics; Pathologies--High Unemployment and High Inflation; The Long Run; Change and Transition; Policies; The Story of Macroeconomics.</p>
<p><b>個體經濟學</b> 企二 / 選 / 3 - 0</p> <p>本課程旨在探討決策制定者如何評估各種選擇方案的結果，以為進行理性決策及預測未來的基礎，期使學生能根據個體經濟理論進行實際問題的分析與應用。研究範圍涵蓋：需求、供給、消費者行為、生產者行為、各種市場結構的訂價行為、一般均衡理論與福利經濟學。</p> <p>課程大綱：</p> <ol style="list-style-type: none"> <li>1. 需求、供給與市場均衡</li> <li>2. 偏好與效用函數</li> <li>3. 效用極大與</li> <li>4. 需求曲線</li> <li>5. 消費者剩餘</li> <li>6. 利潤極大</li> <li>7. 成本極小</li> <li>8. 供給曲線</li> <li>9. 完全競爭</li> <li>10. 獨佔</li> <li>11. 獨佔性競爭</li> <li>12. 寡佔</li> </ol>	<p><b>MICROECONOMICS</b> <b>Sophomore / Elective / 3 - 0</b></p> <p>Microeconomic analysis allows decision makers to evaluate the consequences of alternative actions and thus provides a basis to make rational choices and predict future events. It involves demand, supply, market equilibrium, consumer's behavior, producer's behavior, commodity market, factor market, general equilibrium theory and welfare economics.</p> <p>Outline :</p> <ol style="list-style-type: none"> <li>1. Demand, Supply and Market Equilibrium</li> <li>2. Preference and Utility Function</li> <li>3. Utility Maximization</li> <li>4. Demand Curve</li> <li>5. Consumption Surplus</li> <li>6. Profit Maximization</li> <li>7. Cost Minimization</li> <li>8. Supply Curve</li> <li>9. Perfect Competition</li> <li>10. Monopoly</li> <li>11. Monopolistic Competition</li> <li>12. Oligopoly</li> </ol>
<p><b>物流管理</b> 企二 / 選 / 0 - 3</p> <p>實體運銷乃指商品或人員由某一地轉移至另一地時，其間所發生之一切活動與作業。因商品流通較人員流通繁複，所以實體運銷之相關管理理論</p>	<p><b>MANAGEMENT OF BUSINESS LOGISTICS</b> <b>Sophomore / Elective / 0 - 3</b></p> <p>Business logistics can be defined as "All activities and operations concerning the physical movement of goods or people from origin to destination. "The physical</p>

課程簡介	Course Description
<p>與實務多半建立在商品流通之領域。因此實體運銷更普及之名稱乃為物流。商品轉移過程中，商品之價值將隨之增加，並能滿足消費者之需求。因此實體運銷是否有效率、是否具一貫性，乃成為附加商品價值多寡之決定因素。實體運銷管理(或稱物流管理)在透管理方法之運用，健全實體運銷之商業功能，協調其與行銷管理與生產管理間之界面關係。最終目的乃在更有效率地滿足客戶之需求。</p>	<p>movement of goods is generally more complex than that of people. Therefore, the management theory and practice of logistics are mostly established in the field relating to the physical movement of goods. It is why another popular name for logistics is the flow of goods. In the process of goods movement, the value of goods will increase and the customer demand can be satisfied. Whether the logistics activities are efficient and integrated is critical to how much value can be added to the goods. Logistics management is to apply management approach on the logistics activities so as to effectively manage the logistics function in business and coordinate its relationship with marketing and production functions. The ultimate purpose of logistics management is to satisfy customer demand better.</p>
<p><b>消費者行為</b> 企二 / 選 / 0-3</p> <p>本課程主要從行為科學的觀點來瞭解、解釋與預測購買與消費行為，旨在探討影響顧客行為的因素，例如：動機、家人、參考群體、社會階層與廣告互動等心理、文化、社會因素在個人的購買動機和行為上的影響。探討口碑、抱怨、滿意、再購、忠誠之現象與其前因、歷程、後果等。</p>	<p><b>CONSUMERS' BEHAVIOR</b> <b>Sophomore / Elective / 0-3</b></p> <p>This course is based on the various behavioral concepts and theories that have been found useful for understanding, explaining, and predicting the consumer behaviors. The purpose of this course is to offer the student with the understanding about consumer motives, family, reference group, and other psychological, social, cultural and cross-cultural factors. We will also tap the phenomena of loyalty, re-purchase, complaints, and satisfactions in conventional marketing settings and e-commerce worlds.</p>
<p><b>倉儲管理</b> 企二 / 選 / 0-3</p> <p>倉儲及運輸是影響流通產業績效的兩個重要課題。一般來說，倉儲包括了產品需求預測、產品分類與編號、儲區規劃空間、儲位編碼、倉儲設備選擇、儲位指派、存量控制等。</p> <p>本課程針對倉儲課題，做廣泛性理論及實務探討，並藉個案分析方式，激發學生學習之興趣。</p>	<p><b>WAREHOUSING MANAGEMENT</b> <b>Sophomore / Elective / 0-3</b></p> <p>Warehousing and transportation are two important factors affecting the performance of a distribution channel. In general, the jobs of a warehouse manager may include product and storage demand forecasting, product classification and coding, warehouse space planning and assignment, the choice of warehousing equipment, and inventory control.</p> <p>This course is designed to introduce the general</p>

課程簡介	Course Description
	<p>concepts in warehousing. By case study, students can learn more theoretic and practical insights for future applications.</p>
<p><b>企業倫理</b> <b>企二 / 選 / 2 – 0</b></p> <p>「企業倫理」簡言之即是一個企業個體做人做事的方法。本課程擬以較多的討論和實例來引導初入社會的青年建立整體的分析思考能力，以免專注片面或技術性的工作而忽略了企業體各部門的關聯性及運作時隱含的衝突；更期在矛盾的現實中訓練企業道德的把持。探討主題則包括倫理領導、倫理決策、服務倫理、非營利組織之倫理議題、企業倫理的操作、倫理公司的建構以及倫理與績效等議題。</p>	<p><b>CORPORATION ETHICS</b> <b>Sophomore / Elective / 2 – 0</b></p> <p>The central theme of this course is that to survive in the corporate world and take effective action within it, the signification corporate realities must be understood, anticipated, and appropriately dealt with. Among these is the corporate culture which, because of its subtle nature, is frequently mismanaged. Students are expected to learn the sensitivity about human being, group dynamics and organizational shared value and operational assumption. The subjects would include ethical leadership, ethical decisions making, ethics on service industry, ethical issues on nonprofit organization, business ethics operation, structuring an ethical company, and ethics and performance, etc.</p>
<p><b>資訊管理</b> <b>企三 / 必 / 0 – 3</b></p> <p>本課程之目的主要在說明資訊系統的意義，希望學生能瞭解如何有效利用電腦及網路技術，協助達成組織目標。課程內容包括資訊系統與組織及決策的關係，資訊系統的技術基礎，以及系統應用的不同類型等。</p>	<p><b>MANAGEMENT INFORMATION SYSTEMS</b> <b>Junior / Required / 0 – 3</b></p> <p>This course introduces the concepts, components, and the technical foundations of information systems, the relationships between information system and organization, management, and decision, and variant types of the applications of information systems. Students should learn the impacts of the innovation in information technology on modern organizations, and how to use the emerging information technology to help organizations for achieving their objectives.</p>
<p><b>人力資源管理</b> <b>企三 / 必 / 3 – 0</b></p> <p>本課程對企業之一般人力資源管理活動做整體性基本介紹。主要從下列人力資源管理之活動來探討，包括人力資源管理趨勢、工作分析、人力規畫、人才雇用、教育訓練、生涯管理、績效評估、薪資管理、勞資關係、國際人力資源管理等。以期</p>	<p><b>HUMAN RESOURCE MANAGEMENT</b> <b>Junior / Required / 3 – 0</b></p> <p>This course will make a complete basic introduction of general human resource management in business. It will be examined mainly from the basic functions of human resource management, which include trends in human resource management, job analysis, human</p>

課程簡介	Course Description
<p>學生瞭解人力資源對組織之重要性、並具備策略性人力資源管理的觀念，並將透過問題與個案討論，及小組研究報告，以引導學習如何分析與解決人力資源管理問題。</p>	<p>resource planning, employment, training and development, performance appraisal, compensation, labor relations, and international human resource management. The course put emphasis on making students know importance of HRM in organization and have strategic concepts in HRM. In addition to help students understand the nature of human resource management, the purpose of the course is to help students learn to analyze and solve problems of human resource management through case study and discussion, and team research project.</p>
<p><b>管理會計</b> <b>企三 / 選 / 3 - 0</b></p> <p>科目旨在讓學生瞭解如何將會計資訊運用於管理過程中，講授內容包括：</p> <p>(一)介紹管理會計基本分析技巧，如：成本習性分析、利量分析、變動成本法、標準成本法及差異分析</p> <p>(二)如何運用會計資訊於各種管理決策，如：訂價決策、生產決策、財務決策等</p> <p>(三)如何運用會計資訊的計劃和控制，如：利潤計劃、績效預算、責任會計、績效衡量等</p> <p>並配合個案討論及作業演練，期使學生瞭解在管理過程中如何運用會計資訊。</p>	<p><b>MANAGERIAL ACCOUNTING</b> <b>Junior / Required / 3 - 0</b></p> <p>The objective of the course is to utilize accounting information in management activity. This course involves the following topics:</p> <p>(A) basic techniques: cost behavior analysis, cost-volume-profit analysis, variable standard costing, variance analysis.</p> <p>(B) How to use accounting information in management decision making.</p> <p>(C) How to use accounting information in planning and controlling, such as: profit planning, performance budgeting, responsibility center and performance measuring.</p>
<p><b>全面品質管理</b> <b>企三 / 選 / 0 - 2</b></p> <p>本科目旨在闡述基本品質管制及品質經營理念，藉以提升企業產品市場競爭能力，降低產品不良率，提高生產力，並熟悉品質管理，以達到企業改善體質的目的。此外，並介紹各種品質管制的工具，包括品質管制七大手法及田口直交表。此外亦將介紹 ISO、國家品質獎、6 標準差...等著名的品質系統。</p>	<p><b>TOTAL QUALITY MANAGEMENT</b> <b>Junior / Elective / 0 - 2</b></p> <p>This course introduces various techniques used in quality control and quality management, and exemplifies how quality management can improve an enterprise profitability by decreasing product defects, increasing customer satisfaction and product competitiveness. The course also introduces the ISO 9001-2000, National Quality Award, 6 Sigma.</p>
<p><b>採購管理</b></p>	<p><b>PROCUREMENT MANAGEMENT</b></p>

課程簡介	Course Description
<p><b>企三 / 選 / 3 - 0</b></p> <p>本課程旨在有系統地闡述如何運用採購的技巧與策略，達到維持正常產銷活動及降低購用成本，提高競爭能力的目的。因此本課程主要內容有：</p> <p>(一)採購計劃(PLANNING)：包括採購人員、組織制度、流程及表單、預算。</p> <p>(二)採購執行(DOING)：包括請購、詢價、議價、比價、訂購、簽約、交貨、驗收、付款等作業程序。</p> <p>(三)採購考核(SEEING)：採購作業時效、管理與追蹤、採購人員績效評估、供應商管理及呆、廢、缺、退料之處理。</p>	<p><b>Junior / Elective / 3 - 0</b></p> <p>Procurement is one of the most important functions of business activities. Specifically, the expenditure of materials usually makes up 60-80% of manufacturing cost, then the procurement performance will significantly affect the operating results. Procurement Management not only provide a basic framework based on the principles or the "received doctrine", but also focuses on a practice of how to do the procuring with a special attention to planning and controlling.</p>
<p><b>行銷研究</b></p> <p><b>企三 / 選 / 3 - 0</b></p> <p>本課程旨在教導行銷研究之基本方法與技術，除了使瞭解研究之主要研究方法，並訓練學生設計研究程序及實地執行研究活動的能力。教學重點為：研究主題之釐定、資料蒐集方法、資料的分析、研究結果的解釋、以及研究報告之撰寫。課程並將介紹行銷研究案例，及使熟悉現代行銷研究之策略與相關統計與分析軟體。另外藉由小組研究作業，訓練實際研究能力。課程設計目的在期使學生對行銷研究有根本的了解，並能實際加以運用。</p>	<p><b>MARKETING RESEARCH</b></p> <p><b>Junior / Elective / 3 - 0</b></p> <p>This course is to teach fundamental methods and skills of marketing research. Besides learning to understand the research methods, this course train on designing research procedure and practicing research process and activities. The main lectures of this course include: Defining research topic, Data collection, Interpretation of research results, and Writing research report. This course will also introduce marketing research cases and make familiarizing strategies of modern marketing research and statistical and analytical software's for marketing research. In addition, through assignment of team research project, the course train students on research abilities by doing the research project. Overall, The designing of this course is planned to make students have a fundamental understanding of marketing research and be able to do the research.</p>
<p><b>服務業行銷</b></p> <p><b>企三 / 選 / 3 - 0</b></p> <p>由於服務與產品在本質上的差異，因此由服務業的特性為起點，介紹服務的分類架構，消費者行為，服務業的行銷 4P 規劃以及服務人員與顧客之接觸管理，並可進一步探究新資訊科技對服務行銷之影響。使同學瞭解當前服務業行銷的主題，並激發其應用本課程所學之知識。</p>	<p><b>SERVICE MARKETING</b></p> <p><b>Junior / Elective / 3 - 0</b></p> <p>For the differences existing between service and manufacturing sectors, the traditional manufacturing-based models are not always useful to service businesses. Thus, this class provides different frameworks to analyze marketing topics including</p>



課程簡介	Course Description
	<p>consumer behavior, 4Ps, service delivery and the impact of new information technology</p> <p>The main objectives of this course are to develop an understanding of service marketing problems and to acquire practical conceptual and empirical tools for analyzing these problems.</p>
<p><b>勞資關係</b> <b>企三 / 選 / 0 - 2</b></p> <p>本課程將介紹集體勞資關係之理論與法律實務，並使學生能應用勞資之理論與相關法規處理集體的勞資事件為目的，授課內容將包括：</p> <p>(一)勞資關係之基本概念 (二)國內外勞資關係法規之發展(三)勞動契約 (四)勞動基準 (五)勞工組織 (六)團體協約 (七)勞資爭議之處理。</p>	<p><b>LABOR RELATIONS</b> <b>Junior / Elective / 0 - 2</b></p> <p>This course will help students to understand the theory and practices about the relations between laborer and management. It includes, but not limited to,</p> <ol style="list-style-type: none"> <li>(1) an overall review of labor-management relations</li> <li>(2) a general introduction to the development of local and foreign legislations about labor-management relations</li> <li>(3) labor contracts</li> <li>(4) Labor Standards Law</li> <li>(5) labor organization</li> <li>(6) collective bargaining agreement, and</li> <li>(7) resolution of labor-management disputes.</li> </ol>
<p><b>運輸管理</b> <b>企三 / 選 / 3 - 0</b></p> <p>伴隨經濟與社會活動的發展，人流與物流的運輸需求益加殷切。各種運輸活動能否符合安全、經濟、環保、品質等要求，對於產業生產、人民生活與環境生態之永續發展至為重要；運輸系統硬體建設之投資固然重要，然在資源有限以及永續發展之前提下，如何藉由現代運輸管理的理論、方法與科技，提升運輸系統經營管理之能力，充分發揮運輸資源之運用效率與效益，更是攸關國家整體競爭力之關鍵。</p> <p>本課程針對主要運輸系統經營管理重要課題進行廣泛性的理論與實務探討，並藉由時事分析及個案研究方式，激發學生學習之興趣並啟發其視野</p>	<p><b>TRANSPORTATION MANAGEMENT</b> <b>Junior / Elective / 3 - 0</b></p> <p>Due to the continuing development of economic and social activities, the transportation demand of passengers and goods has been increased accordingly. The compliance of transport activities with the requirements on safety, economy, environment, and quality is very important to the sustainable development of industrial productions, people's living, and environment ecology as well. The investment on new transport hardware infrastructures is import. However, under the constraints of limited resources and considerations of sustainable development, it is much more critical to the overall national competitiveness to</p>

課程簡介	Course Description
<p>與洞察力。</p>	<p>upgrade efficiency and effectiveness of the existed transport systems by means of advanced theory, methods, and technologies.</p> <p>This course is designed to introduce the general and broad knowledge in transportation systems' operations management. By case study and event discussion, students would be able to gain more insights in both theory and practice for future applications.</p>
<p><b>投資學</b> <b>企三 / 選 / 0 - 3</b></p> <p>課程旨在提供學生瞭解資本市場及其相關之金融投資商品，使修課學生具備</p> <p>(1) 認定投資目標 (2) 確認投資機會(3)進行投資決策的能力與知識。</p> <p>課程大綱：</p> <ol style="list-style-type: none"> <li>1. 認識投資環境、本質</li> <li>2. 證券市場</li> <li>3. 證券分析</li> <li>4. 現代投資組合理論</li> <li>5. 投資組合績效評估</li> <li>6. 債券評價與投資管理</li> <li>7. 期貨、選擇權與其他衍生性金融商品</li> </ol>	<p><b>INVESTMENT</b> <b>Junior / Elective / 0 - 3</b></p> <p>This course provides a working knowledge of the financial instruments available to investors and the ways in which markets for these instruments operate. We discuss investment functions, introduce various investment tools and explain the investment decision-making process as well as the reason.</p> <p>Outline：</p> <ol style="list-style-type: none"> <li>1. Introduction to Investment</li> <li>2. Securities Market</li> <li>3. Securities Analysis</li> <li>4. Modern Portfolio Theory</li> <li>5. Portfolio Performance Evaluation</li> <li>6. Bond Price Evaluation and Bond Portfolio Management</li> <li>7. Futures, Option and other Derivatives</li> </ol>
<p><b>全球管理專題</b> <b>企三 / 選 / 0 - 3</b></p> <p>在這門課中有四位來至於海外的客座教授將針有關不同國家或地區的企業管理或經濟問題共同開課。上課的主題包含有國際經濟與社會發展、全球化企業的策略規劃、人力資源、行銷、財務及生產等。每一位客座教授將授課一個月，大約可講授有四或五項主題。也就是說，每位修課的學生一學期可聽到四位客座教授講授大約十六項主題。</p>	<p><b>TOPICS IN GLOBAL MANAGEMENT</b> <b>Junior / Elective / 0 - 3</b></p> <p>In this course, we will invite four visiting professors, who come from different foreign areas or countries, to lecture on the topics in international management or economics. These topics include international economy and society development, global organization's strategic planning, human resource, marketing, finance, and production. Each visiting professor will talk about four or five topics in a month. In other words, students will hear about 16 lectures in a semester from four visiting professors.</p>

課程簡介	Course Description
<p><b>國際貿易理論</b> 企三 / 選 / 2 - 0</p> <p>國際貿易理論部分強調：貿易的利得、HECKSCHER-OHLIN 定理及 LEONTIEF 矛盾、因素價格均等化定理、STOLPER-SAMVELSON 定理及 RYBCZYNSKI 定理，經濟成長與國際貿易、關稅、限額、國際卡特爾、傾銷、與經濟結合的理論，並對外匯原理、國際收支的失衡及調節加以討論。</p> <p>實務部分則以有形的商品貿易為主題，從市場的開發、建立、至整個商品交易過程中可能碰到的程序，詳加分析，研習各種交易技巧與單據的製作，另對外匯交易，尤其在浮動匯率的國際金融市場上，如何配合商品交易以達成目標，亦詳加剖析。最後對不幸遭遇糾紛時，如何索賠，及進行仲裁亦詳加介述。</p>	<p><b>INTERNATIONAL TRADE THEORY AND PRACTICE</b> Junior / Elective / 2 - 0</p> <p>Theory of International Trade deals with the problems of two or more open economies through using general equilibrium theory. A list of the topics which will be emphasized in the course including, for example, the gain from trade, the Heckscher-Ohlin theorem and the Leontief paradox, the factor price equalization theorem, the Stolper-Samuelson and the Rybczynski theorem, economic growth and international trade, tariffs taxes, and subsidies, the theory of economic integration.</p> <p>Practice of International Trade will be focused, sequentially, upon the following major topics: International Rules, Uniform Customs and Practices of Trade, Procedures of International Trade, Terms and Conditions of Sales, Import Declaration and Taking Delivery, Export &amp; Import Financing, Foreign Exchange Market Operation, Disputes and Claims, International Commercial Arbitration.</p>
<p><b>供應鏈管理</b> 企三 / 選 / 3 - 0</p> <p>供應鏈管理是當代傑出企業採行的新管理模式。透過這種新管理模式，企業可有效整合上游供應商及下游通路顧客，進而提升參與供應鏈企業的競爭力。</p> <p>本課程透過授課、研討、個案等方式，將供應鏈管理的研革、程序、技能等知識系統性傳授修習學生，期培養新世紀的傑出經理人。</p>	<p><b>SUPPLY CHAIN MANAGEMENT</b> Junior / Elective / 3 - 0</p> <p>Supply chain management (SCM) is a new management model successfully implemented by world-class businesses. Through SCM, a company can effectively integrate suppliers and customers, thus increase dramatically the competitiveness of companies in the supply chain.</p> <p>This course will systematically introduce the evolution of SCM, SCM process and SCM skills. We hope that through this course, students can possess the knowledge of a new breed of excellent managers.</p>
<p><b>國際行銷</b> 企三 / 選 / 0 - 2</p> <p>在全球經濟逐漸朝向整合方向前進之時，企業經營必須具備全球化的視野與策略，本課程介紹全球行銷的概念與行銷環境、市場研析與進入策略、全球行銷組合—產品、定價、配銷通路與促銷之決</p>	<p><b>GLOBAL MARKETING</b> Junior / Elective / 0 - 2</p> <p>It is inevitable that the world is converging to a global marketplace. Globalization thus plays a significant role in today's world economy. This course is designed to provide students with a global perspective. The</p>

課程簡介	Course Description
<p>策等，並配合行銷個案，使同學瞭解國際行銷之議題，並建立同學分析、判斷與決策的能力。</p>	<p>lectures will introduce the concepts of global marketing that include current market environment, market entry strategies, market analysis, global marketing mix; product, pricing, distribution and promotion and how these principles apply in a global scope. By completing this course, students will have more knowledge in global marketing to strengthen their analytical abilities and executive decisions.</p>
<p><b>國際貿易實務</b> <b>企三 / 選 / 0 - 2</b></p> <p>本課程乃以有形的商品貿易為主題，從市場的開發、建立、至整個商品交易過程中可能碰到的程序，詳加分析，研習各種交易技巧與單據的製作，另對外匯交易，尤其在浮動匯率的國際金融市場上，如何配合商品交易以達成目標，亦詳加剖析。最後對不幸遭遇糾紛時，如何索賠，及進行仲裁亦詳加介述，本課程主要講述綱要如次：</p> <ol style="list-style-type: none"> <li>(1) 緒論</li> <li>(2) 國際貿易慣例與規則</li> <li>(3) 國際貿易一般交易程序</li> <li>(4) 國際貿易交易前的準備</li> <li>(5) 國際貿易的交易條件</li> <li>(6) 國際交易關係的建立-詢價、報價、接受</li> <li>(7) 貿易契約</li> <li>(8) 進出口簽證</li> <li>(9) 信用狀</li> <li>(10) 出口檢驗與出口報關</li> <li>(11) 貨物運輸與保險</li> <li>(12) 貨運單據</li> <li>(13) 進出口報關及提貨</li> <li>(14) 輸出入融資業務</li> <li>(15) 外匯操作技巧</li> <li>(16) 貿易糾紛與索賠</li> <li>(17) 國際商務仲裁。</li> </ol>	<p><b>PRACTICE OF INTERNATIONAL TRADE</b> <b>Junior / Elective / 0 - 2</b></p> <p>The course will be focused, sequentially, upon the following major topics:</p> <ol style="list-style-type: none"> <li>(1) Introduction</li> <li>(2) International Rules, Uniform Customs and Practices of Trade</li> <li>(3) Procedures of International Trade</li> <li>(4) Creating the Sales</li> <li>(5) Terms and Conditions of Sales</li> <li>(6) Formal Offer, Quotation and Acceptance</li> <li>(7) Sales Contract</li> <li>(8) Import and Export Licensing</li> <li>(9) Letter of Credit</li> <li>(10) Export Inspection and Declaration</li> <li>(11) Transportation and Insurance</li> <li>(12) Shipping Documents</li> <li>(13) Import Declaration and Taking Delivery</li> <li>(14) Export &amp; Import Financing</li> <li>(15) Foreign Exchange Market Operation</li> <li>(16) Disputes and Claims</li> <li>(17) International Commercial Arbitration.</li> </ol>
<p><b>財務報表分析</b> <b>企三 / 選 / 0 - 3</b></p>	<p><b>FINANCIAL STATEMENT ANALYSIS</b> <b>Junior / Elective / 0 - 3</b></p>

課程簡介	Course Description
<p>本課程主要探討：財務報表如何協助公司股東、債權人、與財務分析師，進行財務決策。這門課，先介紹損益表與資產負債表的格式。接著，說明在財務分析中，常用的方法。這些方法，包括有：比率分析、共同比分析、分析不同類型企業間，財務報表的差異性、歷史性資料的檢查、以及資料之間的比較。最後，本課程教授如何運用上述方法，分析一個公司的短期資金流動性、長期償債能力、獲利性、與現金流量。</p>	<p>This course provides an in-depth analysis of how accounting helps stockholders, creditors and analysts in decision-making. The course starts with a brief description of income statement and balance sheet format. It also addresses various techniques generally used in the analysis of financial statement. These techniques include ratio analysis, common size analysis, the study of differences in components of financial statements among industries, the review of descriptive material, and comparisons of results with other types of data. The course further discusses the application of the above techniques in the analysis of a company's short-term liquidity, long-term debt-paying ability, profitability and cash flow.</p>
<p><b>品牌行銷與管理</b> 企三 / 選 / 0-2</p> <p>品牌價值 = 產品價值 + 形象價值。本課程將介紹管理與提升品牌價值的理論與方法，並透過品牌管理相關理論與個案研討，帶領學生深入了解品牌管理的架構，以及培養解決行銷實務中所面臨的品牌管理策略議題之能力。</p>	<p><b>BRAND MARKETING AND MANAGEMENT</b> <b>Junior / Elective / 0 – 2</b></p> <p>Brand value = product value + image value. In this course, we will introduce theory and methods to branding and manage brand value. Specifically, the focal objectives are</p> <ol style="list-style-type: none"> <li>(1) to increase understanding of the important issues in designing and implementing brand strategies</li> <li>(2) to provide the appropriate theories and research tools to make better branding decisions.</li> <li>(3) to provide the ability to solve brand management issue.</li> </ol>
<p><b>餐旅觀光行銷專題</b> 企三 / 選 / 0-2</p> <p>本課程主要在以專題研討方式，加強學生對餐旅觀光或休閒等實務運作之瞭解，並培養未來有意願從事餐飲觀光休閒事業的專業人才。</p>	<p><b>Seminar of Hospitality and Travel Marketing</b> <b>Junior / Elective / 0 – 2</b></p> <p>The aim of this course is to enhance the students' understanding of practice of hospitality and travel industry based on a thematic seminar. This course can train the professional personal who wants to involve the hospitality and travel industry.</p>
<p><b>數位行銷決策</b> 企三 / 選 / 0-2</p> <p>本課程包含了數位行銷中數位媒體與數據決</p>	<p><b>Digital Marketing Decision</b> <b>Junior / Elective / 0 – 2</b></p>

課程簡介	Course Description
<p>策觀念進行的說明、接著進行軟體實務的操作以及小組的專題討論。期望透過系統性的課程中，學生可學習到</p> <ol style="list-style-type: none"> <li>1.網站規劃與內容行銷</li> <li>2.行銷人員該懂的搜索引擎優化觀念 (SEO)</li> <li>3.網站流量分析</li> <li>4.多媒體廣告與數據分析</li> <li>5.關鍵字廣告與數據分析</li> <li>6.社群媒體廣告與數據分析</li> <li>7.互聯網資料收集與分析 (Social Listening)</li> <li>8.數位行銷與決策專題</li> </ol>	<p>This course focuses on concepts, methods, computation, and interpretation of digital data analysis in marketing. Through this course, students can learn:</p> <ol style="list-style-type: none"> <li>(1) website planning and content marketing</li> <li>(2) website with search engine optimization that marketer should know (SEO)</li> <li>(3) website traffic analysis</li> <li>(4) multimedia advertising and data analysis</li> <li>(5) keyword advertising and data analysis</li> <li>(6) analysis of social media data</li> <li>(7) Internet data collection and analysis (Social Listening)</li> <li>(8) digital marketing and make a decision project</li> </ol>
<p><b>專案管理</b> <b>企三 / 選 / 0-2</b></p> <p>研究顯示許多專案 ( Project ) 的進行最終並無法獲致預期的成果，或無法在預定的時間及預算限制內完成，其中，主要的原因就在於專案提出之初，未能明確界定專案的目標、專案執行的需求、以及專案團隊缺乏適當的專案管理能力。基此，本課程旨在介紹修課同學現代專案管理之基本概念，專案發起、規劃與管理的程序，輔以國際專案管理協會 ( IPMA ) 所建議之專案管理專業人員所應具備之相關知識，期使修課同學得以瞭解現代專案管理之作業程序與方法，俾能具備順利規劃與執行專案的能力。</p> <p>本課程之主要內容包括：專案管理範疇之界定、專案管理之規劃、專案排程、內外部資源規劃、成本預估與控制、專案執行與控管、風險界定與分析、專案經理之遴選、專案團隊之組成、專案變革管理、專案進度追蹤、專案溝通、專案完成結束作業等。</p>	<p><b>Project Management</b> <b>Junior / Elective / 0 – 2</b></p> <p>Research has shown that a great many projects fail to produce the expected results or are not completed on time or on budget. Some of the primary reasons are poor definition of the project's requirements and objectives and lack of project management. This course will introduce the students to the basic principals of modern project management, the project planning processes and knowledge areas as defined by the International Project Management Association's Project Management Body of Knowledge. The students will learn to use these processes and managerial tools to successfully plan and execute projects.</p> <p>Topics covered in the class include: Definition of project scope; Planning and sequencing of project deliverables; Creating the project schedule; Resource planning for internal and external resources; Cost estimation and budgeting; Executing the project plan and keeping the project on track; Risk identification and analysis; Selecting the project manager; Building the project team; Managing project changes; Tracking project progress and communication management and successfully closing the project.</p>



課程簡介	Course Description
<p><b>零售與通路管理</b> 企三 / 選 / 3-0</p> <ol style="list-style-type: none"> <li>1. 學習制定零售與通路計劃及相應的策略 (如零售門市展店規劃及櫃點評估/設立、門市人力/金流/物流規劃管理、零售門市品牌經營管理等)</li> <li>2. 瞭解零售與通路組織並對零售與通路人員進行培訓</li> <li>3. 制定零售與通路人員的個人指標，將零售與通路計劃轉化為行銷績效</li> <li>4. 對零售與通路人員計劃的成效及其工作表現進行評估</li> </ol>	<p><b>Retailer and Channel Management</b> Junior / Elective / 3 – 0</p> <ol style="list-style-type: none"> <li>1. To study and develop retail and channel plan and the corresponding strategy (planning of retail outlets, retail outlets human / cash flow / logistics planning and management, brand management of retail outlets, etc.)</li> <li>2. To understand retail and channel organizations, and to develop the skills for retail and channel management</li> <li>3. To develop indicators for employees in retail outlets, and to transfer the retailer and channel planning to marketing performance.</li> <li>4. To assess the performance of retail and channel plans developed by retailer and channel manager.</li> </ol>
<p><b>產品設計與管理</b> 企三 / 選 / 2-0</p> <p>本課程從設計思考角度出發，研討新產品開發、設計、改良到生產的過程,以增加企業的創新能力與國際競爭力。</p> <p>本課程目標係引導學生了解突破企業經營困境時所需要有效的創新與改善手法。本課程首先介紹設計思考，結合人本設計及人因工程等專業知識，了解目前市面產品的不足與未來市場需求，以達到開發新產品或改善現有產品設計來增加企業的創新能力與國際競爭力的目的。本課程強調案例的理解與實作及課堂腦力激盪，學生將必須全程專注於全英文學習，並用英文進行閱讀寫作、小組討論及報告。</p>	<p><b>Product Design and Management</b> Junior / Elective / 3 – 0</p> <p>This course aims to help students understand design thinking, human factors and process of innovation to improve the design and development of products for competitive business operations.</p> <p>This course will lead students to go through the product design cycle, including opportunity identification, product planning, concept development, product design, testing and production. Students are encouraged to think out-of-box to develop innovative new products or improvement alternatives. This course focuses on cases studying, brainstorming, group discussions and teamwork. In this all-English EMI class, students will also learn to discuss, communicate and make professional presentations in English.</p>
<p><b>全球運籌管理</b> 企三 / 選 / 0-3</p> <p>使修課學生得以了解全球運籌管理(GLM)的關鍵管理功能，包含企業全球營運機制、海空陸國際物流管理、複合運輸及港埠管理、跨境通關及金流、及全球運籌規劃等，以增加學生對全球運籌管</p>	<p><b>Global Logistics Management</b> Junior / Elective / 3 – 0\</p> <p>To overview the important concepts and management functions in global logistics critical to global supply chain management so that students can comprehend the crucial role of business logistics in a</p>

課程簡介	Course Description
<p>理趨勢的深度認識及實務應用的技能，據以提升學生全球運籌的管理素養與技能。教學主要在建立學生的 GLM 知識素養，其次在增加學生對 GLM 管理趨勢的深度認識，最後則在培養學生 GLM 實務應用之技能。</p>	<p>company's global supply chain with particular focus on the global business development and trends in the logistics management.</p>
<p><b>創造力管理</b> <b>企三 / 選 / 2-0</b></p> <p>將創造力的基本精神,創意的認識、發想與落實,以系統性方法介紹給學生,實務上而言,將有涵蓋由創意到創造力管理的基本方法及技巧演練。</p> <p>課程內容將包含創造力的定義及理論、創造力技巧與管理實務、創造力個案分析與探索、創造力實作報告等部份。</p>	<p><b>CREATIVITY MANAGEMENT</b> <b>Junior / Elective / 2 – 0</b></p> <p>This course will introduce the basic spirit and knowledge of creativity by a systematic way and methodology not only creativity, but also the management of creativity.</p> <p>The course content will include definitions and basic theories of creativity, skills and management practices. Team building, case studies and creative presentations will also the demands and deliverables of this course.</p>
<p><b>訓練與發展</b> <b>企三 / 選 / 0-2</b></p> <p>本課程的目的在幫助學生理解訓練與發展的基本理論與概念。課程結束後,期待學生理解企業與市場環境對於訓練與發展的影響;應用各種方法與技術確認訓練需求;了解與陳述成人學習的應用原則;描述訓練評估、訓練投資酬率並應用於工作場所;了解最大化企業效率的公司目標、系統與策略;組織變革專業化等等。</p>	<p><b>Training and Development_</b> <b>Junior / Elective / 0 – 2</b></p> <p>This class aims to help students understand the applications of training and development in practices. After taking this class, students are expected to understand the influence of business and market conditions on training and organizational development; apply various and appropriate methods and techniques for identifying training needs; understand and state the applicable principles of adult learning; describe applicable training evaluation, ROI of training, and apply them to the workplace; understand company goals, systems and strategies to maximize efficiency in the workplace; specialize in change management, and so on.</p>
<p><b>文創產業專題</b> <b>企三 / 選 / 2-0</b></p> <p>本課程將由一位核心師資針對「文創產業」做基本且全面性的介紹,之後針對文化創意產業之相關經營議題進行學習與瞭解,除以事業經營發展各</p>	<p><b>Seminar on Cultural and Creative Industries</b> <b>Junior / Elective / 2 – 0</b></p> <p>This course – Seminar on Cultural and Creative Industries aims to introduce students to current realities, issues and forms in the cultural and creative industries.</p>

課程簡介	Course Description
<p>階段議題為主軸，並搭配文化創意內容創作之探討，將能有效增進學習者在文化創意事業經營與管理實務上之學習瞭解與應用發揮。</p> <p>本課程的目標：</p> <ol style="list-style-type: none"> <li>(1) 引導學生理解文化創意產業之興起、現況、以及未來的發展趨勢。</li> <li>(2) 讓學生對「文化產業」特質有所理解與思考：例如無實體產品的產業、觀光、休閒等服務業、文學藝術創作等具備低物資成本、高附加價值產業（產品）的發展特質。</li> <li>(3) 讓學生能瞭解文化創意事業經營理論概念及相關要素。</li> <li>(4) 讓學生能掌握文化創意各相關產業的發展現況與趨勢。</li> <li>(5) 讓學生能將所學思考應用於文化創意產業實務。</li> </ol>	<p>The course focuses on institutions and cultural forms within the creative industries and familiarizes students with different approaches to and contexts for analyzing and understanding cultural structures, processes and products. This course also applies entrepreneurship theory and principles to the practice of entrepreneurship in Cultural and Creative Industries.</p> <p>This course provides students with the opportunity to:</p> <ol style="list-style-type: none"> <li>1. understand the current status and development trend of Cultural and Creative Industries;</li> <li>2. realize the low sink cost and high value-added features of the industries;</li> <li>3. recognize and analyze key sub sectors, products, formats and approaches in creative production;</li> <li>4. identify and analyze the ways in which different practices (economic, social and cultural) are interlinked and mutually productive;</li> <li>5. use different sources, media and materials and to present the results of the learners' thinking and research in different formats of creative industries.</li> </ol>
<p><b>招募與甄選</b> 企三 / 選 / 2-0</p> <p>本課程的目的在幫助學生理解招募與甄選的基本理論與概念，相關內容包括：說明影響招募與甄選的重要法律規定；準備職缺的工作內容與人員規範；設計有效的招募與甄選管道；實行客觀與專業的招募與甄選面試；完成招募與甄選決策並建立最佳實務標準；職能基礎的招募與甄選等等。</p>	<p><b>Recruitment and Selection</b> Junior / Elective / 2 – 0</p> <p>This class aims to help students understand the concepts of recruitment and selection described as follows: state the key pieces of legislation impacting on the recruitment and selection; prepare a relevant job and personnel specification for a vacancy; design an effective recruitment and selection channel; carry out an objective and professional recruitment interview; complete the recruitment process to best practice standards; competency-based recruitment and selection, and so on.</p>
<p><b>創新管理</b> 企三 / 選 / 0-2</p> <p>本課程旨在幫助學生理解創新管理的歷程。課程分為機會探索和創新實踐兩個模組，機會探索著重在幫助學生瞭解不同經濟趨勢下的創新樣貌及其市場機會，例如技術創新、服務創新，以及創意</p>	<p><b>Innovation Management</b> Junior / Elective / 0 – 2</p> <p>This course is designed to help students understand the process of innovation management. The course includes two modules: innovation exploration and innovation execution. Innovation exploration focuses on</p>

課程簡介	Course Description
<p>經濟。創新實踐則著重於創新管理的操作層次，例如組織設計、創新企業人才管理，以及相關技能的培養等議題。</p>	<p>helping students understand patterns of innovation and its market opportunities driven by various economic forces, such as technological innovation, service innovation, and creative economy. Innovative execution focus on the operational level of innovation management, such as organizational design, talent management in innovative companies, and the development of relevant skills.</p>
<p><b>金融機構理論與實務</b> 企三 / 選 / 0-3</p> <p>這門課偏重於討論銀行的基本功能與運作；銀行如何與個人或工商業產生關聯。並討論一些常被個人或工商業應用到有關銀行的實務操作，以供給學生充分的銀行基本運作與實務知識，幫助將來就職時處理財務方面的事務，或進入銀行業服務時能對銀行的運作有通盤性的認識。</p>	<p><b>THEORY &amp; APPLICATION OF FINANCIAL INSTITUTION</b> <b>Junior / Elective / 0 – 3</b></p> <p>There are many factors that influence the rapid changes in the worldwide financial world. Financial institutions have always been playing a very important role in our daily life as an individual or a business enterprise. The methods of carrying out business activities of financial institutions have undergone rapid change in recent years as a result of volatile economic conditions and revised financial regulations. However, the basic business of financial institutions are unchanged. This class is to provide students a description and analysis of the operations of financial institutions. It also discusses the techniques and principles employed by financial institutions in the performance of many functions that related to individuals as well as business. Some practical aspects of financial institution operations are also discussed.</p>
<p><b>公司治理與評價</b> 企三 / 選 / 2-0</p> <p>公司治理是從公司經營的角度，探討經營的過程、政策的制訂，以及影響公司決策的外部金融機構。公司評價也是公司治理的一環，因為管理者的目標，就是追求股東價值的極大化。</p>	<p><b>CORPORATE GOVERNANCE AND VALUATION</b> <b>Junior / Elective / 2 – 0</b></p> <p>Corporate governance is the set of processes, policies, and institutions affecting the way a corporation is administered. Valuation is a part of corporate governance, because the goal of managers is to maximize the wealth of shareholders.</p>
<p><b>數位金融概論</b> 企三 / 選 / 3-0</p>	<p><b>INTRODUCTION TO DIGITAL FINANCE</b> <b>Junior / Elective / 3 – 0</b></p>

課程簡介	Course Description
<p>本課程旨在使同學們能夠了解國內外有關創新金融的理論、業務型式、發展過程及未來機遇與挑戰；並融合理論與實務發展，希冀發揮學以致用的效果。課程主要介紹有關創新型的金融業務，亦即有關金融科技(FinTech)之相關議題及應用，如第三方支付(Third party payment)、行動支付(Mobile payment)、P2P 借貸(Peer to Peer lending)、群眾募資(Crowdfunding)、數位貨幣(Digital currency)、區塊鏈(Blockchain)、共享經濟(Sharing economy)、銀行分行轉型(Branch transformation)及無現金社會等議題之探討。</p>	<p>This course is designed to describe the basic theory and concept, business model, development process and future opportunities of financial innovation. According to discussing the combination between theory and application, let students understand the real meaning and practice of financial innovation. This course will provide the following issues of digital finance: third party payment, mobile payment, peer to peer lending, crowdfunding, digital currency, sharing economy and branch transformation. In addition, this course illustrates innovation in finance with the experience of the Taiwan and other countries.</p>
<p><b>資料分析與視覺化</b> 企三 / 選 / 0-3</p> <p>本課程介紹數據統計與資料視覺化之方法與軟體應用。數據分析方面，將介紹多變量分析、結構方程模式等相關概念、方法、軟體操作與報表解讀。資料視覺化則著重基本概念介紹、軟體操作與實例應用。</p>	<p><b>Data Analysis and Visualization</b> Junior / Elective / 0 – 3</p> <p>This course it to introduce the method and software application of statistical analysis and data visualization. For data analysis, this course introduces the concepts, methodologies, software operation and report interpretation of multivariate analysis and structural equation modeling. For data visualization, this course focuses one introducing basic concept, software operation and case application.</p>
<p><b>策略管理</b> 企四 / 必 / 3 - 0</p> <p>本科目旨在介紹策略之規劃與執行過程。透過理論研討與個案研究，使學生了解企業策略的擬訂、執行、控制及評估等之運作，希冀培養出具有策略思考能力之專業管理者。課程的重點之一是，將所學之功能別知識，加以整合應用，俾能掌握企業環境變化所帶來的商機或擬定化解危機之因應之道。</p>	<p><b>STRATEGIC MANAGEMENT</b> Senior / Required / 3 – 0</p> <p>Strategic Management is a course which integrates the concepts and skills of previous functional courses. The course will make students:</p> <ol style="list-style-type: none"> <li>(1) Familiar with the process of strategy formulation and implementation</li> <li>(2) Able to conduct situational analysis and scenario planning.</li> <li>(3) Able to integrate the concepts in various management courses.</li> <li>(4) Able to conduct oral and write business reports.</li> </ol> <p>Case discussion is the major teaching methodology used in this course.</p>

課程簡介	Course Description
<p><b>衍生性金融商品</b> 企四 / 選 / 3 – 0</p> <p>本課程分成理論介紹與實務介紹兩部份。理論部份主要介紹期貨與選擇權的定價理論。實務方面主要介紹市場交易制度及交易策略。期貨透過理論與實務之結合。使大家對衍生行商品領域有一完整之認識。主題為：1. 衍生性商品之發展歷史、2. 期貨合約之介紹、3. 期貨交易制度、4. 期貨的避險原理與策略、5. 期貨價格的決定模型介紹、6. 選擇全合約之介紹、7. 選擇權的交易制度、8. 選擇權評價理論、9. 選擇權的避險功能與交易策略、10. 各種期貨合約之介紹、11. 其他衍生性金融商品之介紹。</p>	<p><b>AN INTRODUCTUON TO FINANCIAL DERIVATIVES</b> Senior / Elective / 3 – 0</p> <p>This course attempts to strike a balance between institutional details, theoretical foundations and practical applications. It hopes to provide the information the student needs to begin a career that in using the financial derivatives to introduce futures, options, swaps and over-the-counter interest rate options etc.</p>
<p><b>商業流通專題</b> 企四 / 選 / 0 - 3</p> <p>商業流通之發展隨著商業競爭、貿易國際化、科技進步等大環境之演進而不斷變革。為能使企管系學生了解商業流通之現況及未來走向。乃設計此課程。透過對商業流通理論及實務面當代課題之研討及實習。提升學生對商業流通認知之程度。使其於未來從事企管工作時。具備更堅實之能力及更深遠之眼光。</p> <p>商業流通過程中所有之主題。都可成為研討之課題。課題之決定。將由授課教授、產業顧問及修課學生依當前商業流通之重要課題共同決定。</p>	<p><b>SPECIAL TOPICS FOR MARKETING AND LOGISTICS</b> Senior / Elective / 0 – 3</p> <p>The development of the marketing and logistics aspect of business has been impacted greatly by the business competition, the globalization of business operations, and the advancement of technology. This evolutionary process has never stopped and even speeded up in recent years. There is a need to watch over these ever-changing marketing and logistics activities, even in an academic environment.</p> <p>We design this course to expose business students to the contemporary topics in marketing and logistics. Through researches and seminars geared to the contemporary topics in marketing and logistics, senior business students could gain better insight to these important business topics, thus equip them with better knowledge background and far-sight to enter the real world to do their jobs, hopefully better.</p>
<p><b>創業管理</b> 企四 / 選 / 3 – 0</p> <p>本課程旨在檢視一個創業計劃書的內容。以及教導學生如何撰寫創業計劃書。</p> <p>在課程中。學生將按照創業計劃書的流程。一步一步的了解每個步驟的內容。並以實作的方式練習撰寫一份屬於個人(組)的創業計劃書。創業計劃</p>	<p><b>ENTREPRENEURIAL MANAGEMENT</b> Senior / Elective / 3 – 0</p> <p>The first objective of this course is to examine the parts of a business plan. The second objective is to explain the way the plan is created. In this course, the students will walk through the business planning process step by step, and they will learn how to craft a winning</p>



課程簡介	Course Description
<p>書的內容就等於上課的內容，主要包括界定事業內容，行銷規劃，生產規劃，結構規劃，風險評估與預防，財務需求與準備，執行計劃書的時程規劃，以及必要的附錄文件的準備等。</p>	<p>business plan. A business plan illustrates the business concept, marketing element, management structure, critical risk involved, financial needs and projections, milestone objectives, and appendix material.</p>
<p><b>國際財務管理</b> 企四 / 選 / 0 - 3</p> <p>本課程主要探討，在國際的投資環境中，資金的轉換、財務的管理、與國外的投資。這門課，先介紹國際的投資環境，接著探討一個多國籍企業，在進行財務決策時，必須考慮的四個要素。這些要素：包括有外匯風險管理、國際營運資金管理、國際營運融資、與國際投資分析。</p>	<p><b>MULTINATIONAL FINANCIAL MANAGEMENT</b> <b>Senior / Elective / 0 - 3</b></p> <p>This course focuses on the conversion of funds, financial management and investments in the international context. The course starts with an introduction of the environment of international financial management. It further examines 4 key elements that a multinational firm should consider in decision-making. These elements include foreign exchange risk management, multinational working capital management, financing foreign operations and foreign investment analysis.</p>
<p><b>廣告個案研究</b> 企四 / 選 / 3 - 0</p> <p>以廣告實務案例（企劃案、廣告創意作品）講解廣告在行銷時所扮演的角色與成效，並瞭解其背景、廣告策略、創意表現與公關媒體操作等相關事項，讓學生對廣告作業能有整體性之概念，使其日後面對各式廣告活動時能有獨立思考與評析的初步能力。</p>	<p><b>CASE STUDIES IN ADVERTISEMENT</b> <b>Senior / Elective / 3 - 0</b></p> <p>Using the ad case studies (ex. advertising proposal, creative work) to explain ad plays a role in marketing activities and the effectiveness, about the relevant issues of their background, advertising strategy, creative expression and public relations, media operations.</p> <p>So that students can have the whole concept of the advertisement, so that in the future when they face all kinds of campaigns, they can have an basic ability of independent thinking and evaluation.</p>
<p><b>國際企業</b> 企四 / 選 / 3 - 0</p> <p>本課程重點在於國際企業或多國籍公司，內容針對企業國際化的各種層面做基本的探討。事實上，國際企業須面對不同國家的需求和文化觀點的差異而做不同的經營方式。故本課程的目的在於研究國家間的差異及國際經濟、科技趨勢影響企業的管理，亦即國際化。</p>	<p><b>INTERNATIONAL BUSINESS</b> <b>Senior / Elective / 3 - 0</b></p> <p>The focus of this course is on the management of international business or multinational companies (MNCs). It considers many aspects of doing business internationally. In fact that international business operates in different nation means that they must operate within the context of varied national requirements and</p>

課程簡介	Course Description
	<p>cultural expectations. The aim of this course is to explain how these differences and international economic and technology trend, affect the management of enterprises that are international.</p>
<p><b>薪資管理</b> 企四 / 選 / 0 - 3</p> <p>本科目乃在教授基本的及現代的薪資管理知識與技術。期使學生對薪資設計及薪資管理有完整與清楚之了解。主要教授主題包括：薪酬系統的範圍、薪酬結構、工作分析與工作評價、基礎薪資的設計、短期與長期財務獎勵之設計、福利、薪資系統的管理等。</p>	<p><b>TOPICS IN COMPENSATION MANAGEMENT</b> <b>Senior / Elective / 0 – 3</b></p> <p>This course is designed to instruct fundamental and contemporary knowledge and skills in managing compensation. It can help students have a complete and clear understanding of compensation system design and management. Selected topics include: Compensation system, compensation structure, job analysis and job evaluation, the design of basis for pay, short term and long term performance pay, incentive plans, benefits, and compensation system administration.</p>
<p><b>行銷管理專題</b> 企四 / 選 / 0 - 3</p> <p>行銷管理專題之課程主旨，乃是延伸正統行銷管理之內容，進一步介紹與行銷有關之最新行銷學理之發展，並對相關主題做研討。其次，本課程也希望介紹一些最新的行銷實務，這些實務可能在行銷教科書及學術論文中尚未被介紹者。最後，本課程亦將帶領學生做行銷個案撰寫及個案解析，使行銷學理能融入實務之中。</p>	<p><b>SELECTED TOPICS IN MARKETING MANAGEMENT</b> <b>Senior / Elective / 0 – 3</b></p> <p>The main purpose of Selected Topics in Marketing Management has three aspects. First, this course tries to extend the scope of formal marketing management course which was taught in the second year of the student two years ago. Then, some issues concerning relevant topics will be discussed, including the cause and the impact. Second, this course tries to introduce the newest development of marketing practices. Those practices might have profound impact to the marketing world. Third, this course will teach students to analyze marketing cases and write cases for themselves.</p>
<p><b>電子商務</b> 企四 / 選 / 3 – 0</p> <p>市場研究顯示，未來全球網際網路經濟的總產值將快速成長。即使亞太地區，電子商務的產值也即將進入快速成長的階段。所謂的電子商務 (electronic commerce)，指的就是在「新興通訊網路上所進行的商業活動」，其中包含「企業與企業間</p>	<p><b>ELECTRONIC COMMERCE</b> <b>Senior / Elective / 3 – 0</b></p> <p>According to some recent market research, the value of network economy will grow in a stunning rate. Even in the Asia Pacific, it is estimated that the market value of electronic commerce will also grow rapidly. The electronic commerce here refers to conducting the</p>

課程簡介	Course Description
<p>(B to B)」的快速回應系統，以及「個人與企業間(B to C)」的電子商業活動。</p> <p>商業的核心行為在交易(transaction)，廣義來說，這裡的商業交易活動涉及了「商品流通至最終消費者的過程中，所有中間參與廠商彼此間的交易行為」。本門課將從流通的意義著手，探討傳統的商業流通與產銷模式；進而分析台灣的商業與製造業環境，以及當前商業發展的瓶頸與困難；接下來，論及企業經營環境的變化，及因應這些變化所醞釀而生的新產銷模式；我們亦將討論資訊科技如何促成新的產銷模式，以及這些演變對台灣企業所可能產生的衝擊。最後，本門課將討論電子商務的重要未來趨勢：產業電子化，並分析一般企業如何調適其經營策略以便能在新的產業環境中獲取競爭優勢。</p>	<p>business via modern communication technologies, which can be classified into two categories of business-to-business and business-to-consumer.</p> <p>The essence of business is the transaction between two parties. Broadly speaking, the transactions within the EC activities involve the distribution of goods, services from the manufacturers to the retailers. Hence, this course will first introduce the meanings and implications of business distribution, then we will talk about the difference between the traditional distribution model and the network based distribution. Furthermore, this course will discuss the impacts and effects of the network distribution on the contemporary industries in Taiwan. Finally, we will introduce one of the most important trends in the near future: Electronic Business. In the new era, business has to respond strategically, and transform itself to conduct the business electronically.</p>
<p><b>企業資源規劃</b> <b>企四 / 選 / 0 – 3</b></p> <p>在全球化和資訊技術飛速發展的今天，企業 e 化是帶動企業各項工作創新與升級，進而提升管理水準和競爭優勢的有力武器。然而，企業 e 化的難點，卻不是技術，也不是資金，而是管理觀念的轉變和更新。</p> <p>面對前述的情況，正好企業資源規劃 (Enterprise Resource Planning，簡稱為 ERP) 提供解決之道。因為 ERP 實現當今世界上最先進的企業管理理論，並提供企業 e 化整合的最佳方案。它將企業的物流、金流和資訊流整合管理，並對企業所擁有的人力、資金、材料、設備、方法、資訊和時間等各項資源，進行整體規劃，並促最佳化地利用企業現有資源而取得經濟效益，有效地管理企業中的產、銷、人、發、財等各項資源。</p> <p>而ERP能夠對企業多樣化的需求提供解決之道，主要是將企業所有的交易活動，以企業整體運作的基礎，進行計劃和解決，並配合資訊系統的支援。而</p>	<p><b>INTRODUCTION OF ENTERPRISE RESOURCE PLANNING</b> <b>Senior / Elective / 0 – 3</b></p> <p>In order to survive in the 21st century, organizations have focused on integrating enterprise-wide technology solutions in an attempt to improve their business processes. The largest of these information technology solutions has been in the area of Enterprise Resource Planning (ERP) Systems.</p> <p>This course introduces the student to ERP systems and the role of business process management in enabling those systems. Topics include rationale for acquiring and implementing ERP, integration of processes and transactions in ERP, and the challenges associated with successful implementation of ERP applications.</p> <p>We will be spending a substantial amount of time on the discussion of a few business case studies. Case analyses and discussions will allow students to apply</p>

課程簡介	Course Description
<p>這種現代化的資訊系統，就是企業資源規劃(ERP)系統，它能提供企業想從電腦中獲取的一切幫助，提供各種資訊服務，並使用用戶端/伺服器技術，以及有效結合網際網路，而共同發揮巨大的功能。</p> <p>故此，本課程為促學生的整體了解，將闡述 ERP 的定義、功能、實務、組成部分、運轉狀況、發展前景等內容，同時還詳細分析現實生活的真實案例，對各種可能發生的情況進行深入的講解與延伸。而在本課程的貫穿重點，乃放在實現 ERP 觀念所達到的目標與成效，而不是著重在某種特殊應用軟體的技術方面，以促學生全面性的貫通，而非斷章式的取意，而利於後續的學習與發揮。</p>	<p>these concepts in a business environment. Students will gain an understanding of the vital role the ERP play in achieving business objectives and how they are radically changing the way business gets done.</p>
<p><b>決策支援系統</b> 企四 / 選 / 2 - 0</p> <p>決策支援系統係以電腦為基礎的資訊系統，允許決策者透過人電腦互動的方式，藉由模式庫及資料庫的使用，以產生有效能的資訊來協助解決半結構化的問題。決策支援系統的主要組成元件有：</p> <p>(1) 對話界面 (2) 模式庫 (3) 資料庫</p> <p>在這門課裡，多套有關作業管理及管理科學的決策支援軟體將被用來協助決策模式的教授。</p>	<p><b>DECISION SUPPORT SYSTEM</b> <b>Senior / Elective / 2 - 0</b></p> <p>The definition of Decision Support System (DSS) can be shown as the interactive computer-based systems to help decision makers use data and model to solve semi-structured problems. Generally, there are three major components in DSS :</p> <p>(1) dialogue interface (2) data base (3) model base.</p> <p>In this course, some software systems for Operations Management &amp; Management Science will be used to help introduce the decision models.</p>
<p><b>金融風險管理</b> 企四 / 選 / 2 - 0</p> <p>本課程旨在介紹現代各種金融風險 - 市場風險、信用風險與作業風險的量化測度、分析與控管。課程大綱：</p> <ol style="list-style-type: none"> <li>1. 金融風險管理概論</li> <li>2. 金融機構風險管理沿革 - 巴賽爾協定</li> <li>3. 風險值介紹</li> <li>4. 風險值之估計 - 變異數 - 共變異數法、歷史模擬法、蒙地卡羅模擬法</li> <li>5. 風險值模型之測試 - 回顧測試與壓力測試</li> <li>6. 風險值模型之應用 - 績效評估與資本配置</li> </ol>	<p><b>FINANCIAL RISK MANAGEMENT</b> <b>Senior / Elective / 2 - 0</b></p> <p>The course is aimed to introduce the modern measurement, analysis and control of various financial risks, e.g., market risk, credit risk and operational risk.</p> <p>Outline :</p> <ol style="list-style-type: none"> <li>1. Introduction to Risk Management</li> <li>2. Financial Institution Risk Management Revolution - The Basle Accord</li> <li>3. Introduction to Value-at-Risk</li> <li>4. Assessing VaR - Variance-Covariance Approach, Historical Simulation Approach, Monte-Carlo</li> </ol>

課程簡介	Course Description
7. 信用風險 8. 作業風險 9. 全面風險管理機制與架構	Simulation Approach 5. Testing VaR Model - Backtesting & Stress Testing 6. The Application of VaR - Performance Evaluation & Capital Allocation 7. Credit Risk 8. Operational Risk 9. The Mechanism and Framework of Risk Management
<b>領導與溝通</b> <b>企四 / 選 / 0 - 3</b> <p>領導與溝通是企業管理中重要之管理活動，現代企業組織型態有很大轉變，但領導與溝通對企業仍然非常重要，只是現代企業領導與溝通方式可能需要調整，以適合新的企業制度與環境。領導與溝通之基本理論與方法，在組織行為課程皆有介紹，所以本課程是著重於教導如何應用領導與溝通理論於實際的企業環境中，並從實際的企業領導與溝通問題，探討如何改善與提升企業領導與溝通績效。</p>	<b>LEADERSHIP AND COMMUNICATION</b> <b>Senior / Elective / 0 - 3</b> <p>Leadership and communication are important managerial activities in business management. There is a great change in modern business organizational structure. However, the functions of leadership and communication for the business are still important. There might only need some changes in leadership and communication in order to adjust to new organizational structure and business environment. The basic theories and methods of leadership and communication are introduced in Organizational Behavior course. Hence, this course will emphasize teaching how to apply theories of leadership and communication to practical business activities. It will also emphasize how to improve and advance organizational leadership and communication effectiveness through examinations of the problems in practical leadership and communication.</p>
<b>管理個案研究</b> <b>企四 / 選 / 0 - 3</b> <p>本課程旨在藉一系列的管理個案之剖析，以培植學生在解決問題與制定決策上之技能。本課程特別偏重於管理機能的領域。每一事件均涉及理論之探討與實務之驗證。</p>	<b>CASE STUDIES IN MANAGEMENT</b> <b>Senior / Elective / 0 - 3</b> <p>This course aims to develop the students' problem-solving and decision-making skills by dealing with a series of practical situations that are likely to confront managers in day-to-day operations. Special emphasis is placed on management functions field, each involving some management principle, issue, or practice.</p>
<b>理財規劃</b> <b>企四 / 選 / 0 - 3</b>	<b>FINANCIAL PLANNING</b> <b>Senior / Elective / 0 - 3</b>

課程簡介	Course Description
<p>本課程旨在介紹理財規劃流程及理財規劃所需要的專業知識基礎。使修習學生具備分析評個體的財務狀況與需求、擬定合宜之理財規劃方案，成為全方位理財規劃師的能力。</p> <p>課程內容包括以下六大主題：</p> <ol style="list-style-type: none"> <li>1. 基礎理財規劃</li> <li>2. 風險管理與保險規劃</li> <li>3. 員工福利與退休金規劃</li> <li>4. 投資規劃</li> <li>5. 租稅與財產移轉規劃</li> <li>6. 全方位理財規劃</li> </ol>	<p>The course discusses the process and the related knowledge of the Financial Planning. It enables our students to identify the financial needs, analyze different types of financial plans, evaluate various alternatives, and provide the professional service for the clients in the future.</p> <p>The main topics of our course are as follows.</p> <ol style="list-style-type: none"> <li>1. Fundamentals of Financial Planning</li> <li>2. Risk Management and Insurance Planning</li> <li>3. Staff Welfare and Retirement Planning</li> <li>4. Investment Planning</li> <li>5. Taxes and Estate planning</li> <li>6. Comprehensive Financial Planning</li> </ol>
<p><b>勞工法</b> <b>企四 / 選 / 2 - 0</b></p> <p>本課程之目的在介紹勞工法之理論與實務，尤其以個別勞工法領域內之課題為主，包括</p> <ol style="list-style-type: none"> <li>(一)勞工法之基本概念</li> <li>(二)國內外勞工法之發展</li> <li>(三)勞工保險制度</li> <li>(四)勞工安全衛生</li> <li>(五)勞工退休制度之變革</li> <li>(六)勞動基準法</li> <li>(七)兩性工作平等法等。</li> </ol>	<p><b>LABOR LAWS</b> <b>Senior / Elective / 2 - 0</b></p> <p>This course has been designed to introduce the legal theory and practices of labor laws, in particular for the protection of individual laborers. It includes, but not limited to,</p> <ol style="list-style-type: none"> <li>(1) an overall review of labor laws,</li> <li>(2) a general introduction to the development of local and foreign labor laws,</li> <li>(3) labor insurance,</li> <li>(4) labor safety and sanitation,</li> <li>(5) alternative retirement schemes,</li> <li>(6) Labor Standards Law,</li> <li>(7) sex equalization.</li> </ol>
<p><b>門市與流通服務管理實務</b> <b>企四 / 選 / 2 - 0</b></p> <p>本課程主要針對賣場、門市以及流通與物流的管理實務進行深入探討。以各業態、業種共通性的門市經營管理為焦點。本課程將針對賣場與門市中的存貨管理、服務管理、顧客關係管理、新據點籌備與規劃、優勢佈局與企業識別、品牌策略與價值、店鋪服務品質與管理系統、商品溝通與創新、商品銷售與管理、績效評估與診斷、報表統計與分析、以及危機管理等議題作系列之探討。學生透過此課</p>	<p><b>Retail store operations and logistics service management practice</b> <b>Senior / Elective / 2 - 0</b></p> <p>This course presents an integrated approach to retail stores management and selected aspects of logistics. It will focus on the store operations and management. Topics and lessons are including the following: introduction to retailing and retail operations, inventory control, retail service management, retail customer relationship management (CRM), location</p>



課程簡介	Course Description
<p>程，將可擁有解決賣場與門市經營管理問題的實際能力。</p>	<p>selection decision-making, store layout, personnel scheduling and handling operations, corporate identity design, brand strategy and value analysis, retail service quality, merchandising and assortment decisions, performance evaluation, warehousing and distribution, retail demand/promotions/forecasting, and corporate risk management. Students who successfully complete this course should be able to know how to analyze the internal and external factors that impact the retail business as well as to apply problem solving methods to develop potential solutions.</p>
<p><b>綠色供應鏈</b>  <b>企四 / 選 / 0 - 2</b>  <b>整體敘述 Overall Description</b></p> <ol style="list-style-type: none"> <li>1. 本課程希望藉由文獻導讀、企業實務演講，介紹企業如何在供應鏈的設計、規劃、生產、製造、與銷售與回收過程中，納入綠色環保永續的作法；也同時介紹專業的永續環保企業最新的發展與技術。讓學生了解綠色供應鏈，同時引領學生將綠色供應鏈之理論帶進社會及企業發展實務。</li> <li>2. 授課方式以上課講授為主，相關文獻選讀為輔。</li> <li>3. 本課程採雙講師授課，由徐志宏老師與賈凱傑老師共同講授。徐老師目前擔任環盟國際企業、源昇再生能源科技董事長、千附實業及全鋒實業前董事長，具環保、航太相關產業數十年之創業實務經驗。賈凱傑老師為本系專任教師，目前也擔任經濟部顧問、交通部科技顧問、環保署溫室氣體階段管制目標諮詢委員會委員、本校海量資料分析研究中心主任，具產、官、學豐富經驗。</li> </ol>	<p><b>GREEN-SUPPLY-CHAIN</b>  <b>Senior / Elective / 0 – 2</b></p> <p>Environmental issues and sustainability efforts can open many opportunities for businesses - product innovation can lead to first-mover advantage, environmental product differentiation can open new markets, green sourcing and waste reduction can reduce operating cost, etc. At the same time, they can present significant challenges - governments and communities are imposing higher standards on pollution, resource exploitation, etc.</p> <p>This course aims to provide students with an understanding of the sustainability challenges and opportunities facing supply chains today. We will look at some of the factors that are contributing to the adoption of sustainability strategies, such as legislations that are penalizing negative environmental and social impacts, and society's expectations of business in terms of health, human rights, and the environment. The supply chains today cannot be concerned only with creating shareholder value; their performance is also measured in terms of social, environmental and economic impact. The main topics covered in the course are:</p> <ol style="list-style-type: none"> <li>1) Sustainability concepts and frameworks</li> <li>2) Sustainable design of products</li> <li>3) Closed-loop supply chains</li> </ol>

課程簡介	Course Description
	4) Renewable and Non-Renewable Energy 5) Biofuels 6) Waste Water Treatment 7) Solid and Hazardous Waste 8) Water Monitoring 9) Environmental Policy.
<p><b>企業診斷</b> <b>企四 / 選 / 0 - 3</b></p> <ol style="list-style-type: none"> <li>1. 企業診斷乃是經由系統性資料收集與分析，發掘企業的問題與缺失，據之提出具體方案，以改善企業體質，提高經營績效，並預防可能發生的危機。</li> <li>2. 企業診斷之進行方式，依診斷人員分為內部診斷及外部診斷；依診斷的對象可以分為總體( 全公司 )、個體 ( 部門 ) 診斷；依診斷的內容可以分為管理功能 ( 計畫、組織、領導、控制 ) 診斷及企業功能 ( 生產、銷售、人資、研發、財務 ) 診斷。</li> <li>3. 本課程將以台灣及大陸企業個案進行研討，使修習者能探究企業診斷的奧秘與問題，以便將來學以致用。</li> </ol>	<p><b>Business Diagnosis</b> <b>Senior / Elective / 0 – 3</b></p> <ol style="list-style-type: none"> <li>1. Business diagnosis attempts to find out problems and defects through collecting and analyzing data in a comprehensive system, through which to facilitate a company's operations, to improve its performance and to avoid any potential risk.</li> <li>2. The daily practice of business diagnosis can be either within or outside the organization; to its extent, be management-related or business-related; or throughout the process, be preliminary or concurrent.</li> <li>3. The course puts together in-depth analysis and real-case studies in order to help participants understand the hands-on knowledge about this issue.</li> </ol>
<p><b>創新與競爭策略分析</b> <b>企四 / 選 / 0 - 2</b></p> <p>現今產業在自由化與無國界化之下，面對的是全球性的競爭。如何運用科技的創新來強化產業的競爭力，將是各企業所積極努力的方向，也是企業競爭優勢關鍵之所在。</p> <p>課程綱要：</p> <ol style="list-style-type: none"> <li>1. 產業趨勢分析</li> <li>2. 創新研發與傳統研發的差異</li> <li>3. 科技創新對產業的影響</li> <li>4. 科技與知識創新的策略管理</li> <li>5. 主導型廠商的形成</li> <li>6. 競爭互動與產業結構的演變</li> <li>7. 市場競爭分析 ( MCA ) 的技術方法</li> </ol>	<p><b>INNOVATION AND COMPETITIVE STRATEGY</b> <b>Senior / Elective / 0 – 2</b></p> <p>Nowadays, under the free-market and boundary-free tendency, the industry is facing a global competition. How to use the tech-innovation enhancing the competitiveness are now becoming a trend of struggle for all enterprises, and the key of success under the competition among them.</p> <p>Subject</p> <ol style="list-style-type: none"> <li>1. Analysis regarding the trends of industries.</li> <li>2. The differentiation between innovative and traditional R&amp;D.</li> <li>3. The effect of tech-innovation toward the industry.</li> <li>4. The strategic management of technologic and knowledge innovation.</li> <li>5. The formation of a leading manufacturer.</li> </ol>

課程簡介	Course Description
	<p>6. The evolvement of competitive interaction and structure of a industry.</p> <p>7. The skill and measurement of market competitive analysis (MCA).</p>
<p><b>產業經營實務與專題</b> 企四 / 選 / 0 - 2</p> <p>本課程主要目標在培養學生對於現今產業實務有更進一步的瞭解，並強化其面對職場所應具有之正確態度與人格特質。除介紹不同產業之專業知能，並邀請實務界之專業經理人分享職場經驗，以使學生充分掌握產業發展之脈絡，並更有效地發揮所學之各項管理技能。</p>	<p><b>Industry Management Practice and Seminar</b> <b>Senior / Elective / 0 – 2</b></p> <p>The aim of this course is to improve the students' knowledge of industry management, and enhance their attitude and personality while they involving in the work place. It does not only introduce the professional skill of various industries, but also invite the high level managers to share their experiences. Thus, students can understand what happens to the current industry development and contribute to bring managerial skills their learned into full play.</p>
<p><b>職涯管理與發展</b> 企四 / 選 / 3 - 0</p> <p>本課程的目的不僅幫助同學了解職涯管理與發展的感念，也強調實務中的應用，透過課程，學生可以了解職涯路徑、就業市場概況、自我評價過程、組織職涯系統、職涯與工作/生活的結合等等課程內容。</p>	<p><b>CAREER MANAGEMENT AND DEVELOPMENT</b> <b>Senior / Elective / 3 – 0</b></p> <p>This class aims to help students understand not only the concepts of career management and development, but also the applications of career management and development in practices. After taking this class, students are expected to understand career path, assessing the labor market, the self-assessment process, organizational career systems, developing career and work-life implications, and so on.</p>
<p><b>財務金融實務專題</b> 企四 / 選 / 0 - 3</p> <p>讓同學瞭解財稅金融之理論及目前實務的作法，成為未來同學工作之基本知識。</p>	<p><b>TOPICS IN FINANCE AND TAXATION</b> <b>Senior / Elective / 0 – 3</b></p> <p>This course will construct the students' systematic thinking on the government's fiscal and financial policies with the current important issues, so as to cultivate the ability of expounding the overall financial issues.</p>
<p><b>國際金融銀行 ( OBU ) 租稅規劃</b> 企四 / 選 / 3 - 0</p> <p>本課程將引導學生瞭解國際金融業務 (Offshore Banking Units : OBU)的帳戶特性、使用</p>	<p><b>Offshore Banking Units and International Tax Planning</b> <b>Senior / Elective / 3 – 0</b></p>

課程簡介	Course Description
<p>範疇、對金融業的重要性，同時引導學生瞭解台商由 OBU 取得融資的各項模式、進而瞭解台商透過境外公司佈局對大陸投資的架構。由於 OBU 帳戶有稅賦優惠之特性，故本課程也將引導學生瞭解透過境外公司與 OBU 帳戶規劃合法節稅規劃，並瞭解境外公司與 OBU 在國際貿易流程上、移轉訂價上所扮演的節稅關鍵；再者，針對個人稅賦問題而言，本課程也將引導學生瞭解境外公司與個人理財規劃、海外所得之間的關聯，進而讓學生將租稅規劃之理論運用於實務案例。</p>	<p>International trading always play the key role in global economic, so how to use Offshore Banking Units (OBU account) and tax havens, according the law, rebuild the worldwide trading process? What's the main risk of transfer pricing when people modeling the trading process with OBU account? What's the main risk when save individual's tax with tax havens? How to establish the subsidiary company or branch in Taiwan with tax havens, according the laws, to save the tax? How to structure the global investment and bridge loan with tax havens?</p> <p>This course will guide students to understand the detail of above issues and introduce the international tax laws, too. After class, students will understand the global tax planning with tax havens and OBU account, and then get the working opportunities, with professional knowledge and practical experience, in financial or accounting industries.</p>
<p><b>不動產投資與評價管理</b> 企四 / 選 / 3 - 0</p> <p>不動產是居住必需的資產，也是重要的投資標的，不動產價值占所有標的資產的首位。為了激發同學對不動產投資的熱忱以及瞭解不動產的評價，本課程將運用不動產評價的模型及瞭解實施 IFRSs 對不動產的影響，探討實際的投資物件，重覆的操作與演練，使同學對不動產投資與評價有一完整專業能力。</p>	<p><b>Real Estate Investment &amp; Value</b> <b>Senior / Elective / 3 - 0</b></p> <p>The real estate assets necessary for living, but also an important investment targets, the first real estate values accounted for all of the underlying asset. In order to stimulate the enthusiasm of the students on the real estate investment and understanding of real estate evaluation, this course will use real estate evaluation model and understand the implementation of IFRSs real estate, to investigate the actual investment objects, repeat the operation with the exercise, the students of real estate investment have a complete evaluation of professional competence.</p>
<p><b>ESG與永續金融</b> 企四 / 選 / 3 - 0</p> <p>本課程授課內容分為以下三部分：</p> <p>【第一部分：理論基礎】</p> <p>1、介紹企業社會責任 ( Corporate Social Responsibility, CSR )、環境、社會與治理</p>	<p><b>Environmental, Social and Governance and Sustainable Finance</b> <b>Senior / Elective / 3 - 0</b></p> <p>The content of this course is designed to the following three parts:</p> <p>Part I : The theory-based</p>

課程簡介	Course Description
<p>( Environmental, Social and Governance, ESG)、聯合國永續發展目標(Sustainable Development Goals, SDGs)內容及國內外發展趨勢</p> <p>2、企業社會責任報告書、評比指數及資料庫介紹</p> <p>3、財金議題探討—投融資決策 綠色金融(Green Finance) 責任投資(Responsible Investment)責任放貸(Responsible Lending) 永續金融(Sustainable Finance)</p> <p>【第二部分：實務應用】</p> <p>1、介紹實務案例、個案討論及實作 2、實務活動—企業參訪與專家演講</p> <p>【第三部分：學習成效呈現】</p> <p>包含每週時事新聞報告、課堂個案討論、學期報告及學期考試</p>	<ol style="list-style-type: none"> <li>1. Introduce the concept of Corporate Social Responsibility(CSR), Environmental, Social and Governance(ESG) and Sustainable Development Goals(SDGs) and development trend.</li> <li>2. Describe the CSR report, rating index and database</li> <li>3. Explore the related financial issues – the investment and financing decisions Green Finance Responsible Investment Responsible Lending Sustainable Finance</li> </ol> <p>Part II : The Practical application</p> <ol style="list-style-type: none"> <li>1. Practical cases, case discussion and implementation</li> <li>2. expert lecture, field trip/off- campus visit</li> </ol> <p>Part III : Demonstrate the learning effectiveness Includes the weekly news presentation, case discussion, term paper and final exam.</p>
<p><b>商務英文寫作</b> <b>企四 / 選 / 0 - 2</b></p> <p>本課程將向學生介紹商務英語書面交流的基礎知識，並幫助他們培養良好的商務寫作所需技能。內容包括大量背景訊息，寫作原則，相關商業術語，禮貌用語和各種樣本信件研究。</p>	<p><b>Business Writing</b> <b>Senior / Elective / 0 – 2</b></p> <p>This course will expose students to the basics of written English communication in business and to assist them in the development of the skills needed to write good business communications.</p> <p>The contents of this course include a good deal of background information, writing principles, related commercial terminologies, the courteous wording, and various sample letters study.</p>
<p><b>新經濟與人文省思</b> <b>企四 / 選 / 2 - 0</b></p> <p>疫情之後台灣和全球產業都面對新的轉型挑戰，從「產業重新定位」、「價值網絡重建」、「新價值創造」這三大重點工作出發，各行各業都不斷發展出新的商業模式。這門課將讓同學了解新經濟商業模式的脈絡、學習發展新商業模式的論述與工具；以及，從人文觀點，省思各項主流商業議題可</p>	<p><b>New economy and its humanistic reflection</b> <b>Senior / Elective / 2 – 0</b></p> <p>This course aims to help students: understand the context of the emergence of new business models in the new economic era, develop a new business model by sensing and seizing opportunities from the new economy, and reflect the humanistic disputes of various mainstream business issues.</p>

課程簡介	Course Description
能的人文爭議。	
<p><b>商業模式創新</b>  <b>企四 / 選 / 3 - 0</b></p> <p>本課程目標有以下三者：</p> <p>第一，建立學生對商業模式的系統知識，包括開放商業模式創新，複合商業模式創新，破壞式創新，架構式創新，漸進式創新等。</p> <p>第二，學習由使用者需求角度，思考商模變革的可行機制。特別是在不同世代交替過程中，組織如何由舊有資源提出創新價值的實務作法。</p> <p>第三，學習不同產業在商業模式變革上的特殊性與脈絡性，並學習跨領域思辨機制的形塑過程。</p>	<p><b>Business Model Innovation</b>  <b>Senior / Elective / 3 - 0</b></p> <p>Digital technologies and the fast changing environment are destroying incumbent business models, and new paradigms are reshaping the industries. This course dedicates on the following objectives to help students build required competences.</p> <p>First, building systematic knowledge on business model innovations. Including open business models, hybrid business models, disruptive innovation, incremental innovation, platform leaderships.</p> <p>Second, learning how to investigate the unmet users' need for different generations. Besides, students also have to learn how to rejuvenate resources for new value creation and value capture.</p> <p>Thirdly, understanding the unique process and practices for multiple industry contexts and also learn how to reshape business models from cross-boundary knowledge.</p>
<p><b>產業分析概論</b>  <b>企四 / 選 / 2 - 0</b></p> <p>本課程旨在讓修課同學瞭解產業分析從問題設定、資訊收集、判斷、分析、呈現、決策之過程。期望讓同學透過分析流程之瞭解，順利應用所學之理論於實務運作，進而培養解決問題之能力。</p>	<p><b>Industry Analysis</b>  <b>Senior / Elective / 2 - 0</b></p> <p>This course aims to provide students with initial understanding of industry analysis process through a series of steps from problem defining and information gathering to data reading, presentation of findings, and decision-making. This knowledge of analytic process is expected to help students better apply theoretical learning to daily problem-solving both in their personal and professional lives.</p>
<p><b>兩岸財經專題</b>  <b>企四 / 選 / 0 - 2</b></p> <p>本課程的目的不僅幫助同學了解兩岸財經的感念，也強調實務中的應用，透過課程，學生可以了解兩岸協商機制、兩岸經貿合作、兩岸服務貿易協議等等課程內容。</p>	<p><b>Cross-Strait Topics in Finance and Economics</b>  <b>Senior / Elective / 0 - 2</b></p> <p>This class aims to help students understand not only the concepts of cross-strait finance and economics, but also the applications of cross-strait finance and economics in practices. After taking this class, students</p>



課程簡介	Course Description
	<p>are expected to understand cross-strait negotiation mechanism, cross-strait economic cooperation, cross-strait service trade agreement, and so on.</p>
<p><b>企業實習</b>  <b>企四 / 選 / 0 - 3</b>  讓學生除理論上的學習，更可透過校外實習，學習實境作業之技能，深入體會企業文化，學習企業經營管理實務，俾成為各領域專業管理人才。</p>	<p><b>Internship and Professional Training</b>  <b>Senior / Elective / 0 – 3</b>  To let students have a professional training through internship in an enterprise beyond learning theories. Students can also use this internship to determine if they have an interest in a particular career or create a network of contacts.</p>
<p><b>海外研習</b>  <b>企四 / 選 / 0 - 3</b>  以赴大陸或國外知名學校或企業參訪實地為主，邀請業界專業經理人進行講座分享為輔，有助於學生開拓眼界、擴展人脈，增進對產業與公司營運的了解。</p>	<p><b>OVERSEA STUDY</b>  <b>Senior / Elective / 0 – 3</b>  This course will focus on visiting the well-known universities and the well-established companies in Mainland China or other countries. Several professional managers will be arranged for taking a lecture. It aims to broaden students' vision, to develop personal connections, and to realize the operation and management concepts in practical situation.</p>