Undergraduate division curricular planning
Department of Business Administration, Chaoyang University of Technology
(applicable to day division students enrolled in 2024)

Academic Year	First Year						Second Year						Third Year						Fourth Year					
Semester	First Semester			Second Semester			First Semester			Second Semester			First Semester			Second Semester			First Semester			Second Semester		
	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit
University Requirements	體育(體適能) Topics in Physical Education (Fitness)	2	2	生活英文 Everyday English	2	2	職場英文 Workplace English	2	2	職場英文 Workplace English	2	2												
	生活英文 Everyday English	2	2	體育(體適能) Topics in Physical Education (Fitness)	2	2	自然科學領域 Natural Sciences	2	2	人文領域 Humanities	2	2												
	勞作教育 Labor Service Education	1	1	資通訊與AI應用 Information and communication and AI application	2	2	綜合領域 Miscellaneou	2	2															
	中文鑑賞與應用 Appreciation and Application of Chinese	2	2	勞作教育 Labor Service Education	1	1																		
Subtotal		7	7		7	7		6	6		4	4		0	0		0	0		0	0		0	0
Required Courses	企業概論 Introduction to Business	3	3	管理學 Management	3	3	基礎經濟學 Basic Economics	3	3	應用經濟學 Applied Econmics	3	3	管理資訊系統 Management Information Systems	3	3	管理會計 Management accounting	3	3						
	邏輯思考與運算 Programming logics and computation	3	3	作業研究 Operations Research	3	3	基礎統計學 Basic Statistics	3	3	應用統計學 Applied Statistics	3	3				策略管理 Strategic Management	3	3						
	SDGs與服務學習 Sustainable Development Goals and Service Learning	2	2				人力資源管理 Human Resource Management	3	3	財務管理 Financial Management	3	3												
	行銷管理 Marketing Management	3	3																					
	作業管理 Operations Management	3	3																					
Subtotal		14	14		6	6		9	9		9	9		3	3		6	6		0	0		0	0
	溝通理論與實務 Communication Theory and Practice	3	3	財務會計 Financial Accoumting	3	3	組織行為與數位轉型 Organizational Behavior & Digital Transformation	3	3	服務業管理 Service Industry Management	3	3	菁英商務英語 Elite Business English	3	3	進階菁英商務英語 Advanced Elite Business English	3	3	商務英文溝通 Business English Communication	3	3	金融科技財富管理 Fintech Wealth Management	3	3
	數位影像處理 Digital Image Processing	3	3	網頁設計零基礎入門 Fundamental of Web Design	3	3	貨幣銀行學 Money & Banking	3	3	金融機構管理 Banking Institute Management	3	3	產業競爭分析 Enterprise Completition Analysis	3	3	國際企業管理 International Business Management	3	3	金融風險管理 Financial Risk Management	3	3	顧客關係管理 Customer Relationship Management	3	3

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				管理心理學 Management Psychology	3	3	國貿實務與跨境電商 International trade practice and cross-border e-commerce	3	3	勞動關係管理 Labor relations management	3	3	行銷資料科學 Science for Marketing Data	3	3	企業公關與社群行銷 Corporate PR and Social Media Marketing	3	3	企業倫理 Business Ethics	3	3	校外實習 Internship	9	9
							商用數學 Business Mathematics	3	3	人工智慧與管理創新 Artificial Intelligence and Management Innovation	3	3	金融市場 Financial Markets	3	3	企業管理專題(二) Graduation Monograph for Business Management (II)	3	3	企業永續管理 Corporate Sustainability Management	3	3			
										消費者行為 Consumer Behavior	3	3	稅務規劃 Tax Planning	3	3	企業訓練發展與AI運用 Training and Development for Business and AI Application	3	3	財務策略與會計個案 Financial Strategy and Accounting Cases	2	2			
													員工諮商與輔導 Employment Counseling and Guidance	3	3				財務策略與會計個案演練 Financial Strategy and Accounting Case Exercise	1	1			
													人工智慧與投資 Artificial Intelligence and Investment	3	3									
													數據分析與管理應用 Data Analysis and Management Application	3	3									
													企業管理專題(一) Graduation Monograph for Business Management (I)	3	3									
	創新經營模式選修Innovative business model elective																							
	創意思考 Creative Thinking	2	2							創新產品開發與管理 Management of Innovative Product Development	3	3	服務創意設計與行銷 Creative Service Design and Marketing	3	3	創新事業規劃 New Venture Planning	3	3						
	創意思考演練 Creative Thinking Practice	1	1										創新經營模式之構思與開發 Innovative Business Model Generating	3	3	商業智慧 Business Intelligence	2	2						
Elective Courses																商業智慧演練 Business Intelligence Practice	1	1						

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																電子商務與網路行銷 E-commerce and Internet marketing	2	2						
																電子商務與網路行銷演練 E-commerce implementation	1	1						
	企業流程規劃選修Enterprise process planning elective																							
										供應鏈管理 Supply Chain Management	3	3	企業資源規劃-生管模組 Enterprise Resource Planning-Manuf Module	3	3	物流管理 Logistics Management	3	3	企業經營診斷 Business Operations Diagnosis	3	3			
										企業資源規劃-配銷模組 Enterprise Resource Planning-Sales and Distribution Module	3	3				全面品質管理 Total Quality Management	3	3						
	行銷業務企劃選修Marketing business planning elective																							
				數位時代個人銷售管理 Digital Personal Selling and Salesforce	3	3				零售業行銷 Retailing Marketing	3	3	整合行銷傳播 Integrated Marketing Communication	3	3	數位內容行銷與廣告管理 Digital Content Marketing and Advertising Management	3	3				行銷企劃實務 Practice of Marketing Planning	3	3
										數位趨勢與策略行銷 Digital Trends and Strategic Marketing	3	3				行銷通路管理 Marketing Channel Management	3	3						
	院訂選修 Elective and allowed by the college																							
				實用邏輯 Practical Logic	2	2	永續管理概論 Introduction to Sustainable Management	2	2	銀髮樂活管理 Senior LOHAS Management	2	2	數位管理 Digital Management	2	2	金融科技實務專題 Financial Technology Practice Topic	4	4	企業講座 Lecture in Business	1	1	生涯發展與自我行銷 Career development and self-marketing	3	3
				實用大數據 Practical Big Data Analytics	2	2	數位視覺海報與AI設計 Digital VIsual Posters and AI Design	2	2	短影音製作與AI設計 Short Video and AI Design	2	2							社會創新與社會企業 Social Innovation and Social Entrepreneursh	2	2	企業實務講座 Lecture of Business Practice	1	1
	Required elective for special achievement-based-admission students in Management																							
	實用邏輯 # Practical Logic	2	2	永續管理概論 # Introduction to Sustainable Management	2	2																		
Subtotal		11	11		18	18		16	16		34	34		41	41		40	40		21	21		22	22

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University Requirements	9 Courses 24 Credits
Required Courses	16 Course 47 Credits
Elective Courses	Minimum elective 33 Credits
Recognition limit of credits provided by other departments	20 Credits
Total Requirement	128 Credits

一、全校性規定：
(一)修習通過語言中心開設之「菁英英文」校訂選修課程，可以分別替代通識英文必修課程，詳細課程內容及替代方式請參閱語言中心網站及相關規定。
(二)日間部四技生修習通識教育中心開設之創造力課程，通過者皆可認列為「專業選修學分」。
(三)修習通識教育中心開設之基礎通識(必修18學分)及核心通識(至少6學分，分為人文領域、社會領域、自然科學領域、綜合領域等四領域)課程者，達24學分之後，有超修者，得認列為通識之自由選修學分。
(四)通識之「自由選修」至多為4學分，含未認列之院通識課程、跨院系學程、微學程、微型課程、校訂選修及第三條所記超修「核心通識」課程。

二、管理學院規定：
課程有標註「#」者為技優生必選修，技優生修畢後可替代原屬系專業必修/選修課程，或認列為系之專業選修學分。

三、本系之規定：
(一)本系日間部四技學生除身障生外，應於朝陽就學期間考取系訂證照70點(其中需含系訂資訊類證照30點)，皆須檢附佐證資料登錄於學生資訊系統畢業證照門檻項下，經審核通過後，方得畢業。詳細內容請參閱本系系訂證照一覽表。
(二)「企業管理專題(一)」、「企業管理專題(二)」、「校外實習」皆為本系必選修課程，學生必須自行選課。

四、可承認之非本系學分數上限包含外系學分、課程規劃中未有之本系課程、超修的本系專業選修學分或校訂必修及選修學分。

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1.Regulations regarding course plan:
(1)Students who pass ‘Elite English ‘ offered by the Language Center are only eligible to waive credits for the required English courses offered by the General Education Center.For details, please visit the Language Center website.
(2)For four-year day division students, General Education Center offers Innovation courses which can be certified as ’professional elective credits’.
(3)The requirement of General Education consists of Basic General Education (18 Credits required) and Core General Education (at least 6 Credits selected from the fields of Humanities, Society, Nature and Miscellaneous interest). Extra credits taken from the General Education Center can be certified as ‘General Education free selective credits’.
(4)Four credits are required as the General Education free elective credits. These credits can be taken from College General Education courses, interdisciplinary study programs, miniature study programs , miniature courses or university-approved elective courses. The credits granted as free elective credits can not be used to fulfill other requirements. Extra credits taken from Core General Education courses mentioned in (3) can also be granted as the G.E. free elective credits.

2.College-level regulations:
Courses marked with "#" are required elective courses for special achievement-based-admission students. The credits from these courses can be used to replace compulsory course credits or recognized as elective course credits in the original department.

3. Departmental Regulations:

(1) Daytime program students in the four-year track, excluding students with disabilities, must obtain a total of 70 certification points as required by the department during their studies at Chaoyang, including 30 points specifically for IT-related certifications as specified by the department. All supporting documents must be submitted in the student information system under the graduation certification requirement. Graduation eligibility is granted only after verification. For more details, please refer to the department’s certification list.

(2) "Business Management Project (I)" and "Business Management Project (II)" are required courses in this department, and students must enroll in them independently.

Note: The maximum number of credits from outside the department includes credits from other departments, courses not listed in the department’s curriculum, excess elective credits within the department, or university-required mandatory and elective credits.