

## BBA Curriculum - Department of Business Administration

Enrollment Year of 2021-22

## 企業管理學系課程大綱

110 學年度入學生

### MISSION

The Department of Business Administration embedded six components in Marketing & Technology (MarTech) including advertising and promotion, content and experience, social and relationships, commerce and sales, data application, and management. This BBA program is equipped with top level faculty and industry experts to ensure we accomplish the goal of cultivating students to become global practitioners with practical business and management skills, knowledge in marketing and technology as well as innovation and artificial intelligence.

### DEGREE PROGRAM

This program is fully instructed in Chinese, and students must complete a minimum of 128 credits in order to graduate from the program. Each course bear two credits.

### CURRICULUM STRUCTURE

#### Professional Courses

• Compulsory	54
• Electives	38

#### Core Supplement

• Information Technology – APP Application	2
• English Proficiency	12
• Second Foreign Language	4
• Liberal Arts	12
• Writing Accreditation and Classical Readings	2
• CTBC Leadership Forums	4

### 教學理念

企業管理學系課程導入 MarTech 分成六大領域：(Advertising & Promotion)、內容與體驗 (Content & Experience)、社群關係 (Social & Relationships)、商業銷售 (Commerce & Sales)、數據應用 (Data) 與管理 (Management)。除了遴聘優秀國內外師資與企業專業師資授課以外，讓學生透過完善的產學實習計畫，提早接觸職場，落實理論與實務結合，培育學生具備行銷科技、創新及智慧應用的優秀國際企業管理人才。

### 學位學程

本學位學程以全中文授課，學生必須至少完成 128 個畢業學分。每門課為兩學分。

### 課綱架構

#### 專業課程

• 必修課程	54
• 選修課程	38

#### 核心課程

• 資訊科技- APP 概論與應用	2
• 英文	12
• 第二外國語	4
• 博雅通識	12
• 寫作認證與閱讀	2
• 中信傳習	4

STUDY PLAN	
FIRST YEAR	
Professional Courses	
Compulsory	Semester
Basic Accountancy	Fall
Basic Economics	Fall
Management	Spring
Introduction of Business	Fall
Civil Law	Spring
Marketing	Spring
Elementary Statistics	Fall
Introduction and application of AI	Spring
Business Application Software (EXCEL)	Fall
SQL Database Application and Practice	Spring
Electives	
Students complete a number of electives from the list on Page 6 and 7.	
Core Supplement	
Introduction and Application in APP	2
English (I) (II)	4
Second Foreign Language (I) (II)	4
Writing Accreditation	1
Leadership (I) (II)	2

修業規劃	
一年級	
專業課程	
必修課程	開課學期
基礎會計學	上
基礎經濟學	上
管理學	下
民法 (一)	上
財務數學(一)	下
貨幣銀行學	下
基礎統計學	上
財務管理	下
AI 導論與應用	上
	下
選修課程	
學生須完成第六、七頁所列之部分選修課程。	
核心課程	
APP 概論與應用	2
英文(一)(二)	4
第二外國語(一)(二)	4
寫作表達課程認證	1
中信傳習(一)(二)	2

SECOND YEAR	
Professional Courses	
Compulsory	Semester
Company Law	Fall
Financial Management	Fall
Human Resources Management	Spring
Community Network Management and Analysis	Fall
Computer Programming (Python)	Fall
Big Data Analysis	Spring
Cloud-Based Applications	Spring
Students complete a number of electives from the list on Page 6 and 7.	
Core Supplement	
English (III) (IV)	4
Liberal Arts	2
Leadership (III) (IV)	2

二年級	
專業課程	
必修課程	開課學期
公司法	上
財務管理	上
人力資源管理	下
社群網路經營與分析	上
程式語言 Python	上
巨量資料分析	下
雲端軟體應用	下
選修課程	
學生須完成第六、七頁所列之部分選修課程。	
核心課程	
英文(三)(四)	4
博雅通識	2
中信傳習(三)(四)	2

THIRD YEAR	
Professional Courses	
Compulsory	Semester
Basic Taxation Management	Fall
Strategic Management and Analysis Financial Management and Case Analysis	Fall
Financial Technology and Innovation Natural Language Process and Text Mining	Spring
Machine Learning	Fall
Visualization Analysis	Spring
Digital Marketing Database Application	Spring
Electives	
Students complete a number of electives from the list on Page 6 and 7.	
Core Supplement	
English (V) (VI)	4
Liberal Arts	4

三年級	
專業課程	
必修課程	開課學期
基礎稅務管理	上
策略管理與分析	上
金融管理與個案分析	上
金融科技與創新	下
自然語言處理與文字探勘	下
機器學習	上
視覺化分析	下
數位行銷資料庫運用	下
選修課程	
學生須完成第六、七頁所列之部分選修課程。	
核心課程	
英文(五) (六)	4
博雅通識	4

FOURTH YEAR	
<b>Professional Courses</b>	
Compulsory	Semester
Seminar on Marketing and FinTech Application	Fall
Branding and Management	Fall
<b>Electives</b>	
Students complete a number of electives from the list on Page 6 and 7.	
<b>Core Supplement</b>	
Liberal Arts	4
Classical Readings	1

四年級	
<b>專業課程</b>	
必修課程	開課學期
整合行銷與智慧應用專題	上
品牌行銷與管理	上
<b>選修課程</b>	
學生須完成第六、七頁所列之部分選修課程。	
<b>核心課程</b>	
博雅通識	4
經典閱讀	1

## ELECTIVES COURSES

## 選修課程

Advanced Economics	進階經濟學	Ethics in Finance	金融倫理
Accounting Practice and Application	會計實務與應用	Financial Data Analysis	財務資料分析
Advanced Statistics	進階統計學	Financial Engineering	財務工程
Advanced Study on Accounting	進階會計學	Financial Institutions and Environmental and Social Standards	金融機構與環境社會標準
Advanced Taxation management	進階稅務管理	Financial Marketing	金融行銷
Bank Internal Control and Audit	銀行內部控制與內部稽核	Financial Marketing and Practice	金融行銷與實務
Behavioral Finance	行為財務學	Financial Mathematics II	財務數學(二)
Business Application Software	商業應用軟體	Financial Planning Practice	理財規劃實務
Business Application Software (EXCEL)	商業應用軟體(EXCEL)	Financial Regulations	金融法規
Calculus for Business(I)	商用微積分(一)	Financing Tools	理財工具
Calculus for Business(II)	商用微積分(二)	Finance and Economics Analysis of Mainland China	大陸金融與經濟分析
Case Studies Production and Application	個案製作與實務應用	Finance Integration Marketing	金融整合行銷
Consumer Behavior	消費者行為	Fixed-income Instrument	固定收益證券
Consumer Behavior (EMI Course)	消費者行為(英文授課)	Green Finance	綠色金融
Corporate Financial Business Practice	法人金融業務與操作實務	International Financial Environment	國際經貿情勢
Corporate Governance	公司治理	International Financial Management	國際財務管理
Corporate Public Offering Practice	企業公開發行實務操作	International Financial News	國際財經新聞解讀
Customer Relationship Management	顧客關係管理	Introduction to Asset Securitization	資產證券化概論
Digital Content Experience	數位內容體驗	Import and Export Foreign Exchange Practice	進出口外匯實務
Digital Finance and Third-Party Payment	數位金融與第三方支付	Investment Bank	投資銀行
Digital Financial Product Innovation	數位金融創新商品	International Financial Marketing and Practice	國際金融行銷與實務
Digital Marketing Campaigns	數位行銷廣告	International Marketing	國際行銷學
Econometrics	計量經濟學	Leadership and Communication	領導與溝通
Economic Practice and Application	經濟實務與應用	Macroeconomics Analysis	總體經濟分析
E-Commerce Theory and Application Practice	行動商務應用實務	Mall Management	商場管理導論

Mall Management with Case Studies	商場管理實務個案	Retail Management	零售業管理
Marketing Management	行銷管理	Reverse Operation Strategy	反向操作實戰策略
Media Communication	媒體溝通	Service Marketing	服務行銷
Merger and Acquisition	企業合併與收購	Social Media Marketing and Finance	社群行銷與金融
Microeconomics	個體經濟學	Sports Analytics	運動數據分析
Mobile Commerce	行動金融導論	Sports Industry Management	運動產業管理
Mobile Financial Service Case Studies	行動金融個案分析	Sports Lottery	運動彩券
Online Brand Marketing	網路品牌行銷	Sport Management and Case Studies	運動管理個案
Organizational Behavior	組織行為	Sports Marketing	運動行銷
Overseas Internship	海外實習	Sport Survey Analysis	運動調查分析
Portfolio and asset allocation	投資組合與資產配置	Statistics Practice and Application	統計實務與應用
Real Estate Appraisal	不動產估價	Taxation Practice and Case Studies	稅務實務個案分析
Real Estate Asset Management	不動產資產管理	Public Economics	公共經濟學

## COURSE DESCRIPTIONS

### FIRST YEAR

#### Basic Accountancy

This class will learn to analyze the corporate events, reporting and interpretation skills, including how to use the rules of debit and credit to analyze corporate transactions, and simplified analysis the corporate financial statements; students will have the understanding and application of review criteria, including accounting fundamentals and general recognition Accounting principles. In addition, students will visit the accounting firm and the accounting practice lectures in the field.

#### Basic Economics

The objectives of the course are three levels:

- Help the beginning student master the principles essential for understanding the economic issues.
- Help the student understand and apply the economic perspective and reason accurately and objectively about economic matters.
- Promote a lasting student interest in economics and the economy

The course also covers microeconomics, macroeconomics consumer behavior, product markets, firm behavior, resource markets and government, and other issues and policies.

#### Management

Management is a form of work that involves exploring the best way to use organization's resource, and then organization can produce goods or provides services. Organization's resources include its employees, equipment, money, etc. In

## 專業課程介紹

### 一年級

#### 基礎會計學

本課程將學習分析企業事件、報告和解釋技巧，包括如何使用借記和貸記規則分析企業交易，以及簡化分析企業財務報表；學生將理解與應用審查標準，包括會計基礎和一般認可會計原則。此外，學生將實地參觀會計師事務所及參與會計實務講座。

#### 基礎經濟學

本課程學習主旨共分為三個階段：

- 幫助初學者掌握理解經濟問題的基本原理。
- 幫助學生理解和應用經濟視角，準確客觀地對經濟問題進行推理。
- 促進學生對經濟學和經濟的持久興趣

課程將涵蓋微觀經濟學、宏觀經濟學、消費者行為、產品市場、企業行為、資源市場和政府以及其他問題和政策。

#### 管理學

管理是一種工作形式，涉及探索使用組織資源的最佳方式，然後組織可以生產商品或提供服務。組織的資源包括其員工、設備、資金等。在執行這些工作時，管理者從事一些基本活動，包括計劃、組織、人員配備、領導和控制。本課程將更詳細地討論這些活動。

performing these work managers engage in some basic activities which include planning, organizing, staffing, leadership, and controlling. These activities are discussed in more detail through this course.

### Civil Law

This course concentrates on the structure and function of our law systems, and analyzes civil rights and civil liberties as defined by the Constitution. Topics will include the differences between civil and criminal law, the importance of juries and lawyers in our system and important cases involving the freedom of religion, freedom of speech, freedom of the press, discrimination and the right to privacy.

### Introduction of Business

This course aims to introduce the basic concepts that business management should have, and it is intended to make students have a basic understanding of the business model of modern enterprises. The content includes: introducing the basic concepts of the enterprise, the type of the enterprise and the environmental factors outside the business operation, and introducing the concept of the enterprise and the business function system, including marketing management and human resource management, Resources Management, Strategy Management, Production Management, and Finance Management form the foundation of the Management-Function System.

### Marketing

This course directs students the basis understanding towards marketing concepts, includes Product Life-Cycle, Marketing Mix, Consumer Behavior, etc. Also, learning

### 民法

本課程側重於我國法律體系的結構和功能，並分析憲法定義的公民權利和公民自由。主題將包括民法和刑法之間的差異、陪審團和律師在我國法律系統中的重要性以及涉及宗教自由、言論自由、新聞自由、歧視和隱私權的重要案件。

### 企業概論

本課程旨在介紹企業管理應具備的基本概念，旨在使學生對現代企業的商業模式有一個基本的了解。內容包括：介紹企業的基本概念、企業的類型和業務經營外的環境因素，介紹企業的概念和業務功能體系，包括營銷管理和人力資源管理、資源管理、戰略管理、生產管理和財務管理構成了管理職能系統的基礎。

### 行銷管理

本課程指導學生對營銷概念的基礎理解，包括產品生命週期、營銷組合、消費者行為等。此外，學習宏觀和微觀市場分析和消費者行為。滿足消費者需求的營銷項目策劃項目。

macro- and micro- market analysis and consumer behavior. Project of planning marketing project to meet consumers' needs.

### Elementary Statistics

The main context of this course is the basic statistics. This course will establish the basic concepts of statistics for the students. The context will focus on the introduction of basic concepts and theory. In order to help students learning, it will be applied relative cases and software to explain the concepts.

### Introduction and Application of AI

This course is mainly based on AI basic teaching, which teaches students the basic concepts, techniques and related applications of AI. Students will focus on the introduction of basic concepts and practical applications, and will hold a number of AI speeches and forums to enable students to understand the basic concepts, techniques and applications of AI.

### Business Application Software EXCEL (I)

This course allows students to utilize business software (Excel) for data analysis, including setup the basic function, and format; data revision and printing; creating statistic graph, advanced application in data process and analyzation; offsets and more.

### SQL Database Application and Practice

This course is undergoing content revision. TBC soon.

## SECOND YEAR

### 初級統計學

本課程主旨為講授基礎統計學。課程將為學生建立統計學的基本概念。上下文將側重於介紹基本概念和理論。為了幫助學生學習，將應用相關案例和軟件來解釋概念。

### AI 導論與應用

本課程以人工智能基礎教學為主，教授學生人工智能的基本概念、技術及相關應用。學生將重點介紹基本概念和實際應用，將舉辦多場人工智能演講和論壇，讓學生了解人工智能的基本概念、技術和應用。

### 商業應用軟體 EXCEL (一)

讓學生學會使用商業應用軟體(excel)進行數據分析，包括基本函數與格式設定能力；資料編修及列印能力；統計圖表之建立與應用能力；進階資料處理與分析能力；進階函數及陣列設定與進階列印能力

### SQL 資料庫應用實務

學系課綱更新中。

## 二年級

### Company Law

The course helps students to learn and the establish the company's registration, the internal power structure of the company, rights and responsibilities of shareholders and directors, the mode of operation of the board of directors and shareholders, the company's funding sources and companies with shareholders' issues of rights and obligations between the like. The combination of theory and practice, examples of the seminar are also part of the course. The course will be theoretical and practical side, introduce Corporation Law normative focus, so that students understand the characteristics of the Commercial Law and the Company's mode of operation.

### 公司法

本課程幫助學生學習和建立公司註冊、公司內部權力結構、股東和董事的權利和責任、董事會和股東的運作模式、公司的資金來源和有股東問題的公司之間的權利和義務。理論與實踐相結合，研討會的實例也是課程的一部分。本課程將理論與實踐相結合，重點介紹公司法規範，讓學生了解商法的特點和公司的運作模式。

### Financial Management

Financial Management provides students with a focused understanding of today's corporate finance. This course offers a unique balance of clear concepts, contemporary theory, and practical applications in order to help students understand the concepts and reasons behind corporate budgeting, financing, working capital decision making, forecasting, valuation, and Time Value of Money. It has been updated to include discussions of several major events such as the BP oil spill, the European debt crisis, and the ongoing weakness in the U.S. economy and financial markets.

### 財務管理

財務管理為學生提供對當今企業財務的重點了解。本課程以獨特平衡的方式提供清晰概念、當代理論和實際應用，幫助學生理解企業預算、融資、營運資金決策、預測、估值和貨幣時間價值背後的概念和原因。它已更新為包括對幾項重大事件的討論，例如 BP 石油洩漏、歐洲債務危機以及美國經濟和金融市場的持續疲軟。

### Human Resources Management

The main content of this course consists three parts: organizational design and incentive system, talent training and career planning, and human resources related theory and application. Since it is now an era of information surplus, this course helps students to begin developing the

### 人力資源管理

本課程的主要內容包括組織設計與激勵體系、人才培養與職業生涯規劃、人力資源相關理論與應用三部分。由於現在是信息過剩的時代，本課程幫助學生從二年級開始培養搜索和組織材料的能力。因此，學生可以選擇自己的書籍分享有趣的理論和故事，並通過虛擬角

ability to search and organize materials from the second grade. Therefore, students can select own books to share interesting theories and stories, and through the virtual character design, start to think about career planning and employee motivation and other issues. Students will not only understand the textbook knowledge, but also understand how these theories are used in life after the mid-term and final reports.

色設計，開始思考職業規劃和員工激勵等問題。學生不僅會了解課本知識，還會在期中和期末報告後了解這些理論在生活中是如何運用的。

#### Community Network Management and Analysis

This course focus on the case analysis and build a network and community knowledge framework. Further self-deconstruction and re-construction to respond to the rapid changes in information technology and application.

#### 社群網路經營與分析

本課程側重於案例分析並構建網絡和社區知識框架。進一步自我解構和重構，以應對信息技術和應用的快速變化。

#### Python

The course guides students to learn the object-oriented programming in JAVA with practical examples in real life so students can understand the logic concept of the object-oriented programming. By introducing standard methods of Java language allow students to save times on the thinking and design of the existed basic method, such that the output / input methods, mathematical operation methods, character classification methods and String operation methods, so on. Students will build capacity from fundamental to advanced level through hands-on practical exercises in order to improve the learning effectiveness.

#### 程式語言 Python

本課程通過現實生活中的實例引導學生學習 JAVA 中的面向對象程序設計，使學生了解面向對象程序設計的邏輯概念。通過引入 Java 語言的標準方法，讓學生節省對現有基本方法的思考和設計的時間，例如輸出/輸入方法、數學運算方法、字符分類方法和字符串運算方法等。學生將通過動手實踐練習建立從基礎到高級的能力，以提高學習效率。

#### Big Data Analysis

#### 巨量資料分析

This course aims to help students understanding Big Data and related trends as well as different analysis methods that can be applied for analyzation. Students will also practice how to analysis data through applications and examples.

#### Cloud-Based Applications

This course is undergoing content revision. TBC soon.

### THIRD YEAR

#### Basic Taxation Management

This courses aims to familiarize students with national taxation law and various tax and incentives in order to manage and avoid tax risk effectively. Students will learn how to maintain close contact with customers, understand the needs of customers, and coordinate with the pulsation of the tax laws, including domestic taxation consultation and tax reduction application, and a full range of services such as tax planning and tax training seminars.

#### Strategic Management and Analysis

A great deal of elements is needed to be taken into account when making decisions for a business, strategic analytical tools can help thoroughly include those needed ones, hence the best decisions can be made. The course hopes to guide the learners, through understanding the theories of strategic management, to apply the theories and tools to make strategic decisions.

#### Financial Technology and Innovation

Introducing the basic issues on financial technology technique, application, services, and business mode. To develop students with the financial knowledge, creative

本課程旨在幫助學生了解大數據和相關趨勢以及可用於分析的不同分析方法。學生還將通過應用程序和示例練習如何分析數據。

#### 雲端軟體應用

學系課綱更新中。

### 三年級

#### 基礎稅務管理

本課程旨在讓學生熟悉國家稅法和各種稅收和激勵措施，以有效管理和規避稅收風險。學生將學習如何與客戶保持密切聯繫，了解客戶的需求，配合稅法的脈動，包括國內稅務諮詢和減稅申請，以及稅務籌劃、稅務培訓講座等全方位服務。

#### 策略管理與分析

在為企業製定決策時需要考慮大量因素，戰略分析工具可以幫助徹底包含所需的因素，從而做出最佳決策。本課程希望通過對戰略管理理論的理解，引導學習者運用所學理論和工具，做出戰略決策。

#### 金融科技與創新

介紹金融科技技術、應用、服務和商業模式的基本問題。本課程的目標為培養具有金融知識、創造性創新思維和了解業務發展趨勢的學生。

innovation thinking and knowing the business development trends is the goal of this course.

### Financial Management and Case Study

This courses offers lectures from industrial experts, case presentation and case study. Selected cases from Harvard Business Review to study different aspects on managements in strategy, marketing, human resource, financial and innovation. Case study will be performed by situational teaching, and brought up the class discussion on issues and propose solutions in management.

### Machine Learning

Machine learning is an application of Artificial Intelligence (AI) which enables computers to discover hidden insights in a data without being explicitly programmed. This data-driven algorithm focuses on looking for patterns in a historical data and use them in a decision making process. In short, students will obtain basic knowledge about Machine Learning and be introduced to Data Analytics, then able to apply knowledge learned from class to real-world problems from this class.

### Natural Language Process and Text Mining

This course provides the fundamental learning and application the Natural Language Processing and text mining. Special topics will be covered including NLP, keyword extraction for Word Cloud, Word2Vec, topic mining, and Sentiment Analysis. Upon the completion of this course, students will be able to use NLP models to extract information from text through hands-on training and experience in building an actual text mining application.

### 金融管理與個案分析

本課程提供行業專家講座、案例展示和案例研究。《哈佛商業評論》精選案例，研究戰略、營銷、人力資源、財務和創新管理的不同方面。案例研究將通過情景教學進行，並引發課堂討論，同時提出管理中的解決方案。

### 機器學習

機器學習是人工智能 (AI) 的一種應用，它使計算機無需明確編程即可發現數據中隱藏的見解。這種數據驅動的算法側重於在歷史數據中尋找模式並在決策過程中將其應用。簡言之，學生將獲得有關機器學習的基本知識並了解數據分析，並能夠將課堂上學到的知識應用於本課程中的實際問題。

### 自然語言處理與文字探勘

本課程提供自然語言處理和文本挖掘的基礎學習和應用。涵蓋的特殊主題如 NLP、詞云的關鍵字提取、Word2Vec、主題挖掘和情感分析。完成本課程後，學生將能夠通過動手訓練和構建實際文本挖掘應用程序的經驗，使用 NLP 模型從文本中提取信息。

### Virtualization Analysis

This course is undergoing content revision. TBC soon.

### Digital Marketing Database Application

This course is undergoing content revision. TBC soon.

## FOURTH YEAR

### Seminar on Marketing and FinTech Application

This course is undergoing content revision. TBC soon.

### Branding and Management

This course aims to empower students with knowledge and capacities to understand and analyze brand and branding management, from a corporate and consumer perspective. This objective will be achieved analyzing carefully they key concepts surrounding the subject: corporate perspective; the development of brand and brand architecture; the definition and role of marketing mix; the integrating marketing communication and brand management; the consumer perception in branding, etc.

### 視覺化分析

學系課綱更新中。

### 數位行銷資料庫運用

學系課綱更新中。

## 四年級

### 整合行銷與智慧應用專題

學系課綱更新中。

### 品牌行銷與管理

本課程旨在讓學生從企業和消費者的角度，具備理解和分析品牌和品牌管理的知識和能力。此一目標將通過仔細分析圍繞該主題的關鍵概念來實現：企業視角；品牌和品牌架構的發展；營銷組合的定義和作用；整合營銷傳播和品牌管理；消費者對品牌的認知等。