

BBA Curriculum - Department of Banking and Finance

Enrollment Year of 2021-22

財務金融學系課程大綱

110 學年度入學生

MISSION

Under the extensive changes and challenges of the international financial market and services, the Department of Banking and Finance aims to cultivate financial practitioners with fundamental knowledge practical business studies. The curriculum goes beyond traditional business and management scope by covering FinTech, financial management, stock and investment, and insurance. Students will complete the training in banking risk control, investment banking, financial analysis as well as the required financial licenses in order to be work-ready for the banking industry.

DEGREE PROGRAM

This BBA 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	50
• Electives	42

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

為因應國際金融市場環境的變化與金融服務業的挑戰，財務金融學系透過務實的商學課程，培育具備國際金融知識及國際觀的金融人才。本系課程規劃不僅涵蓋傳統的財務管理、證券投資、金融及保險等各領域，專業特色課程更區分為金融證照和國際金融實務兩種學程，使本系學生能在銀行風險控管、國際投資銀行、國際財務管理、專業金融證照等領域接受完整的專業訓練，滿足金融產業對金融人才之需求。

學位學程

本學士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	50
• 選修課程	42

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	Fall
Civil Law	Fall
Financial Mathematics (I)	Fall
Money & Banking	Spring
Elementary Statistics	Fall
Financial Management	Spring
Introduction and application of AI	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	上
民法 (一)	上
財務數學(一)	上
貨幣銀行學	下
基礎統計學	上
財務管理	下
AI 導論與應用	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	
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 Statement Analysis	Spring
Financial Market and Institutions Management	Fall
Insurance	Fall
Derivatives	Spring
Investment	Spring
Python	Fall
Big Data Analysis	Spring
Electives	
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
財務報表分析	下
金融市場與機構管理	上
保險學	上
衍生性金融商品	下
投資學	下
程式語言 Python	上
巨量資料分析	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
國際金融理論	上
金融科技與創新	上
金融管理與個案分析	下
風險管理	下
機器學習	上
自然語言處理與文字探勘	下
智慧金融專題(一)	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	
Professional Courses	
Compulsory	Semester
Practice of Financial Holding Management	Fall
Seminar on Smart Finance (II)	Fall
Electives	
Students complete a number of electives from the list on Page 6 and 7.	
Core Supplement	
Liberal Arts	4
Classical Readings	1

四年級	
專業課程	
必修課程	開課學期
金控經營管理	上
智慧金融專題(二)	上
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	
博雅通識	4
經典閱讀	1

ELECTIVES COURSES

選修課程

Accounting Practice and Application	會計實務與應用	Financial Data Analysis	財務資料分析
Advanced Economics	進階經濟學	Financial Engineering	財務工程
Advanced Statistics	進階統計學	Finance Integration Marketing	金融整合行銷
Advanced Study on Accounting	進階會計學	Financial Mathematics (II)	財務數學(二)
Advanced Taxation management	進階稅務管理	Financial Planning Practice	理財規劃實務
Bank Internal Control and Audit	銀行內部控制與內部稽核	Financial Product Innovation	金融創新商品
Behavioral Finance	行為財務學	Financial Regulations	金融法規
Big Data Analysis (I)	巨量資料分析(一)	Financial Statement	財報導讀
Big Data Analysis (II)	巨量資料分析(二)	Financing Tools	理財工具
Business Application Software	商業應用軟體	Fixed-income Instrument	固定收益證券
Business Application Software (EXCEL)	商業應用軟體(EXCEL)	Green Finance	綠色金融
Calculus for Business (I)	商用微積分(一)	Information Ethics and Information Technology Application	資訊道德與資訊科技之應用
Calculus for Business (II)	商用微積分(二)	Intermediate Accounting	中級會計學
Case Studies Production and Application	個案製作與應用實務	International Financial Environment (EMI Course)	國際經貿情勢 (英文授課)
Consumer Behavior	消費者行為	International Financial Management	國際財務管理
Consumer Behavior (EMI Course)	消費者行為 (英文授課)	International Financial News	國際財經新聞解讀
Corporate Governance	公司治理	International Trade	國際行銷學
Cost Management	成本管理會計	Internships Abroad	海外實習
Customer Relationship Management	顧客關係管理	Introduction to Asset Securitization	資產證券化概論
Data Economics	資料經濟	Leadership and Communication	領導與溝通
E-Commerce Theory and Application Practice	行動商務應用實務	Macroeconomics Analysis	總體經濟分析
Economic Practice and Application	經濟實務與應用	Mall Management	商場管理導論
Econometrics	計量經濟學	Mall Management with Case Studies	商場管理實務個案
Ethics in Finance	金融倫理	Microeconomics	個體經濟學
Finance and Economics Analysis of Mainland China	大陸金融與經濟分析	Operational Management	作業管理

Organizational Behavior	組織行為	Service Marketing	服務行銷
Operational Practices of Finance Services	金融業務與操作實務	Sport Management and Case Studies	運動管理個案
Operational Research	經營研究	Sports Industry Management	運動產業管理
Practice of International financial marketing	國際金融行銷與實務	Statistics Practice and Application Courses	統計實務與應用
Public Finance	公共財務學	Sports analytics	運動分析概論
Retail Operations and Management	零售業管理	Taxation Practice and Application	稅務實務個案分析
Southeast Asian Economy	東南亞經濟	Wealth Management	財富管理

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.

Financial Mathematics (I)

The main goal of this course is to let students understand the basic concepts of financial mathematics, including interest rates, annuities, debt repayments, bond investments, and business decisions.

Money & Banking

This course aims to help beginners to understand the operation of financial system, and clarify how the system relates to daily life. Students will learn to analyze the impacts of different financial crisis to the stability of the system, and citizens' lives. Government administration and monetary policy to national banks will also be discussed.

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

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。

財務數學(一)

本課程主旨是讓學生了解金融數學的基本概念，包括利率、年金、債務償還、債券投資和商業決策。

貨幣銀行學

本課程旨在幫助初學者了解金融系統的運作，並闡明該系統與日常生活的關係。學生將學習分析不同金融危機對系統穩定性和公民生活的影響。並將討論政府管理和對國家銀行的貨幣政策。

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。

introduction of basic concepts and theory. In order to help students learning, it will be applied relative cases and software to explain the concepts.

Financial Management

This course provides students a focused understanding on today's corporate finance and 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.

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.

SECOND YEAR

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

財務管理

財務管理為學生提供對當今企業財務的重點解讀，提供清晰概念、當代理論和實際應用的獨特平衡，以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。

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。

二年級

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。

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.

Financial Statement Analysis

This course is designed to let students understand the financial content of financial statements in a systematic way, enterprise characteristics, analysis of industry competition, and enable report users to use financial statements for business decisions.

Financial Market and Institutions Management

This course helps students to understand the financial market overview, the function of financial institutions, the supervision of financial institutions, and the use of financial instruments. In addition, introduce the impact of financial technology on the financial industry.

Insurance

The course focuses on basic knowledge of insurance and risk management, to provide a brief introduction to the insurance industry and individual insurance types. Helping students to obtain professional knowledge about insurance.

Derivatives

This course provides an introduction to the fastest growing areas in derivatives. It builds on previous training in investments and corporate finance to provide insights

財務報表分析

本課程旨在讓學生系統地了解財務報表的財務內容、企業特點、行業競爭分析，使報表使用者能夠利用財務報表進行商業決策。

金融市場與機構管理

本課程幫助學生了解金融市場概況、金融機構的職能、金融機構的監管、金融工具的使用等。此外，介紹金融科技對金融業的影響。

保險學

本課程側重於保險和風險管理的基礎知識，簡要介紹保險行業和個人保險類型。幫助學生獲得有關保險的專業知識。

衍生性金融商品

本課程介紹衍生性金融商品中增長最快的領域。它建立在以前的投資和企業融資培訓的基礎上，提供對金融衍生性商品的性質以及在投資和企業環境中使用的此類工具的應用的見解。

to the nature of financial derivatives and applications of such instruments used in an investments and corporate settings.

Investment

This course teaches students how to make investment decisions through in-depth knowledge of the financial markets, rigorous analytical thinking and precise mathematical derivation.

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. Students will build capacity from fundamental to advanced level through hands-on practical exercises in order to improve the learning effectiveness.

Big Data Analysis

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.

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

投資學

本課程教授學生如何通過對金融市場的深入了解、嚴謹的分析思維和精確的數學推導來做出投資決策。

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。

巨量資料分析

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。

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。

consultation and tax reduction application, and a full range of services such as tax planning and tax training seminars.

Theory to International Finance

This course provides a common and important analytical method in international finance. The main contents include exchange rate system, balance of payments, foreign exchange trading tools, and policy formulation in an open economy. After completing this course, students will acknowledge important international finance issues.

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 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.

Risk Management

Managing risks is a crucial element of effective project management, and this course introduces learners to widely acquire the knowledge of risk assessment,

國際金融理論

本課程提供了國際金融領域常見且重要的分析方法。主要內容包括開放經濟中的匯率制度、國際收支、外匯交易工具、政策制定等。完成本課程後，學生將了解重要的國際金融問題。

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。

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。

風險管理

管理風險是有效項目管理的關鍵要素，本課程介紹學習者廣泛獲取風險評估、管理和控制實踐的知識，使用包括信息處理、技術應用和邏輯思維能力等有效的工具和技術。

management, and controlling practices, which uses effective tools and techniques including information processing, application of technology, and the capacity of logical thinking.

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.

Seminar on FinTech (I)

This course is the first part of the capstone course for BBA majors in Banking and Finance. Students will be assigned in different groups and produce a financial proposal through independent study. The proposal will be evaluated under the

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。

智慧金融專題 (一)

本課程為主修財務金融學系的頂點課程之第一部分。學生將被分配到不同的小組，並通過獨立學習產生財務建議。該提案將根據論文前兩章的類似格式和要求進行評估，包括文獻綜述和研究設計 (方法論)。

similar format and requirement for the first two chapters of a dissertation including literature reviews, and research design (methodology).

FOURTH YEAR

Practice of Financial Holding Management

This course will teach by lectures and forums. Students will learn the practice of financial management through the speeches and forums of the senior executive of financial holding company management and the experts of AI and FinTech.

Seminar on Smart Finance (II)

This course is the second part of the capstone course for BBA majors in Banking and Finance. Students will continue to collaborate with group members to compete a financial proposal to solve a current and critical issues in real world finance sectors. Students will be evaluated via verbal presentation and the submission of written document.

四年級

金控經營管理

本課程將通過講座和論壇進行授課。學生將通過金融控股公司管理層和人工智能、金融科技專家的演講和論壇，學習財務管理的實踐。

智慧金融專題(二)

本課程為主修財務金融學系的頂點課程之第二部分。學生將繼續與小組成員合作，競爭財務提案，以解決現實世界金融領域的當前和關鍵問題。學生將通過口頭陳述和書面文件提交進行評估。