

國立臺北商業大學國際學程 國際商務系 課程科目表(113 學年度入學外籍生適用)

Course List for Bachelor International Graduate Program - 4 Years, Department of International Business, College of Business, National Taipei University of Business(Applicable to Students Admitted in Fall, 2024)

113.4.30 系(所、科)課程委員會會議通過

113.4.30 系(所、科)務會議通過

113.05.15 院課程委員會會議通過

113.05.22 校課程委員會會議通過

113.06.18 教務會議通過

| 科目類別 | 中文科目名稱 | 學分數 | 時數 | 授課時數 | |
|---------------------|---|-----|----|---------|---------|
| | | | | 一學年 | |
| | | | | 上 授課 | 下 授課 |
| 專業必修 Core Course | 台灣文化體驗服務學習 (Taiwan Culture Experiential Service Learning) | 4 | 4 | 2 | 2 |
| | 小計 | 4 | 4 | 2 | 2 |
| 專業選修科目 Elective | 華人語言與文化(一) Chinese Language and Culture I | 3 | 3 | 3 | |
| | 華人語言與文化(二) Chinese Language and Culture II | 3 | 3 | | 3 |
| | 國際商務環境 International Business Environment | 3 | 3 | 3 | |
| | 財務管理 Financial Management | 3 | 3 | 3 | |
| | 區域經貿 Regional Economics and Trade | 3 | 3 | 3 | |
| | 研究方法 (Research Methods) | 3 | 3 | 3 | |
| | 國際商務專題研討 International Business Symposium | 2 | 2 | | 2 |
| | 創業管理 Entrepreneurship Management | 3 | 3 | 3 | |
| | 國際經貿與管理專題 Topics in International Economics and Trade and Management | 3 | 3 | 3 | |
| | 國際企業管理與策略 International Business Management and Strategy | 3 | 3 | | 3 |
| | 全球產業分析專題 Global Industry Analysis Topics | 3 | 3 | | 3 |
| | 國際投資分析 International Investment Analysis | 3 | 3 | | 3 |
| | 國際財務管理 International Financial Management | 3 | 3 | | 3 |
| | 亞洲投資專題 Asian Investment Topics | 3 | 3 | | 3 |
| | 統計分析 Statistical Analysis | 3 | 3 | 3 | |
| | 計量分析 Quantitative analysis | 3 | 3 | | 3 |
| | 跨境電子商務 Cross Border Ecommerce | 3 | 3 | 3 | |
| | 數位行銷 Digital Marketing | 3 | 3 | | 3 |
| | 行銷管理：亞洲觀點 Marketing Management: Asian Perspective | 3 | 3 | | 3 |
| | 初級商務華語 Elementary Business Chinese | 3 | 3 | 3 | |
| | 企業個案分析 Enterprise case analysis | 2 | 2 | | 2 |
| | 實用商務華語會話 Practical Business Chinese Conversation | 3 | 3 | | 3 |

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|--|-----|-----|----|----|
| 全球貿易治理:WTO與RTAs Global Trade Governance: WTO and RTAs | 3 | 3 | 3 | |
| WTO專題 WTO Topics | 3 | 3 | | 3 |
| 跨文化溝通專題：東亞社會與文化脈絡 Special Topic on Intercultural Communication: East Asian Society and Cultural Context | 3 | 3 | | 3 |
| 財務報表分析 Financial Statement Analysis | 3 | 3 | | 3 |
| 國際廣告學與顧客溝通 International Advertising and Customer Communication | 3 | 3 | 3 | |
| 跨文化企業傳播與公共關係學 Intercultural Corporate Communication and Public Relations | 3 | 3 | | 3 |
| 財務專題 Financial Topics | 3 | 3 | 3 | |
| 海外直接投資 Foreign Direct Investment | 3 | 3 | | 3 |
| 跨國商務交易與其法律問題導論 Introduction to Transnational Commercial Transactions and Their Legal Issues | 2 | 2 | 2 | |
| 口語論證與說服：理論與實務 Oral Argumentation and Persuasion: Theory and Practice | 2 | 2 | 2 | |
| 數位科技與產業專題 Digital Technology and Industry Topics | 2 | 2 | 2 | |
| 國際租稅與跨國購併專題 Topics on International Taxation and Cross-border Mergers and Acquisitions | 2 | 2 | | 2 |
| 談判演練與模擬 Negotiation Drills and Simulations | 2 | 2 | | 2 |
| 員工訓練與發展 Employee Training and Development | 3 | 3 | 3 | |
| 國際人力資源管理 International Resource Management | 3 | 3 | 3 | |
| 科技應用與人力資源管理 Technology Application and Human Resource Management | 3 | 3 | | 3 |
| 小計 | 107 | 107 | 51 | 56 |