

國立臺北商業大學【四校日間部】國際商務系 課程科目表（115學年度入學新生適用）
Course List for Bachelor of Business Administration (BBA) - 4 Years, Department of International Business, School of International Marketing, National Taipei University of Business
(Applicable to Students Admitted in Fall, 2026)

科目類別 Category	科目類別/領域 Course Title			學分 數 Credit	時數 Hour	授 課 時 數 Contact Hour																備 註 Remarks
						第一學年 AY 1				第二學年 AY 2				第三學年 AY 3				第四學年 AY 4				
						上 Fall		下 Spring		上 Fall		下 Spring		上 Fall		下 Spring		上 Fall		下 Spring		
						授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
通識科目 (一般科目) Liberal Arts (Compulsory)	基礎必修 (語文思辨) Basic Required Courses (Languages)	國文領域 Chinese	依通識中心課程公告及實際 開課為準 Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	4	4	2		2												依年級規定修課，惟學期課程，依通識中心實際 排課為準。 Each course must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center.		
				2	2					2												
		英文領域 English	英文(一)(二)(三) English I(II)(III)	6	6	2		2		2												
	核心必修 (公民涵養) Core Required Courses (Civic Literacy)	公民意識領域 Citizenship	依通識中心課程公告及實際 開課為準 Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	2	2								2							依年級規定修課，惟學期課程，依通識中心實際 排課為準。且每一領域至少需修習2學分。 Each field/domain must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center. At least two credits are required for each field/domain.		
		永續發展領域 Sustainable Development		2	2							2										
		生活美學領域 Aesthetics		2	2							2										
	興趣選修 (跨領域選修) Elective Courses (Interdisciplinary)	國際視野 Global Views	依通識中心課程公告及實際 開課為準 Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	2	2						2									因興趣選修為跨領域課程，故可依學生需求，自行 安排跨年度、學期選修，大一起即可自由選修， 惟畢業前需修畢8學分，且其中2學分需為國際視 野之英語文相關(通識教育中心訂定之)課程。 Due to the interdisciplinary nature of general education, before graduation students have to take 8 credits in total for elective courses, including a mandatory 2 credits for English-related courses offered by the General Education Center.		
		社會融合 Social Sciences																				
		自然科學 Natural Sciences					2						2									
		應用科學 Applied Sciences							2													
	體育 Physical Education	人文藝術 Humanities																			一至三年級為必修，四年級為選修，並計入應修 最低畢業學分數內。 Compulsory in Yr 1 to Yr 3, Elective in Yr 4, PE Graduation credits are included in the minimum graduation requirement.	
				0	12	2		2		2		2		2								
		體育（選修） physical education (Elective)		(2)	(4)											(2)		(2)				
		全民國防教育軍事訓練（選修） Civil Defense Education (Elective)		(8)	(8)	(2)		(2)		(2)		(2)										
合計 Subtotal				26	38	6	0	6	0	8	0	6	0	6	0	6	0	0	0	0	0	
校訂必修 University Requirement	現代商業導論與學習方法 Introduction to Modern Business and Learning Methods			2	2	2															甲上乙下	
	合計 Subtotal			2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
院必修 College Requirement	※行銷管理 Marketing Management			2	2			2													乙上甲下	
	※國際行銷(英語授課) International Marketing			2	2					2												
	合計 Subtotal			4	4	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0		0
專業必修 Core Course (Compulsory)	服務學習 Service learning			(2)	(2)		(2)														備註(不計入畢業最低總學分數) Not included in the minimum graduation requirement.	
	※經濟學 Economics			6	6	3		3														
	微積分 Calculus			4	4	2		2														
	※國際貿易實務 Practice Of International Trade			6	6	3		3														
	※國際行銷商務溝通訓練(全英語授課) International Marketing & Business Communication (in English)			4	4	2		2														
	※貨幣銀行 Money And Banking			2	2					2												
	※統計學 Statistics			6	6					3		3										
	※中級會計學 Medium accounting			6	6					3		3										
	※財務管理 Financial management			3	3							3										
	※統計應用套裝軟體 Application Software For Statistics			2	2							2										
	※國際企業管理 International Business Management			2	2							2										
	※程式設計 Programming			3	3									3								
	※區域經貿 Regional Economics And Trade			2	2									2								
	※投資學 Investment			2	2									2								
	※國際經濟學 International Economics			2	2									2								
	※國際企業經營策略 Internaional Business Strategy			2	2										2							
※國際商務專題(含實習) Topics On International Business_practice				2	2									1		1						

科目類別 Category	科目類別/領域 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour																備註 Remarks			
				第一學年 AY 1				第二學年 AY 2				第三學年 AY 3				第四學年 AY 4							
				上 Fall		下 Spring		上 Fall		下 Spring		上 Fall		下 Spring		上 Fall		下 Spring					
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice				
專業必修 Core Course (Compulsory)	※全球運籌管理 Global Logistics Management	2	2													2							
	※全球產業分析 Global Industry Analysis	2	2													2							
	※國際財務管理 International Financial Management	2	2													2							
	職場溝通與訓練 Workplace Communication and Traning	2	2													2							
	品格領導力講座 International business lectures	2	2															2					
	合計 Subtotal	64	64	10	0	10	0	8	0	13	0	9	0	3	0	9	0	2	0				
必修合計 Subtotal, Compulsory		96	108	18	0	18	0	18	0	19	0	15	0	9	0	9	0	2	0				
專業選修 Elective	民法 Civil Law	2	2	2																			
	※初級會計學 Principle Of Accounting	6	6	3		3																(銜接課程) 備註 ¹⁰ Remark ¹⁰	
	商事法 Business Law	2	2		2																		
	※貿易資訊與通關自動化 Information System Of International Trade	2	2						2														
	※消費者行為 Consumer Behavior	2	2						2														
	※跨境電子商務 Cross Border Ecommerce	2	2								2												
	※跨文化商務溝通 Intercultural Business Communication	2	2									2											
	※亞洲經貿 Asia Economic Analysis	2	2											2									
	國際商務英語檢定 International Business English Certificates	2	2											2									
	※數位行銷 Digital Marketing	2	2											2							建議先修跨境電子商務 Recommend to take Cross Border Ecommerce first		
	※國際人力資源管理 International Human Resource Management	2	2											2									
	※國際投資分析 Internaltional Investment Analysis	2	2											2									
	※亞洲投資 Investment of Asia	2	2											2									
	※國際英語企業研參 International English And Enterprise Studies	2	2													2							
	職場溝通與企業永續 Workplace Communication and Corporate Sustainability	2	2															2					
	※東南亞商務環境 Asean Business Environment	2	2							2													
	※校外實習-國際商務校外實習(1) International Business Internship 1	[1]	[1]																				
	※校外實習-國際商務校外實習(2) International Business Internship 2	[2]	[2]																				
	※校外實習-國際商務校外實習(3) International Business Internship 3	[3]	[3]																				
	※校外實習-國際商務校外實習(4) International Business Internship 4	[4]	[4]																				
	英語訓練(華輔) English training	0	(2)																	(2)		備註As Remark 5	
	微學分 Micro credits	[2]																				專業選修-微學分最高採計2學分 Maximum of 2 credits	
	會議展覽產業實務 Certification In Mice Professional	[1.5]															[1.5]					微學分課程	
	日語 Japanese	8	8	2		2		2		2												備註7 Remark 7	
	韓語 Korean	8	8	2		2		2		2													
	越南語 Vietnamese	4	4					2		2													
	泰國語 Thai Language	4	4					2		2													
合計 Subtotal		60	60	9	0	9	0	8	0	14	0	4	0	12	0	2	0	2	0				
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		32																					
畢業最低總學分數 128 (專業選修至少應修32學分) Total Number of Required Credits : 128(Minimum of Electives Required: 32 Credits)																							

備註1: 通識科目得配合本校通識中心課程需要變更
Remark1: Liberal subjects need to be adjusted in order to cooperate with Center for General Education in school.

備註2: 選修科目得視本系課程需要調整
Remark2: Elective course need to be adjusted depend on department course.

備註3: 114學年度入學之學生至多採計4學分之校外實習課程學分。校外實習每1學分應達之時數依本校校外實習相關規定辦理。
Remark 3: Students admitted from the 2025 academic year may include up to 4 credits from off-campus internship courses in their graduation requirements. The number of hours required for each credit of off-campus internship shall be handled in accordance with the school's relevant regulations for off-campus internships.

備註4: 依本校「服務學習課程實施要點」規定：自99學年度起入學之日間部學生，應於畢業前至少修習一門「服務學習課程」始得畢業，相關規定請詳閱該要點。
Remark4: .Students are required to take Service Learning before graduation and obtain the graduation qualification. Please refer to the requirement of the university.

備註5: 依本校「學生外國語言能力指標檢核要點」規定：自108學年度起入學之學生應通過相關校外外語能力指標檢定或修習每週2小時零學分之「英語訓練(華輔)」課程，並通過校內英語檢定後始得畢業。檢定標準請詳閱該要點。
Remark5: According to regulation of professional ability thresholds of the department for graduation, students who do not meet the requirements must take and pass credits of "Professional Certificate of International Business". Please refer to the requirement of the department.

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				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	

備註6: 107學年度起入學之學生須依本校「學術倫理教育課程實施要點」完成學術倫理教育相關課程達6小時以上，始得畢業。
 Remark6 According to the "Guidelines for Academic Research Ethics Education Course" Students are required to complete the Research Ethics Education course (more than 6 hours) as one of the graduation threshold.

備註7：本學年度入學生得跨系、跨學制選修12學分。第二外語課程（含日語、韓語、德語、西班牙語、法語）認列於跨系、跨學制選修，修課程上限為8學分。
 Remark7: Students admitted in this academic year may take up to 12 elective credits across departments and programs. Among these credits, second foreign language courses (including Japanese, Korean, German, Spanish, and French) are recognized as cross-department/program electives, with a maximum of 8 credits allowed within the 12-credit limit.

備註8: 依本校「學分學程設置辦法」規定：自113學年度起入學之四技日間部學生，在學期間應至少選讀一門學程（含微學程），修畢於學位證書加註。
 Remark8: Students are required to apply one program (including micro program), the program name (including micro program) will be added to the degree certificate after successfully completing. Those who have not completed it can apply for the Certification of Completion, and subject credits may be included in the minimum number of credits required for graduation.

備註9: 113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。
 Remark9: Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.

備註10：113學年度起入學非商管群類者，得於修業第一學年修習「初級會計學」。
 Remark 10: For students admitted from the 2024 academic year onwards who are from non-business and non-management backgrounds, they may take "Introductory Accounting" in their first academic year.

備註11: 本課程科目表經115年6月8日114學年度第2學期第2次校級課程委員會議審議通過，本系跨系選修為12學分，適用115學年度入學新生。
 Remark11: The course list is approved by the 2th Counsil of School-level Curriculum Committeeon on JUNE/8/2026.
 Twelve credits for the Interdepartmental Courses, which is applicable for the student of Academic Year 2026.