

# 109 學年度管理學院雙聯學位學程課程

## Curriculum of College of Management for Joint Degree Undergraduate Program

Department of Business Administration/Department Finance/Department of Accounting and Information Systems

**Credits for Graduation: 64**

Approved by the University Curriculum Committee on 20/5/2020

category		Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 Management Required 7 Credits	必修 4 學分	基礎華語文(一)或(二) (二選一)	Beginner Chinese I or II (select one)	3 <sup>rd</sup>	1 <sup>st</sup>	2	CEFR:A1
		臺灣/中國文化導讀(一)或(二) (二選一)	Introduction of Taiwanese/Chinese Culture I or II (select one)	4 <sup>th</sup>	1 <sup>st</sup>	2	CEFR:A1
	3 學分	商用英文會話	Business English Conversation	3 <sup>rd</sup>	1 <sup>st</sup>	3	

Category		Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference
管院核心課程 6 學分 Management Required 6 Credits		行銷管理	Marketing Management	4 <sup>th</sup>	1	3	
		大數據分析	Big Data Analysis	4 <sup>th</sup>	1	3	
專業學程 (擇一) Professional Program (select one)	財務金融專 業學程 51 學分 Finance 51 Credits	財務報表分析	Financial Statement Analysis	3 <sup>rd</sup>	1	3	
		金融科技軟體應用	Application of Fintech software	3 <sup>rd</sup>	1	3	
		投資學	Investments	3 <sup>rd</sup>	1	3	
		金融機構管理	Financial Institutions Management	3 <sup>rd</sup>	1	3	
		財務數學	Financial Mathematics	3 <sup>rd</sup>	1	3	
		企業評價	Business Valuation	3 <sup>rd</sup>	2	3	
		投資組合分析	Investment Portfolio Analysis	3 <sup>rd</sup>	2	3	
		證券市場	Securities Markets	3 <sup>rd</sup>	2	3	
		財務管理個案	Case Studies on Financial Management	3 <sup>rd</sup>	2	3	
		行為經濟學	Behavioral Economics	3 <sup>rd</sup>	2	3	
		財金研究方法	Financial Research Method	4 <sup>th</sup>	1	3	
		衍生性金融商品	Derivatives	4 <sup>th</sup>	1	3	
		公司理財專題	Topics in Corporate Finance	4 <sup>th</sup>	1	3	
		固定收益證券	Fixed Income Securities	4 <sup>th</sup>	2	3	
		資產訂價	Asset Pricing	4 <sup>th</sup>	2	3	
	金融機構管理專題	Topics in Financial Institution and Management	4 <sup>th</sup>	2	3		
	投資管理專題	Topics in Investment Management	4 <sup>th</sup>	2	3		
	會計與資訊 專業學程 51 學分	財務報表分析	Financial Statement Analysis	3 <sup>rd</sup>	1	3	
		中級會計學(二)	Intermediate Accounting (2)	3 <sup>rd</sup>	1	3	
		進階管理會計學	Advanced Management Accounting	3 <sup>rd</sup>	1	3	
		進階企業資源規劃	Advanced Enterprise Resource Planning	3 <sup>rd</sup>	2	3	
		企業智慧	Business Intelligence	3 <sup>rd</sup>	1	3	
		企業評價	Business Valuation	3 <sup>rd</sup>	2	3	
		中級會計學(三)	Intermediate Accounting (3)	3 <sup>rd</sup>	2	3	
		商用英語溝通	Business English Communication	3 <sup>rd</sup>	2	3	
		審計學(一)	Auditing (1)	3 <sup>rd</sup>	2	3	
		資料探勘	Data Mining	3 <sup>rd</sup>	2	3	
		審計學(二)	Auditing (2)	4 <sup>th</sup>	1	3	
		高等會計學(一)	Advanced Accounting (1)	4 <sup>th</sup>	1	3	
		內部控制與電腦審計	Internal Control and Computer Auditing	4 <sup>th</sup>	1	3	
會計師證照輔導 (一)		CPA Review (1)	4 <sup>th</sup>	1	3	Elective course.	
高等會計學(二)		Advanced Accounting (2)	4 <sup>th</sup>	2	3		
會計師證照輔導 (二)	CPA Review (2)	4 <sup>th</sup>	2	3	Elective course		
會計師證照輔導	CPA Review (3)	4 <sup>th</sup>	2	3	Elective		

	(三)						course
國際企業學 程 51 學分 International Business 51 Credits	國際企業管理	International Business Management	3 <sup>rd</sup>	1	3		
	人力資源管理	Human Resource Management	3 <sup>rd</sup>	1	3		
	消費者行為	Consumer Behavior	3 <sup>rd</sup>	1	3		
	策略管理	Strategic Management	3 <sup>rd</sup>	1	3		
	生產與作業管理	Production & Operations Management	3 <sup>rd</sup>	2	3		
	電子商務與網路行銷	e-Commerce and e-Marketing	3 <sup>rd</sup>	2	3		
	非營利機構管理	Non-Profit Organization Management	3 <sup>rd</sup>	2	3		
	資料探勘	Data Mining	3 <sup>rd</sup>	2	3		
	觀光發展趨勢	Tourism Development Trend	3 <sup>rd</sup>	2	3		
	兩岸與全球經貿趨勢	Trend of Cross Strait and International Trade	4 <sup>th</sup>	1	3		
	財務報表分析	Financial Statement Analysis	4 <sup>th</sup>	1	3		
	文化創意產業	Cultural and Creative Industry	4 <sup>th</sup>	1	3		
	餐旅管理	Hospitality Management	4 <sup>th</sup>	1	3		
	創業管理專題	Topics in Entrepreneurship Management	4 <sup>th</sup>	1	3		
	全球產業分析	Global Industry Analysis	4 <sup>th</sup>	2	3		
	休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	4 <sup>th</sup>	2	3		
領導與團隊	Leadership and Teamwork	4 <sup>th</sup>	2	3			

註：

1. 畢業總學分：64 學分

Graduation requirement: 64 credits

2. 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。

International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.

3. 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。

To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.

4. 自由選修課程可自財務金融、國際企業或會計資訊專業學程選修。

Elective courses are limited to select from Finance or International Business or Accounting Program.

系所主管簽章:

學院院長簽章:

# 109 學年度管理學院金融科技雙聯學位學程課程

## Curriculum of College of Management for Joint Degree Undergraduate Program of Financial Technology

### Department Finance

**Credits for Graduation: 64**

Approved by the University Curriculum Committee on 20/5/2020

category		Course Title	English Course Title	Year of the program	Semester	Credits	Reference
通識課程 Management Required 7 Credits	必修 4 學分	基礎華語文(一)或 (二) (二選一)	Beginner Chinese I or II (select one)	3 <sup>rd</sup>	1 <sup>st</sup>	2	CEFR:A1
		臺灣/中國文化導讀 (一)或(二) (二選一)	Introduction of Taiwanese/Chinese Culture I or II (select one)	4 <sup>th</sup>	1 <sup>st</sup>	2	CEFR:A1
	3 學分	商用英文會話	Business English Conversation	3 <sup>rd</sup>	1 <sup>st</sup>	3	

Category	Chinese Course Name	English Course Name	Year of the Program	Semester	Credits	Reference	
管院核心課程 6 學分 Management Required 6 Credits	行銷管理	Marketing Management	4 <sup>th</sup>	1	3		
	大數據分析	Big Data Analysis	4 <sup>th</sup>	1	3		
專業學程 (擇一) Professional Program (select one)	金融科技 專業學程 51 學分 Financial Technology 51 Credits	金融科技概 論與實務	Introduction of Financial Technology and Implementation	3 <sup>rd</sup>	1	3	Financial Technology
		金融資料庫 管理與應用	Financial Database Management and Application	3 <sup>rd</sup>	1	3	Data Structures
		投資學	Investments	3 <sup>rd</sup>	1	3	
		金融機構管 理	Financial Institutions Management	3 <sup>rd</sup>	1	3	
		財務數學	Financial Mathematics	3 <sup>rd</sup>	1	3	Optimization Methods
		電子商務與 金融市場	E-Commerce and Financial Marketing	3 <sup>rd</sup>	2	3	Web Design & Promotion
		投資組合分 析	Investment Portfolio Analysis	3 <sup>rd</sup>	2	3	Investment Science
		金融區塊鏈 管理與實務	Management of Financial Block Chain and Practice	3 <sup>rd</sup>	2	3	Financial Technology
		財金軟體應 用	Application of Financial Software Package	3 <sup>th</sup>	2	3	Software Engineering
		行為經濟學	Behavioral Economics	3 <sup>rd</sup>	2	3	Investment Science
		財金研究方 法	Financial Research Method	4 <sup>th</sup>	1	3	Econometric
		金融創新	Financial Innovation	4 <sup>th</sup>	1	3	Financial Innovation
		投資分析與 科技應用	Investment Analytics and Technology Application	4 <sup>rd</sup>	1	3	Investment Science
國際財務管 理	International Financial Management	4 <sup>th</sup>	2	3	Finance		

	金融科技專題	Topics in Financial Technology	4 <sup>th</sup>	2	3	Financial Technology Practicum
	金融機構管理專題	Topics in Financial Institution and Management	4 <sup>th</sup>	2	3	Financial Institutions
	投資管理專題	Topics in Investment Management	4 <sup>th</sup>	2	3	Investment Science

註：

1. 畢業總學分：64 學分  
Graduation requirement: 64 credits
2. 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。  
International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.
3. 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。  
To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.

系所主管簽章:

學院院長簽章: