

Ming Chuan University Department of International Business Required and Elective Courses List
(Applicable to Students Entering in the 2026 Academic Year)

科 目				學 分	時 數	第一學年				第二學年				第三學年				第四學年				備 註
						上		下		上		下		上		下		上		下		
						授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	授課	實習輔導	
校 定 必 修	00123	Chinese Literature and Appreciation and Creative Writing I	中國文學鑑賞與創作(一)	2	2	2														備 註 1		
	00124	Chinese Literature and Appreciation and Creative Writing II	中國文學鑑賞與創作(二)	2	2			2														
	01115	Freshman English I	大一英文(一)	2	2	2																
	01116	Freshman English II	大一英文(二)	2	2			2														
	01215	Sophomore English I	大二英文(一)	2	2				2													
	01216	Sophomore English II	大二英文(二)	2	2					2												
	00911	Introduction of Artificial Intelligence	人工智慧概論	2	2	2																
	13285	Programming Design	程式設計	2	2			2														
		General Education course	通識教育	12	12															備 註 2		
		Physical Education I-IV	體育(壹~肆)	0	8	2		2		2		2								備 註 1		
小 計				28	36																	
院 定 必 修	M1101	Introduction to Business	企業概論	3	3	3														管 理 學 院 院 定 必 修， 除 正 課 外， 另 包 含 學 習 輔 導 2 小 時。		
	52125	Accounting I	會計學（一）	3	3	3																
	52126	Accounting II	會計學（二）	3	3			3														
	55125	Economics I	經濟學（一）	3	3	3																
	55126	Economics II	經濟學（二）	3	3			3														
	35107	Statistics I	統計學(一)	3	3				3													
	35108	Statistics II	統計學(二)	3	3					3												
	M1401	Senior Project	專題研究	2	2											2						
	小 計				23																	
專 業 必 修	57207	International Finance	國際金融	3	3				3											電 腦 課 程		
	57206	International Trade Theory and Policy	國貿理論與政策	3	3					3												
	57303	Marketing Management	行銷管理	3	3				3													
	57323	International Trade Information systems	國際貿易資訊系統	3	3								3									
	57321	International Trade Practices I	國際貿易實務(一)	3	3							3										
	57322	International Trade Practices II	國際貿易實務(二)	3	3								3									
	57309	Financial Management	財務管理	3	3							3										
	57311	International Financial Management	國際財務管理	3	3								3									
	57310	English Business Letters for International Trade	國際貿易英文書信	3	3							3										
	57403	International Business Management	國際企業管理	3	3								3									
	57409	International Business Strategy	國際企業經營策略	3	3										3							
專	57131	Introduction to Global	全球經貿概論	3	3	3																

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業 選 修		Economy and Trade																				
	57134	Corporate Green Sustainable Operations	企業綠色永續經營	3	3			3														
	57232	Microeconomics	個體經濟學	3	3					3												
	57332	Global Industry Analysis	全球產業分析	3	3					3												
	57234	Managerial Economics	管理經濟學	3	3							3										
	57348	Organizational Behavior	組織行為	3	3			3														
	57339	Service Operations Management	服務業經營管理	3	3					3												
	57437	Competitive Strategy	競爭策略	3	3										3							
	57450	International Business Management Cases Study	國際企業個案研討	3	3									3								
	57451	International Human Resource Management	國際人力資源管理	3	3										3							
	57458	International Mergers and Acquisitions	國際購併	3	3														3			
	57475	International Talent Training and Development	國際人才訓練與發展	3	3										3							
	57476	SDG Performance Management	永續發展目標績效管理實務	3	3	3																
	57336	Consumer Behavior	消費者行為	3	3									3								
	57353	Customer Relationship Management	顧客關係管理	3	3											3						
	57438	Service Marketing	服務業行銷	3	3									3								
	57360	Electronic Commerce and Internet Marketing	電子網路行銷	3	3							3										
	57359	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3											3						
	57473	Business Research Methods	企業研究方法	3	3											3						
	57355	Questionnaire Design and Marketing Research	問卷設計與市場調查	3	3										3							
	57361	Innovation and Product Management	創新與產品管理	3	3											3						
	57362	Online Brand Management Practice	電子品牌經營實務	3	3											3						
	57365	International Marketing	國際行銷	3	3							3										
	57433	Promotional Strategies	推廣策略	3	3					3												
	57434	Logistic Management	物流管理	3	3															3		
57238	Money and Banking	貨幣銀行學	3	3					3													
57233	Macroeconomics	總體經濟學	3	3							3											
57333	Investment Management	投資管理	3	3									3									
57349	Business Operation Diagnosis	企業經營診斷	3	3															3			

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57347	International Financial Markets and Exchange	國際金融市場與匯兌	3	3										3							
57358	The Internet Finance	互聯網金融	3	3					3												
57335	International Investment Decisions	國際投資決策	3	3										3							
57341	Financial Analysis and Decisions	財務分析與決策	3	3														3			
57452	Futures and Options	期貨與選擇權	3	3												3					
57133	Etiquette	國際禮儀	3	3	3																
57246	Game Theory and Experiments	賽局理論與實驗	3	3							3										
57251	Selected Readings in English for International Trade (E)	貿易英文選讀(英)	3	3							3										英語授課
57235	Trade Policy Analysis	貿易政策分析	3	3					3												
57337	Customs Operations Practices	關稅實務	3	3									3								
57351	Risk Management in Trade	貿易風險管理	3	3														3			
57352	The Law and Practice of International Trade and Economic Institutions	經貿組織與法規	3	3				3													
57454	Case Studies on Trade	貿易專案研究	3	3												3					
57465	International Business Negotiation	國際商務談判	3	3												3					
57460	International Business Communication	國際商務溝通	3	3														3			
57340	English Business Letters for International Trade	外貿函電	3	3									3								
57135	Calculus	微積分	3	3	3																
57136	Artificial Intelligence and Economic & Trade Strategies	人工智慧與經貿策略	3	3				3													
57254	Smart services and industrial digital transformation	智慧服務與產業數位化轉型	3	3							3										
57363	Business Ethics and Sustainability	企業倫理與永續發展	2	2									2								學生必須於大三或大四後，方得畢業。
57364	Digital literacy and AI applications	數位素養與 AI 應用	3	3									3								
57462	Business Practicum	企業實習	3	3												3					
99982	Advanced Internship	企業進階實習	3	3														3			
99983	Seminar on Industry Practice	職場實務專題	3	3														3			
57463	International Business Secretary Practice	國際商務祕書實務	3	3				3													
57464	International Exhibition and	國際商展與企業經營實務	3	3												3					

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	Business Practice																				
57470	International exhibition and international trade secretary practice	國際商展與外貿秘書實務	3	3														3			
57471	Entrepreneurship and Innovation Management	創業與創新管理	3	3												3					
57453	Perspectives on Economic and Trade Issues in Mainland China	大陸經貿問題研討	3	3	3																
57466	Business English Vocabulary and Reading	商用英文字彙與閱讀	3	3												3					
57477	Overseas Study	海外研習	2	2														2			
41122	Introduction to Civil Code	民法概要	2	2	2																
41295	Commercial Law	商事法	2	2			2														
00531	Japanese I	日文一(上)	2	2	2																
00532	Japanese II	日文一(下)	2	2			2														
00533	Japanese III	日文二(上)	2	2					2												
00534	Japanese IV	日文二(下)	2	2						2											
00535	Japanese V	日文三(上)	2	2								2									
00536	Japanese VI	日文三(下)	2	2									2								
校定必修			28	36																	
院定必修			23																		
專業必修			33																		
專業選修			44																		
合 計			128																		

備註：

- 1.依本校學則規定，大學部學生須通過「英語能力」、「資訊能力」、「中文能力」、「運動能力」及「專業基本能力」檢定，始得畢業。
- 2.通識課程校定必修的12學分中，學生須於「人文」、「社會」、「自然」三大領域核心課程(必選各2學分)，及新設「跨領域探索與自主學習」領域中跨領域探索課群課程(必選3學分)，各選修一門，共計4門課，累計9學分。另須於「人文」、「社會」、「自然」三大領域之延伸課程，及「跨領域探索與自主學習領域」之自主學習課程，選擇2個課程，且不能集中同一領域，合計至少3學分。
- 3.為鼓勵學生修習全英語專業課程，本系除單學期3學分必修課程「行銷管理」與「國際行銷」，另增開「行銷管理（英）(57315)」與「國際行銷（英）(57316)」全英語課程，學生可二擇一修習。另外，本系學生經系主任同意，專業必修課程得換班修習本校國際學院國際企業與貿易學位學程相同科目之課程。
- 4.畢業總學分數為128學分，校定必修學分數為16學分，通識教育課程為12學分，專業必修學分數為56學分，選修學分數為44學分（承認外系選修學分上限為20學分）。
- 5.本系「企業概論(M1101)」、「國際貿易英文書信(57310)」、「國際貿易資訊系統(57323)」、國貿理論與政策(57206)、國際金融(57207)單學期必修課程，在不影響課程銜接之前提下，並考量實際開課需求，得於原開設年級之上下學期對開。
- 6.本系學生在學期間，必須擇一修畢本系三項學分學程或管理學院人工智慧學分學程(四項學分學程，擇一修讀)，方得畢業。本系三項學分學程，為「對外貿易與互聯網金融學分學程」、「對外貿易與商品創新

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「營銷學分學程」與「貿易經營學分學程」。

- 7.視教學需要，經遠距教學相關會議審議通過後，得於暑期或學期期間增開「國際金融(57207)」、「國貿理論與政策(57206)」各為單學期3學分非同步遠距教學課程。
- 8.視教學需要，經遠距教學相關會議審議通過後，得於暑期或學期期間增開「微積分(57102、57135)」單學期3學分非同步遠距教學課程。
- 9.應屆畢業生及延修生若因體育必修課程未通過得以綜合體育一、綜合體育二對抵，至多對抵兩門體育必修課程，該課程對抵可追溯至109學年度以前入學學生適用。
- 10.外國生、僑生、港澳生若中文能力不佳，經檢測後可選修「基礎華語(一)、(二)」或「國文(一)、國文(二)」，以列抵中國文學鑑賞與創作(一)、(二)」；並追溯至112學年度以前入學學生適用。
- 11.在不影響課程銜接之前提下，並考量實際開課需求，選修科目得於原開設年級之上下學期對開。
- 12.本課程架構表所列選修科目，可追溯至115學年度以前入學學生適用。

Notes:

1. In accordance with the General Provisions for Study, undergraduate students need to meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.
2. Among the 12 university-designated required General Education credits, students must take one course from the Core Courses in the three areas: “Humanities,” “Social Sciences,” and “Natural Sciences” (2 credits each), and one course from the Interdisciplinary Exploration course group in the newly established “Interdisciplinary Exploration and Self-directed study” area (3 credits). In total, students must take 4 courses. and accumulating 9 credits. Students must select 2 elective courses from the Extended Courses in the “Humanities,” “Social Sciences,” and “Natural Sciences” areas, and the self-directed study courses under the “Interdisciplinary Exploration and Self-directed study” area. These 2 courses must not be from the same area, and at least 3 credits in total.
3. To encourage students to take professional courses taught in English, the Department offers Marketing Management (English) and Global Marketing (English) which are three-credit, one-semester courses. In addition, with the chairperson’s approval, students may choose to take the same required courses offered by International Business and Trade Degree Program of International College.
4. Students are required to complete 128 credits prior to graduation, which include 16 credits of University Core Requirements, 12 credits of General Education, 56 credits of Departmental Core Requirements, and 44 credits of elective courses (a maximum of 20 elective credits can be taken from outside of the Department of International Business).
5. The single-semester required courses, including Introduction to Business (M1101), English Business Letters for International Trade (57310), International Trade Information Systems (57323), International Trade Theory and Policy (57206), and International Finance (57207), may be offered in either the fall or spring semester of their designated academic year. This flexibility is subject to departmental course offerings and provided that course sequencing and continuity are not affected.
6. During period of study, students in our department must choose and complete one of the following four course programs to be eligible for graduation: one of the three credit programs offered by our department or Artificial Intelligence Applications and Management Program. The three credit programs offered by this department are: “International Trade and Internet Finance Program,” “International Trade, Product Innovation and Marketing

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Program,” and “International Business and Trade Management Program.”

7. Depending on instructional needs and subject to review and approval by the relevant asynchronous learning committee, additional single-semester, 3-credit asynchronous distance learning courses, specifically “International Finance (57207)” and “International Trade Theory and Policy (57206)”, may be offered during the summer session or regular semesters.
8. Depending on instructional needs and subject to the approval of the relevant asynchronous learning committee, an asynchronous distance learning course for Calculus (57102, 57135) (a single-semester, 3-credit course) may be additionally offered during the summer session or regular semesters.
9. Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.
10. Foreign students, overseas Chinese students, Hong Kong students and Macao students may select the following courses to waive “Chinese Literature: Appreciation and Creative Writing I and II” once the related test confirms that they have insufficient Chinese ability: “Basic Mandarin I and II” or “Chinese Literature I and II”. This may also be retroactively applied to students who entered the university prior to the 2023-24 academic year.
11. Provided that course sequencing and continuity are not affected, and subject to actual course offerings, elective courses may be offered in either the first or second semester of their designated academic year.
12. The newly added elective courses in this academic year can be applied retroactively to students who entered from 2026 academic year.