

Courses for Bachelor of Arts in Business Administration in U.West		抵修佛光管理系課程	學程				修課地點	
			院基礎	系核心	服務營運 學程	行銷與創 業學程	FGU	UW
Lower-division Requirement in Business Administration (12)	BUS 200 Legal Environment of Business (3)							3
	BUS 201 Principles of Microeconomics (3)	經濟學	3				3	
	BUS 202 Principles of Macroeconomics (3)	總體經濟學					3	
	BUS 210 Introduction to Financial Accounting (3)	會計學		3			3	
Upper-division Requirement in Business Administration (36)	BUS 301 Managerial Economics (3)	服務品質			3			3
	BUS 302 Entrepreneurship (3)	創業管理				3	3	
	BUS 303 Quantitative Analysis - Probability and Statistics (3)	統計學		3			3	
	BUS 304 Quantitative Analysis - Management Science (3)	管理科學			3		3	
	BUS 306 Business Communications (3)	顧客關係管理			3	3		3
	BUS 307 Introduction to Managerial Accounting (3)	財務報表分析			3	3		3
	BUS 308 Principles of Management (3)	服務業管理			3		3	
	BUS 320 Organization and Management (3)	組織行為			3	3		3
	BUS 330 Marketing (3)	行銷管理		3			3	
	BUS 340 Management Information Systems (3)	管理資訊系統						3
	BUS 415 Financial Management (3)	財務管理				3	3	
BUS 470 Business Philosophy & Ethics	專業倫理	3				3		
Concentration: Marketing (15)	BUS 331 Consumer Behavior (3)	消費者行為			3	3	3	
	BUS 345 Internet Marketing	創新與網路創業				3		3

	BUS 420 Marketing Management (3)							
	BUS 433 International Marketing (3)							
	BUS 434 Marketing Research (3)	市場調查				3		3
	BUS 435 Case Studies in Marketing (3)	經營管理實習與專題			3	3		3
	BUS 436 Advertising (3)	廣告學				3		3
	BUS 439 Marketing in New Business (3)							
Concentration Elective (3)	BUS 456 Seminar on Doing Business in Asia (3)	服務行銷			3			3
Upper - Capstone (3)	BUS 480 Capstone: Strategic Management (3)	策略管理		3				3
西來學分總計	12+36+15+3+3=69	管理系學程學分數總計	6	12	27	30	33	36