課程介紹

學年度	學制	課程名稱	授課老師	開課年級	必/選修
110－2	日四技	跨文化溝通	謝馥蔓	四年級	必修
		國際人力資源管理	謝馥蔓	二年級	必修
		國際經貿專題	吳德華	三年級	選修
		金融市場概論	王立勳	二年級	選修
	碩士班	倫理決策與領導	吳德華	二年級	必修
		創新與創業管理	楊惠娥 蔡振義 王立勳	一年級	必修
		國際文化交流實務	賴文儀 吳德華	二年級	選修
		策略管理與組織文化	蔡正飛	一年級	選修

學年度	學制	課程名稱	授課老師	開課年級	必/選修
110－1	日四技	財務管理	王立勳	三年級	必修

Coursera Introduction

Course Name	Website link	Hours	Credits
Introduction to Social Media Marketing	https://www.coursera.org/learn/social-media-marketing-introduction	15 hours	18 teaching hours shall be equal to 1 credit. Teaching hours are cumulative.
Social Media Management	https://www.coursera.org/learn/social-media-management	12 hours	
Fundamentals of Social Media Advertising	https://www.coursera.org/learn/social-media-advertising-fundamentals	9 hours	
Advertising with Facebook	https://www.coursera.org/learn/advertising-with-facebook	10 hours	
Financial Markets	https://www.coursera.org/learn/financial-markets-global	33 hours	
AI For Everyone	https://www.coursera.org/learn/ai-for-everyone	12 hours	
Foundations of Project Management	https://www.coursera.org/learn/project-management-foundations	15 hours	
Project Initiation: Starting a Successful Project	https://www.coursera.org/learn/project-initiation-google	19 hours	
Project Planning: Putting It All Together	https://www.coursera.org/learn/project-planning-google	25 hours	
Project Execution: Running the Project	https://www.coursera.org/learn/project-execution-google	23 hours	
Agile Project Management	https://www.coursera.org/learn/agile-project-management	22 hours	

Course Name	Website link	Hours	Credits
Capstone: Applying Project Management in the Real World	https://www.coursera.org/learn/applying-project-management	32 hours	18 teaching hours shall be equal to 1 credit.

Teaching hours are cumulative. |
International Leadership and Organizational Behavior	https://www.coursera.org/learn/organizational-behavior	17 hours	
How to Manage a Remote Team	https://www.coursera.org/learn/remote-team-management	11 hours	
Preparing to Manage Human Resources	https://www.coursera.org/learn/managing-human-resources	18 hours	
Organisational behaviour: Know your people	https://www.coursera.org/learn/organisational-behaviour-know-your-people	19 hours	
Organizational Analysis	https://www.coursera.org/learn/organizational-analysis	25 hours	
The Art of the Job Interview	https://www.coursera.org/learn/art-of-job-interview	19 hours	
Diversity and Inclusion for HR Professionals	https://www.coursera.org/learn/diversity-and-inclusion-for-hr-professionals	16 hours	
Hiring Practices	https://www.coursera.org/learn/hiring-practices)	15 hours	
Marketing Analytics	https://www.coursera.org/learn/uva-darden-market-analytics	16 hours	
Launch Your Online Business	https://www.coursera.org/learn/launch-online-business	16 hours	
Digital Business Models	https://www.coursera.org/learn/digital-business-models	11 hours	

Course Name	Website link	Hours	Credits
Doing Business in Europe	https://www.coursera.org/learn/doing-business-in-europe	6 hours	18 teaching hours shall be equal to 1 credit. Teaching hours are cumulative.
Social Media Advertising	https://www.coursera.org/learn/social-media-advertising	11 hours	