

中國文化大學商學院財務金融學系金融行銷組必修科目表

111 學年度起入學新生實施

必修類別	科目名稱	規定學分	一年級		二年級		三年級		四年級		備註
			上	下	上	下	上	下	上	下	
通識科目	國文	4	2	2							
	外文	4	2	2							六選一課程 (同正課)
	外語實習	2	1	1							
	跨域專長	12			6	6					
	人文學科領域	4									
	社會科學領域	2	2	4	2	2					
	自然科學與數學領域	4									
共同科目	體育	0	0	0	0	0					
	全民國防教育軍事訓練	0	0								
通識及共同必修學分合計		32 學分									
院專業必修科目	(3245)國際企業管理	6					3				
	(3036)經濟學	6	3	3							
	(4001)會計學	6	3	3							
	(4009)統計學	6	3	3							
	(D858)金融行銷	3		3							
	(K551)財務金融導論	2	2								
	(4026)企業管理	2			2						
	(3037)個體經濟學	3			3						
	(3038)總體經濟學	3				3					
	(4017)保險學	2			2						
	(4204)公司理財	4			2	2					
	(7139)財金法規	2				2					
	(C561)金融理論與政策	3			3						
	(H637)財富管理	3				3					
	(4242)財務報表分析	3						3			
	(7829)投資組合管理	2						2			
	(8869)顧客關係管理	2						2			
	(C563)創新金融商品	3						3			
	(H639)金融整合行銷	3						3			
	(H640)金融機構與市場	3							3		
(I554)投資心理學	2							2			
(J755)財務規劃系統	2						2				
(K138)金融倫理	2								2		
專業必修學分合計		70 學分									
必修學分總計		102	18	21	20	18	11	12	2	0	
最低畢業學分數		128 學分									
其他修業規定：											
服務學習	參與服務學習，依本校「服務學習實施辦法」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/										
全球競爭力檢定	通過全球競爭力檢定，依本校「大學部學生全球競爭力檢定實施辦法」辦理，詳細資訊請參考教務組網頁。 https://reg.pccu.edu.tw/										
倫理課程	參與「職業倫理」、「中華文化專題」，依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/										
全人學習護照	參與全人學習護照各項學習活動達認證標準，依本校「全人學習護照實施辦法」辦理，詳細資訊請參考課外活動組網頁。 https://activity.pccu.edu.tw/										

Chinese Culture University, Required Courses List, Department of Banking and Finance: Financial Marketing

Effective for Students Enrolled in and from the 2022-2023 Academic Year

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Required Courses											
General Required Courses	CHINESE	4	2	2							
	FOREIGN LANGUAGE	4	2	2							Choose 1 of 6 Courses
	FOREIGN LANGUAGE LISTENING AND SPEAKING DRILL	2	1	1							(Language matches the above chosen)
	INTERDISCIPLINARY PROGRAM	12			6	6					
	ART AND HUMANITIES	4									
	NATURAL SCIENCES AND MATHEMATICS	4	2	4	2	2					
	SOCIAL SCIENCES	2									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
	ALL-OUT DEFENSE EDUCATION MILITARY TRAINING - INTERNATIONAL SITUATIONS	0	0								
Total General and Common Courses Credits		32 credits									
Required Courses by College	(3245)INTERNATIONAL BUSINESS MANAGEMENT	3					3				
Required Courses by Department	(3036)ECONOMICS	6	3	3							
	(4001)ACCOUNTING	6	3	3							
	(4009)STATISTICS	6	3	3							
	(D858)FINANCIAL MARKETING SERVICES	3		3							
	(K551)INTRODUCTION TO FINANCE	2	2								
	(4026)BUSINESS MANAGEMENT	2			2						
	(3037)MICROECONOMICS	3			3						
	(3038)MACROECONOMICS	3				3					
	(4017)INSURANCE	2			2						
	(4204)CORPORATE FINANCE	4			2	2					
	(7139)BANKING & FINANCE LAW	2				2					
	(C561)FINANCE THEORY AND POLICY	3			3						
	(H637)WEALTH MANAGEMENT	3				3					
	(4242)ANALYSIS TO FINANCIAL STATEMENT	3						3			
	(7829)PORTFOLIO MANAGEMENT	2						2			
	(8869)CUSTOMER RELATIONSHIP MANAGEMENT	2						2			
(C563)INNOVATION FINANCE COMMODITY	3						3				

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
	(H639)FINANCIAL INTEGRATED MARKETING	3					3				
	(H640)FINANCIAL INSTITUTIONS AND MARKET	3						3			
	(I554)INVESTMENT PSYCHOLOGY	2						2			
	(J755)FINANCIAL PLANNING SYSTEM	2					2				
	(K138)ETHICS IN FINANCE	2							2		
Total Credits of Required Subjects		70 credits									
Total Required Credits		102	18	21	20	18	11	12	2	0	
Graduate Credits		128 credits									
Other provisions of graduate requirements :											
Service Learning	Participation in service learning shall be conducted in accordance with the 'Implementation Measures for Service Learning' of the university. For detailed information, please refer to the website of the Curriculum Section at http://cur.pccu.edu.tw/ezfiles/7/1007/img/166/HL04.pdf										
Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information.										
Professional Ethics/ Special Topics in Chinese Culture	According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: http://cur.pccu.edu.tw/ezfiles/7/1007/img/166/HL30.pdf ."										
Whole Person Learning Passport	To fulfill the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at https://activity.pccu.edu.tw/ ."										