

中國文化大學商學院學院財務金融學系金融行銷組必修科目表

115 學年度起入學新生實施

110 學年度起大學新生實施											
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	校本課程	2	1					1			三選一
	國文	4	2	2							
	外文：閱讀與聽講（一）	3	1.5	1.5							
	外文：閱讀與聽講（二）	3			1.5	1.5					
	跨域專長	12			6	6					
	人文學科領域	4	4	4							
	自然科學與數學領域	4									
共同科目	體育	0	0	0	0	0					
通識及共同必修學分合計		32	8.5	7.5	7.5	7.5		1			
院必	(3245)國際企業管理	3					3				
專業必修科目	(3036)經濟學	6	3	3							
	(4001)會計學	6	3	3							
	(4009)統計學	6	3	3							
	(N320)金融行銷管理	3		3							
	(M454)基礎財金素養	2	2								
	(M841)資訊概論與 AI 財金應用	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					
	(4019)貨幣銀行學	3			3						
	(H637)財富管理	3				3					
	(4242)財務報表分析	3					3				
	(4081)投資學	2					2				
	(C563)創新金融商品	3					3				
	(H639)金融整合行銷	3					3				
	(N362)金融機構與作業管理	3						3			
	(I554)投資心理學	2						2			
(J755)財務規劃系統	2					2					
(M478)ESG 企業倫理	2							2			
專業必修學分合計		70	13	12	12	10	11	10	2	0	
必修學分總計		102	21.5	19.5	19.5	17.5	11	11	2		
最低畢業學分數		128 學分									
其他修業規定：											
全球競爭力檢定	通過全球競爭力檢定，依本校「學士班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 & Finance(Financial Marketing Program)

Effective for Students Enrolled in and from the 2026 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	SCHOOL—BASED CURRICULUM	2	1					1			
	CHINESE	4	2	2							
	FOREIGN LANGUAGE READING AND CONVERSATION(1)	3	1.5	1.5							Choose 1 of 3 Courses
	FOREIGN LANGUAGE READING AND CONVERSATION(2)	3			1.5	1.5					
	INTERDISCIPLINARY PROGRAM	12			6	6					
	ART AND HUMANITIES	4	4	4							
	NATURAL SCIENCES AND MATHEMATICS	4									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
Total General and Common Courses Credits		32	8.5	7.5	7.5	7.5		1			
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							
	(N320) FINANCIAL MARKETING MANAGEMENT	3		3							
	(M454)FINANCIAL LITERACY	2	2								
	(M841)INTRODUCTION TO INFORMATION SCIENCE AND AI APPLICATIONS	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					
	(4019)MONEY AND BANKING	3			3						
	(H637)WEALTH MANAGEMENT	3				3					
	(4242)ANALYSIS TO FINANCIAL STATEMENT	3						3			
	(4081)INVESTMENT	2						2			
	(C563)INNOVATION FINANCE COMMODITY	3					3				
	(H639)FINANCIAL INTEGRATED MARKETING	3					3				

Categories for Compulsory Course	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
	(N362) FINANCIAL INSTITUTIONS AND OPERATIONS MANAGEMENT	3						3			
	(I554) INVESTMENT PSYCHOLOGY	2						2			
	(J755) FINANCIAL PLANNING SYSTEM	2					2				
	(M478)ESG BUSINESS ETHICS	2							2		
Total Credits of Required Subjects		70	13	12	12	10	11	10	2	0	
Total Required Credits		102	21.5	19.5	19.5	17.5	11	11	2		
Graduate Credits		128									
Other provisions of graduate requirements：											
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: https://cur.pccu.edu.tw/										
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/ ."										