

# 國際企業英語學士學位學程

English Taught Program in International Business

## 教育目標 Education Goals

培養尊重企業倫理，兼備理論與實務，與國際思維的儲備管理人才  
Cultivate managerial talents with ethics that have international mindset

## 自我定位 Self-Positioning

適性發展的優質實用教學型 – 國際企業英語學士學位學程  
Adaptive developmental, high-quality practical and teaching-oriented  
English-taught Bachelor's program in International Business

## 核心能力

Core Ability

專業知識與應用能力  
Professional knowledge and practical ability

專業倫理與敬業態度  
Ethics and work values

跨領域整合能力  
Cross discipline integration ability

領導與溝通能力  
Communication ability and leadership

國際素養  
International experience

## 辦學特色

Our Features

實質國際交流  
International communication

沉浸英語教學  
Taught in English

國際產業鏈結  
Connection with multinational corporations

多元文化實踐  
Cultural cultivation

