



四年制產學合作學士班 | 企業管理系

Four-Year Industry-Academia Bachelor's Program | Business Administration

南臺科技大學創立於1969年，位於台南市，為實作型AI科技大學，長期深耕產學合作，培養具備實務能力與國際競爭力的人才。商管學院通過AACSB國際認證，教學品質接軌全球前5%頂尖商學院。

STUST, established in 1969 in Tainan, is a practice-oriented AI university with strong industry connections. Its College of Business is AACSB-accredited, placing it among the top 5% of business schools worldwide.

系所特色 Program Features

- 結合理論與實務，採雙師制度（教授＋企業導師）
- 導入生成式AI與ESG永續管理
- 強化商管核心能力（行銷、財務、人資、營運）
- 培養智慧零售與數位行銷實務能力
- A dual-mentor system combining academic and industry guidance
- Integration of Generative AI and ESG sustainability
- A strong foundation in core business disciplines (marketing, finance, HR, and operations)
- Hands-on training in smart retail and digital marketing

Register Now!

Department of Business Administration
企業管理系 <https://ba.stust.edu.tw>





南臺科技大學

Southern Taiwan University of Science and Technology

EMPOWER YOUR FUTURE WITH GLOBAL LEARNING OPPORTUNITIES

畢業後留臺

Stay & Work in Taiwan

- 表現優異可優先留任企業 Priority employment opportunities after graduation
- 協助申請留台工作（評點制） Assistance with Taiwan work permit application
- 提供創業或攻讀碩士等多元升學與職涯選擇 Opportunities for entrepreneurship or further study

獎學金

Scholarships

- 新生學費全免（不含雜費） Full tuition waiver for freshmen (excluding miscellaneous fees)
- 學行優良助學金 Merit-based scholarships
- 企業實習津貼 Internship allowance



實習機會

Internship Opportunities

- 六學期企業實習，強化實務能力 Six semesters of industry internships
- 合作企業：全家便利商店、統一超商 Partner corporations: FamilyMart & 7-Eleven
- 雙師制度（學校+企業共同指導） Dual-mentor system (faculty + industry mentors)



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企管系

Business Administration



國際處

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