

國立勤益科技大學 108 學年度企業管理系碩士班學分計畫表
Curriculum Planning of 2019 Master's Degree in Department of Business Administration

108.02.19 系課程會議通過
108.02.21 系務會議通過
108.03.14 系課程會議通過
108.04.18 系課程會議通過
108.04.18 系務會議通過
108.05.08 院課程會議通過
108.05.21 校課程會議通過
108.05.30 臨時教務會議通過

科目	Subjects	上學期 First Semester		下學期 Second Semester	
		學分 Credits	學時 Hour	學分 Credits	學時 Hour
必修科目 (17 學分) Required Courses (17 credits)					
第一學年 First Year					
書報討論	Seminar	2	2		
企業管理專論	Business Management Review	3	3		
研究方法	Research Methods			3	3
第二學年 Second Year					
策略管理	Strategy Management	3	3		
論文	Thesis	3	3	3	3
專業選修科目 Department Required Courses					
第一學年 First Year					
專業選修課程					
國際企業管理	International Enterprise Management	3	3		
行銷管理	Marketing Management	3	3		
財務管理	Financial Management	3	3		
商管科技趨勢研究	The Technology Trend of Business Management	3	3		
管理經濟	Managerial Economics	3	3		
物流管理	Logistics Management	3	3		
服務業管理	Services Management	3	3		
人力資源管理	Human Resource Management	3	3		
行銷研究	Marketing Research			3	3
★服務業行銷	Services Marketing			3	3
國際行銷	International Marketing			3	3
零售管理	Retailing Management			3	3
投資學	Investments			3	3
管理資訊系統	Management Information Systems			3	3
會計資訊與資本市場	Accounting Information and Capital Market			3	3
企業融資規劃	Entrepreneur Loaning Planning			3	3
科技管理	Management of Technology			3	3
商管科技個案研討	The Case Study of Business Management and Technology			3	3
生產與作業管理	Production and Operations Management			3	3
管理決策分析	Management Decision Analysis			3	3
管理心理學	Management Psychology			3	3
★創新行銷	Innovative Marketing			3	3
企業倫理	Business Ethics			3	3
品牌管理	Brand Management			3	3
金融機構與管理	Financial Institutions and Management			3	3
第二學年 Second Year					
專業選修課程					
★策略性行銷	Strategic Market Management	3	3		
通路策略與管理	Distribution Strategy and Management	3	3		
網站規劃與管理	Web Site Planning and Management	3	3		
團隊學習	Team Learning	3	3		
時間序列分析	Time Series Analysis	3	3		
國際財務管理	International Financial Management	3	3		
財務理論	Financial Theory	3	3		
★創新個案	Innovation and Case Study	3	3		
專案管理	Project Management	3	3		
供應鏈管理	Supply Chain Management	3	3		

★資料探勘	Data Mining	3	3		
質性研究	Qualitative Research Methods	3	3		
績效管理	Performance Management	3	3		
★多元文化與實務	Multicultural Theory and Practice	3	3		
消費者行為	Consumer Behavior	3	3		
綠色行銷	Green Marketing	3	3		
組織與領導	Organizational Leadership	3	3		
品牌管理個案研討	Case Study of Brand Management	3	3		
企業營運管理	Business Operations Management	3	3		
校外實務研究(暑期)	Off-Campus Practical Research (Summer)	3	3		
校外實務研究(一)	Off-Campus Practical Study (一)	3	3		
校外實務研究(二)	Off-Campus Practical Study (二)			3	3
★電子商務	Electronic Commerce			3	3
顧客關係管理	Customer Relationship Management			3	3
廣告策略管理	Advertising Strategy Management			3	3
期貨與選擇權	Futures And Options Markets			3	3
★商業英文會議簡報	Presenting in Business English			3	3
財務個案分析	Case Study in Financial Management			3	3
管理會計	Managerial Accounting			3	3

備註 Note：

- 畢業至少應修 47 學分：必修 17 學分(含論文 6 學分)，選修 30 學分(專業選修至少 21 學分)。
Before graduation, each student should complete at least 47 credits, includes 17 required credits (Thesis 6) and 30 elective credits (at least 21 credits should be completed in department elective courses).
- 學生於畢業前須修過「學術研究倫理教育課程」必修 0 學分(6 小時)課程。
Before graduation, each student should complete Academic Research Ethics Education Course, which is 6 hours required course with 0 credit.
- 大學(專)未曾修習統計學四學分以上者，須於碩一補修本校大學部統計學(含大學部曾修習之學分數)，合計 6 學分(60 分以上為及格，不及格者須重修)，但不計入畢業學分中，若論文指導老師核准不需補修者，則不在此限。
Student who has not studied Statistics with 4 course credits and above at college (junior college) must study Statistics (including course credit ever studied at college) at university of this school as supplement in 1st grade of Master with 6 course credits in total (to pass with score of 60 points and above and re-study is required for flunk) without being credited into graduate credits. Approval by faculty advisor to skip re-study is not subject to this limitation.
- 大學(專)時未曾修習行銷管理、財務管理、人力資源管理及生產與作業管理等科目者，必須選修未曾修習之相關科目且成績必須及格，學生可至本校大學部修課，但大學部修課學分不計入碩士班畢業學分。(科目名稱相似者須經系務會議認定核可)。另外籍學生可選修上述四門管理相關課程但需由論文指導老師及系主任審核同意。
Student who has not studied subjects of Marketing Management, Financial Management, Human Resource Management, and Operation Management...etc. at college must study the related elective subject without previous study and must pass. Student may study at university of this school. But the course credit acquired will not be credited into graduate credits (similar name of subject must be affirmed and approved by Meeting of Department Affairs). Besides, foreign student may study related elective courses of preceding 4 management-related subjects but review and consent from faculty advisor and department head are required.
- ★課程為管理學院外籍生共同選修之全英文授課。
Common elective curriculum is fully instructed in English for foreign students at School of Management.
- 相關畢業門檻之規定依企業管理系碩士班研究生修業規則辦理。
Related provisions of graduate credits shall proceed in accordance with Regulations Governing Master's Department of Business Administration.