國立勤益科技大學115學年度進修部碩士在職專班企業管理系學分計畫表

National Chin-Yi University of Technology Continuing Education Division
Curriculum for 2026 In-Service Master Program Department of Business Administration

114.10.14 系課程會議通過
114.10.22 系務會議通過
114.11.19 114學年度第1學期第1次院課程會議審議通過
114.12.04 校課程委員會議及114.12.23 臨時教務會議審議通過

科目	Courses	上學期First Semester			下學期Second Semester		
		學分 Credit	正課 Lecture	實習 Internship	學分 Credit	正課 Lecture	實習 Internship
共同必修科目(11學分)General Required Courses(11credits hours)							
第一學年First Year							
書報討論（一）	Seminar (I)	1	1	0			
書報討論（二）	Seminar (II)				1	1	0
第二學年Second Year							
策略管理	Strategy Management	3	3	0			
論文	Master Thesis	3	3	0			
論文	Master Thesis				3	3	0
科目	**Courses**	**上學期First Semester**			**下學期Second Semester**		
		學分 Credit	**正課 Lecture**	**實習 Internship**	**學分 Credit**	**正課 Lecture**	**實習 Internship**
專業選修科目Department Electives Courses							
第一學年First Year							
行銷管理	Marketing Management	3	3	0			
財務管理	Financial Management	3	3	0			
創業管理	Entrepreneurship Management	3	3	0			
創新與科技管理	Innovation and Technology Management	3	3	0			
電子商務	Electronic Commerce	3	3	0			
服務業管理	Services Management	3	3	0			
產業競合分析	Industrial Coopetition Analysis	3	3	0			
金融科技與創新	Financial Technology and Innovation	3	3	0			
數位轉型與創新	Digital Transformation and Innovation	3	3	0			
組織行為	Organizational Behavior				3	3	0
生產與作業管理	Production and Operation Management				3	3	0
策略性人力資源管理	Strategic Human Resource Management				3	3	0
財務分析與投資評量	Financial Analysis and Investment Evaluation				3	3	0
策略行銷與個案研討	Marketing Strategy and Case Study				3	3	0
專案管理	Project Management				3	3	0
經營管理問題研討	Operational Management Issues Discussion				3	3	0
研究方法	Research Method				3	3	0
企業與人文	Business and Humanity				3	3	0
海外實務研習	Practical Study Abroad				3	3	0
第二學年Second Year							
海外產業研習	Industrial Study Abroad	3	3	0			
企業倫理	Business Ethics	3	3	0			
經營趨勢議題研討	Business Trends Discussion	3	3	0			
品牌經營與個案研討	Brand Management and Case Studies	3	3	0			
運籌管理	Operations Management	3	3	0			
組織決策管理	Organizational Decision Management	3	3	0			
顧客關係管理	Customer Relationship Management	3	3	0			
企業與美學	Business and Aesthetics	3	3	0			
組織領導與數位管理	Organizational Leadership and Digital Management	3	3	0			
知識管理	Knowledge Management				3	3	0
新產品管理	New Product Management				3	3	0
績效管理	Performance Management				3	3	0
應用統計	Applied Statistics				3	3	0

備註Note:

一、 畢業至少應修滿38學分【必修11學分(含論文6學分)，選修至少27學分】
Student should complete at least 38 credits before graduation, including 11 required credits (6 credits for Thesis) and 27 elective credits.

二、 研究生必須通過碩士班論文口試，方准予畢業。
Graduate students have to pass the oral defense for graduation.

三、 書報討論（一）（二）：安排數場專題演講。
Seminar Courses (1) (2): Arranging several keynote speeches.

四、 「海外實務研習」、「海外產業研習」亦可以於寒、暑假開課，若於寒假開課，學分計入碩一下學期，若於暑假開課，學分計入碩二上學期。
「Practical Study Abroad 」&「Industrial Study Abroad 」: These two courses can also be arranged during the winter/summer vacation to study abroad. Summer vacation's study abroad course credits are included in the first semester of the second year of the master's degree; Winter vacation's study abroad course credits are included in the second semester of the first year of the master's degree.

五、 學生應於申請學位考試前至「教育部臺灣學術倫理教育資源中心」網路平臺完成學術研究倫理教育課程，至少6小時課程。
Students need to complete the academic research ethics education course for at least 6 hours before the final defence applicaiton.

六、 為因應法規變更、評鑑建議或政府計畫規定等外在因素，本系保有調整學分計畫之權利。若有修訂，將於學期開始前公告，並明確說明修訂內容、影響範圍及相關配套措施，以保障學生權益。
The department reserves the right to adjust the curriculum in response to external factors such as changes in regulations, suggestions of evaluation and accreditation, or government program regulations. If there are any revisions, will be announced before the start of the semester, and the revised content, scope of impact, and related supporting measures will be clearly stated to protect the rights and interests of students.