

國立勤益科技大學 114 學年度企業管理系碩士班學分計畫表
Curriculum Planning of 2025 Master's Degree in Department of Business Administration

113.10.15 系課程會議通過

113.11.06 系務會議通過

113.11.19 院課程審議通過

113.12.5.校課程委員會及 113.12.24.臨時教務會議審議通過

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(14 學分) Required Courses (14 credits)					
第一學年 First Year					
書報討論	Seminar	2	2		
研究方法	Research Method			3	3
第二學年 Second Year					
策略管理	Strategy Management	3	3		
論文	Master 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					
行銷管理	Marketing Management	3	3		
財務管理	Financial Management	3	3		
國際企業管理	International Business Management	3	3		
商管科技趨勢研究	Commercial Technology and Trend	3	3		
管理經濟	Managerial Economics	3	3		
管理會計	Managerial Accounting	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		
金融科技與創新	Financial Technology and Innovation	3	3		
數位轉型與創新	Digital Transformation and Innovation	3	3		
生產與作業管理	Production and Operations Management			3	3
組織行為	Organizational Behavior			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
企業融資規劃	Business Loaning Planning			3	3
科技管理	Technology Management			3	3
商管科技個案研討	Commercial Technology and Case Study			3	3
應用統計	Applied Statistics			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
品牌管理	Brand Management			3	3
金融機構與管理	Financial Institutions and Management			3	3
會計資訊與資本市場	Accounting Information and Capital Market			3	3
第二學年 Second Year					
專業選修課程					
企業倫理	Business Ethics	3	3		
★策略性行銷	Strategic Marketing	3	3		
通路策略與管理	Logistics Strategy and Management	3	3		
網站規劃與管理	Website 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	Theory of Financial Management	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		
企業營運管理	Business Operations Management	3	3		
質性研究	Qualitative Methods	3	3		
績效管理	Performance Management	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		
★多元文化與實務	Multicultural Theory and Practice	3	3		
品牌管理個案研討	Case Study of Brand Management	3	3		
校外實務研究(暑期)	Extracurricular Internship Practical Study (Summer)	3	3		
校外實務研究(一)	Extracurricular Internship Practical Study (I)	3	3		
海外研習	Overseas study	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	Advertisement Strategy Design			3	3
期貨與選擇權	Futures and Options Markets			3	3
財務個案分析	Case Study of Financial Management			3	3
★商業英文會議簡報	Business English Presentation			3	3
校外實務研究(二)	Extracurricular Internship Practical Study (II)			3	3

備註 Note :

- 畢業至少應修 47 學分：必修 14 學分(含論文 6 學分)，選修 33 學分（專業選修至少 24 學分）。
Before graduation, each student should complete at least 47 credits, includes 14 required credits (Thesis 6) and 33 elective credits (at least 24 credits should be completed in department elective courses).
- 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.
- 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 application.
- 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.
- 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.