Curriculum - MBA Program, 115Academic Year
碩士班課程規劃表

College：Management Department：Business Administration Section:
管理學院 企業管理學系管理學碩士班

Category 類別	Module 模組	Course Title 課程名稱	Course code 科目代碼	R/E 選別	Credits 學分	Freshmen 一年級		Sophomore 二年級		Junior 三年級		Senior 四年級		minimum credits for this category 類別最低應修	minimum credits for this module 模組最低應修	Remarks 備註
						First 上	Second 下	First 上	Second 下	First 上	Second 下	First 上	Second 下			
University Required 校訂必修		Thesis 論文		R 必	6	0	0	0	0	0	0	0	0	0	0	
Department Required courses 必修科目		Organization and Management Theory 組織理論與管理	02237	R 必	3	3								35	35	
		Financial Management 財務管理	01983	R 必	3	3										
		Operations Management 作業管理	11822	R 必	3	3										
		Industrial Economics & Competitive Strategy 產業經濟與競爭優勢	12255	R 必	3	3										
		Business Policy 企業政策	01389	R 必	3			3								
		Management Accounting 管理決策會計	02627	R 必	3			3								
		Human Resources Management 人力資源管理	01013	R 必	3		3									
		Marketing Management 行銷管理	01483	R 必	3		3									
		Research Methodology 研究方法	01799	R 必	3		3									
		Information Management 資訊管理	02502	R 必	3		3									
		Industry Analysis & Competitive Advantage 產業分析與競爭優勢	12723	R 必	3		3									
		Business Ethics 企業倫理	00292	R 必	2				2							

University Required 校訂必修	6	Department Required courses (B) 院系必修必選學分數	Required 必修	35	35	Election (C) 選修學分數	Advanced Eleciton in department 專業選修	7	7	Credits for Graduation A＋B＋C 畢業學分數	48
			Advnced Eleciton 必選	0			Other Election 其他選修	0			

Dept Elective Courses 系選修課程	Advnced Eleciton courses 專業選修	Students are required to take either the TOEIC or TOEFL (CBT or iBT) exam during their first year of the master's degree program. They must submit their test transcripts by the end of the first semester of their second year. If the TOEIC score is below 750 points or the iBT TOEFL score is below 71 points, students will need to enroll in the designated English courses. 請同學於碩一時自行參加TOEIC或TOEFL（CBT或iBT）考試，並於碩二上學期結束前繳交成績單。若TOEIC成績未達750分或iBT TOEFL成績未達71分者，請補修指定之相關英文課程。 Each undergraduate student of the College should take at least 1 professional courses taught in English prior to graduation (English training courses are excluded, e.g. Foreign Language, English Conversation, English Conversation and Writing, and Freshman English Conversation) to meet graduation requirement. 於畢業前需至少修畢1門本院開設之「以英語授課的專業課程」，始有畢業資格。

Fundamental Skills Courses 基本能力課程		Multivariate Statistical Analysis 多變量分析	01445	E 選	3	3								3	3	At least 3 credits. 至少3學分。
		Operations Research 作業研究	01559	E 選	3	3										
		Econometrics 計量經濟學	01855	E 選	3	3										
		Contemporary Issues in Financial Markets 金融市場分析研討	17823□	E 選	3	3										
		Manpower Planning and Recruiting 人力規劃與選才	20021	E 選	3	3										

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						First 上	Second 下	First 上	Second 下	First 上	Second 下	First 上	Second 下			
		Effective Business Communication and Negotiation 商業溝通與談判(EMI)	01045	E 選	3	3										
		Introduction to Emerging Technology and Digital Business 新興科技產業概論	31495	E 選	3	3										
		Application of Artificial Intelligence and Big Data Analytic in Marketing and Customer Relationship Management 人工智慧及大數據在行銷及顧客關係管理之應用	34087	E 選	3	3										
		Business and Management Practice in Asia Pacific Region 亞太區域經營管理實務(EMI)	35563	E 選	3	3										
		Seminar on Business Practice 經營實務專題	18592	E 選	3	3										
		International Business Management 國際企業管理(EMI)	02083	E 選	3	3										
		Management Psychology 管理心理學	03136	E 選	3	3										
		Production Planning System 生產規劃系統	06186	E 選	3	3										
		Corporate Governance 公司治理	15470	E 選	3	3										
		Service Design 服務設計	23502	E 選	3	3										
		Labor Relationship and Compensation Management 勞資關係與薪酬管理	24863□	E 選	3	3										
		Marketing Analytics and Applications 行銷數據分析與應用	35805	E 選	3	3										
		Seminar on Invest Management 投資管理專題	08230	E 選	3	3										
		Intercultural and Autonomous Learning 人力資源管理專題研討	13227	E 選	3				3							
		Seminar on Marketing Management 行銷管理專題研討	03680	E 選	3				3							
		Topics of Strategic Management 策略管理專題	14104	E 選	3				3							
		Advanced English Conversation 高級英語會話	02010	E 選	3				3							