

國立勤益科技大學 109 學年度企業管理系碩士班學分計畫表  
Curriculum Planning of 2020 Master's Degree in Department of Business Administration

108.09.19 系課程會議、108.11.28 系課程會議及 109.05.07 系課程會議審議通過  
108.10.31 系務會議通過、108.12.03 系務會議通過及 109.03.05 系務會議審議通過  
109 年 5 月 12 日院課程會議審議通過  
109.5.28.校課程委員會及 109.6.11.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(29 學分) Required Courses (29 credits)					
第一學年 First Year					
書報討論	Seminar	2	2		
行銷管理	Marketing Management	3	3		
財務管理	Financial Management	3	3		
研究方法	Research Methods			3	3
生產與作業管理	Production and Operations Management			3	3
組織行為	Organizational Behavior			3	3
第二學年 Second Year					
策略管理	Strategy Management	3	3		
企業倫理	Business Ethics	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		
商管科技趨勢研究	The Technology Trend of Business Management	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		
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	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
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					
★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		
企業營運管理	Business Operations Management	3	3		
質性研究	Qualitative Research 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)	Off-Campus Practical Research (Summer)	3	3		

校外實務研究(一)	Off-Campus Practical Study (一)	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	Advertising Strategy Management			3	3
期貨與選擇權	Futures And Options Markets			3	3
財務個案分析	Case Study in Financial Management			3	3
★商業英文會議簡報	Presenting in Business English			3	3
校外實務研究(二)	Off-Campus Practical Study (二)			3	3

備註 Note：

- 畢業至少應修 47 學分：必修 29 學分(含論文 6 學分)，選修 18 學分（專業選修至少 12 學分）。  
Before graduation, each student should complete at least 47 credits, includes 29 required credits (Thesis 6) and 18 elective credits (at least 12 credits should be completed in department elective courses).
- 先修門檻：管理經濟、管理會計、應用統計可經大學(專)成績單審查或鑑定考試及格，予以免修。  
Prerequisite course qualification: A student may not take Management Economics, Management Accounting and Applied Statistics if the student's university (college) transcript includes subjects that have been reviewed and approved or the student has passed the assessment test.
- 大學（專）曾修習中級會計學可通過管理會計先修門檻，曾修習統計學可通過應用統計先修門檻。  
A student who has taken Intermediate Accounting in university (college) meets the qualifications for Prerequisite Management and Accounting. A student who has taken Statistics meets the qualifications for Prerequisite Applied Statistics.
- 非正式課程(畢業前至少需達到 30 點數)：系務服務(5 點)、藝文活動(5 點)、創新創業競賽(25 點)、管理實踐(5 點)、企業實習(25 點)、企業參訪(5 點)、海外交流活動(25 點)、各類專題演講(5 點)，課程結束後需繳交活動成果報告。  
Informal Curriculum(required to acquire at least 30 points before graduation)：Department service (5), art and cultural activities (5), innovation and entrepreneurship competition (25), management practice (5), corporate internship (25), corporate visits (5), overseas exchange activities (25) and diversified keynote speeches (5). An activity results report shall be submitted on completion.
- ★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.
- 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.