

國立勤益科技大學 115 學年度行銷與流通管理系碩士班學分計畫表
National Chin-Yi University of Technology
Curriculum Planning of 2026 Master's Degree in Department of Marketing and Distribution Management
114.09.03 114 學年度第 1 學期第 1 次系課程委員會會議審議通過
114.09.10 114 學年度第 1 學期第 1 次系務會議審議通過
114.11.19 院課程會議通過
114.12.4 校課程委員會會議及 114.12.23 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(10 學分) Required Courses (10credits hours)					
第一學年 First Year					
專題研討	Seminar	1	2		
企業研究方法	Business Research Method			3	3
第二學年Second Year					
論文(一)	Thesis (I)	3	3		
論文(二)	Thesis (II)			3	3
專業選修科目 Department Required Courses					
第一學年 First Year					
行銷銷售領域 Marketing Sales Field					
電子商務研討	Advanced E-Commerce	3	3		
服務行銷管理	Service Marketing	3	3		
多媒體科技與應用	Multimedia Technology Applications			3	3
物聯網	Internet of Things			3	3
顧客關係管理研討	Advanced Customer Relationship Management			3	3
消費者行為研討	Advanced Consumer Behavior			3	3
商業智慧	Business Intelligence			3	3
經營管理領域 Management Field					
統計分析與實務應用	Statistical Analysis and Practical Applications	3	3		
流通科技管理研討	Advanced Distribution Technology Management	3	3		
資料庫管理研討	Advanced Database Management	3	3		
競爭策略	Competitive Strategy	3	3		
成本與決策理論研討	Advanced Cost and Theory of Decision-Making	3	3		
流通連鎖加盟	Distribution Chain and Franchising	3	3		
企業資源規劃研討	Advanced Enterprise Resource Planning			3	3
配銷物流領域 Distribution Logistics Field					
國際物流	International Logistics	3	3		
高等作業管理	Advanced Operations Management	3	3		
作業研究	Operations Research			3	3
供應鏈管理研討	Advanced Supply Chain Management			3	3
第二學年 Second Year					
行銷銷售領域 Marketing Sales Field					
迴歸分析	Regression Analysis	3	3		
整合行銷傳播研討	Advanced Integrated Marketing Communication	3	3		
智慧商務	Smart Commerce	3	3		
流通業態分析	Distribution Chain Store Type Analysis			3	3
國際行銷研討	Advanced International Marketing			3	3
經營管理領域 Management Field					
大數據分析研討	Advanced Big Data Analysis	3	3		
通路策略	Marketing Channel Strategy	3	3		
專案管理研討	Advanced Project Management	3	3		
人力資源管理研討	Advanced Human Resources Management	3	3		
財務管理研討	Advanced Financial Management	3	3		
多變量分析	Multivariate Analysis			3	3
全面品質管理研討	Advanced Total Quality Management			3	3
企業組織與變革	Organization and Change			3	3
多準則決策分析	Multiple Criteria Decision Making			3	3
資訊安全與管理	Information Security Management			3	3
永續發展與管理	Sustainability Development and Management			3	3
配銷物流領域 Distribution Logistics Field					
物流策略	Logistics Strategy	3	3		
智慧運輸系統與應用	Intelligent Transportation System and Applications			3	3

備註 Note：

一、畢業應修學分至少 40 學分：

必修 10 學分(含碩士論文 6 學分、專題研討 1 學分、企業研究方法 3 學分)、選修 30 學分。

Students in the Master's degree program of Distribution Management are required to take 40 credit hours (including Thesis 6 credits, Seminar one credit, Business Research Method 3 credits).

二、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.

三、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.