

國立勤益科技大學 107 學年度 流通管理系碩士班學分計畫表  
National Chin-Yi University of Technology  
Curriculum Planning of 2018 Master's Degree in Department of Distribution Management

107.5.3.系課程委員會議及 107.5.10.系務會議審議通過  
107 年 5 月 16 日院課程委員會議審議通過  
107.5.29.校課程委員會議及 107.6.14.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
<b>必修科目(10 學分) Required Courses (10credits hours)</b>					
<b>第一學年 First Year</b>					
專題研討	Seminar	1	2		
企業研究方法	Business Research Method			3	3
<b>第二學年 Second Year</b>					
論文(一)	Thesis ( I )	3	3		
論文(二)	Thesis ( II )			3	3
<b>專業選修科目 Department Electives Courses</b>					
<b>第一學年 First Year</b>					
<b>研究方法 Research method</b>					
迴歸分析	Regression Analysis	3	3		
作業研究	Operations Research			3	3
多變量分析	Multivariate Analysis			3	3
<b>核心能力-電子商務 Core-ability of E-Commerce</b>					
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		
電子商務研討	Advanced E-Commerce	3	3		
<b>核心能力-顧客關係管理 Core-ability of Customer Relationship Management</b>					
服務行銷管理	Service Marketing	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 Intelligent			3	3
<b>核心能力-供應鏈管理 Core-ability of Supply Chain Management</b>					
國際物流	International Logistics	3	3		
供應鏈管理研討	Advanced Supply Chain Management			3	3
<b>共同選修科目 General Electives Courses</b>					
流通連鎖加盟	Distribution Chainstore Management	3	3		
高等作業管理	Advanced Operations Management	3	3		
競爭策略	Competitive Strategy	3	3		
成本與決策理論研討	Study in Cost and Theory of Decision-making	3	3		
無店鋪行銷	Non-Store Marketing			3	3
企業資源規劃研討	Advanced Enterprise Resource Planning			3	3
多媒體科技與應用	Multimedia Technology Applications			3	3
物聯網	Internet of Things			3	3
校外實務研究(暑期)	Cooperative Education and Research in Practice (Summer)			3	3
<b>第二學年 Second Year</b>					
<b>研究方法 Research method</b>					
實驗設計	Experimental Design	3	3		
<b>核心能力-電子商務 Core-ability of E-Commerce</b>					
行動商務	M-Commerce	3	3		
<b>核心能力-供應鏈管理 Core-ability of Supply Chain Management</b>					
通路策略與管理	Strategic Marketing Channel Management	3	3		
存貨管理	Inventory Management			3	3
<b>共同選修科目 General Electives Courses</b>					
財務管理研討	Advanced Financial Management	3	3		
人力資源管理研討	Advanced Human Resources Management	3	3		
賣場規劃與設計研討	Advanced Store Facility Planning and Design	3	3		
專案管理研討	Advanced Project Management	3	3		
決策分析	Decision Analysis	3	3		
策略性物流管理	Strategic Logistics Management	3	3		
大數據分析	Big Data Analysis	3	3		
校外實務研究(一)	Cooperative Education and Research in Practice(I)	6	6		
校外實務研究(二)	Cooperative Education and Research in Practice(II)			6	6
中國式管理	Management of China Style			3	3
資訊安全與管理	Information Security Management			3	3
流通業態分析	Distribution Chainstore Type Analysis			3	3
國際零售管理	International Retailing Management			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

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(含研究方法至少 3 學分、核心能力至少 9 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, and Core-ability courses at least 9 credits).

二、非管理類系畢業或以同等學力報考之入學生，於碩一時至大學部補修統計學(3 學分以上，60 分以上為及格，不及格者須重修)；但不計入畢業學分中。

Students who have a bachelor' s degree or equivalent degree in another discipline and wish to get a distribution management master degree. It is required to make up a prerequisite course (Statistics) at the first year of master program (minimum score of 60 is required in admission exam, or retaking the undergraduate course is necessary).

三、校外實務研究(暑期)課程依據本校學生校外實習課程開設要點第四條第二項規定：「於暑期開設 2 學分以上之校外實習課程，且須在同一機構連續實習 8 週，並不得低於 320 小時為原則，包含由各系自訂之定期返校座談會或研習活動等。」

According to the NCUT students internship course relevant regulations, graduate students must have a practical training at the same institution minimum 320 hours or above for 8 weeks (2 credit hours or above) during the summer vacation. It is required to have back-to-school seminars or study activities during the semesters.

四、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.