

國立勤益科技大學 111 學年度企業管理系碩士班學分計畫表  
Curriculum Planning of 2022 Master's Degree in Department of Business Administration

110.11.03 系課程會議通過  
110.11.04 系務會議通過  
110.11.17 院課程會議通過  
110.12.09 校課程會議通過  
110.12.9.校課程委員會議及 110.12.16.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 (29 學分) Required Courses (29 credits)</b>					
<b>第一學年 First Year</b>					
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
<b>第二學年 Second Year</b>					
策略管理	Strategy Management	3	3		
企業倫理	Business Ethics	3	3		
論文	Thesis	3	3	3	3
<b>專業選修科目 Department Required Courses</b>					
<b>第一學年 First Year</b>					
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
<b>第二學年 Second Year</b>					
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，大學(專)時未曾修習上述領域相關科目者，應至研究所或大學部補修或鑑定考試及格。  
Prerequisites: Students who have not studied managerial economics, managerial accounting, and applied statistics at the university or junior college should go to the graduate school or undergraduate program to take and pass remedial courses or pass the examination.
- 大學(專)曾修習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 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。◎為非正式課程核心項目，必須至少執行一次並符合認證點數。  
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.◎ It is a core project of the informal course, which must be executed at least once and meet the certificated points.
- ★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.