

第一學年(115)						第二學年(116)					
	科目	上學期		下學期			科目	上學期		下學期	
		學分	時數	學分	時數			學分	時數	學分	時數
院 必 修						院 必 修					
	小計	0	0	0	0		小計	0	0	0	0
專 業 必 修	研究方法與書報討論	3	3			專 業 必 修	論文(一)(二)	3	3	3	3
	小計	3	3	0	0		小計	3	3	3	3
專 業 選 修	人力資源管理專題	3	3			專 業 選 修	顧客關係管理	3	3		
	財務管理專題	3	3				專案管理專題	3	3		
	行銷管理專題	3	3				財金風險管理專題	3	3		
	服務品質管理專題	3	3				智慧生活科技專題	3	3		
	組織理論與管理專題	3	3				創新機會辨識	3	3		
	全球運籌管理專題	3	3				問題分析與決策	3	3		
	消費者行為專題	3	3				證券投資管理專題	3	3		
	永續觀光管理專題	3	3				策略管理專題	3	3		
	資料視覺化分析	3	3				品牌與溝通	3	3		
	大數據分析			3	3		問卷調查分析			3	3
	科技管理專題			3	3		組織行為專題			3	3
	國際財務管理專題			3	3		管理經濟專題			3	3
	生產與作業管理專題			3	3		質性研究分析			3	3
	管理文獻導讀			3	3		數位行銷專題			3	3
	人工智慧與應用專題			3	3		服務業行銷專			3	3
	文化產業管理專題			3	3		管理個案研討			3	3
	創意創新與創業			3	3		節慶活動管理專題			3	3

【科目類別】		學分	時數
專業科目	院必修	0	0
	專業必修	9	9
	專業選修	21	21
合計		30	30

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企業管理系
系主任 白東岳

管理學院
院長 林於杏

【注意事項】

1. 最低畢業學分：30 學分；必修學分：9 學分；選修學分：21 學分。
2. 每學期應修習學分：下限為1學分。
3. 本所學生經指導教授同意後得跨所選修，惟本所選修學分不得低於 12 學分。
4. 延修生在註冊當學期已修畢除了論文之外的所有學分時，需加選 1 學分「獨立研究」，但不列入畢業學分。
5. 表人力資源管理專題、財務管理專題、行銷管理專題、多變量分析、組織理論與管理專題等為本所建議修習之專業基礎課程。
6. 相關修業規定依本所「修讀碩士學位辦法」辦理。
7. 學生於第一學年第二學期或第二學年第一學期時，累計修習學分總數已達畢業學分數者，可修習論文。該論文學分數，不納入該學期修課上限18學分數內計算。
8. 「論文」必修六學分，俟口試通過後，一次給予六學分。
9. 課程得依本校「遠距教學作業要點」，開設遠距教學課程，惟學分數不得超過總畢業學分數 1/3。
10. 表列選修課程僅供參考，依實際狀況調整。
11. 本表建立於115年1月6日。

MUST Curriculum Planning for Graduate Students for Academic Year 2026-2027,
Institute of Business Administration

1 st year(115)						2 nd year(116)					
	Course	1st semester		2 nd semester			Course	1st semester		2 nd semester	
		Cr.	hr.	Cr.	hr.			Cr.	hr.	Cr.	hr.
MUST Core Required Courses						MUST Core Required Courses					
	Subtotal	0	0	0	0		Subtotal	0	0	0	0
compulsory courses	Research Method and Seminar Discussion	3	3			compulsory courses	Thesis	3	3	3	3
	Subtotal	3	3	0	0		Subtotal	3	3	3	3
Elective Courses	Topics in Human Resource Management	3	3			Elective Courses	Topics in Customer Relationship Management	3	3		
	Topics in Financial Management	3	3				Topics in Project Management	3	3		
	Topics in Marketing Management	3	3			Topics in Financial Risk Management	3	3			
	Topics in service quality management	3	3			Seminar on Smart Living Technology	3	3			
	Topics in Organization Theory and Management	3	3			Identification of innovation opportunities	3	3			
	Topics in Global Logistics Management	3	3			Problem Analysis and Decision Making	3	3			
	Topics in Sustainable Tourism Management	3	3			Topics in Security Analysis and Investment Management	3	3			
	Topics in Sustainable Tourism Management	3	3			Topics in Policy Management	3	3			
	Data Analysis and Visualization	3	3			Branding and Communications	3	3			
	Big Data Analysis			3	3	Questionnaire Analysis			3	3	
	Topics in Management of Technology			3	3	Topics in Organizational Behavior			3	3	
	Topics in International finance			3	3	Topics in Managerial Economics			3	3	
	Topics in Production and Operations Management			3	3	Qualitative Research Analysis			3	3	
	Introduction to Managerial Literature Review			3	3	Topics in Digital Marketing			3	3	
	Artificial Intelligence and Application			3	3	Topics in Service Marketing			3	3	
	Topics in Cultural Industry Management			3	3	Management Case Study			3	3	
	Creativity, Innovation, and Entrepreneurship			3	3	Topics in Festival Management			3	3	

Cr./hr.=Credit/hour

Remarks:

- Minimum graduation credits: 30 credits; compulsory credits: 9 credits, electives: 21 credits (elective credits include inter-departmental elective credits).
- Study credits per semester: the lower limit is 1 credit.
- The inter-institution elective credits are transferable with the approval of academic advisor, but the elective course credits Institute of Management shall not be less than 12.
- Independent study is for students in extended study period, and not counted towards their credits for graduation.
- The Institute strongly recommends students to study the following 5 core course: Topics in Human Resource Management, Topics in Financial Management, Topics in Marketing Management, Multivariate Analysis, Topics in Organization Theory and Management.
- Graduate students shall follow the master degree studying rule of Institute of Management.
- Student who satisfied the graduate criteria at first-year second semester or second-year first semester is allowed to take the Thesis course. The credits are disregard the rule of 18 credits per semester maximum.
- Students shall take total 6 credits of "Thesis" course. (all of the 6 credits will be counted together after passing the defense qualification of thesis)
- The courses can offer distance learning in accordance with the MUST Distance Learning Application Guidelines, but the credits must not exceed 1/3 of the total graduation credits.
- Please note that the current course listings are subject to change based upon the actual context.
- This form created in 2026/1/6.

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