

112學年度日間部 企業管理系管理碩士班 課程規劃表

第一學年(112)					第二學年(113)					
	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
校 必 修										
	小計					小計				
專 業 必 修	研究方法與書報討論	3	3			論文	3	3	3	3
	小計	3	3	3	3	小計	3	3	3	3
專 業 選 修	人力資源管理專題	3	3			顧客關係管理專題	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		
	創新服務品質管理專題	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		
	組織經濟專題	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
	系統化商業管理創新			3	3	數位行銷專題			3	3
	節慶活動管理專題			3	3	服務業行銷專題			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	人工智慧與應用專題			3	3
	小計	27	27	24	24	小計	27	27	24	24
	合計	30	30	27	27	合計	30	30	27	27

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(不包含論文6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1/2。
- 10.表列選修課程僅供參考，依實際狀況調整。
- 11.本所學生至少須取得1門全英文課程學分(2學分以上)始得畢業。

企管系課務規劃委員會

企業管理系
主任 白東岳管理學院
院長 林於杏

MUST Curriculum Planning for Graduate Students for Academic Year 2023-2024,
Graduate Institute of Business Administration

1 st year(112)					2 nd year(113)								
	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							Subtotal					
Department compulsory courses	Research Method and Seminar Discussion	3	3			Department compulsory courses	Thesis	3	3	3	3		
	Subtotal	3	3	3	3		Subtotal	3	3	3	3		
Department Elective Courses	Topics in Human Resource Management	3	3			Department Elective Courses	Topics in Customer Relationship	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 Innovative service quality	3	3				Seminar on Smart Living Technology	3	3				
	Topics in Organization Theory and Management	3	3				Identification of innovation	3	3				
	Topics in Global Logistics Management	3	3				Problem Analysis and Decision	3	3				
	Topics in Consumer Behavior	3	3				Topics in Security Analysis and	3	3				
	Topics in Organizational Economics	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			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		
	Systematic Innovation of Business and			3	3		Topics in Digital Marketing			3	3		
	Topics in Festival Management			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		Artificial Intelligence and Application			3	3		
			27	27	24		24			27	27	24	24
	Summation		30	30	27		27	Summation		30	30	27	27

Cr./hr.=Credit/hour

Remarks:

- Minimum credits required for graduation: 30 credits with 9 compulsory credits, 21 elective credits.
- Study credits per semester: the lower limit is 1 credit (6 credits not included for the thesis).
- 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 1/2 of the total graduation credits.
- Please note that the current course listings are subject to change based upon the actual context.
- Students must earn at least one English as a Medium of Instruction course credit (2 credits or more) to graduate from the program.

企管系課務規劃委員會

企業管理系主任 白東岳

管理學院院長 林於杏