

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						校 必 修					
	小計						小計				
專 業 必 修	研究方法與書報討論	3	3			專 業 必 修	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			專 業 選 修	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。
- 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.表列選修課程僅供參考，依實際狀況調整。

企管系課程規劃委員會

企業管理系
主 任 張鈺歲管理學院
院 長 林於杏

1128

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	1 st semester		2 nd semester			Course	1 st 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
	Introduction to Managerial Literature			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 Making	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 Questionnaire Analysis	3	3		
	Big Data Analysis			3	3		Topics in Organizational			3	3
	Topics in Management of Technology			3	3		Topics in Managerial Economics			3	3
	Topics in International finance			3	3		Qualitative Research Analysis			3	3
	Topics in Production and Operations Management			3	3		Topics in Digital Marketing			3	3
	Systematic Innovation of Business and			3	3		Topics in Service Marketing			3	3
	Topics in Festival Management			3	3		Management Case Study			3	3
	Topics in Cultural Industry Management			3	3		Artificial Intelligence and Application			3	3
	Creativity, Innovation, and Entrepreneurship			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:

1. Minimum credits required for graduation: 30 credits with 9 compulsory credits, 21 elective credits.
2. Study credits per semester: the lower limit is 1 credit.
3. 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.
4. Independent study is for students in extended study period, and not counted towards their credits for graduation.
5. ◇: 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.
6. Graduate students shall follow the master degree studying rule of Institute of Management.
7. 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.
8. 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)
9. Please note that the current course listings are subject to change based upon the actual context.
10. Students must earn at least one English as a Medium of Instruction course credit (2 credits or more) to graduate from the program.

管理學院 林於杏 院長

企業管理系 張鈞歲 系主任

企管系課程規劃委員會