

114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(114)						第二學年(115)					
	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				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		
	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		節慶活動管理專題			3	3
	小計	27	27	24	24		小計	27	27	24	24
	合計	30	30	24	24		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(本所至少15學分，其餘可跨所)。
- 2.每學期應修習學分：下限為1學分，上限為15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15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15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.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。
- 10.表列選修課程僅供參考，依實際狀況調整。
- 11.本表建立於114年2月26日。



114 (10)

MUST Curriculum Planning for Graduate Students for Academic Year 2025-2026,  
Graduate Institute of Business Administration

1 <sup>st</sup> year(114)						2 <sup>nd</sup> year(115)					
	Course	1 <sup>st</sup> semester		2 <sup>nd</sup> semester			Course	1 <sup>st</sup> semester		2 <sup>nd</sup> 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				Subtotal	3	3	3	3
Department Elective Courses	Topics in Human Resource Management	3	3			Department 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 Questionnaire Analysis	3	3		
	Big Data Analysis			3	3		Topics in Organizational Behavior			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
	Introduction to Managerial Literature Review			3	3		Topics in Service Marketing			3	3
	Artificial Intelligence and Application			3	3		Management Case Study			3	3
	Topics in Cultural Industry Management			3	3		Topics in Festival Management			3	3
	Creativity, Innovation, and Entrepreneurship			3	3			27	27	24	24
		27	27	24	24		Summation	30	30	27	27
	Summation	30	30	24	24						

Cr./hr.=Credit/hour

Remarks:

1. Minimum credits required for graduation: 30 credits with 9 compulsory credits, 21 elective credits. (A minimum of 15 credits must be taken within the BA department, while the remaining credits may be taken from other departments.)
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 15 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. This form created in 2025/2/26.

管理學院 院長 林於杏

企管系 系主任 張鈞歲

企管系課程規劃委員會