

**淡江大學企業管理學系碩士班 114 學年度入學新生起課程規劃表**

**MBA Program, Department of Business Administration, Tamkang University. Academic Year 114**

科目名稱 Course Title	學分數 Credit(s)	第一學年 1 <sup>st</sup> Academic Year		第二學年 2 <sup>nd</sup> Academic Year		備註 Note
		上	下	上	下	
研究方法 Research Methodology	3	3				必修 Required subjects
企業倫理 Business Ethics	1	1				
行銷管理研討 Seminar in Marketing Management	3	3				
財務管理研討 Seminar in Financial Management	3	3				
論文 Thesis	0				0	
作業管理研討 Seminar in Operations Management	3	3				選修 Elective subjects
活動企劃與專案管理 Event Planning and Project Management Practice	2		2			
服務業經營專題 Study to Services Management	3	3				
論文寫作 Writing Research Paper	3		3			
組織行為 Organizational Behavior	3	3				
多變量分析 Multivariate Analysis	2		2			
策略管理 Strategic Management	3		3			

科目名稱 Course Title	學分數 Credit(s)	第一學年 1 <sup>st</sup> Academic Year		第二學年 2 <sup>nd</sup> Academic Year		備註 Note
		上	下	上	下	
人力資源管理研討 Seminar in Human Resource Management	3		3			選修 Elective subjects
創新與創業管理 Innovation and Entrepreneurship Management	2		2			
消費者行為 Consumer Behavior	3	3				
顧客關係管理 Customer Relationship Management (CRM)	2		2			
統計應用與資料分析 Statistical Applications and Data Analysis	2			2		
品牌經營與數位行銷 Brand Management and Digital Marketing	3				3	
財務管理個案分析 Financial Management-Case Studies	2				2	
企業永續與經營策略 Corporate Sustainability and Business Strategy	3	3				
永續管理研討 Seminar in Sustainability Management	2	2				

\*選修課依每學年實際開課情形為準。

\* Elective subjects are based on the actual course announcement of each academic year.

一、修業年限：2 至 4 年

Years of Enrollment: 2 to 4 years.



二、畢業學分數：最低 33 學分(論文另計)。

必修學分數：10 學分(論文另計)。

Graduation credits: 33 credits at least (Thesis is excluded).

Required credits: 10 credits (Thesis is excluded).

三、除必修學分外，應於下列七科任選五科修習，以具備基本專業能力。

1.組織行為、2.作業管理研討、3.統計應用與資料分析、4.策略管理、5.人力資源管理研討、6.論文寫作、7.活動企劃與專案管理。

In addition to the required credits, graduate students must choose and complete five out of the following seven subjects to acquire professional competencies:

1. Organizational Behavior
2. Seminar in Operation Management
3. Statistical Application and Data Analysis
4. Strategic Management
5. Seminar in Human Resource Management
6. Writing Research Paper
7. Event Planning and Project Management Practice