

淡江大學110學年度商管學院經營
管理全英語碩士學位學程

**MASTER'S PROGRAM IN
BUSINESS AND MANAGEMENT
2021
ENGLISH-TAUGHT PROGRAM**

COURSE AND CREDITS

Graduation Credits: 39

Required credits: 10

- ✧ RESEARCH METHODOLOGY
- ✧ SEMINAR IN MARKETING MANAGEMENT
- ✧ SEMINAR IN FINANCIAL MANAGEMENT

Above courses only taught in our program are recognized as required credits.

- ✧ BUSINESS ETHICS

Elective credits: 29

includes 6 credits from other Master programs taught in English

when you take course in a semester,

the maximum: 15 credits

the minimum: one course

REQUIRED ACADEMICS

- ▶ **Assistance in Organizing an International Conference**
- ▶ **Attendance in two Corporate Visits or Academic Talks**

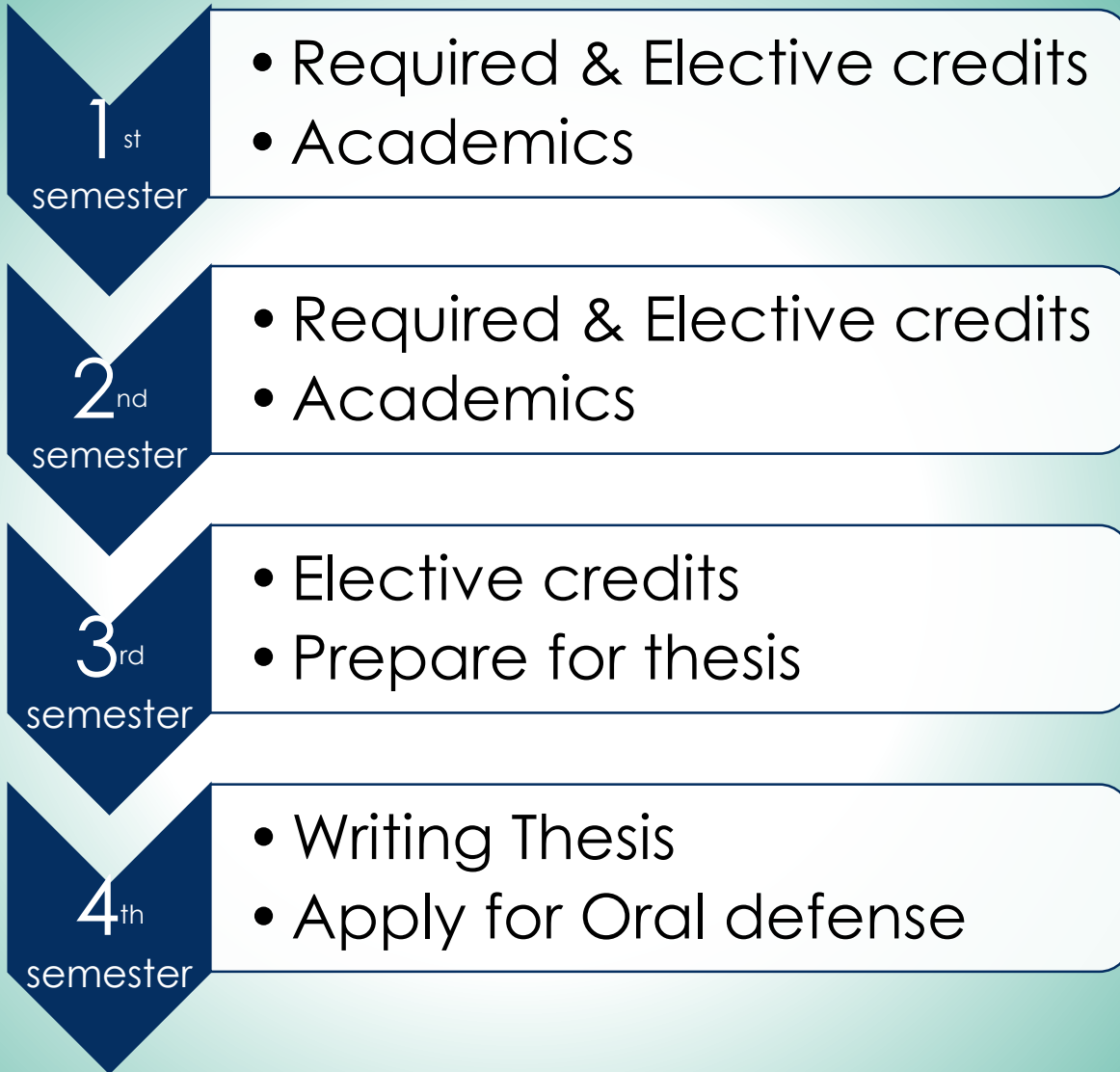
THESIS WRITING

- ▶ **Finish the credits of the required and electives**
- ▶ **Finding an Adviser (who lectures in our program)**
- ▶ **Apply for Oral Defense (October and March)**
- ▶ **3 Committee members & Oral defense**
- ▶ **Revise and Upload the thesis (in a month after oral defense)**
- ▶ **Leaving Procedure**

RESEARCH ROOM B911

- ▶ **Computer LAB**
- ▶ **Previous Thesis for reference**
- ▶ **Writing Thesis**
- ▶ **Personal Keys to enter the room**

p.s Return the keys to office when you graduate, or be fined nt.300. ^^



淡江大學管科系經營管理全英語碩士班 110 學年度起入學新生必選修科目表
 COURSES LIST OF MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH
 TAUGHT), DEPARTMENT OF MANAGEMENT SCIENCES
 ENROLLMENT 110 ACADEMIC YEAR, 2021

08.2021

	科目名稱 COURSE NAME	學分 CREDITS	授課教師 LECTURER
必修 REQUIREMENT	財務管理研討 SEMINAR IN FINANCIAL MANAGEMENT	3/0	吳怡芳 WU, IEE-FUNG
	行銷管理研討 SEMINAR IN MARKETING MANAGEMENT	3/0	李培齊 LI, PEI-CHI
	研究方法 RESEARCH METHODOLOGY	3/0	曹銳勤 RUEY-CHYN TSAUR
	企業倫理 BUSINESS ETHICS	0/1	李培齊 LI, PEI-CHI
	論文 THESIS	0/0	陳水蓮 CHEN, SHUI-LIEN
選修 ELECTIVES	策略管理 STRATEGIC MANAGEMENT	3/0	溫丹璋 DAN-WEI WEN
	零售業管理 RETAIL MANAGEMENT	0/3	陳怡妃 I-FEI CHEN
	人力資源管理 HUMAN RESOURCES MANAGEMENT	3/0	李孟修 MENG-HSIU LEE
	服務管理 SERVICE MANAGEMENT	3/0	時序時 HSU-SHIH SHIH
	品牌管理 BRAND MANAGEMENT	0/3	李旭華 HSU-HUA LEE
	電子商務與數據分析 E-COMMERCE AND DATA ANALYSIS	0/3	溫丹璋 DAN-WEI WEN
	資料探勘 DATA MINING	0/3	廖述賢 LIAO SHU-HSIEN
	應用統計分析 APPLIED STATISTICAL ANALYSIS	0/3	鍾孟達 MENG-IA CHUNG
	組織行為 ORGANIZATIONAL BEHAVIOR	0/3	李孟修 MENG-HSIU LEE
	作業管理 OPERATIONS MANAGEMENT	0/3	時序時 HSU-SHIH SHIH
	大數據分析：商業應用 APPLICATION OF BIG DATA ANALYTICS IN BUSINESS	3/0	鍾孟達 MENG-IA CHUNG

畢業學分 CREDITS OF GRADUATION : 39

必修學分 REQUIRD CREDITS : 10

選修學分 ELETIVES CREDITS : 29

The electives include 6 credits in the maximum of other English-taught Master program.

可選修外系全英語碩士班課程，最多 6 學分。

CONTACT US

- ▶ **Telephone number:**
(02)2621-5656# 2185
- ▶ **Emails: TLGX@OA.TKU.EDU.TW (official)**
- ▶ **irisyang@mail.tku.edu.tw (Iris)**
- ▶ **Line: create a group contact**
- ▶ **Assistant: Iris Yang**

Enjoy studying in TKU, enjoy your time in Taiwan.