淡江大學管科系經營管理全英語碩士班 112 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 112 ACADEMIC YEAR, 2023

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|  | 科 目 名 稱C O U R S E N A M E | 學分CREDITS |
| 必修REQUIREMENT | 財務管理研討SEMINAR IN FINANCIAL MANAGEMENT | 0/3 |
| 行銷管理研討SEMINAR IN MARKETING MANAGEMENT | 3/0 |
| 研究方法RESEARCH METHODOLOGY | 3/0 |
| 企業倫理BUSINESS ETHICS | 1/0 |
| 論文THESIS | 0/0 |
| 選修ELECTIVES | 策略管理STRATEGIC MANAGEMENT | 3/0 |
| 零售業管理RETAIL MANAGEMENT | 0/3 |
| 人力資源管理HUMAN RESOURCES MANAGEMENT | 3/0 |
| 服務管理SERVICE MANAGEMENT | 3/0 |
| 品牌管理BRAND MANAGEMENT | 0/3 |
| 電子商務與數據分析E-COMMERCE AND DATA ANALYSIS | 0/3 |
| 資料探勘DATA MINING | 0/3 |
| 應用統計分析APPLIED STATISTICAL ANALYSIS | 0/3 |
| 組織行為ORGANIZATIONAL BEHAVIOR | 0/3 |
| 作業管理OPERATIONS MANAGEMENT | 0/3 |
| 數位化策略STRATEGIC MANAGEMENT | 0/3 |
| 財務管理研討SEMINAR IN FINANCIAL MANAGEMENT | 3/0 |
| 人工智慧ARTIFICIAL INTELLIGENCE | 3/0 |
| 大數據分析：商業應用APPLICATION OF BIG DATA ANALYTICS INBUSINESS | 3/0 |

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 in business film.

可選修外系全英語碩士班課程，最多 6 學分。