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

|  |  |  |
| --- | --- | --- |
|  | 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 IN  BUSINESS | 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。