

淡江大學管理科學學系企業經營碩士在職專班 114 學年度入學新生課程規劃表

Required & Elective Course List for the Executive Master's Program Business Administration(EMBA) in Management Sciences, Department of Management Sciences, Tamkang University, Academic Year 2024

校訂必修/共計 36學分(compulsory subjects at least 36credits)

科目名稱 Course name	學分 credit	第 1 學年 1 st Academic Year		第 2 學年 2 nd Academic Year		備註 Remark
		上 1 st Semester	下 2 nd Semester	上 1 st Semester	下 2 nd Semester	
企業倫理 BUSINESS ETHICS	3	3				商管核心課程必修 Required courses by College of Business and Management- Master
領導與團隊 LEADERSHIP AND TEAMWORK	3	3				必修 Required courses
研究方法 RESEARCH METHODOLOGY	3	3				必修 Required courses
人力資源管理 HUMAN RESOURCES MANAGEMENT	3	3				選修 Elective courses
品質管理 QUALITY MANAGEMENT	3	3				選修 Elective courses
行銷策略規劃 THE PLANNING OF MARKETING STRATEGY	3	3				選修 Elective courses
策略管理專題研討 SEMINAR IN STRATEGIC MANAGEMENT	3	3				選修 Elective courses
生活、創意與管理 LIFE, CREATIVITY AND MANAGEMENT	3		3			選修 Elective courses
商業計畫書實作 BUSINESS PLANNING AND APPLICATIONS	3		3			選修 Elective courses
管理方法研討 SEMINAR ON MANAGEMENT METHODS	3		3			選修 Elective courses
商業智慧與大數據分析 BUSINESS INTELLIGENCE AND BIG DATA ANALYTICS	3		3			選修 Elective courses

智慧零售管理 BUSINESS INTELLIGENCE IN RETAILING	3		3			選修 Elective courses
企業碳策略與永續轉型 CORPORATE CARBON STRATEGY AND SUSTAINABLE TRANSFORMATION	3		3			選修 Elective courses
論文 THESIS	0					必修 Required courses

*選修課依每學年實際開課情形為準。

The elective courses are subject to the actual course offerings each academic year.

一、修業年限：修業 2 至 4 年

Years of Enrollment: 2 to 4 years.

二、必修學分數： 9 學分(論文另計)

Required course credits: 10 credits (Thesis not included).

三、選修學分數：27學分（論文另計）

Elective courses credits:27 credits (Thesis not included).

四、畢業學分數：36 學分(論文另計)

Graduation credits: 36 credits (Thesis not included).