

淡江大學管科系經營管理全英語碩士班 112學年度起入學新生課程規劃表  
ACADEMIC YEAR 112(2023) CURRICULUM PLAN FOR INCOMING STUDENTS,  
DEPARTMENT OF MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT  
(ENGLISH TAUGHT), DEPARTMENT OF MANAGEMENT SCIENCES

校訂必修共計10 學分

School Compulsory Courses 10 Credits

|                   | 科目名稱<br>Course Name                       | 學分<br>Credits |
|-------------------|-------------------------------------------|---------------|
| 必修<br>Requirement | 財務管理研討<br>Seminar In Financial Management | 3/0           |
|                   | 行銷管理研討<br>Seminar In Marketing Management | 3/0           |
|                   | 研究方法<br>Research Methodology              | 3/0           |
|                   | 企業倫理<br>Business Ethics                   | 0/1           |
|                   | 論文<br>Thesis                              | 0/0           |

系訂選修至少 29 學分

Department Elective Courses At Least 29 Credits

|                 |                                                             |     |
|-----------------|-------------------------------------------------------------|-----|
| 選修<br>ELECTIVES | 策略管理<br>STRATEGIC MANAGEMENT                                | 3/0 |
|                 | 零售業管理<br>RETAIL MANAGEMENT                                  | 0/3 |
|                 | 人力資源管理<br>HUMAN RESOURCES MANAGEMENT                        | 3/0 |
|                 | 服務管理<br>SERVICE MANAGEMENT                                  | 3/0 |
|                 | 品牌管理<br>BRAND MANAGEMENT                                    | 0/3 |
|                 | 電子商務與數據分析<br>E-COMMERCE AND DATA ANALYSIS                   | 0/3 |
|                 | 資料探勘<br>DATA MINING                                         | 0/3 |
|                 | 應用統計分析<br>APPLIED STATISTICAL ANALYSIS                      | 0/3 |
|                 | 組織行為<br>ORGANIZATIONAL BEHAVIOR                             | 0/3 |
|                 | 作業管理<br>OPERATIONS MANAGEMENT                               | 0/3 |
|                 | 數位化策略<br>STRATEGIC MANAGEMENT                               | 0/3 |
|                 | 財務管理研討<br>SEMINAR IN FINANCIAL MANAGEMENT                   | 3/0 |
|                 | 人工智慧<br>ARTIFICIAL INTELLIGENCE                             | 3/0 |
|                 | 大數據分析：商業應用<br>APPLICATION OF BIG DATA ANALYTICS IN BUSINESS | 3/0 |

All courses taking and a master thesis have to completed within 1 to 4 years.

畢業學分 CREDITS OF GRADUATION : 39 ( not including the master thesis)

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。

Master degree: MA