

淡江大學管科系經營管理全英語碩士班 114學年度起入學新生課程規劃表
ACADEMIC YEAR 114(2025) 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 Course Name	學分 Credits
必修 Requirement	財務管理研討 Seminar In Financial Management	3/0
	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	0/1
	論文 Thesis	0/0

系訂選修至少 14 學分

Department Elective Courses At Least 14 Credits

選修 Electives	人力資源管理 Human Resources Management	0/3
	品牌管理 Brand Management	0/3
	應用統計分析 Applied Statistical Analysis	0/3
	資料探勘 Data Mining	0/3
	數位化策略 Strategic Management	3/0
	財務管理研討 Seminar In Financial Management	3/0
	人工智慧 Artificial Intelligence	0/3
	重塑企業 Reimagining Business	0/3
	激勵與領導 Motivation And Leadership	3/0
	大數據分析：商業應用 Application Of Big Data Analytics In Business	3/0

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

畢業學分 Credits Of Graduation : 24 (Not Including The Master Thesis)

必修學分 Requird Credits : 10

選修學分 Eletives Credits : 14

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