

淡江大學管科系經營管理全英語碩士班 111 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 111 ACADEMIC YEAR, 2022

	科目名稱 COURSE NAME	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

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