

國際經營管理碩士班課程規劃與結構

Fu Jen MBA in International Management (imMBA) Course Structure

絕對必修 Core course Absolutely required	企業倫理(2) Business Ethics (2)
	國際企業管理(3) International Business Management (3)
	論文(6) Thesis (6)
必修六選四 Core course Optionally required (choose 4 out of 6)	財務管理(3) Financial Management (3)
	組織設計與管理(3) Organization Design and Management (3)
	行銷管理(3) Marketing Management (3)
	供應鏈與作業管理(3) Supply Chain and Operations Management (3)
	人力資源與知識管理(3) Human Resources and Knowledge Management (3)
	策略管理(3) Strategic Management (3)
選修・模組 1： 國際行銷管理 Electives, module 1: International Marketing Management	網路行銷(3) Internet Marketing (3)
	全球品牌管理(3) Global Brand Management (3)
	國際商務談判(3) International Business Negotiation (3)
	亞太區域經營管理實務(3) Business and Management Practice in Asia Pacific Region (3)
	行銷研究(3) Marketing Research (3)
	顧客關係管理與服務行銷(3) Customer Relationship Management and Service Marketing (3)
	國際消費者行為(3) International Buyer's Behavior (3)
選修・模組 2： 商業分析與數位創新 Electives, module 2: Business Analytics and Digital Innovation	電子商務(3) Electronic Commerce (3)
	服務設計(3) Service Design (3)
	研究方法(3) Research Methodology (3)
	基礎論文寫作(2)

	Introduction to Graduate Research (2)
	創新與產品管理(3) Innovation and Product Management (3)
	資料庫與商業分析(3) Database Foundations for Business Analytics (3)
	商業分析(3) Business Analytics (3)
其他選修 Electives, others:	公司治理(1) Corporate Governance (1)
	財務會計(3) Financial Accounting (3)

畢業學分為 42 學分，含論文 6 學分。

Graduation credits 42, including thesis 6 credits.