## 碩士班課程規劃表

College: Management Department: Business Administration Section:

| Category Module                          |  | Course Title  | Course code                  | R/E                       | Credit  | Freshmen<br>一年級 |             | Sophomore<br>二年級    |                           | Junior<br>三年級 |             | Senior<br>四年級 |          | minimum mini<br>credits for credit<br>this th |                      | Remarks                       |
|--|--|---|------------------------------|---------------------------|---------|-----------------|-------------|---------------------|---------------------------|---------------|-------------|---------------|----------|---|----------------------|-------------------------------|
| 類別                                       | 模組                                     | 課程名稱  | 科目代碼                         | 選別                        | s<br>學分 | First           | Second<br>下 | First<br>上          | Second T                  | First         | Second<br>下 | First         | Second F | category<br>類別最低<br>應修                        | module<br>模組最低<br>應修 | 備註                            |
|  | y Required<br>「必修                      | Thesis<br>論文  |                              | R<br>必                    | 6       | 0               | 0           | 0                   | 0                         | 0             | 0           | 0             | 0        | 0   | 0                    |                               |
|  |  | Organization and Management<br>Theory<br>組織理論與管理  | 02237                        | R<br>必                    | 3       | 3               |             |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Financial Management<br>財務管理  | 01983                        | R<br>必                    | 3       | 3               |             |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Operations Management<br>作業管理   | 11822                        | R<br>必                    | 3       | 3               |             |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Industrial Economics &<br>Competitive Strategy<br>產業經濟與競爭優勢   | 12255                        | R<br>必                    | 3       | 3               |             |                     |                           |               |             |               |          |   | 35                   |                               |
|  |  | Business Policy<br>企業政策   | 01389                        | R<br>必                    | 3       |                 |             | 3                   |                           |               |             |               |          |   |                      |                               |
| Req                                      | rtment<br>uired                        | Management Accounting<br>管理決策會計   | 02627                        | R<br>必                    | 3       |                 |             | 3                   |                           |               |             |               |          | 35  |                      |                               |
|  | irses<br>科目                            | Human Resources<br>Management<br>人力資源管理   | 01013                        | R<br>必                    | 3       |                 | 3           |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Marketing Management<br>行銷管理  | 01483                        | R<br>必                    | 3       |                 | 3           |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Research Methodology<br>研究方法  | 01799                        | R<br>必                    | 3       |                 | 3           |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Information Management<br>資訊管理  | 02502                        | R<br>必                    | 3       |                 | 3           |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Industry Analysis &<br>Competitive Advantage<br>產業分析與競爭優勢   | 12723                        | R<br>必                    | 3       |                 | 3           |                     |                           |               |             |               |          |   |                      |                               |
|  |  | Business Ethics<br>企業倫理   | 00292                        | R<br>必                    | 2       |                 |             |                     | 2                         |               |             |               |          |   |                      |                               |
|  | versity                                |   | Department<br>Required       | Required<br>必修            | 35      |                 |             | Electio<br>n<br>(C) | Advanced<br>in depa<br>專業 |               |             | 7             |          | Credits for<br>Graduation<br>A+B+C<br>畢業學分數   |                      |                               |
|  | uired<br>「必修                           | 6   | courses (B)<br>院系必修必選<br>學分數 | Advnced<br>Eleciton<br>必選 | 0       | 3               | 35          |                     | Other Election<br>其他選修    |               | 0           |               |          |   |                      | 48                            |
| Dept<br>Elective<br>Courses<br>系選修課<br>程 | Advnced<br>Eleciton<br>courses<br>専業選修 | Students are required to take either the TOEIC or TOEFL (CBT or iBT) exam during their first year of the master's degree program. They must submit their test transcripts by the end of the first semester of their second year. If the TOEIC score is below 750 points or the iBT TOEFL score is below 71 points, students will need to enroll in the designated English courses. 請同學於碩一時自行參加TOEIC或TOEFL(CBT或iBT)考試,並於碩二上學期結束前繳交成績單。若TOEIC成績未達750分或iBT TOEFL成績未達71分者, iā相修指定之相關英文課程。 |                              |                           |         |                 |             |                     |                           |               |             |               |          |   |                      |                               |
|  | -                                      | Multivariate Statistical<br>Analysis<br>多變量分析   | 01445                        | E<br>選                    | 3       | 3               |             |                     |                           |               |             |               |          |   |                      | At least 3 credits.<br>至少3學分。 |
| Cou                                      | ental Skills<br>urses<br>巨力課程          | Operations Research<br>作業研究   | 01559                        | E<br>選                    | 3       | 3               |             |                     |                           |               |             |               |          | 3   | 3                    |                               |
|  |  | Econometrics<br>計量經濟學   | 01855                        | E<br>選                    | 3       | 3               |             |                     |                           |               |             |               |          |   |                      |                               |

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College: Management Department: Business Administration Section:

|                |              |   |             |        |            |       |              | 管理學系管理學碩士班 shmen Sophomore Junior |              |       |              |       |            | mınımum     | mınımum             |  |  |
|----------------|--------------|---|-------------|--------|------------|-------|--------------|-----------------------------------|--------------|-------|--------------|-------|------------|-------------|---------------------|--|--|
| Category       | Module       | Course Title  | Course code | R/E    | Credit     |       | hmen<br>丰級   |                                   | omore<br>手級  |       | nior<br>手級   |       | nior<br>F級 | credits for | credits for<br>this | Remarks  |  |
| Category<br>類別 | Module<br>模組 | 課程名稱  | 科目代碼        | 選別     | S<br>EST/\ | First | 丰級<br>Second | First                             | 手級<br>Second | First | 丰級<br>Second | First | Second     | category    | module              | 備註   |  |
|                |              | 10年11月  | Ī           |        | 學分         | 上     | 下            | 上                                 | 下            | 上     | 下            | 니     | 下          | 類別最低        | [修 確修               | I/H III.   |  |
|                |              | International Marketing<br>Management<br>國際行銷管理   | 06037       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     | All master's degree<br>students, regardless of<br>year, may enroll in<br>this elective course. |  |
|                |              | Seminar on Servant<br>Leadership<br>服務領導專題研究  | 12307       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     | 碩士班不分年級均可<br>修讀。   |  |
|                |              | Entrepreneurial Management<br>創業管理  | 11178       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Brand Strategy and<br>Management<br>品牌策略與管理   | 30711       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Agricultural Marketing<br>Management<br>農業行銷管理  | 31937       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Introduction to Technology<br>Management-Course in<br>English-Web<br>科技管理概論-英-網   | 34999       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Contemporary Issues in<br>Financial Markets<br>金融市場分析研討   | 17823□      | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Manpower Planning and<br>Recruiting<br>人力規劃與選才  | 20021       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Social Media Marketing-<br>Course in English<br>社群媒體行銷-英  | 31496       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Seminar on Social Entrepreneurship and Innovation in Alignment with Fu Jen Catholic University Mission 輔大使命與社會企業創新創 業講座               | 30043       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Effective Business<br>Communication and<br>Negotiation- Course in English<br>商業溝通與談判-英  | 30884       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Introduction to Emerging<br>Technology and Digital<br>Business<br>新興科技產業概論  | 31495       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Strategic Management of<br>Financial Institutions<br>金融業策略管理  | 32544       | E<br>選 | 2          | 2     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Seminar on Industry<br>Management - Course in<br>English<br>產業管理專題-英  | 33744       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |
|                |              | Application of Artificial Intelligence and Big Data Analytic in Marketing and Customer Relationship Management 人工智慧及大數據在行銷及 顧客關係管理之應用 | 34087       | E<br>選 | 3          | 3     |              |                                   |              |       |              |       |            |             |                     |  |  |

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College: Management Department: Business Administration Section:

|          |        |  |             | 5 E    |         | 上来乍<br>Fresi | nmen   |       | 土子 吗<br>omore |       | nior   | Ser   | nior   | mınımum             | mınımum             |         |
|----------|--------|--|-------------|--------|---------|--------------|--------|-------|---------------|-------|--------|-------|--------|---------------------|---------------------|---------|
| Category | Module | Course Title   | Course code | R/E    | Credit  |              | F級     |       | F級            |       | F級     | 四生    |        | credits for<br>this | credits for<br>this | Remarks |
| 類別       | 模組     | 課程名稱   | 科目代碼        | 選別     | s<br>學分 | First        | Second | First | Second        | First | Second | First | Second | category<br>類別最低    | module<br>模組最低      | 備註      |
|          |        |  |             |        | 477     | 上            | 下      | 上     | 下             | 上     | 下      | 上     | 下      | 應修                  | 應修                  |         |
|          |        | Business and Management<br>Practice in Asia Pacific<br>Region- Course in English<br>亞太區域經營管理實務-英 | 23503       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Business Model Innovation<br>and Competition Strategy-<br>Course in English<br>商業模式創新與競爭策略-英     | 34435       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Business Intelligence and Big<br>Data Analytics- Course in<br>English<br>商業智慧和大數據分析-英            | 35564       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Seminar on Business Practice<br>經營實務專題   | 18592       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | International Business<br>Management-Course in<br>English<br>國際企業管理-英                            | 19710       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Management Psychology<br>管理心理學   | 03136       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Production Planning System<br>生產規劃系統   | 06186       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Corporate Governance<br>公司治理   | 15470       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Decision Analysis and<br>Management<br>決策分析與管理   | 019716      | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Social Innovation and<br>Entrepreneurship Management<br>社會創新與創業管理                                | 20022□      | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Service Design<br>服務設計   | 23502       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Total Quality Management<br>全面品質管理   | 25136       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Internet Marketing<br>網路行銷   | 10211       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Labor Relationship and<br>Compensation Management<br>勞資關係與薪酬管理                                   | 24863       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |
|          |        | Career Exploration and<br>Planning<br>職涯探索與規劃  | 31493       | E<br>選 | 3       | 3            |        |       |               |       |        |       |        |                     |                     |         |

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College: Management Department: Business Administration Section:

|          |        |  |             |        |             |       | men         |       | omore   |       | nior        | Sei   | nior        | minimum<br>credits for | minimum<br>credits for |         |
|----------|--------|--|-------------|--------|-------------|-------|-------------|-------|---------|-------|-------------|-------|-------------|------------------------|------------------------|---------|
| Category | Module | Course Title   | Course code | R/E    | Credit<br>s |       | <b>F級</b>   |       | <b></b> | 三生    | <b></b>     | 四至    | <b></b> 手級  | this                   | this                   | Remarks |
| 類別       | 模組     | 課程名稱   | 科目代碼        | 選別     | 學分          | First | Second<br>F | First | Second  | First | Second<br>T | First | Second<br>下 | category<br>類別最低       | module<br>模組最低         | 備註      |
|          |        |  |             |        | 1,74        | 上     | Γ           | 上     | ٢       | 上     | ٢           | 上     | ٢           | 應修                     | 應修                     |         |
|          |        | Corporate Social<br>Responsibility and<br>Sustainability<br>企業社會責任與永續發展              | 31494       | E<br>選 | 3           | 3     |             |       |         |       |             |       |             |                        |                        |         |
|          |        | Management of Occupational<br>Health and Safety- Course in<br>English<br>職場健康與安全管理-英 | 33296       | E<br>選 | 3           | 3     |             |       |         |       |             |       |             |                        |                        |         |
|          |        | Family Business Management-<br>Course in English<br>家族企業管理-英                         | 24339       | E<br>選 | 3           | 3     |             |       |         |       |             |       |             |                        |                        |         |
|          |        | Seminar on Invest<br>Management<br>投資管理專題  | 08230       | E<br>選 | 3           | 3     |             |       |         |       |             |       |             |                        |                        |         |
|          |        | Intercultural and Autonomous<br>Learning<br>人力資源管理專題研討                               | 13227       | E<br>選 | 3           |       |             |       | 3       |       |             |       |             |                        |                        |         |
|          |        | Seminar on Marketing<br>Management<br>行銷管理專題研討                                       | 03680       | E<br>選 | 3           |       |             |       | 3       |       |             |       |             |                        |                        |         |
|          |        | Topics of Strategic<br>Management<br>策略管理專題  | 14104       | E<br>選 | 3           |       |             |       | 3       |       |             |       |             |                        |                        |         |
|          |        | Advanced English<br>Conversation<br>高級英語會話   | 02010       | E<br>選 | 3           |       |             |       | 3       |       |             |       |             |                        |                        |         |