Curriculum - MBA Program, 111 Academic Year

碩士班課程規劃表

College: Management Department: Business Administration Section:

管理學院 企業管理學系管理學碩士班

		Course Title	C	D/E	Credit		nmen		omore		nior		nior	minimum credits for	minimum credits for	Remarks
Category 類別	Module 模組	課程名稱	Course code 科目代碼	R/E 選別	s 學分	First 上	手級 Second 下	First	手級 Second 下	一生 First 上	F級 Second 下	First 上	手級 Second 下	this category 類別最低	this module 模組最低	備註
University Required 校訂必修		Thesis 論文		R 必	6	0	0	0	0	0	0	0	0	<u>應修</u>	<u>應修</u>	
		Organization and Management Theory 組織理論與管理	02237	R 必	3	3										
		Financial Management 財務管理	01983	R 必	3	3										
		Operations Management 作業管理	11822	R 必	3	3										
		Industrial Economics & Competitive Strategy 產業經濟與競爭優勢	12255	R 必	3	3										
		Business Policy 企業政策	01389	R 必	3			3								
	rtment uired	Management Accounting 管理決策會計	02627	R 必	3			3						35	35	
cou 必修	rses 科目	Human Resources Management 人力資源管理	01013	R 必	3		3									
		Marketing Management 行銷管理	01483	R 必	3		3									
		Research Methodology 研究方法	01799	R 必	3		3							-		
		Information Management 資訊管理	02502	R 必	3		3									
		Industry Analysis & Competitive Advantage 產業分析與競爭優勢	12723	R 必	3		3									
		Business Ethics 企業倫理	00292	R 必	2				2							
Univ Requ	ersity	6	Department Required courses (B)	Required 必修	Belectio Advanced Election in department 專業選修		7		Credits for Graduation		48					
	·····································	Ü	院系必修必選 學分數	Advnced Eleciton 必選	0	33		選修學分數		Election Z選修	0	/		A+B+C 畢業學分數		70
Dept Elective Courses 系選修課 程	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参加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,請補修指定之相關英文課程。 Each undergraduate student of the College should take at least 1 professional courses taught in English prior to graduation (English training courses are excluded, e.g. Foreign Language, English Conversation, English Conversation and Writing, and Freshman English Conversation) to meet graduation requirement. 於畢業前需至少修畢1門本院開設之「以英語授課的專業課程」,始有畢業資格。															
		Multivariate Statistical Analysis 多變量分析	01445	E 選	3	3								3 3		At least 3 credits. 至少3學分。
	ntal Skills irses :力課程	Operations Research 作業研究	01559	E 選	3	3									3	
		Econometrics 計量經濟學	01855	E 選	3	3										
		International Marketing Management 國際行銷管理	06037	E 選	3	3										All master's degree students, regardless of
		Introduction to Technology Management-Course in English-Web 科技管理概論-英-網	34999	E 選	3	3										year, may enroll in this elective course. 碩士班不分年級均可 修讀。

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管理學院 企業管理學系管理學碩士班

Category Module Course Title Course code R/E Credit S —年級 三年級 三年級	四年級 st Second	credits for credits for this category mo	Immum titis for this odule 且最低 權註
Contemporary Issues in Financial Markets 金融市場分析研討 Manpower Planning and Recruiting 人力規劃與選才 E 選 3 3 3		類別最低 模約	出取化
金融市場分析研討 Manpower Planning and Recruiting 人力規劃與選才 是 3 3 3			
人力規劃與選才			
Course in English 社群媒體行銷-英 選 31496 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			
Effective Business Communication and Negotiation- Course in English 商業溝通與談判-英			
Introduction to Emerging Technology and Digital Business 新興科技產業概論 Introduction to Emerging E			
Strategic Management of Financial Institutions 金融業策略管理 E 選 2 2			
Seminar on Industry Management - Course in English 產業管理專題-英 33744 E 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			
Business and Management Practice in Asia Pacific Region- Course in English 亞太區域經營管理實務-英			
Business Model Innovation and Competition Strategy-Course in English 商業模式創新與競爭策略-英			
Business Intelligence and Big Data Analytics- Course in English 商業智慧和大數據分析-英			
Seminar on Business Practice 經營實務專題 E 選 3 3			
International Business Management-Course in English 國際企業管理-英 19710 E 選 3 3			
Management Psychology 管理心理學 03136			

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管理學院 企業管理學系管理學碩士班

		ı		日生	チャル	企業官埋學系官埋學(mınımum	mınımum	
Category	Module		Course code 科目代碼	R/E	Credit	Freshmen 一年級		Sophomore 二年級		Junior 三年級		Senior 四年級		credits for this	credits for this	Remarks
類別	模組			選別	s 學分	First	Second	First	Second	First	Second	First	Second	category	module	備註
					字刀	上	下	上	下	上	下	上	下	類別最低應修	模組最低 應修	
		Production Planning System	06186	E	3	3										
		生產規劃系統		選												
		Corporate Governance 公司治理	15470	E 選	3	3										
		Decision Analysis and Management 決策分析與管理	019716	E 選	3	3										
		Social Innovation and Entrepreneurship Management 社會創新與創業管理	20022□	E 選	3	3										
		Service Design 服務設計	23502	E 選	3	3										
		Total Quality Management 全面品質管理	25136	E 選	3	3										
		Internet Marketing 網路行銷	10211	E 選	3	3										
		Labor Relationship and Compensation Management 勞資關係與薪酬管理	24863	E 選	3	3										
		Career Exploration and Planning 職涯探索與規劃	31493	E 選	3	3										
		Corporate Social Responsibility and Sustainability 企業社會責任與永續發展	31494	E 選	3	3										
		Management of Occupational Health and Safety- Course in English 職場健康與安全管理-英	33296	E 選	3	3										
		Family Business Management- Course in English 家族企業管理-英	24339	E 選	3	3										
		Seminar on Invest Management 投資管理專題	08230	E 選	3	3										
		Intercultural and Autonomous Learning 人力資源管理專題研討	13227	E 選	3				3							
		Seminar on Marketing Management 行銷管理專題研討	03680	E 選	3				3							
		Topics of Strategic Management 策略管理專題	14104	E 選	3				3							
		Advanced English Conversation 高級英語會話	02010	E 選	3				3							