

# 碩士班課程規劃表

管理學院 企業管理學系管理學碩士班

| Category<br>類別                            | Module<br>模組                          | Course Title<br>課程名稱  | Course code<br>科目代碼                                    | R/E<br>選別                | Credit<br>s<br>學分 | Freshmen<br>一年級 |                                      | Sophomore<br>二年級                          |             | Junior<br>三年級 |   | Senior<br>四年級 |             | minimum<br>credits for<br>this<br>category<br>類別最低<br>應修 | minimum<br>credits for<br>this<br>module<br>模組最低<br>應修 | Remarks<br>備註  |
|---|---------------------------------------|---|--|--------------------------|-------------------|-----------------|--------------------------------------|---|-------------|---------------|---|---------------|-------------|--|--|--|
|   |                                       |   |  |                          |                   | First<br>上      | Second<br>下                          | First<br>上                                | Second<br>下 | First<br>上    | Second<br>下                                     | First<br>上    | Second<br>下 |  |  |  |
| University Required<br>校訂必修               |                                       | Thesis<br>論文  |  | R<br>必                   | 6                 | 0               | 0                                    | 0   | 0           | 0             | 0   | 0             | 0           | 0  | 0  |  |
| Department<br>Required<br>courses<br>必修科目 |                                       | Organization and<br>Management Theory<br>組織理論與管理  | 02237  | R<br>必                   | 3                 | 3               |                                      |   |             |               |   |               |             | 35   | 35   |  |
|   |                                       | 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               |                                      |   |             |               |   |               |             |  |  |  |
|   |                                       | Business Policy<br>企業政策   | 01389  | R<br>必                   | 3                 |                 |                                      | 3   |             |               |   |               |             |  |  |  |
|   |                                       | Management Accounting<br>管理決策會計   | 02627  | R<br>必                   | 3                 |                 |                                      | 3   |             |               |   |               |             |  |  |  |
|   |                                       | 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             |   |               |             |  |  |  |
| University<br>Required<br>校訂必修            |                                       | 6   | Department<br>Required<br>courses (B)<br>院系必修必選<br>學分數 | Required<br>必修           | 35                | 35              | Electio<br>n<br>(C)<br>選修<br>學分<br>數 | Advanced Elecion<br>in department<br>專業選修 | 7           | 7             | Credits for<br>Graduation<br>A + B + C<br>畢業學分數 | 48            |             |  |  |  |
|   |                                       |   |  | Advnced<br>Elecion<br>必選 | 0                 |                 |                                      | Other Election<br>其他選修                    | 0           |               |   |               |             |  |  |  |
| Dept<br>Elective<br>Courses<br>系選修課程      | Advnced<br>Elecion<br>courses<br>專業選修 | 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.<br>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，請補修指定之相關英文課程。<br>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.<br>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。 |  |                          |                   |                 |                                      |   |             |               |   |               |             |  |  |  |
| Fundamental Skills<br>Courses<br>基本能力課程   |                                       | Multivariate Statistical<br>Analysis<br>多變量分析   | 01445  | E<br>選                   | 3                 | 3               |                                      |   |             |               |   |               | 3           | 3  | At least 3<br>credits.<br>至少3學分。                       |  |
|   |                                       | Operations Research<br>作業研究   | 01559  | E<br>選                   | 3                 | 3               |                                      |   |             |               |   |               |             |  |  |  |
|   |                                       | Econometrics<br>計量經濟學   | 01855  | E<br>選                   | 3                 | 3               |                                      |   |             |               |   |               |             |  |  |  |
|   |                                       | International Marketing<br>Management<br>國際行銷管理   | 06037  | E<br>選                   | 3                 | 3               |                                      |   |             |               |   |               |             |  |  | All master's<br>degree students,<br>regardless of<br>year, may enroll<br>in this elective<br>course.<br>碩士班不分年級均可<br>修讀。 |
|   |                                       | Introduction to Technology<br>Management<br>科技管理概論(EMI)   | 01840  | 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               |                                      |   |             |               |   |               |             |  |  |  |

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|----------------|--------------|---|---------------------|-----------|-------------------|-----------------|-------------|------------------|-------------|---------------|-------------|---------------|-------------|--|--|---------------|
|                |              |   |                     |           |                   | First<br>上      | Second<br>下 | First<br>上       | Second<br>下 | First<br>上    | Second<br>下 | First<br>上    | Second<br>下 |  |  |               |
|                |              | Manpower Planning and Recruiting<br>人力規劃與選才   | 20021               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Social Media Marketing<br>社群媒體行銷(EMI)   | 23196               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Entrepreneurship and Innovation in Alignment with Fu Jen Catholic University Mission<br>輔大使命與社會企業創新創業講座                                 | 30043               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Effective Business Communication and Negotiation<br>商業溝通與談判(EMI)  | 01045               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Introduction to Emerging Technology and Digital Business<br>新興科技產業概論  | 31495               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Strategic Management of Financial Institutions<br>金融業策略管理   | 32544               | E<br>選    | 2                 | 2               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Seminar on Industry Management<br>產業管理專題(EMI)   | 33743               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Application of Artificial Intelligence and Big Data Analytic in Marketing and Customer Relationship Management<br>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               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Business and Management Practice in Asia Pacific Region<br>亞太區域經營管理實務(EMI)  | 35563               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Business Intelligence and Big Data Analytics<br>商業智慧和大數據分析(EMI)   | 35564□              | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Business Model Innovation and Competition Strategy<br>商業模式創新與競爭策略(EMI)  | 35565               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Seminar on Business Practice<br>經營實務專題  | 18592               | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | International Business Management<br>國際企業管理(EMI)  | 02083               | 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 Management<br>決策分析與管理   | 019716              | E<br>選    | 3                 | 3               |             |                  |             |               |             |               |             |  |  |               |

## Curriculum - MBA Program, 113 Academic Year

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College : Management Department : Business Administration Section:

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|----------------|--------------|---|---------------------|-----------|---------------|-----------------|-------------|------------------|-------------|---------------|-------------|---------------|-------------|--|--|---------------|
|                |              |   |                     |           |               | First<br>上      | Second<br>下 | First<br>上       | Second<br>下 | First<br>上    | Second<br>下 | First<br>上    | Second<br>下 |  |  |               |
|                |              | Social Innovation and 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               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Labor Relationship and Compensation Management<br>勞資關係與薪酬管理       | 24863□              | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Career Exploration and Planning<br>職涯探索與規劃                        | 31493               | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Corporate Social Responsibility and Sustainability<br>企業社會責任與永續發展 | 31494               | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Management of Occupational Health and Safety<br>職場健康與安全管理         | 33745               | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Family Business Management<br>家族企業管理(EMI)                         | 35562               | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Marketing Analytics and Applications<br>行銷數據分析與應用                 | 35805               | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Seminar on Invest Management<br>投資管理專題                            | 08230               | E<br>選    | 3             | 3               |             |                  |             |               |             |               |             |  |  |               |
|                |              | Intercultural and Autonomous Learning<br>人力資源管理專題研討               | 13227               | E<br>選    | 3             |                 |             |                  | 3           |               |             |               |             |  |  |               |
|                |              | Seminar on Marketing Management<br>行銷管理專題研討                       | 03680               | E<br>選    | 3             |                 |             |                  | 3           |               |             |               |             |  |  |               |
|                |              | Topics of Strategic Management<br>策略管理專題                          | 14104               | E<br>選    | 3             |                 |             |                  | 3           |               |             |               |             |  |  |               |
|                |              | Advanced English Conversation<br>高級英語會話                           | 02010               | E<br>選    | 3             |                 |             |                  | 3           |               |             |               |             |  |  |               |