

系所課程地圖
Department Curriculum Map

系所概要 Department

系所概要 Department	
系所名稱 Department Name	企業管理學系 Business Administration
班別 Program	碩士班 Master's Program

教育目標 Education Goals

編號 Number	項目內容 Content
A	批判思考能力 Critical Thinking
B	全球視野 Global Awareness
C	社會責任感 Social Responsibilities
D	創新與領導 Innovation and Leadership
E	自主解決問題能力 Independent Problem-Solving

學生核心能力 Student Core Competencies

編號 Number	項目內容 Content	對應教育目標編號 Corresponding Education Goal Number
A	批判思考 Critical Thinking	A
B	全球視野 Global Awareness	B
C	社會責任感 Social Responsibilities	C
D	創新 Innovation	D
E	領導 Leadership	D
F	自主解決問題 Independent Problem-Solving	E

- ※附註 Note:
- 各系所所屬之班別，含學士班、碩士班、博士班等，請分別填寫。1. Complete the map separately for each division, including Bachelor's, Master's, and Doctoral program. 例如：資管學士班需填寫表二及表三；資管碩士班也須填寫表二及表三。For example, Forms 2 and 3 must be completed for Bachelor's program in Management Information Systems, and also for Master's program in for Bachelor's program in Management Information Systems.
 - 教育目標及核心能力之代號皆以英文字母大寫為主。2. Codes for Education Goals and Core Competencies must be in uppercase English alphabet letters.
 - 可依不同班(組)別填寫教育目標及核心能力。3. Education Goals and Core Competencies can be specific to the division in question.

承辦人簽章 Signature of Processing Clerk:

規劃單位主管簽章 Head of Planning Unit:

100年10月27日 Date:2011/10/27

企業管理學系碩士班
Department of Business Administration Master's Program

課程規畫表 Curriculum Plan

中文課程名稱 Course Title in Chinese	英文課程名稱 Course Title in English	規劃要點 (附註) Plans (Notes)				對應核心能力編號 Corresponding Education Goal Number	建議修課年級 Recommended Year of Study	開課單位 Course Offering Unit	備註 Remarks
		1	2	3	4				
院核心課程(若無免填，請加註必修、選修) College Core Courses (not required if none, otherwise please indicate Required Courses and Elective Courses)									
策略管理	Strategic Management	M	A	S	3	ACEF	2	管理學院 College of Management	
人力資源管理	Human Resource Management	M	A	S	3	ABF	1		
營運管理	Operational Management	M	A	S	3	ABCDF	1		
財務管理	Financial Management	M	A	S	3	ABF	1		
行銷管理	Marketing Management	M	A	S	3	ABF	1		
資訊管理	Information Management	M	A	S	3	ADEF	1		
必修課程 Required Courses									
組織理論與管理	Organizational Theory and Management	M	A	S	3	ACDE	1	企管系 Department of Business Administration	
國際企業管理	International Business Management	M	A	S	3	ABCF	1		
研究方法	Research Methods	M	A	S	3	AF	1		
多變量分析	Multivariate Analysis	M	A	S	3	AF	1		
碩士論文	Thesis	M	C	Y	6	ADF	2		

※附註：規劃要點填表說明：(1 到 4 各欄位請填正確代表字母)

Note: Instructions for completing this form are provided below (please provide the correct English alphabet letters in fields 1 to 4)

1: U-學士課程、M-碩士課程、D-博士課程。1: U-Bachelor's program, M-Master's program, D-Doctoral program.

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4: 科目 (全期或全年) 總學分數 (請填阿拉伯數字)。4: Total course (full-semester or full-year) credits (in Arabic numerals).

承辦人簽章 Signature of Processing Clerk:

規劃單位主管簽章 Head of Planning Unit:

107年1月23日 Date:2018/1/23

企業管理學系碩士班
Department of Business Administration Master's Program

課程規畫表 Curriculum Plan

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		1	2	3	4				
選修課程 Elective Courses									
策略行銷	Strategic Marketing	M	A	S	3	ABCDF	1	企管系 Department of Business Administration	
產業分析與競爭	Industry Analysis and Competition	M	A	S	3	ABDF	1		
顧客分析與管理研討	Seminar on Customer Analysis and Management	M	A	S	3	ABF	1		
國際金融研討	Seminar on International Finance	M	A	S	3	AB	2		
投資分析與管理	Investment Analysis and Management	M	A	S	3	ABCF	1		
金融市場與機構	Financial Markets and Institutions	M	A	S	3	ACF	2		
財務報表分析研討	Seminar on Financial Statement Analysis	M	A	S	3	AF	2		
財務預測	Financial Forecasting	M	A	S	3	AF	2		
國際企業經營策略	International Business Strategy and Management	M	A	S	3	ABDF	1		
國際企業管理研討	Seminar on International Business Management	M	A	S	3	ABDF	2		
國際市場進入策略	International Market Entry Strategy	M	A	S	3	ABF	2		
服務業行銷	Service Marketing	M	A	S	3	BCD	1		
創意管理	Creativity Management	M	A	S	3	ADF	1		
科技管理策略研討	Seminar on Technology Management	M	A	S	3	ABDF	2		
產業組織研討	Seminar on Industrial Organization	M	A	S	3	AB	2		
財務專題研討	Seminar on Finance	M	A	S	3	AF	2		
國際財務管理	International Financial Management	M	A	S	3	ABDF	2		
風險管理	Risk Management	M	A	S	3	AB	2		
期貨與選擇權	Futures and Options	M	A	S	3	ABDF	2		
企業評價	Business Valuation	M	A	S	3	ABCF	2		
國際行銷管理	International Marketing Management	M	A	S	3	ABCDF	2		
技術與創新策略	Technology and Innovation Strategy	M	A	S	3	ABDF	2		
企業購併專題	Seminar on Business Mergers and Acquisitions	M	A	S	3	ABCF	2		
高科技企業競爭策略	Competitive Strategy of High-Tech Firms	M	A	S	3	ABCDF	2		
人力資源發展研討	Seminar on Human Resource Development	M	A	S	3	AF	2		
國際人力資源管理研討	Seminar on Global Human Resource Management	M	A	S	3	ABF	2		
策略管理專題研討	Seminar on Strategic Management	M	A	S	3	DEF	2		
創業管理	Entrepreneurial Management	M	A	S	3	ABCDEF	2		
績效管理	Performance Management	M	A	S	3	AF	1		
賽局決策分析	Game Theory and Decision Analysis	M	A	S	3	AF	1		
薪資管理	Compensation and Benefits	M	A	S	3	AF	1		
國際企業管理專題	Special Issues on International Business	M	A	S	3	ABDF	2		
中小企業管理	Small Business Management	M	A	S	3	ACDF	1		
商業系統模擬	Business System Simulation	M	A	S	3	ABDF	1		
知識與創新管理	Knowledge and Innovation Management	M	A	S	3	ABDF	1		

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選修課程 Elective Courses									
策略性人力資源管理	Strategic Human Resource Management	M	A	S	3	AF	1	企管系 Department of Business Administration	
定價策略	Pricing Strategy	M	A	S	3	AF	2		
企業決策分析	Business Decision Analysis	M	A	S	3	ADF	1		
迴歸分析	Regression Analysis	M	A	S	3	ABF	1		
服務業經營管理與策略研討	Service Management and Strategy	M	A	S	3	ABD	1		
組織行為	Organizational Behavior	M	A	S	3	ABCE	1		
動態競爭策略研討	Seminar on Competitive Dynamics	M	A	S	3	ADEF	1		
人力資源專案	Human Resource Project	M	A	S	3	AF	1、2		
決策分析專案	Decision Analysis Project	M	A	S	3	ADF	1、2		
策略專案	Strategic Project	M	A	S	3	ADF	1、2		
組織變革與發展	Organizational Change and Development	M	A	S	3	ADE	2		
管理經濟學	Managerial Economics	M	A	S	3	AB	1		
經理人領導學	Managerial Leadership	M	A	S	3	ADE	1		
組織資料分析與診斷	Organizational Data Analysis and Diagnosis	M	A	S	3	AF	1		
國際貿易經營管理	International Trade Management	M	A	S	3	ABF	1		
資料庫管理系統	Database Management Systems	M	A	S	3	ABEF	1		
機器學習	Machine Learning	M	A	S	3	ADF	1	新增 New	

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承辦人簽章 Signature of Processing Clerk:

規劃單位主管簽章 Head of Planning Unit:

114年6月20日 Date:2025/6/20