淡江大學管科系經營管理全英語碩士班 114學年度起入學新生必選修科目表

COURSES LIST OF MASTER’S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH TAUGHT), DEPARTMENT OF MANAGEMENT SCIENCES

ENROLLMENT 112 ACADEMIC YEAR, 2023

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|  | 科 目 名 稱  C O U R S E N A M E | 學分  CREDITS |
| 必修  REQUIREMENT | 財務管理研討  SEMINAR IN FINANCIAL MANAGEMENT | 3/0 |
| 行銷管理研討  SEMINAR IN MARKETING MANAGEMENT | 0/3 |
| 研究方法  RESEARCH METHODOLOGY | 3/0 |
| 企業倫理  BUSINESS ETHICS | 0/1 |
| 論文  THESIS | 0/0 |
| 選修  ELECTIVES | 人力資源管理  HUMAN RESOURCES MANAGEMENT | 3/0 |
| 品牌管理  BRAND MANAGEMENT | 0/3 |
| 應用統計分析  APPLIED STATISTICAL ANALYSIS | 0/3 |
| 組織行為  ORGANIZATIONAL BEHAVIOR | 0/3 |
| 數位化策略  STRATEGIC MANAGEMENT | 0/3 |
| 財務管理研討  SEMINAR IN FINANCIAL MANAGEMENT | 3/0 |
| 人工智慧  ARTIFICIAL INTELLIGENCE | 3/0 |
| 大數據分析：商業應用  APPLICATION OF BIG DATA ANALYTICS IN  BUSINESS | 3/0 |

All courses taking and a master thesis must completed within 1 to 4 years.

畢業學分 CREDITS OF GRADUATION：24 ( not including the master thesis)

必修學分 REQUIRD CREDITS：10

選修學分 ELETIVES CREDITS：14

The electives include 6 credits in the maximum of other English-taught Master program in business film.

可選修外系全英語碩士班課程，最多 6 學分。

Master degree: MA