

淡江大學管理科學學系企業經營碩士在職專班 112 學年度入學新生課程規劃表

Required & Elective Course List for the Executive Master's Program Business Administration(EMBA) in Management Sciences, Department of Management Sciences, Tamkang University, Academic Year 2022

校訂必修/共計 36學分(compulsory subjects at least 36credits)

科目名稱 Course name	學分 credit	第 1 學年 1 st Academic Year		第 2 學年 2 nd Academic Year		備註 Remark
		上 1 st Semester	下 2 nd Semester	上 1 st Semester	下 2 nd Semester	
企業倫理 BUSINESS ETHICS	2	2				商管核心課程必修 Required courses by College of Business and Management- Master
領導與團隊 LEADERSHIP AND TEAMWORK	3		3			必修 Required courses
研究方法 RESEARCH METHODOLOGY	3		3			必修 Required courses
組織與團隊形成 THE FORMATION OF ORGANIZATION AND TEAM	1		1			必修 Required courses
零售業管理 RETAIL MANAGEMENT	3	3				選修 Elective courses
人力資源管理 HUMAN RESOURCES MANAGEMENT	3	3				選修 Elective courses
品質管理 QUALITY MANAGEMENT	3	3				選修 Elective courses
行銷策略規劃 THE PLANNING OF MARKETING STRATEGY	3	3				選修 Elective courses
投資策略與應用 INVESTING STRATEGIES AND APPLICATIONS	3	3				選修 Elective courses
商業計畫書實作 BUSINESS PLANNING AND APPLICATIONS	3		3			選修 Elective courses
管理方法研討 SEMINAR ON MANAGEMENT METHODS	3		3			選修 Elective courses

投資理財專題 TOPICS ON INVESTMENT MANAGEMENT	3		3			選修 Elective courses
商業智慧與大數據分析 BUSINESS INTELLIGENCE AND BIG DATA ANALYTICS	3		3			選修 Elective courses
科技與策略 TECHNOLOGY AND STRATEGY	3		3			選修 Elective courses
生活藝術與策略 LIFE ART AND STRATEGY MANAGEMENT	3		3			選修 Elective courses
論文 THESIS	0					必修 Required courses

*選修課依每學年實際開課情形為準。

The elective courses are subject to the actual course offerings each academic year.

一、修業年限：修業 2 至 4 年

Years of Enrollment: 2 to 4 years.

二、必修學分數：9 學分(論文另計)

Required course credits: 10 credits (Thesis not included).

三、畢業學分數：36 學分(論文另計)

Graduation credits: 36 credits (Thesis not included).