

淡江大學管理科學學系博士班 114 學年度入學新生課程規劃表

Required & Elective Course List for the Doctoral Program, Department of Management Sciences Tamkang University, Academic Year 2024

校訂必修/共計 18 學分(compulsory subjects at least 18 credits)

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	1	1				商管核心課程必修 Required courses by College of Business and Management- Master
研究方法 RESEARCH METHODOLOGY	3	3				必修 Required courses
書報討論(一) SEMINAR (1)	2	2				必修 Required courses
書報討論(二) SEMINAR (2)	2		2			必修 Required courses
行銷管理專題 SPECIAL TOPICS ON MARKETING MANAGEMENT	3	3				選修 Elective courses
品質成本模式(全英 語授課) COST / BENEFIT MODEL FOR QUALITY	3	3				選修 Elective courses
多變量分析應用專題 SPECIAL TOPICS ON MULTIVARIATE ANALYSIS APPLICATIONS	3	3				選修 Elective courses
社會科學與行為研究 SEMINAR ON BEHAVIORAL AND SOCIAL SCIENCES RESEARCH	3	3				選修 Elective courses
觀光管理與行銷專題 SPECIAL TOPICS ON TOURISM MANAGEMENT AND MARKETING	3	3				選修 Elective courses
多變量分析應用專題 SPECIAL TOPICS ON MULTIVARIATE ANALYSIS APPLICATIONS	3	3				選修 Elective courses
組織行為(全英語授課) ORGANIZATIONAL BEHAVIOR	3		3			選修 Elective courses

統計分析專題 SPECIAL TOPIC OF STATISTICAL ANALYSIS	3		3			選修 Elective courses
統計推論 STATISTICAL INFERENCE	3		3			選修 Elective courses
模糊集合理論與應用 FUZZY SET THEORY AND ITS APPLICATION	3		3			選修 Elective courses
策略管理專題研討 SEMINAR IN STRATEGIC MANAGEMENT	3		3			選修 Elective courses
智能商務管理 INTELLIGENCE ON OMNI- RETAILING 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 1 至 7 年

Years of Enrollment: 1 to 7 years.

二、必修學分數：8 學分(論文另計)

Required course credits: 8 credits (Thesis not included).

三、畢業學分數：18學分(論文另計)

Graduation credits: 18 credits (Thesis not included).