

國立臺北商業大學企業管理系碩士班課程科目表 (110學年度入學新生適用)

Course List for Master of Business Administration (MBA), Department of Business Administration, College of Business, National Taipei University of Business  
(Applicable to Students Admitted in Fall, 2021)

| 科目類別<br>Category                     | 科目名稱<br>Course Title  | 學分數<br>Credit | 時數<br>Hour | 授課時數<br>Contact Hour |                |               |                |               |                |               |                | 備註<br>Remarks |  |
|--------------------------------------|---|---------------|------------|----------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|--|
|                                      |   |               |            | 第一學年 AY 1            |                |               |                | 第二學年 AY 2     |                |               |                |               |  |
|                                      |   |               |            | 上<br>Fall            |                | 下<br>Spring   |                | 上<br>Fall     |                | 下<br>Spring   |                |               |  |
|                                      |   |               |            | 授課<br>Lecture        | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice |               |  |
| 專業必修<br>Core Course<br>(Compulsory)  | 期刊論文導讀<br>JOURNAL PAPER STUDY   | 2             | 6          |                      | 3              |               | 3              |               |                |               |                |               |  |
|                                      | 管理學專題<br>MANAGEMENT TOPICS  | 3             | 3          | 3                    |                |               |                |               |                |               |                |               |  |
|                                      | 行銷管理專題<br>TOPIC OF MARKETING MANAGEMNT                                    | 3             | 3          | 3                    |                |               |                |               |                |               |                |               |  |
|                                      | 統計方法與數量模型<br>STATISTICAL METHOD AND QUANTITATIVE MODEL                    | 3             | 3          | 3                    |                |               |                |               |                |               |                |               |  |
|                                      | 人力資源管理專題<br>TOPICS OF HUMAN RESOURCES MANAGEMENT                          | 3             | 3          | 3                    |                |               |                |               |                |               |                |               |  |
|                                      | 綜合管理研究討論<br>INTEGRATED MANAGEMENT RESEARCH                                | 1             | 2          | 2                    |                |               |                |               |                |               |                |               |  |
|                                      | 管理決策與研究方法<br>MANAGEMENT DECISION AND RESEARCH METHODS                     | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 資訊管理<br>INFORMATION MANAGEMENT  | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 作業策略與管理專題<br>OPERATIONS STRATEGY AND MANAGEMENT                           | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 財務管理專題<br>FINANCIAL MANAGEMENT  | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 合計<br>Subtotal  |               | 27         | 32                   | 14             | 3             | 12             | 3             | 0              | 0             | 0              | 0             |  |
| <b>必修合計<br/>Subtotal, Compulsory</b> |   | <b>27</b>     |            |                      |                |               |                |               |                |               |                |               |  |
|                                      | 企業與社會倫理專題<br>TOPICS OF ENTERPRISE AND SCIOETY ETHICS                      | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 英文研讀與會話(一)<br>ENGLISH STUDY AND CONVERSATION                              | 1             | 2          |                      |                |               | 2              |               |                |               |                |               |  |
|                                      | 驗證性模型與分析(一)<br>CONFIRMATORY MODEL AND ANALYSIS I                          | 3             | 3          |                      |                |               |                | 3             |                |               |                |               |  |
|                                      | 英文研讀與會話(二)<br>ENGLISH STUDY AND CONVERSATION                              | 1             | 2          |                      |                |               |                |               | 2              |               |                |               |  |
|                                      | 海外企業參訪<br>OVERSEAS STUDY  | 1             | 2          |                      |                |               |                |               | 2              |               |                |               |  |
|                                      | 實證模型分析<br>EMPIRICAL MODEL ANALYSIS  | 3             | 3          |                      |                |               |                |               |                | 3             |                |               |  |
|                                      | 行動數位應用與雲端服務專題<br>TOPICS OF MOBILE DIGITAL APPLICATIOIS AND CLOUD SERVICES | 3             | 3          |                      |                |               |                | 3             |                |               |                |               |  |
|                                      | 驗證性模型與分析(二)<br>CONFIRMATORY MODEL AND ANALYSIS II                         | 3             | 3          |                      |                |               |                |               |                | 3             |                |               |  |
|                                      | 組織行為專題<br>TOPICS OF ORGANIZATION BEHAVIOR                                 | 3             | 3          | 3                    |                |               |                |               |                |               |                |               |  |
|                                      | 組織創新與知識管理專題<br>ORGANIZATIONAL INNOVATION AND KNOWLEDGE MANAGEMENT         | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 行銷研究與決策<br>MARKETING RESEARCH AND DECISION                                | 3             | 3          |                      |                | 3             |                |               |                |               |                |               |  |
|                                      | 供應鏈與流通管理專題<br>TOPICS OF LOGISTIC AND SUPPLY CHAIN MANAGEMENT              | 3             | 3          |                      |                |               |                | 3             |                |               |                |               |  |
|                                      | 服務與營運管理專題<br>TOPIC OF SERVICE AND OPERATION MANAGEMENT                    | 3             | 3          |                      |                |               |                | 3             |                |               |                |               |  |
|                                      | 管理理論與個案研析<br>MANAGEMENT THEORIES AND CASE ANALYSIS                        | 3             | 3          |                      |                |               |                |               |                | 3             |                |               |  |
|                                      | 科技與創新管理<br>MANAGEMENT OF TECHNOLOGY AND INNOVATION                        | 3             | 3          |                      |                |               |                |               |                | 3             |                |               |  |
|                                      | 產業與競爭分析專題<br>TOPIC OF INDUSTRY COMPETITION AND ANALYSIS                   | 3             | 3          |                      |                |               |                |               |                | 3             |                |               |  |

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|--|---|---------------|------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|--|--|
|  |   |               |            | 第一學年 AY 1               |                |               |                | 第二學年 AY 2     |                |               |                |  |  |
|  |   |               |            | 上<br>Fall               |                | 下<br>Spring   |                | 上<br>Fall     |                | 下<br>Spring   |                |  |  |
|  |   |               |            | 授課<br>Lecture           | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice |  |  |
| 專業選修<br>Elective                             | 創新與創業管理<br>MANAGEMENT OF CREATIVITY AND ENTERPRISE                          | 3             | 3          | 3                       |                |               |                |               |                |               |                |  |  |
|  | 顧客關係管理<br>CUSTOMER RELATION MANAGEMENT                                      | 3             | 3          | 3                       |                |               |                |               |                |               |                |  |  |
|  | 電子商務與網路行銷專題<br>TOPICS OF ELECTRONIC COMMERCE AND INTERNET                   | 3             | 3          | 3                       |                |               |                |               |                |               |                |  |  |
|  | 計量經濟<br>ECONOMETRICS  | 3             | 3          |                         |                | 3             |                |               |                |               |                |  |  |
|  | 專案管理專題<br>TOPICS OF PROJECT MANAGEMENT                                      | 3             | 3          |                         |                | 3             |                |               |                |               |                |  |  |
|  | 通路管理專題<br>CHANNEL MANAGEMENT  | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | 新產品開發與管理<br>NEW PRODUCT DEVELOPMENT AND MANAGEMENT                          | 3             | 3          |                         |                | 3             |                |               |                |               |                |  |  |
|  | 國際行銷管理<br>INTERNATIONAL MARKETING MANAGEMENT                                | 3             | 3          |                         |                | 3             |                |               |                |               |                |  |  |
|  | 資料探勘<br>DATA MINING   | 3             | 3          |                         |                | 3             |                |               |                |               |                |  |  |
|  | 工業與關係行銷專題<br>SEMINAR IN B2B INDUSTRIAL MARKETING AND CUSTOMER RELATIONSHIPS | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | 資本市場<br>CAPITAL MARKET  | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 期貨與選擇權<br>FUTURES AND OPTIONS   | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 公司理財與治理<br>CORPORATE FINANCE  | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 消費者行為研究<br>CUSTOMER BEHAVIOR RESEARCH                                       | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 整合行銷溝通管理<br>INTEGRATED MARKETING COMMUNICATION MANAGEMENT                   | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 組織變革與發展管理專題<br>TOP OF ORGANIZATION CHANGE AND DEVELOPMENT MANAGEMENT        | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 全球企業經營策略專題<br>THE TOPIC OF GLOBAL BUSINESS AND STRATEGY                     | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | 物流資訊安全與規劃<br>INFORMATION SECURITY PLAN IN LOGISTIC                          | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | RFID概論<br>RFID  | 3             | 3          |                         |                |               |                | 3             |                |               |                |  |  |
|  | RFID物流與供應鏈實務專題<br>TOPICS OF RFID LOGISTICS AND SUPPLY CHAIN                 | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | RFID物流與供應鏈應用個案研討<br>LOGISTICS AND SUPPLY CHAIN CASE STUDIES OF RFID         | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | 品牌行銷與管理<br>BRAND MARKETING AND MANAGEMENT                                   | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | 企業決策分析<br>BUSINESS DECISION ANALYSIS  | 3             | 3          | 3                       |                |               |                |               |                |               |                |  |  |
|  | 企業診斷與價值評估<br>ENTERPRISE DIAGNOSIS AND VALUE ASSESSMENT                      | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | 策略管理<br>STRATEGIC MANAGEMENT  | 3             | 3          |                         |                |               |                |               |                | 3             |                |  |  |
|  | 專題研究實習<br>PRACTICE OF TOPIC RESEARCH  | (4)           | (4)        |                         |                | 1             | 1              |               | 1              |               | 1              |  | 不計入畢業總學分<br>Exclusive for graduation requirement |
| 教學專業實習<br>PRACTICE OF PROFESSIONAL TEACHING  | (4)   | (4)           |            |                         | 1              | 1             |                | 1             |                | 1             |                | 不計入畢業總學分<br>Exclusive for graduation requirement |  |
| 教育專案實習<br>PRACTICE OF EDUCATIONAL CASE STUDY | (4)   | (4)           |            |                         | 1              | 1             |                | 1             |                | 1             |                | 不計入畢業總學分<br>Exclusive for graduation requirement |  |
| 合計<br>Subtotal, Elective                     |   | 117           | 120        | 15                      | 3              | 24            | 5              | 39            | 7              | 36            | 3              |  |  |

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|--|----------------------|---------------|------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|
|  |                      |               |            | 第一學年 AY 1               |                |               |                | 第二學年 AY 2     |                |               |                |               |
|  |                      |               |            | 上<br>Fall               |                | 下<br>Spring   |                | 上<br>Fall     |                | 下<br>Spring   |                |               |
|  |                      |               |            | 授課<br>Lecture           | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice |               |
| <b>選修合計 Subtotal, Elective<br/>(至少應修 Minimum of Electives Required)</b>  |                      | <b>20</b>     |            |                         |                |               |                |               |                |               |                |               |
| <b>畢業最低總學分數 47 (不含畢業論文6學分, 專業選修至少應修20學分)</b><br><b>Total Number of Required Credits : 47</b><br><b>( 6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Required: 20 Credits)</b> |                      |               |            |                         |                |               |                |               |                |               |                |               |

註1：碩士班(MBA)先修科目為統計學(於大學、二專或五專修滿2學分，且分數達70分以上)，未修或少修該科目學分者，需至大學、二專或五專補修，且不列入畢業學分；其餘相關規定以本系(所)碩士班基礎課程抵免要點為準。

註2：修讀本系(所)畢業時需通過本所訂定英文及專業能力相關證照之畢業門檻。

註3：107學年度起入學之學生須依本校「研究生學術倫理教育實施要點」完成學術倫理教育相關課程達6小時以上，始得申請論文學位考試。