

國立臺北商業大學企業管理系碩士班課程科目表 (113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, 2024)

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour								備註 Remarks
				第一學年 AY 1				第二學年 AY 2				
				上 Fall		下 Spring		上 Fall		下 Spring		
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
專業必修 Core Course (Compulsory)	企業永續發展與管理專題 CORPORATE SUSTAINABLE DEVELOPMENT AND MANAGEMENT TOPICS	3	3	3								
	企業決策分析 BUSINESS DECISION ANALYSIS	3	3	3								
	統計方法與資料分析 STATISTICAL METHODS AND DATA ANALYSIS	3	3	3								
	管理實務講座(一) GLOBAL MANAGEMENT FORUM (I)	1	3			3						
	企業研究方法 BUSINESS RESEARCH METHOD	3	3			3						
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATIONS	3	3			3						程式設計導入之課程 備註6 As Remark6
	人工智慧與應用 ARTIFICIAL INTELLIGENCE AND APPLICATIONS	3	3					3				
	管理實務講座(二) GLOBAL MANAGEMENT FORUM (II)	1	3							3		
	論文 THESIS	(6)	(6)					(3)		(3)		
合計 Subtotal	20	24	9	0	9	0	3	0	3	0		
必修合計 Subtotal, Compulsory		20										
科技與創新管理 Elective	科技與創新管理 MANAGEMENT OF TECHNOLOGY AND INNOVATION	3	3							3		
	數位商務與管理 DIGITAL BUSINESS AND MANAGEMENT	3	3							3		
	全球產業競爭分析 GLOBAL INDUSTRY AND BOMPETITION ANALYSIS	3	3							3		
	創新與創業管理 MANAGEMENT OF CREATIVITY AND ENTERPRISE	3	3					3				
行銷與流通管理 Elective	消費者行為 CONSUMER BEHAVIOR	3	3	3								
	行銷管理專題 MARKETING MANAGEMNT	3	3	3								
	零售與通路管理 RETAIL AND CHANNEL MANAGEMENT	3	3			3						
	物流與供應鏈管理 LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	3					3				
	數位科技與行銷 DIGITAL TECHOLOGY AND MARKETING	3	3							3		
	顧客關係管理 CUSTOMER RELATION MANAGEMENT	3	3							3		
	國際商務溝通 INTERNATIONAL BUSINESS COMMUNICATION	1	2					2				(全英授課) EMI
	企業成功個案 BUSINESS SUCCESS STORY	1	2							2		(全英授課) EMI
組織與策略管理 Elective	服務與營運管理專題 TOPICS OF SERVICE AND OPERATIONS MANAGEMENT	3	3	3								
	組織理論與管理 ORGANIZATION THEORY AND MANAGEMENT	3	3							3		
	財務管理專題 FINANCIAL MANAGEMENT	3	3			3						
	組織行為專題 TPOICS OF ORIGANIZATION BEHAVIOR	3	3			3						
	作業策略與管理專題 OPERATIONS STRATEGY AND MANAGEMENT	3	3					3				
	人力資源管理專題 TOPICS OF HUMAN RESOURCE MANAGEMENT	3	3					3				
	公司治理 CORPORATE GOVERNANCE	3	3					3				
	新產品開發與管理 NEW PRODUCT DEVELOPMENT AND MANAGEMENT	3	3					3				
	品牌管理 BRAND MANAGEMENT	3	3							3		
	策略管理專題 STRATEGIC MANAGEMENT	3	3							3		
	企業個案診斷分析 CASE STUDY IN BUSINESS ADMINISTRATION	3	3							3		
	企業與法律 BUSINESS AND LAW	3	3							3		
	校外實習 FIELD PRACTICE	3	3								3	備註 ⁴ As Remark ⁴
	專題研究實習 PRACTICE OF TOPIC RESEARCH	(4)	(4)	(1)		(1)		(1)		(1)		國科會、產學合作計畫 (不計入畢業總學分) Exclusive for graduation requirement
教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(4)	(4)	(1)		(1)		(1)		(1)		教學輔助學習生 (不計入畢業總學分) Exclusive for graduation requirement	
教育專案實習 PRACTICE OF EDUCATIONAL CASE STUDY	(4)	(4)	(1)		(1)		(1)		(1)		教育部、經濟部、勞動部或其他專案計畫 (不計入畢業總學分) Exclusive for graduation requirement	
合計 Subtotal, Elective	68	70	9	0	9	0	20	0	32	3		
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		27										

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27學分)

Total Number of Required Credits : 47

(6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Required: 19 Credits)

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。

Remark 1: The prerequisite courses for the MBA program are Management and Statistics (completed 2 credits with a score of 70 or above from a master's program, master's degree program, university, or 2-year/5-year junior college program). For those who have not taken or have insufficient credits in these courses, they need to make up for the foundational courses offered by the day division or continuing education division of the university's college department, and these credits will not be counted towards graduation credits. Other relevant regulations shall follow the department's (graduate institute's) Implementation Guidelines for Course

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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。

Remark 2: To graduate from this department (graduate institute), students need to pass the graduation threshold set by the department (graduate institute) regarding English proficiency and professional certification requirements.

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。

Remark 3: Students admitted from the 2018 academic year onwards must complete at least 6 hours of academic ethics education courses in accordance with the university's "Implementation Guidelines for Academic Ethics Education for Graduate Students" before they can apply for their thesis/dissertation defense and degree examination.

註4：111學年度起入學之學生至多能修習3學分之校外實習課程。校外實習每1學分應達之時數依本校校外實習相關規定辦理。

Remark 4: Students admitted from the 2022 academic year can take up to 3 credits of off-campus internship courses. The number of hours required for each credit of off-campus internship shall be handled in accordance with the school's relevant regulations for off-campus internships.

註5：專業選修課程得視實際情況調整開課學期學年別。

Remark5:The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

註6：依本校「學生資訊能力檢核辦法」規定：自113學年度起入學之研究所、大學部、專科部學生須於畢業前達成本辦法列出之擇一資訊能力檢核認定項目者始得畢業。

Remark6:According to the school's "Regulations for Student Information Literacy Assessment," starting from the 2024 academic year, all incoming graduate, undergraduate, and college students must meet one of the information literacy assessment requirements listed in these regulations before they can graduate.