

國立臺北商業大學企業管理系多層次傳銷事業經營與管理產業碩士專班(丁班)碩士班課程科目表(113學年度入學新生適用)

The curriculum of the Industry graduate program for multi level marketings' operation and marketing management (Class D), Department of Business Administration, College of Business, National Taipei University of Business (Applicable for new students enrolled 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)	多層次傳銷企業經營講座(一) MULTI LEVEL MARKETING BUSINESS SEMINAR (I)	2	3	2	1							
	企業研究方法 BUSINESS RESEARCH METHOD	2	2	2								
	多層次傳銷企業經營講座(二) MULTI LEVEL MARKETING BUSINESS SEMINAR (II)	2	3			2	1					
	統計方法與資料分析(含實習) STATISTICAL METHODS AND DATA ANALYSIS	2	3			2	1					
	傳銷企業經營實務實習 THE PRACTICE OF MULTI LEVEL MARKETING BUSINESS	3	3						3			114年暑假實習(114年7月至9月間)，於114學年度第1學期開課。備註2 As Remark2
	企業決策分析(含實習) BUSINESS DECISION ANALYSIS	2	3					2	1			
	大數據分析(含實習) BIG DATA ANALYSIS	2	3							2	1	程式設計導入之課程。備註4 As Remark4
	論文 THESIS	(6)	(6)					(3)		(3)		
	必修合計 Subtotal	15	20	4	1	4	2	2	4	2	1	
必修合計 Subtotal, Compulsory		15										
專業選修 Elective	O2O行銷模式(含實習) ONLINE TO OFFLINE MARKETING	2	3	2	1							
	創新管理 INNOVATION MANAGEMENT	2	2	2								
	企業永續管理 CORPORATE SUSTAINABILITY MANAGEMENT	3	3			3						
	元宇宙與應用(含實習) METaverse AND APPLICATIONS	2	3			2	1					
	數位行銷 DIGITAL MARKETING	2	2			2						
	品牌策略 BRANDING STRATEGY	2	2					2	2			
	物流與供應鏈管理(含實習) LOGISTICS AND SUPPLY CHAIN MANAGEMENT	2	3					2	1			114年暑假實習(114年7月至9月間)，於114學年度第1學期開課。備註2 As Remark2
	人力資源管理 HUMAN RESOURCE MANAGEMENT	2	2					2				
	財務報表分析 FINANCIAL STATEMENTS ANALYSIS	2	2					2				
	顧客關係管理 TOP OF CUSTOMER RELATIONSHIP MANAGEMENT	2	2					2				
	國際行銷 INTERNATIONAL MARKETING	2	2					2				
	數位轉型 DIGITAL TRANSFORMATION	3	3							3		
	人工智慧與應用(含實習) ARTIFICIAL INTELLIGENCE AND APPLICATIONS	2	3							2	1	
海外企業參訪 OVERSEAS STUDY	1	2									2	
合計 Subtotal, Elective	29	34	4	1	7	1	12	3	5	3		
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		15										
畢業最低總學分數30 (不含畢業論文6學分，專業選修至少應修15學分) Total Number of Required Credits: 30 (6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Required: 15 Credits)												

本課程科目表經113年6月18日教務會議審議通過，適用113學年度入學新生。

Approved by Council of Academic Affairs on June 18, 2024.

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註1：107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。

Remark1: Students are required to take a course of academic ethics before applying for the thesis degree examination. Please refer to the requirement of the university.

註2：自111學年度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。

Remark2: 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3：專業選修課程得視實際情況調整開課學期學年別。

Remark3: The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

註4：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。

Remark4: 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.