國立臺北商業大學【碩士班】企業管理系碩士班課程科目表（114學年度入學新生適用）

Course List for Master of Business Administration (MBA), Department of Business Administration, School of Management, National Taipei University of Business (Applicable to Students Admitted in Fall, 2025)

科目類別 Category		科目名稱 Course Title	學分數 Credit	時數 Hour	第一學年 AY 1 上 Fall 授課 Lecture	實習 Practice	下 Spring 授課 Lecture	實習 Practice	第二學年 AY 2 上 Fall 授課 Lecture	實習 Practice	下 Spring 授課 Lecture	實習 Practice	備註 Remarks
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)	3	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)
		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)	3	3							3		
		論文 THESIS	(6)	(6)					(3)		(3)		
	合計 Subtotal		24	24	9	0	9	0	3	0	3	0	
必修合計 Subtotal, Compulsory			**24**										
科技與創新管理	選修 Elective	科技與創新管理 MANAGEMENT OF TECHNOLOGY AND INNOVATION	3	3							3		
		全球產業競爭分析 GLOBAL INDUSTRY AND BOMPETITION ANALYSIS	3	3							3		
行銷與流通管理	選修 Elective	服務與營運管理專題 TOPICS OF SERVICE AND OPERATIONS MANAGEMENT	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						
		國際商務溝通 INTERNATIONAL PROFESSIONAL COMMUNICATION	2	2					2				(全英授課)
		企業成功個案 BUSINESS SUCCESS STORY	2	2							2		(全英授課)
組織與策略管理	選修 Elective	財務管理專題 FINANCIAL MANAGEMENT	3	3			3						
		組織行為專題 TPOICS OF ORIGANIZATION BEHAVIOR	3	3			3						
		物流與供應鏈管理 LOGISTICS AND SUPPLY CHAIN 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				
選修 Elective		校外實習 FIELD PRACTICE	3	3								3	備註[4] Remark[4]
		專題研究實習 PRACTICE OF TOPIC RESEARCH	(4)	(4)	(1)		(1)		(1)		(1)		國科會、科技部、產學合作計畫(不計入畢業最低總學分) Research assistant of the MOST projects and industry-academia cooperation projects. Credits will be NOT counted toward total credits required for graduation.
		教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(4)	(4)	(1)		(1)		(1)		(1)		教學輔助學習生(不計入畢業最低總學分) Teaching assistant (Credits will be NOT counted toward total credits required for graduation.)
		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(不計入畢業最低總學分) Research assistant of the MOE projects, MEA projects, ML projects, and other project plans. Credits will be NOT counted toward total credits required for graduation.
	合計 Subtotal, Elective		34	34	6	0	9	0	11	0	8	3	
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Reqruied)			**23**										

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23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 Reqruied: 23 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。

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。
Remark 3: According to the "Guidelines for Academic Research Ethics Education Course", students are required to complete the Research Ethics Education course (more than 6 hours) to apply for a dissertation exam.

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。

註5：專業選修課程得視實際情況調整開課學期學年別。

註6：113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。
Remark 6: Starting from Academic Year 2024, all newly admitted students shall meet at least one of the information literacy certification requirements specified in the NTUB Student Information Literacy Assessment Regulations in order to be eligible for graduation.

本課程科目表經114年6月20日教務會議審議通過，適用一一四學年度入學新生
Approved by Academic Affairs Council on June 20, 2025.