

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(丙班)】課程科目表(115年度秋季班入學新生適用)

The curriculum of the Industry graduate program for multi level marketings' operation and marketing management (Class C), Department of Business Administration, College of Business, National Taipei University of Business

(Applicable to Students Admitted in Fall, 2026)

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 STATISTICAL METHODS AND DATA ANALYSIS	2	2			2							
	企業決策分析 BUSINESS DECISION ANALYSIS	2	2					2					
	大數據分析 BIG DATA ANALYSIS	2	2							2			程式設計導入之課程
	論文 THESIS	(6)	(6)					(3)		(3)			
	合計 Subtotal	12	14	4	1	4	1	2	0	2	0		
必修合計 Subtotal, Compulsory		12											
專業選修 Elective	O2O行銷模式 ONLINE TO OFFLINE MARKETING	2	2	2									
	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					
	物流與供應鏈管理(含實習) LOGISTICS AND SUPPLY CHAIN MANAGEMENT	2	3					2	1				116年暑假上課(116年7月至9月間)，於116學年度第1學期開課。
	人力資源管理 HUMAN RESOURCE MANAGEMENT	2	2					2					
	服務營運管理 TOPICS OF SERVICE AND OPERATIONS MANAGEMENT	2	2					2					
	國際行銷 INTERNATIONAL MARKETING	2	2					2					
	人工智慧與應用 ARTIFICIAL INTELLIGENCE AND APPLICATIONS	2	2					2					
	財務報表分析 FINANCIAL STATEMENTS ANALYSIS	2	2							2			
	服務品質管理 SERVICE QUALITY MANAGEMENT	2	2							2			
	數位轉型 DIGITAL TRANSFORMATION	3	3							3			
	海外企業參訪 OVERSEAS STUDY	2	2								2		
合計 Subtotal	32	34	4	0	7	1	12	1	7	2			
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		18											
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18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: 18 Credits)													

備註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: 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.

備註2: 專業選修課程得視實際情況調整開課學期學年別。

備註3: 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。

Remark3: Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.