

國立臺北商業大學企業管理系【不動產業碩士專班(乙班)】課程科目表(115年度春季班入學新生適用)

The curriculum of the Industry graduate program for realter estate (Class B), Department of Business Administration, College of Business, National Taipei University of Business  
(Applicable to Students Admitted in Spring, 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)	不動產業營運管理(含實習) OPERATION MANAGEMENT	2	3	2	1							
	不動產業開發實務 REAL ESTATE DEVELOPMENT PRACTICE	2	2	2								
	期刊論文導讀(一)(含實習) JOURNAL PAPER STUDY ( I )	2	3			2	1					
	不動產業行銷管理 MARKETING MANAGEMENT	2	2			2						
	期刊論文導讀(二)(含實習) JOURNAL PAPER STUDY ( II )	2	3					2	1			
	不動產業服務品質經營(含實習) SERVICE QUALITY MANAGEMENT	3	3							2	1	
	論文 THESIS	(6)	(6)					(3)		(3)		
	合計 Subtotal	13	16	4	1	4	1	2	1	2	1	
<b>必修合計 Subtotal, Compulsory</b>		<b>13</b>										
專業選修 Elective	不動產消費者行為分析 CONSUMER BEHAVIOR ANALYSIS	2	2	2								
	統計方法與數量模型 STATISTICAL METHOD AND QUANTITATIVE MODEL	2	2	2								
	不動產法律實務 LEGAL PRACTICE IN REAL PROPERTY	2	2	2								
	不動產稅法實務 PRACTICE OF REAL ESTATE TAX LAW	2	2			2						
	總體經濟分析 ADVANCED MACROECONOMICS	2	2			2						
	不動產業組織與管理 ORGANIZATION AND MANAGEMENT	2	2			2						
	公共關係管理 PUBLIC RELATIONS MANAGEMENT	2	2					2				
	不動產業電子商務 TOPICS OF ELECTRONIC COMMERCE	2	2					2				
	不動產代銷專題研討 SPECIAL TOPIDCS IN REAL ESTSTE BROKERAGE	2	2					2				
	危老都更專題研討 SPECIAL TOPICS IN URBAN REDEVELOPMENT	2	2							2		
	不動產業財務分析 FINANCIAL ANALYSIS	2	2							2		
	品牌策略 BRANDING STRATEGY	2	2							2		
	不動產人工智慧應用 ARTIFICIAL INTELLIGENCE APPLICATION	2	2							2		
	海外企業參訪 OVERSEAS STUDY	2	2								2	
	合計 Subtotal	28	28	6	0	6	0	6	0	8	2	
<b>選修合計 Subtotal, Elective (至少應修 Minimum of Electives Requied)</b>		<b>16</b>										
<b>畢業最低總學分數29(不含畢業論文6學分，專業選修至少應修16學分) Total Number of Required Credits : 29 ( 6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Requied: 16 Credits)</b>												

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.