**元智大學管理學院經營管理碩士班**

**（Master of Business Administration Program）**

**必選修科目表**

**（106學年度入學新生適用）**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

106.06.21 一○五學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2016, on June 21, 2017

108.05.01一○七學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2018, on May 01, 2019

■ 必修科目表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 學年  學期  科目 | 第一學年 | | 第二學年 | |
| 上 | 下 | 上 | 下 |
| MBA  必  修  科  目  (12) | 管理專題研討I  (Special Topics in  Management I)  CM664  (0) | 管理專題研討II  (Special Topics in  Management II)  CM665  (0) | 管理專題研討III  (Special Topics in  Management III)  CM666  (0) | 管理專題研討IV  (Special Topics in  Management IV)  CM667  (0) |
| 組織行為  (Organization Behavior)  CM503  (3) | 管理財務  (Managerial Finance)  CM647  (3) | 策略管理  (Strategic Management)  CM603  (3) |  |
| 行銷管理  (Marketing Management)  CM504  (3) |  |  |  |
| 學期學分  小計 | 6 | 3 | 3 | 0 |

AA-CP-04-CF03 (1.2版)／101.11.15修訂

■ 選修科目表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 科目 | 課號 | 中文課名 | 英文課名 | 學分數 |
| 選修科目 | CM597 | 企業實習 | Business Practice | 3 |
| CM610 | 海外研習 | Overseas Study | 3 |
| CM681 | 進階研究方法 | Advanced Research Methods | 3 |
| CM693 | 企業診斷及問題解決 | Enterprises Diagnosis & Problem Solving | 3 |
| 備註 | 1. 本院經營管理碩士班（MBA Program）包括「企業管理」（MBA in Business Management）、「領導」（MBA in Leadership）、「國際企業」（MBA in International Business）、及「行銷」(MBA in Marketing)四個主修領域。 2. 本碩士班畢業要求為最低總畢業學分數36學分，包含MBA必修科目12學分、各主修領域選修科目15學分、本碩士班各學程自由選修9學分；另加碩士論文一篇。申請上學期口試者須於12月底前完成論文口試，申請下學期口試者須於6月底前完成論文口試。 3. 各主修領域所開課程得跨領域認列為本碩士班畢業學分，惟必須符合各主修領域規定。 4. 碩士生需修畢本院開設之「商用英文」（不列計畢業學分）。惟，若該生TOEFL/ITP考試紙筆測驗520分以上(電腦測驗190分、新托福測驗IBT68以上)，或IELTS5.5以上，或GMAT前70%以上，或GRE前70%以上，或多益(TOEIC)675分以上，或全民英檢中高級，得申請免修；此外，外籍學生若來自英語系國家（限美國、加拿大、英國、澳洲、紐西蘭）或曾於前述國家留學並取得大學以上學位者，亦得提出證明，申請免修。 5. 若修習本班英語授課必修課程者，需達所規範免修「商用英文」之英文能力。 6. 「管理專題研討」課程，於學生交換當學期可免修。 7. 入學研究生須依本校學術研究倫理教育課程實施要點規定，於入學第一學期結束前完成學術研究倫理教育課程，最遲須於申請學位口試前補修完成，未完成本課程，不得申請學位口試。 8. 本碩士班學生除主修領域外，若修習完成本班另一領域之三門課(一門課不得重覆計算於不同主、副修學程)，得申請為副修，畢業時由本碩士班發給副修學程證書。 9. 各領域下列課程不認列為副修學程課程。   ‧企管：企業研究方法、多變量分析。  ‧領導：組織行為研究方法、進階統計分析。  ‧國企：企業研究方法、多變量分析、計量經濟學。  ‧行銷：企業專案實習、多變量分析、行銷研究。   1. 有關MBA課程抵免換修相關事宜，依本碩士班相關規定辦理。 2. 碩士生選定之論文指導教授，應以其主修領域之老師為限。 3. 碩士生應於第一學年結束前選定論文指導教授及完成登錄程序，並依規定完成論文口試。 4. 若有未盡事宜，悉依各主修領域之修業規定規範之。 | | | |

AA-CP-04-CF06 (1.2版)／101.11.15修訂

**元智大學管理學院經營管理碩士班（主修：企業管理）**

**（MBA in Business Management）**

**選修科目表**

**（106學年度入學新生適用）**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

■ 選修科目表

|  |  |  |  |
| --- | --- | --- | --- |
| 課號 | 中文課名 | 英文課名 | 學分數 |
| CM500 | 服務創新 | Service Innovation | 3 |
| CM507 | 服務理論與實務 | Service Theory and Practice | 3 |
| CM508 | 作業管理 | Operations Management | 3 |
| CM509 | 創新與技術管理 | Innovation and Technology Management | 3 |
| CM511 | 企業研究方法 | Business Research Methods | 3 |
| CM513 | 多變量分析 | Multivariate Data Analysis | 3 |
| CM537 | 網絡分析 | Network Analysis | 3 |
| CM540 | 顧客關係管理 | Customer Relationship Management | 3 |
| CM541 | 專案管理 | Project Management | 3 |
| CM542 | 創業管理 | Business Venturing | 3 |
| CM543 | 產業分析 | Industry Analysis | 3 |
| CM544 | 供應鏈管理 | Supply Chain Management | 3 |
| CM582 | 創新經營專題 | Special Topics in Innovation and Entrepreneurship | 3 |
| CM584 | 企業資源規劃 | Enterprise Resource Planning | 3 |
| CM622 | 高科技行銷 | Marketing Management in Hi-Tech Industry | 3 |
| CM696 | 電子商務 | E-Commerce | 3 |
| CM697 | 數位行銷 | Digital Marketing | 3 |
| CM698 | 創業行銷 | Entrepreneurial Marketing | 3 |
| CM699 | 創業財務規劃 | Entrepreneurial Finance | 3 |
| CM700 | 商業分析 | Business Analytics | 3 |

AA-CP-04-CF06 (1.2版)／101.11.15修訂

**元智大學管理學院經營管理碩士班（主修：領導）**

**（MBA in Leadership）**

**選修科目表**

**（106學年度入學新生適用）**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

106.06.21 一○五學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2016, on June 21, 2017

■ 選修科目表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 模組 | 課號 | 中文課名 | 英文課名 | 學分數 |
| 領導 | CM701 | 領導力 | Leadership | 3 |
| CM702 | 策略思考與問題解決 | Strategic thinking and problem solving | 3 |
| CM703 | 領導素養 | The aesthetics of leadership | 3 |
| CM704 | 國際移動學習 | International Mobile Learning | 3 |
| 人力資源 | CM705 | 策略性人力資源管理 | Strategic human resource management in the digital era | 3 |
| CM706 | 心理測量與人力資源實務專題 | Human resource practices and applications | 3 |
| CM707 | 職能與人才發展 | Competency-based talent development | 3 |
| 其它 | CM552 | 領導才能發展 | Leadership Competency Development | 3 |
| CM512 | 領導理論與實務 | Leadership Theory and Practice | 3 |
| CM585 | 企業倫理與社會責任 | Business Ethics and Community Responsibility | 3 |
| CM672 | 人力資源管理 | Human Resource Management | 3 |
| CM515 | 組織行為研究方法 | Research Methods in Organization Behavior | 3 |
| CM583 | 進階統計分析 | Advanced Statistical Analysis | 3 |
| CM554 | 團隊建立與管理 | Team Building and Management | 3 |

AA-CP-04-CF06 (1.2版)／101.11.15修訂

**元智大學管理學院經營管理碩士班（主修：國際企業）**

**（MBA in International Business）**

**選修科目表**

**（106學年度入學新生適用）**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

107.05.02 一○六學年度第五次教務會議修訂通過

Amended by the 5th Academic Affairs Meeting, Academic Year 2017, on May 2, 2018

107.11.21 一○七學年度第三次教務會議修訂通過

Amended by the 3rd Academic Affairs Meeting, Academic Year 2018, on November 21, 2018

■ 選修科目表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 科目 | 課號 | 中文課名 | 英文課名 | 學分數 |
| 策略 | CM517 | 國際行銷管理 | International Marketing Management | 3 |
| CM567 | 國際化策略 | Internationalization Strategy | 3 |
| CM589 | 全球企業個案研析 | Case Study of Global Business | 3 |
| CM590 | 動態競爭分析 | Dynamic Competitive Analysis | 3 |
| CM620 | 跨國營運管理 | Transnational Management | 3 |
| CM678 | 跨文化管理 | Cross-cultural Management | 3 |
| CM695 | 國際談判策略 | International Negotiation Strategies | 3 |
| 科技與創新 | CM694 | 全球創新布局 | Global Innovation Management | 3 |
| CM591 | 高科技事業經營 | High-Tech Business Management | 3 |
| CM629 | 服務業管理 | Service Industry Management | 3 |
| 商業分析 | CM506 | 計量經濟學 | Econometrics | 3 |
| CM511 | 企業研究方法 | Business Research Method | 3 |
| CM513 | 多變量分析 | Multivariate Analysis | 3 |
| CM592 | 全球產業與個案分析 | Global Industrial Analysis & Case Study | 3 |
| CM686 | 國際金融與貿易 | International Finance and Trade | 3 |
| CM712 | 行為經濟學 | Behavioral Economics | 3 |
| 企業專案  實作 | CM679 | 策略診斷與個案實作 | Strategic Diagnosis in Practice | 3 |
| CM687 | 微型企業策略實務 | Microenterprise Business Practice | 3 |

AA-CP-04-CF06 (1.2版)／101.11.15修訂

**元智大學管理學院經營管理碩士班（主修：行銷）**

**（MBA in Marketing）**

**選修科目表**

**（106學年度入學新生適用）**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

■ 選修科目表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 科目 | 課號 | 中文課名 | 英文課名 | 學分數 |
| 行銷分析工具 | CM513 | 多變量分析 | Multivariate Data Analysis | 3 |
| CM535 | 行銷研究 | Marketing Research | 3 |
| 行銷知識 | CM539 | 消費者行為 | Consumer Behavior | 3 |
| CM568 | 行銷傳播管理 | Marketing Communication Management | 3 |
| CM569 | 國際零售業管理 | International Retailing Management | 3 |
| 行銷專業 | CM688 | 綠色行銷 | Green Marketing | 3 |
| CM656 | 休閒行銷 | Leisure Marketing | 3 |
| CM658 | 網路行銷 | Internet Marketing | 3 |
| CM689 | 行銷管理個案研究 | Marketing Management Case Study | 3 |
| CM690 | 會展管理 | Conventions and Exhibitions Management | 3 |
| CM691 | 企業專案實習 | Corporate Project Internship | 3 |
| CM708 | 流行文化行銷 | Pop-Culture Marketing | 3 |
| CM709 | 行銷企劃與簡報 | Marketing Planning and Presentation | 3 |
| CM710 | 大數據行銷 | Big Data Analytics in Marketing | 3 |
| CM711 | 行銷應用工具 | Application Tools for Marketing | 3 |

AA-CP-04-CF06 (1.2版)／101.11.15修訂

**元智大學管理學院經營管理碩士班（Master of Business Administration Program）**

**List of Required and Elective Courses (For foreign students, entrance in academic year 106)**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

106.11.15 一○六學年度第二次教務會議修訂通過

Amended by the 2nd Academic Affairs Meeting, Academic Year 2017, on November 15, 2017

107.01.10 一○六學年度第三次教務會議修訂通過

Amended by the 3rd Academic Affairs Meeting, Academic Year 2017, on January 10, 2018

107.06.27 一○六學年度第六次教務會議修訂通過

Amended by the 6th Academic Affairs Meeting, Academic Year 2017, on June 27, 2018

108.01.02 一○七學年度第四次教務會議修訂通過

Amended by the 4th Academic Affairs Meeting, Academic Year 2018, on January 2, 2019

■ 必修科目表List of Required Courses

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 學年 Academic Year  學期 Semester  科目 Subjects | 第一學年First Academic Year | | 第二學年Second Academic Year | |
| 上1st | 下2nd | 上1st | 下2nd |
| MBA  Required  Courses  (12) | 組織行為  (Organization Behavior)  CM503 (3) | 管理財務  (Managerial Finance)  CM647 (3) | 策略管理  (Strategic Management)  CM603 (3) |  |
| 行銷管理  （Marketing Management）  CM504 (3) |  |  |  |
| Semester Credit Subtotal | 6 | 3 | 3 | 0 |

AA-CP-04-CF03 (1.2版)／101.11.15修訂

■選修科目表List of Elective Courses

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Subjects | Course No | Course Title in Chinese | Course Title in English | Credits |
| Elective Courses of Business Management | CM509 | 創新與技術管理 | Innovation and Technology Management | 3 |
| CM508 | 作業管理 | Operations Management | 3 |
| CM511 | 企業研究方法 | Business Research Methods | 3 |
| CM542 | 創業管理 | Business Venturing | 3 |
| CM500 | 服務創新 | Service Innovation | 3 |
| CM543 | 產業分析 | Industry Analysis | 3 |
| CM544 | 供應鏈管理 | Supply Chain Management | 3 |
| CM699 | 創業財務規劃 | Entrepreneurial Finance | 3 |
| Elective Courses of Leadership | CM565 | 國際人力資源管理 | International Human Resource Management | 3 |
| CM512 | 領導理論與實務 | Leadership Theory and Practice | 3 |
| CM585 | 企業倫理與社會責任 | Business Ethics and Community Responsibility | 3 |
| CM717 | 英文論文寫作與學術會議發表 | Academic Writing and Conference Presentation | 3 |
| Elective Courses of International Business | CM620 | 跨國營運管理 | Transnational Management | 3 |
| CM567 | 國際化策略 | Internationalization Strategy | 3 |
| CM592 | 全球產業與個案分析 | Global Industrial Analysis & Case Study | 3 |
| CM695 | 國際談判策略 | International Negotiation Strategies | 3 |
| CM686 | 國際金融與貿易 | International Finance and Trade | 3 |
| CM506 | 計量經濟學 | Econometrics | 3 |
| CM712 | 行為經濟學 | Behavioral Economics | 3 |
| Elective Courses of Marketing | CM539 | 消費者行為 | Consumer Behavior | 3 |
| CM568 | 行銷傳播管理 | Marketing Communication Management | 3 |
| CM569 | 國際零售業管理 | International Retailing Management | 3 |
| CM535 | 行銷研究 | Marketing Research | 3 |
| General Elective | CM610 | 海外研習 | Overseas Study | 3 |
| CM681 | 進階研究方法 | Advanced Research Methods | 3 |
| 備註  Remarks | 1. 本碩士班畢業要求為最低總畢業學分數36學分，另加碩士論文一篇。申請上學期口試者須於12月底前完成論文口試，申請下學期口試者須於6月底前完成論文口試。Graduation requirements: Students must take a minimum of 36 credits and complete a master thesis. Oral defense of thesis must be completed by the end of December for first (Fall) semester graduation and by the end of June for second (Spring) semester graduation. 2. 外籍碩士生需完成MBA必修科目12學分、外籍生選修科目24學分及論文一篇。Students must successfully pass 12 credits of MBA required courses, 24 credits of electives credits for foreign students and a master thesis. 3. 應優先選修所屬主修領域選修課程，不足之學分經學程召集人或指導教授同意得跨領域選修。Students should take elective courses of their majoring MBA program as priority; students can choose elective courses from other programs after getting the permission from the program convener or their advisor. 4. 具備中文能力之外籍生得適用本籍生適用之所屬主修領域修業規定。Foreign students with Chinese ability are eligible to choose the course requirements for domestic students of their major program. 5. 碩士生需修畢本院開設之「商用英文」（不列計畢業學分）。惟，若該生TOEFL/ITP考試紙筆測驗520分以上(電腦測驗190分、新托福測驗IBT68以上)，或IELTS 5.5以上，或GMAT前70%以上，或GRE前70%以上，或多益(TOEIC)675分以上，或全民英檢中高級，得申請免修；此外，外籍學生若來自英語系國家（限美國、加拿大、英國、澳洲、紐西蘭）或曾於前述國家留學並取得大學以上學位者，亦得提出證明，申請免修。Students must take “English for Business Professionals” arranged by the College (not lead to graduation credits). These courses can be waived if students reach TOEFL ITP/CBT/IBT 520/190/68, IELTS 6, GMAT 70% , GRE 70%, or TOEIC 675, GEPT High-Intermediate Level. For students from the native English speaking countries of US, Canada, UK, Australia, and New Zealand or received bachelor degrees from listed countries, these courses can be waived. 6. 入學研究生須依本校學術研究倫理教育課程實施要點規定，於入學第一學期結束前完成學術研究倫理教育課程，最遲須於申請學位口試前補修完成，未完成本課程，不得申請學位口試。For those graduate students who shall complete Academic Research Ethics Education Course before the end of their first academic semester, they must follow the regulations of Yuan Ze University Academic Research Ethics Education Course Implementation Highlights. The latest deadline for them shall be their course completions and then their applications towards the degree’s oral exam. 7. 有關MBA課程抵免換修相關事宜，依本碩士班相關規定辦理。Students should follow the regulations of MBA program courses exemption and exchange. 8. 碩士生選定之論文指導教授，應以其主修領域之老師為限。Students must choose an advisor of their programs. 9. 碩士生應於第一學年結束前選定論文指導教授及完成登錄程序，並依規定完成論文口試。Students must choose an advisor before the end of the first academic year and finish the required application process. Oral Examination of thesis needs to be completed according to regulations. | | | |

AA-CP-04-CF06 (1.2版)／101.11.15修訂

**元智大學管理學院經營管理碩士班**

**（Master of Business Administration Program）**

**（106學年度入學新生適用）**

106.04.26 一○五學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2016, on April 26, 2017

**MBA必修課程抵免換修細則**

**MBA Required Courses Exemption & Exchanged Subjects Regulations**

1. 本碩士班學生大學時若曾修習過「行銷管理」與「管理財務」等相關科目，學分數為3學分以上，且成績達70分以上者，得提出申請抵免，換修其他科目。

The courses of Marketing Management and Managerial Finance can be exempted if the students in this MBA program have ever taken these courses which are above 3 credits and the grades are above 70 each in college/university before. Courses exempted will not be counted toward graduation credits and the students should take exchange courses.

1. 申請抵免換修是否通過，由各主修學程審議之。

Students’ major program committees will review and approve the application for course exemption and exchange.

1. 申請抵免換修科目，需於8月30日前提出申請為原則。

The application deadline for exemption and exchange course is August 30.

1. 本細則經班務會議通過後施行，修正時亦同。

The above regulations are effective after class curriculum development committee approval, and so are the amendments afterward.