元智大學　管理學院管理碩士在職專班必修科目表

（114學年度入學新生適用）

Executive Master of Business Administration Program at Yuan Ze University

List of Required Courses

(Applicable to Students Admitted in Academic Year of 2025. Sept.~)

114.04.23 一一三學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2024, on April 23, 2025

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 學年Academic Year  學期Semester  科目Course | 第一學年  1st Academic Year | | 第二學年  2nd Academic Year | |
| 上Fall | 下Spring | 上Fall | 下Spring |
| 必修科目  Required Corses  （15） | 組織行為與領導(Organizational Behavior and Leadership )  GM701  (3) | 企業財務分析與決策  (Enterprise Financial Analysis and Decision Making)  GM766  (3) | 策略管理  (Strategic Management)  GM648  （3） |  |
| 行銷管理  (Marketing Management)  GM511  (3) | 企業研究方法  (Business Research Method)  GM528  (3) |  |  |
| 學期學分小計Credits Each Semester | 6 | 6 | 3 | 0 |
| 備註  Remarks | 1. 最低畢業計 36 學分，另加論文一篇。 2. 本班修習之科目包括： 3. 必修科目：共15學分。 4. 選修科目：共21學分。 5. 須先修過「組織行為與領導」、「行銷管理」、「企業財務分析與決策」後，才能修讀「策略管理」。 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。 7. 研究生應於申請碩士論文口試之前一學期選定碩士論文指導教授，且應依規定期限提出及完成符合管理專業領域、解決問題之實務性論文，並繳交論文原創性比對報告書合格後完成論文口試。 8. 申請一年半提前畢業同學需於入學時抵免學分達三分之一(12學分)以上方可申請。 9. 更換指導教授需填寫「更換論文指導教授申請表」(附件一)，並提出原論文指導教授與新的指導教授之同意書，經主任同意後變更。更換論文指導教授以一次為限，且論文指導教授之更換與論文口試不得為同一學期，未依規定逕自更換指導教授時，其學位考試成績不予承認。 10. 本規定如有未盡事宜，依相關法規辦理。 11. Students must take a minimum of 36 credits and complete one master thesis for graduation. 12. The program consists of: 13. 15 credits of compulsory courses; 14. 21 credits of elective courses. 15. Students are required to take the three compulsory courses, “Organization Behavior and Leadership”, “Marketing Management” and “Enterprise Financial Analysis and Decision Making”, first before choosing to take the course “Strategic Management”. 16. 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. 17. Graduate students should select their master's thesis advisor one semester before applying for the thesis defense. They should submit and complete a practical thesis that meets the requirements of management field and problem-solving within the prescribed deadline. After submitting a report verifying the originality of the thesis and passing the review, the thesis defense will be considered completed. 18. Only those graduate students who obtained one-third (12 credits) or above of tranfer credits when enrolling in the University are allowed to apply for graduating one and a half years early. 19. For the change of thesis advisor, the graduate student must submit his/her Application for Changing Thesis Advisor (Annex 1) together with the agreement signed mutually by the initial thesis advisor and the new thesis advisor to the program director for final approval. The application for changing thesis advisor can be considered only for one time. It is unacceptable to submit the said application at the same semester that the oral examination will be held. Violating this, the examination results for persuding degree will not be recognized. 20. All matters not covered by these regulations shall be resolved according to the relevant laws and regulations. | | | |

AA-CP-04-CF03 (1.3版)／113.12.16修訂

元智大學　管理學院管理碩士在職專班選修科目表

（114學年度入學新生適用）

Executive Master of Business Administration Program at Yuan Ze University

List of Elective Courses

(Applicable to Students Admitted in Academic Year of 2025. Sept.~)

114.04.23 一一三學年度第五次教務會議通過

Passed by the 5th Academic Affairs Meeting, Academic Year 2024, on April 23, 2025

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| --- | --- | --- | --- |
| 課號  Courses Code | 中文課名  Courses Title | 英文課名  Courses Title | 學分數  Credits |
| GM526 | 專案管理 | Project Management | 3 |
| GM541 | 管理專題研討 | Seminar on Management | 1 |
| GM570 | 財務報表分析 | Financial Statement Analysis | 3 |
| GM575 | 全球產業分析 | Global Industrial Analysis | 3 |
| GM603 | 全面品質管理 | Total Quality Management | 3 |
| GM619 | 國際行銷管理 | International Marketing Management | 3 |
| GM634 | 人力資源管理 | Human resource Management | 3 |
| GM658 | 行銷研究 | Marketing Research | 3 |
| GM672 | 顧客關係管理 | Customer Relationship Management | 3 |
| GM673 | 投資管理 | Investments Management | 3 |
| GM699 | 金融風險管理 | Financial Risk Management | 3 |
| GM705 | 品牌經營與管理 | Brand Managerial | 3 |
| GM714 | 策略聯盟 | Strategic Alliance | 3 |
| GM715 | 服務行銷與管理 | Service Marketing and Management | 3 |
| GM719 | 創新與技術管理 | Innovation and Technology Management | 3 |
| GM733 | 團隊建立與管理 | Team Building and Management | 3 |
| GM735 | 作業管理 | Operations Management | 3 |
| GM739 | 銷售人員管理 | Sales Force Management | 3 |
| GM740 | 領導變革 | Leading Change | 3 |
| GM741 | 科技創新管理 | Management of Technological Innovation | 3 |
| GM742 | 企業個案分析 | Business Case Study | 3 |
| GM746 | 企業經營與問題診斷 | Business Operation & Problem Diagnosis | 3 |
| GM747 | 經營轉型 | Business Transformation | 3 |
| GM748 | 身心快樂講座 | Lectures on Physical and Mental Happiness | 2 |
| GM750 | 海外研習 | Overseas Studies | 2 |
| GM751 | 激勵與領導研習 | Motivation and Leadership Studies | 1 |
| GM752 | 市場規劃管理 | Market Segmentation Planning | 3 |
| GM753 | 社群行銷實務應用 | Social Media Marketing and Practice | 2 |
| GM754 | 法律與生活 | Law and Life | 1 |
| GM755 | 溝通與談判 | Communication and Negotiation | 3 |
| GM756 | 高效投資與理財規劃 | Efficient Investments and Financial Planning | 3 |
| GM757 | 數位轉型與企業創新 | Digital Transformation and Business Innovation | 3 |
| GM758 | 商業數據分析與管理決策 | Big Data Analytics for Business Intelligence and Strategic Decisions | 3 |
| GM759 | 數位轉型與商業模式創新 | Digital Transformation and Business Model Innovation | 3 |
| GM760 | 企業創新力與創意思考 | Corporate Innovation and Creative Thinking | 3 |
| GM761 | 產業顧問技巧 | Industrial Consultant Skills | 3 |
| GM762 | 公司治理與企業永續經營 | Corporate Governance and Corporate Sustainability | 3 |
| GM763 | 新世紀領導專題 | Topics on New Century Leadership | 3 |
| GM764 | 當代管理論壇 | Forum on Contemporary Management | 2 |
| GM765 | 企業危機管理 | Business Crisis Management | 3 |
| GM767 | 數位時代新消費者行為 | Transforming Consumer Behavior in The Digital Age | 3 |
| GM768 | 智能化企業管理 | Artificial Intelligent in Enterprise Management | 3 |
| GM769 | 新商業模式研究與實戰 | New Business Model Research and Practice | 3 |
| GM770 | 創新與創業管理 | Innovation and Entrepreneurship Management | 3 |
| GM771 | 未來市場商機研討 | Seminar on Future Market Opportunities | 1 |
| GM772 | 企業文化變革實踐 | Corporate Culture Change in Action | 3 |
| GM773 | 企業價值創造：併購與重組 | Corporate Value Creation: Mergers, Acquisitions and Reorganizations | 3 |
| GM774 | 永續發展：碳中和與碳權交易 | Sustainable Development: Carbon Neutrality and Carbon Trading | 3 |
| GM775 | 人才密度與團隊競爭力 | Talent Density and Team Competitiveness | 3 |
| GM776 | 企業策略規劃與實踐 | Corporate Strategic Planning and Practice | 3 |
| GM777 | AI與領導力：數位人才管理與創新 | AI and Leadership: Digital Talent Management and Innovation | 3 |
| GM778 | AI與雲端：賦能企業決策與創新 | AI and Cloud: Empowering Business Decisions and Innovation | 3 |
| GM779 | 數位科技與產業趨勢變革 | Digital Technologies and Emerging Industry Trends | 3 |
| GM803 | 企業問題診斷 | Diagnosis of Business Problems | 1 |
| GM805 | 團隊與組織管理 | TeamBuilding and Organization Management | 2 |
| 備註  Remarks | 跨學制選修：限DBA修業規定所列科目，須填寫「元智大學課程跨學制申請表」，跨學制修課之學分數准予納入畢業學分，至多6學分。  **Cross-Program Elective Courses:** Elective courses taken across academic programs are limited to those listed in the DBA program requirements. Students must submit the “Yuan Ze University Application for Cross-Program Courses” form. A maximum of 6 credits from such courses may be counted toward graduation requirements. | | |

AA-CP-04-CF06 (1.3版)／113.12.16修訂

(附件一Annex 1)

元智大學 管理學院管理碩士在職專班

（Executive Master of Business Administration Program at Yuan Ze University）

更換論文指導教授申請表

(Application for Changing Thesis Advisor)

申請日期: 年 月 日

Application Date:

|  |  |  |  |
| --- | --- | --- | --- |
| 學生姓名  Student Name |  | 學 號  Student ID Number |  |
| 申請更換原因  Reasons for Changing Thesis Advisor |  | | |
| 原論文研究計畫之沿用  Usage of Original Research Plan | □不得繼續使用原指導教授提供的研究概念與資料(Disagree)  □原指導教授同意沿用原論文研究計畫與資料(Agree)  原指導教授簽名(Initial Advisor’s Signature) | | |
| 預計未來研究方向與畢業學期  Future Research Direction and Graduation Semester Expected | 新指導教授簽名(New Advisor’s Signature) | | |
| 承辦人Staff in Charge |  | | |
| 主任Program Director |  | | |
| 備註  Remarks | 1. 更換論文指導教授以一次為限，且更換論文指導教授與論文口試不得為同一學期。如遇論文指導教授因故無法指導時，不在此限。   The application for changing thesis advisor can be considered only for one time. It is unacceptable to submit the said application at the same semester that the oral examination will be held except when the thesis advisor is unable to offer his/her advice and guidance on the student’s thesis any more for some reason.   1. 更換論文指導教授請務必告知原指導教授並獲同意後，方可申請更換論文指導教授。   In order to submit an application for the change of thesis advisor, the graduate student must inform his/her current advisor of his/her intention to terminate the student-advisor relationship and also obtain his/her approval in advance.   1. 如原指導教授離職或特殊原因，得由班主任代簽。   If the current advisor has left the University or is unable to sign the related documents due to a special reason, the program director will sign them on his/her behalf. | | |