

長庚大學 商管專業學院碩士班 (MBA) 必修科目表 (108學年度入學適用)  
MBA 2019 Fall - 2020 Spring Curriculumm

必/選修 R/E	課程 Course	學分 Credit	年度 Year	碩一		碩二		註解 Remark
				秋季班 Fall	春季班 Spring	秋季班 Fall	春季班 Spring	
先修 Prerequisite	經濟學 <sup>2</sup> Economics <sup>2</sup>	0	1st					
	會計學 <sup>2</sup> Accounting <sup>2</sup>	0	1st					
	統計學 <sup>2</sup> Statistics <sup>2</sup>	0	1st					
必修 Required	企業經營(1) Contemporary Business(1)	3	1st	3				
必修 Required	大數據應用與電子商務 Big Data Application and Electronic Commerce	3	1st	3				
必修 Required	企業倫理 Business Ethics	3	1st	3				
必修 Required	企業經營(2) Contemporary Business(2)	3	1st		3			
必修 Required	策略管理 Strategic Management	3	1st		3			
必修 Required	管理個案研討 Business Case Study	2	1st		2			
必修 Required	企業實務專題研討 Business Simulation	3	1st		3			
專業選修 Elective	企業實務競技 The Apprentice	3	1st	3				
專業選修 Elective	顧客關係管理與商業智慧 CRM and Business Intelligence	3	1st	3				
專業選修 Elective	數位行銷 Digital Marketing	3	1st	3				若已修過網路行銷，選修數位行銷將不採認畢業學分。 The credits will not be counted towards the graduation requirements if already taken Internet Marketing.
專業選修 Elective	企業分析與公司評價 Business Analysis and Valuation	3	1st		3			若已修過財務報表分析，選修企業分析與公司評價將不採認畢業學分。 The credits will not be counted towards the graduation requirements if already taken Financial Statement Analysis.
專業選修 Elective	策略性人力資源管理 Strategic Human Resource Management	3	1st		3			
專業選修 Elective	科技管理 Technology Management	3	1st		3			
專業選修 Elective	數位時代之品牌經營 Branding Management in the Digital Age	3	2nd			3		
專業選修 Elective	創新與創業管理 Management of Innovation and Entrepreneurship	3	1st	3				
專業選修 Elective	創新產品設計與開發 Innovative Product Design and Development	3	1st		3			
專業選修 Elective	新興醫療事業與市場 New Healthcare Ventures and Market	3	2nd			3		
專業選修 Elective	台塑管理實務研討 Seminar on FPG Management Practice	1	1st		1			
一般選修 Elective	管理經濟 Managerial Economics	3	1st	3				
一般選修 Elective	成本會計 Cost Accounting	3	1st	3				
一般選修 Elective	應用統計 Applied Statistics	3	1st		3			
一般選修 Elective	供應鏈管理 Supply Chain Management	3	1st		3			
一般選修 Elective	組織行為 Organizational Behavior	3	2nd			3		
一般選修 Elective	專案管理 Project Management	3	1st		3			
一般選修 Elective	管理會計 Managerial Accounting	3	1st		3			
一般選修 Elective	管理科學 Management Science	3	1st		3			
一般選修 Elective	投資學 Investment Planning and Analysis	3	1st		3			
一般選修 Elective	商業溝通 Business Communication	3	1st		3			
一般選修 Elective	企業社會責任 Corporate Social Responsibility	3	2nd			3		
一般選修 Elective	新興產業與市場 Emerging Industries and Markets	3	2nd			3		
一般選修 Elective	應用多變量分析 Applied Multivariate Analysis	3	2nd			3		
一般選修 Elective	全球營運管理 Global Business Operations Management	3	2nd			3		
一般選修 Elective	企業營運分析 Business Operations Analysis	3	2nd			3		
一般選修 Elective	書報討論 Seminar	0	1st	0				
一般選修 Elective	企業實習 Internship	2	2nd			2	2	至企業實習8週或320小時以上 At least 8 wks. or 320 hrs. on site in industry

1. 畢業門檻為學分數須達到44學分，其中包括論文6學分、必修課程20學分及選修課程18學分。選修課程除表列外，亦可至管理學院其他系所之碩、博士班選修(在職專班課程除外)，且所修課程不得重複。基礎華語相關課程不列入畢業學分。

To fulfill the graduation requirement, a minimum of 44 credits is required, including thesis (6 credits), required courses (20 credits), and elective courses (18 credits). Concerning elective courses, in addition to courses listed above, students can take courses offered by other graduate programs in the College of Management (except EMBA programs). Courses with the same course title taught in different languages or offered by different programs cannot be taken twice. Basic Chinese courses are non-credit courses.

2. 若已在大學或研究所修習過會計、經濟、統計等相關課程，即可申請免修先修課程。

Prerequisite courses can be waived if already taken courses related to Accounting, Economics and Statistics at the collegiate level.