長庚大學 商管專業學學院碩士班 (MBA) 必選修科目表 (106學年度入學適用) 碩一 碩二

			=	2017.11.21更新				
必/選修	課程	學分	年度		春季班	秋季班	春季班	註解
R/E	Course	Credit	Year	Fall	Spring	Fall	Spring	Remark
	經濟學2	0	1st					
	Economics ²	Ü	130					
先修	會計學2		1.					
Prerequisite	Accounting ²	0	1st					
	統計學2							
	Statistics ²	0	1st					
必修	企業經營(1)	1						
Required	Contemporary Business(1)	3	1st	3				
	企業經營(2)	3	1.		3			
Required	Contemporary Business(2)	3	1st		5			
必修	大數據應用與電子商務	3	2nd			3		
Required	Application of Big Data in E Commerce	3	ZIIU			ر		
必修	策略管理	3	1st		3			
Required	Strategic Management							
必修	企業倫理	3	1st	3				
Required	Business Ethics	-						
必修	管理個案研討	2	1st		2			
Required 必修	Business Case Study 企業實習	1						至企業實習8週或320小時以上 At least 8 wks. or 320 hrs. on site in
/		2	2nd			2	2	主企来頁首6過級320小時以上 At least 8 wks. 01 320 lifs. 01 site if industry
Required	Internship							·
必修	論文	6	2nd			6		
Required	Thesis							
專業選修	新興醫療事業與市場	3	2nd			3		
Elective	New Healthcare Ventures and Market	-						
專業選修 Elective	創新與創業管理 Management of Innovation and Entrepreneurship	3	1st	3				
專業選修	顧客關係管理與商業智慧							
Elective	CRM and Business Intelligence	3	1st	3				
專業選修	科技管理	2	1.		2			
Elective	Technology Management	3	1st		3			
專業選修	数位行銷							若已修過網路行銷,選修數位行銷將不採認畢業學分
寻未进修	数(1) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	3	1st		3			者已修過網路行銷,選修數位行銷將不採認畢業学分 The credits will not be counted towards the graduation
Elective	Digital Marketing	,	150		,			requirements if already taken Internet Marketing.
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專業選修	數位時代之品牌經營	3	2nd			3		
Elective	Branding Management in the Digital Age	-						
專業選修 Elective	創新產品設計與開發	3	2nd			3		
專業選修	Innovative Product Design and Development 台塑管理實務研討	+						
等条迭形 Elective	台型官理員務研討 Seminar on FPG Management Practice	1	1st		1			
Elective	Schinar on FFO Management Fractice	1	<u> </u>					

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必/選修	課程	學分		秋季班		秋季班		註解
R/E	Course	Credit	Year	Fall	Spring	Fall	Spring	Remark
一般選修	管理經濟	3	1st		3			
Elective	Managerial Economics							
一般選修	成本會計	3	1st	3				
Elective	Cost Accounting							
一般選修	管理科學	3	1st		3			
Elective	Management Science		-					
一般選修	企業分析與公司評價	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
Elective	Business Analysis and Valuation							requirements if already taken Financial Statement Analysis
一般選修	應用統計	3	1st	3				
Elective	Applied Statistics	3	151	3				
一般選修	書報討論	0	1st	0				
Elective	Seminar	Ü	150	U				
一般選修	專案管理	3	1st		3			
Elective	Project Management	3	150		3			
一般選修	投資學	3	1st		3			
Elective	Investment Planning and Analysis	3	181		3			
一般選修	全球企業管理實務研討	3	1st		3			
Elective	Global Business Field Study	3	150		3			
一般選修	供應鏈管理	3	1st		3			
Elective	Supply Chain Management	3	150		3			
一般選修	企業社會責任	3	2nd			3		
Elective	Corporate Social Responsibility	3	ZIIU			J		
一般選修	策略性人力資源管理	3	1st		3			
Elective	Strategic Human Resource Management	,	130		,			
一般選修	組織行為	3	2nd			3		
Elective	Organizational Behavior	3	Ziid			3		
一般選修	新興產業與市場	3	2nd			3		
Elective	Emerging Industries and Markets	3	Ziid			3		
一般選修	應用多變量分析	3	2nd			3		
Elective	Applied Multivariate Analysis	,	ZIIG			3		
一般選修	全球營運管理	3	2nd			3		
Elective	Global Business Operations Management	J	Ziid			,		
一般選修	企業營運分析	3	2nd			3		
Elective	Business Operations Analysis	,	Lind			J		
一般選修	企業實習競技(1)	0	1st	0				
Elective	The Apprentice (1)	J	150	Ů				
一般選修	企業實習競技(2)	0	2nd			0		
Elective	The Apprentice (2)	J.	Lind			Ů		
一般選修	商業溝通	3	1st	3				
Elective	Business Communication	,	150				1	

1. 畢業門檻為學分數須達到40學分,其中包括論文6學分、必修課程19學分,及選修課程15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。華語相關課程不列入畢業學分。

To fulfill the graduation requirement, a minimum of 40 credits is required, including thesis (6 credits), required courses (19 credits), and elective courses (15 credits). Concerning elective courses, in addition to those listed above, students can take other graduate courses offered in the College of Management (except EMBA program). Courses with the same title offered in different languages or departments cannot be taken twice. Chinese Class credits do not go towards graduation requirements.

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.