

長庚大學 商管專業學院碩士班 (MBA) 必選修科目表 (105學年度入學適用)

碩一

碩二

2016.11.09更新

必/選修 R/E	課程 Course	學分 Credit	年度 Year	秋季班 Fall	春季班 Spring	秋季班 Fall	春季班 Spring	註解 Remark
先修 Prerequisite	經濟學 ² Economics ²	0	1st					
	會計學 ² Accounting ²	0	1st					
	統計學 ² Statistics ²	0	1st					
必修 Required	企業經營 Contemporary Business	3	1st	3				五管簡介
必修 Required	大數據應用與電子商務 Big Data Application and Electronic Commerce	3	2nd			3		
必修 Required	策略管理 Strategic Management	3	1st		3			
必修 Required	企業倫理 Business Ethics	3	1st	3				
必修 Required	管理個案研討 Business Case Study	2	1st		2			
必修 Required	企業營運分析 Business Operations Analysis	3	2nd			3		
必修 Required	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
必修 Required	論文 Thesis	6	2nd			6		
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	創新與創業管理 Management of Innovation and Entrepreneurship	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	科技管理 Technology Management	3	1st		3			
專業選修 Elective	網路行銷 Internet Marketing	3	1st		3			
專業選修 Elective	創新產品設計與開發 Innovative Product Design and Development	3	2nd			3		

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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	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	財務報表分析 Financial Statement Analysis	3	1st		3			
一般選修 Elective	應用統計 Applied Statistics	3	1st	3				
一般選修 Elective	書報討論 Seminar	0	1st	0				
一般選修 Elective	專案管理 Project Management	3	1st		3			
一般選修 Elective	投資學 Investment Planning and Analysis	3	1st		3			
一般選修 Elective	全球企業管理實務研討 Global Business Field Study	3	1st		3			
一般選修 Elective	供應鏈管理 Supply Chain Management	3	1st		3			
一般選修 Elective	社會企業經營策略 Social Entrepreneurship	2	2nd			3		
一般選修 Elective	組織行為 Organizational Behavior	3	1st		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		隔年開課 Biennial Courses
一般選修 Elective	商業溝通 Business Communication	3	1st	3				

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. 先修課程之會計、經濟、統計，若曾修習過大學部或研究所之相關課程3學分(含)以上且成績及格者，得申請免修。

Prerequisite courses, namely, Economics, Accounting, and Statistics related courses, should be completed with at least 3 credits prior to application. In addition, related 3-credit courses completed in the College of Management before graduation can be considered as prerequisite substitutions.