

國立彰化師範大學
企業管理學系碩士班畢業條件表暨課程架構表
(114學年度入學學生適用)

National Changhua University of Education
Graduation Requirements and Course Structure for Master's Program of Business Administration
(Applicable for students in 114 academic year)

列印日期(Print Date:2024/10/16)

一. 系必修課程

I. Department Required Courses

課程名稱 Course Name	學分/學時 Credit(s) / Hour(s)	年級 Grade	學期 Semester
21世紀管理新趨勢 The New Trend of Business Management in the 21st Century	1/2	1	1
領導與團隊合作 Leadership and Team Cooperation	1/2	1	2
論文指導(一) Thesis Supervision I	3/0	2	1
論文 Thesis	0/0	2	1
管理理論與實踐 Management Theory and Practice	1/2	2	1
論文指導(二) Thesis Supervision II	3/0	2	2
論文 Thesis	0/0	2	2
管理領域職涯規劃與發展 Career Planning and Development in Management	1/2	2	2

二. 系選修課程

II. Department Elective Courses

課程名稱 Course Name	學分/學時 Credit(s) / Hour(s)	年級 Grade	學期 Semester
資料科學及其應用 Data Science and Its Applications	3/3	1	1
品牌管理策略 Brand Management Strategy	3/3	1	2
人工智慧與程式設計 Artificial Intelligence and Program Design	3/3	1	2
資料分析與討論 Data Analytics and Discussion	3/3	1	2
使用者行為研究 User's Behavior Research	3/3	2	1
創新與創業管理 Entrepreneurship and Innovation Management	3/3	2	1
人工智慧於商管領域的應用 Applications of Artificial Intelligence in Business and Management	3/3	2	1
國際行銷策略 International Marketing Strategy	3/3	2	2
投資心理專題研討	3/3	2	2

Seminar in Investment Psychology			
電子商務 Electric Commerce	3/3	2	2
職場專題 Topics on Workplace	3/3	2	2

三. 企業管理班組必修課程

III. Required Courses for Master Program in Business Administration

課程名稱 Course Name	學分/學時 Credit(s) / Hour(s)	年級 Grade	學期 Semester
研究方法 Research Methods	3/3	1	1
管理決策資訊系統 Management Decision-Making Information System	3/3	1	1
財務理論 Financial Theory	3/3	1	1
國際企業理論 International Business Theory	3/3	1	1
行銷管理與策略 Marketing Management and Strategy	3/3	1	2
多變量統計分析 Multivariate Statistical Analysis	3/3	1	2
經營與作業管理策略 Operations Management and Strategy	3/3	1	2
管理會計 Managerial Accounting	3/3	1	2
策略管理 Strategic Management	3/3	2	1

四. 行銷流通班組必修課程

IV. Required Courses for Master Program in Marketing and Logistics Management

課程名稱 Course Name	學分/學時 Credit(s) / Hour(s)	年級 Grade	學期 Semester
服務業行銷 Service Marketing	3/3	1	1
行銷理論 Marketing Theory	3/3	1	1
流通管理 Logistics Management	3/3	1	1
行銷研究 Marketing Research	3/3	1	1
管理經濟與決策 Managerial Economics and Decision	3/3	1	2
多變量統計分析 Multivariate Statistical Analysis	3/3	1	2
消費者行為 Consumer Behavior	3/3	1	2

五. 企業管理班組選修課程

V. Group 's Elective Course(s) for Master Program in Business Administration

課程名稱	學分/學時	年級	學期
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Course Name	Credit(s) / Hour(s)	Grade	Semester
質性研究方法 Qualitative Research Method	3/3	1	1
行銷通路管理研討 Topics on Marketing Channel Management	3/3	1	1
服務業行銷 Service Marketing	3/3	1	1
行銷專題 Special Topics on Marketing	3/3	1	1
服務與人力資源 Human Resource for Service	3/3	1	1
科技管理 Management of Technology	3/3	1	1
計量經濟 Econometrics	3/3	1	1
組織理論與管理 Organization Theory & Management	3/3	1	1
商業簡報技巧 Presentation Skill	3/3	1	1
生產力與效率 Productivity and Efficiency	3/3	1	1
服務科學導論 Introduction to Service Science	3/3	1	1
創新行銷專題 Innovative Marketing Seminar	3/3	1	1
研究寫作 Research Writing	3/3	1	1
國際投資專題 Special Topics on Global Investment	3/3	1	1
社群媒體行銷 Social Media Marketing	3/3	1	1
衝突分析 Conflict Analysis	3/3	1	1
人工智慧與大數據分析 Artificial Intelligence and Big Data Analysis	3/3	1	1
計量財務專題研究 Special Topics on Financial Econometrics	3/3	1	2
管理經濟與決策 Managerial Economics and Decision	3/3	1	2
國際人力資源管理 International Human Resource Management	3/3	1	2
高科技行銷 High-Technology Marketing	3/3	1	2
公司治理與企業發展 Corporate Governance and Business Development	3/3	1	2
全球產業分析 Global Industry Analysis	3/3	1	2
企業社會責任 Corporate Social Responsibility	3/3	1	2
文化創意產業 Cultural and Creative Industry	3/3	1	2
服務科學專題 Topics on Service Sciences	3/3	1	2

廣告管理 Management of Advertising	3/3	1	2
國際企業經營管理個案研討 International Business Management Case Study	3/3	1	2
企業經營診斷分析 Business Diagnosis and Analysis	3/3	1	2
服務創新 Service Innovation	3/3	1	2
國際金融市場專題研究 Special Topics on Global Financial Markets	3/3	1	2
資料庫行銷 Database Marketing	3/3	1	2
區域市場研究 Study of Regional Market	3/3	1	2
社會科學實作與技巧 Implementation and Skill of Social Sciences	3/3	1	2
組織行為 Organizational Behavior	3/3	1	2
管理個案分析 Management Case Study	3/3	1	2
大數據與資料探勘 Big Data and Data Mining	3/3	1	2
國際金融專題 Topics in International Finance	3/3	1	2
科技金融與物聯網行銷專題 Special Topics on Marketing toward Financial Technology and Internet of Things	3/3	1	2
華人組織行為 Chinese Organizational Behavior	3/3	1	2
金融科技 Financial Technology	3/3	1	2
電子商務與網站優化 E-Commerce and Website Optimization	3/3	1	2
新終端零售 New Terminal Retailing	3/3	1	2
大數據與機器學習 Big Data and Machine Learning	3/3	1	2
物聯網與大數據 Internet of Things and Big Data	3/3	1	2
產業競爭分析 Industry Competition Analysis	3/3	1	2
全面品質管理 Total Quality Management	3/3	2	1
國際貿易理論與政策 International Trade Theory & Policy	3/3	2	1
品質管理專題 Topics in Total Quality Management	3/3	2	1
高科技產業個案研究 Case Study on High-Tech Industry	3/3	2	1
國際企業經營策略 International Business Strategy	3/3	2	1
金融機構風險管理專題 Special Topics on Risk Management for Financial Institutions	3/3	2	1
物流策略與行銷	3/3	2	1

Logistics Strategy and Marketing			
國際企業研究專題 International Business Seminar	3/3	2	1
知識管理專題 Special Topics in Knowledge Management	3/3	2	1
資料探勘專題 Special Topics of Data Mining	3/3	2	1
商業談判 Negotiation	3/3	2	1
職場體驗 Workplace Experience	3/3	2	1
作業研究 Operations Research	3/3	2	1
商業模式創新管理 Business Model Innovation	3/3	2	1
金融軟計算專題研究 Special Topics on Financial Soft Computing	3/3	2	1
資料探勘與金融交易 Data Mining and Financial Trading	3/3	2	1
人力資源管理 Human Resource Management	3/3	2	1
創業管理 Entrepreneurship	3/3	2	1
全球經濟分析 Global Economic Analysis	3/3	2	1
行銷策略研究 Marketing Strategy Research	3/3	2	1
策略成本管理 Strategic Cost Management	3/3	2	1
人工智慧專題 Special Topics on Artificial Intelligence	3/3	2	1
市場效率專題 Topics on Market Efficiency	3/3	2	1
創新管理 Innovation Management	3/3	2	2
消費者行為專題 Topics in Consumer Behavior	3/3	2	2
產業經濟 Industrial Economics	3/3	2	2
專利評價與智慧資本 Patent Valuation and Intellectual Capital	3/3	2	2
服務業管理 Service Industries Management	3/3	2	2
財務金融資訊與投資決策 Financial Information and Investment Decisions	3/3	2	2
商業經濟預測 Business and Economic Forecasting	3/3	2	2
期貨與選擇權 Futures & Options	3/3	2	2
知識與智慧資本專題研討 Seminar on Knowledge and Intellectual Capital	3/3	2	2
零售業管理研討 Seminar on Retail Management	3/3	2	2
顧客關係管理	3/3	2	2

Customer Relationship Management			
產業行銷專題 Special Topics on B2B Marketing	3/3	2	2
廣告管理專題 Advertising Management Study	3/3	2	2
關係行銷研究 Relationship Marketing Research	3/3	2	2
管理專題 Topics on Management	3/3	2	2
機器學習專題 Special Topics on Machine Learning	3/3	2	2
投資行為專題 Topics on Investment Behavior	3/3	2	2

六. 行銷流通班組選修課程

VI. Group 's Elective Course(s) for Master Program in Marketing and Logistics Management

課程名稱 Course Name	學分/學時 Credit(s) / Hour(s)	年級 Grade	學期 Semester
質性研究方法 Qualitative Research Method	3/3	1	1
計量經濟 Econometrics	3/3	1	1
物流策略與行銷 Logistics Strategy and Marketing	3/3	1	1
生產力與效率 Productivity and Efficiency	3/3	1	1
管理會計專題 Special Topics on Managerial Accounting	3/3	1	1
商業談判 Negotiation	3/3	1	1
全球產業分析 Global Industry Analysis	3/3	1	1
職場體驗 Workplace Experience	3/3	1	1
區域市場研究 Study of Regional Market	3/3	1	1
研究寫作 Research Writing	3/3	1	1
衝突分析 Conflict Analysis	3/3	1	1
行銷通路管理研討 Topics on Marketing Channel Management	3/3	1	2
消費者行為專題 Topics in Consumer Behavior	3/3	1	2
高科技行銷 High-Technology Marketing	3/3	1	2
商業簡報技巧 Presentation Skill	3/3	1	2
企業社會責任 Corporate Social Responsibility	3/3	1	2
文化創意產業 Cultural and Creative Industry	3/3	1	2
產業行銷	3/3	1	2

B2B Marketing			
廣告管理 Management of Advertising	3/3	1	2
企業經營診斷分析 Business Diagnosis and Analysis	3/3	1	2
服務創新 Service Innovation	3/3	1	2
資料庫行銷 Database Marketing	3/3	1	2
管理個案分析 Management Case Study	3/3	1	2
科技金融與物聯網行銷專題 Special Topics on Marketing toward Financial Technology and Internet of Things	3/3	1	2
全面品質管理 Total Quality Management	3/3	2	1
國際貿易理論與政策 International Trade Theory & Policy	3/3	2	1
品質管理專題 Topics in Total Quality Management	3/3	2	1
產業經濟 Industrial Economics	3/3	2	1
顧客關係管理 Customer Relationship Management	3/3	2	1
商業模式創新管理 Business Model Innovation	3/3	2	1
推廣策略與管理專題 Special Topics in Promotion Strategy and Management	3/3	2	1
網路行銷 Internet Marketing	3/3	2	1
數量方法 Quantitative Methods	3/3	2	2
服務業管理 Service Industries Management	3/3	2	2
消費經濟 Consumption Economics	3/3	2	2
產業行銷專題 Special Topics on B2B Marketing	3/3	2	2
創新行銷專題 Innovative Marketing Seminar	3/3	2	2
產品策略與管理專題 Product Strategy Management Seminar	3/3	2	2
定價策略與管理專題 Special Topics in Pricing Strategy and Management	3/3	2	2
銷售管理專題 Seminar in Marketing	3/3	2	2
關係行銷研究 Relationship Marketing Research	3/3	2	2
零售業管理 Retailing Management	3/3	2	2

七. 先修科目

VII. Prerequisite Courses

先修課程	後修課程
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Prerequisite Course	Subsequent Course
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八. 畢業條件

VIII. Graduation Requirements

※企業管理學系企業管理碩士班畢業條件表如下：

- 一、本系最低畢業學分為45學分，包含必修28學分，選修17學分，不含英文畢業門檻之輔導課程、教育學分、論文及論文指導(一)(二)。
- 二、任何學期修習之本系科目，皆得採計為本系選修之畢業學分。
- 三、本系學生如欲修習外系(含外校)科目抵充畢業學分數，須於入學後第三學期經申請同意始可，至多採認6學分為原則【選課前將申請表送系辦辦理】。
- 四、本系學生畢業需符合「國立彰化師範大學管理學院學生英文能力畢業門檻及輔導、獎勵辦法」之規定。
- 五、企業管理碩士班及行銷與流通管理碩士班其課程可相互承認為畢業學分。
- 六、學位口試及論文發表需符合「國立彰化師範大學企業管理學系碩士論文學位考試實施要點」辦理。
- 七、註冊後應至少修習一門科目(含論文)，否則應辦理休學。已修畢最低畢業學分而論文尚在撰寫中者，次學年起每學期必須選修「論文」。
- 八、凡是大學未修習「管理學」相關課程、「統計學」相關課程，必須在本校大學部修習相關課程，其學分數不列入碩士班畢業總學分數中。
- 九、研究生應於申請學位考試前修習通過於「臺灣學術倫理教育資源中心」(<https://ethics.nctu.edu.tw/>)網路教學平台之「學術研究倫理教育」課程等相關規定。
- 十、畢業總學分數之遠距教學課程學分數，不得超過畢業總學分數之二分之一。

※企業管理學系行銷與流通管理碩士班畢業條件表如下：

- 一、本所最低畢業學分為45學分，包含必修25學分、選修20學分，不含英文畢業門檻之輔導課程、教育學分、論文及論文指導(一)(二)。
- 二、任何學期修習之本系科目，皆得採計為本系選修之畢業學分。
- 三、本所學生如欲修習外系(含外校)科目抵充畢業學分數，須於入學後第三學期經申請同意始可，至多採認6學分為原則【選課前將申請表送系辦辦理】。
- 四、本所學生畢業需符合「國立彰化師範大學管理學院學生英文能力畢業門檻及輔導、獎勵辦法」之規定。
- 五、行銷與流通管理碩士班及企業管理碩士班其課程可相互承認為畢業學分。
- 六、學位口試及論文發表需符合「國立彰化師範大學企業管理學系碩士論文學位考試實施要點」辦理。
- 七、註冊後應至少修習一門科目(含論文)，否則應辦理休學。已修畢最低畢業學分而論文尚在撰寫中者，次學年起每學期必須選修「論文」。
- 八、凡是大學未修習「管理學」相關課程、「統計學」相關課程，必須在本校大學部修習相關課程，其學分數不列入碩士班畢業總學分數中。
- 九、研究生應於申請學位考試前修習通過於「臺灣學術倫理教育資源中心」(<https://ethics.nctu.edu.tw/>)網路教學平台之「學術研究倫理教育」課程等相關規定。
- 十、畢業總學分數之遠距教學課程學分數，不得超過畢業總學分數之二分之一。

※The graduation requirements for the Master's program in Business Administration are as follows:

1. The minimum graduation credit requirement for this department is 45 credits, which includes 28 credits of required courses and 17 credits of electives. This does not include remedial courses for English graduation requirements, education credits, thesis, and thesis supervision (I) and (II).
2. Any courses taken in this department during any semester can be counted as elective credits for graduation.
3. Students wishing to take courses from other departments (including other universities) to fulfill graduation credits must apply for approval, with a maximum of 6 credits accepted. [Students must submit their application forms to the department office for processing before selecting courses.]

4. Students must meet the requirements of the "National Changhua University of Education Management College Student English Proficiency Graduation Threshold and Guidance and Reward Regulations" to graduate.
5. Courses from the Master's program in Business Administration and the Master's program in Marketing and Distribution Management can be mutually recognized for graduation credits.
6. The degree examination and thesis presentation must comply with the "Implementation Guidelines for Master's Thesis Degree Examinations in the Department of Business Administration at National Changhua University of Education."
7. Students must enroll in at least one course (including the thesis) after registration; otherwise, they must apply for suspension. If the minimum graduation credits have been completed but the thesis is still in progress, students must select "Thesis" every semester starting from the following academic year.
8. Any courses related to "Management" or "Statistics" that were not taken during university must be completed at the undergraduate level in this university. These credits will not count toward the total credits required for graduation from the Master's program.
9. Graduate students must complete the "Academic Research Ethics Education" course provided by the Center for Taiwan Academic Research Ethics Education (<https://ethics.nctu.edu.tw/>) before applying for the degree examination.
10. The credits obtained from distance learning courses cannot exceed half of the total graduation credits required.

※The graduation requirements for the Master's Program in Marketing and Distribution Management of the Department of Business Administration are as follows:

1. The minimum graduation credit requirement for this department is 45 credits, which includes 25 credits of required courses and 20 credits of electives. This does not include remedial courses for English graduation requirements, education credits, thesis, and thesis supervision (I) and (II).
2. Any courses taken in this department during any semester can be counted as elective credits for graduation.
3. Students wishing to take courses from other departments (including other universities) to fulfill graduation credits must apply for approval, with a maximum of 6 credits accepted. [Students must submit their application forms to the department office for processing before selecting courses.]
4. Students must meet the requirements of the "National Changhua University of Education Management College Student English Proficiency Graduation Threshold and Guidance and Reward Regulations" to graduate.
5. Courses from the Master's program in Business Administration and the Master's program in Marketing and Distribution Management can be mutually recognized for graduation credits.
6. The degree examination and thesis presentation must comply with the "Implementation Guidelines for Master's Thesis Degree Examinations in the Department of Business Administration at National Changhua University of Education."
7. Students must enroll in at least one course (including the thesis) after registration;

otherwise, they must apply for suspension. If the minimum graduation credits have been completed but the thesis is still in progress, students must select "Thesis" every semester starting from the following academic year.

8. Any courses related to "Management" or "Statistics" that were not taken during university must be completed at the undergraduate level in this university. These credits will not count toward the total credits required for graduation from the Master's program.
9. Graduate students must complete the "Academic Research Ethics Education" course provided by the Center for Taiwan Academic Research Ethics Education (<https://ethics.nctu.edu.tw/>) before applying for the degree examination.
10. The credits obtained from distance learning courses cannot exceed half of the total graduation credits required.