

# 研究所課程 Graduate Programs

MBA畢業學分須滿43學分  
Graduate credits of MBA: 43 credits

## 選修課程 Elective Courses

### 基礎課程 Basic Courses

- 管理學 Management
- 電子計算機概論 Introduction to Computer Science
- 會計學 Accounting
- 經濟學 Economics
- 統計學 Statistics

### 必修課程 Required Courses 22

- 財務管理 Financial Management
- 作業管理 Operations Management
- 策略管理 Strategic Management
- 行銷管理 Marketing Management
- 組織理論與行為 Organizational Theory and Behavior
- 研究方法 Statistics and Management Science for Business
- 管理資訊系統 Statistics and Management Science for Business
- 企業倫理 Business Ethics

### 一般管理 General Management

- 企業倫理專題研討 Seminar on Business Ethics
- 決策與判斷分析專題研討 Seminar on Decision and Judgment Analysis
- 創業管理 New Venture Management
- 大陸企業專題研討 Seminar on Study of Business in China
- 休閒遊憩管理 Leisure Management
- 管理個案專題研討 Seminar on Case Studies in Business Administration
- 管理理論專題研討 Seminar on Managerial Theory Research
- 餐旅管理 Restaurant and Hotel Management
- 管理實務專題研討 Seminar on Managerial Practices
- 企業經營診斷 Business Operation Diagnosis
- 服務管理 Service Management
- 俱樂部管理 Club Management

### 一般課程 General Courses

- 管理經濟 Managerial Economics
- 多變量分析 Multivariate Analysis
- 企業法規 Business Laws
- 企業規劃與法律 Business Planning and Law
- 多變量專題研討 Seminar on Multivariate
- 實驗設計 Experimental Design
- 數量方法專題研討 Seminar on Quantitative Methods
- 人際關係與組織溝通 Interpersonal and Organizational Communication
- 企業與社會 Business and Society
- 全球化管理 Global Dimensions of Management
- 企業實習 Internship in Enterprise
- 企業併購個案及程序專題研究 Seminar: Merger & Acquisition Cases and Process
- 財政大講堂 Fiscal Policy Forum

### 策略組織與人力資源管理組 Strategic, Organizational and Human Resource Management Group

- 人力資源管理 Human Resource Management
- 管理心理學 Managerial Psychology
- 策略領導專題研討 Seminar on Strategic Leadership
- 國際人力資源管理專題研討 Seminar on International Human Resource Management
- 國際人力資源管理 International Human Resource Management
- 招募與選任 Recruitment & Staffing
- 商業溝通與簡報技巧 Business Communication and Presentation
- 專利分析與管理 Patent Analysis and Management
- 公司治理專題研討 Seminar on Corporate Governance
- 訓練與發展專題研討 Seminar on Training and Development
- 產業競爭分析 Industry Competitive Analysis
- 組織社會學 Organizational Sociology
- 策略性人力資源專題研討 Seminar on Strategic Human Resource Management
- 薪酬管理專題研討 Seminar on Compensation Management
- 企業文化專題研討 Seminar on Business Culture
- 國際經營策略 International Management Strategy
- 組織設計專題研討 Seminar on Organizational Design
- 組織發展專題研討 Seminar on Organizational Development
- 績效評估專題研討 Seminar on Performance Evaluation
- 經營策略專題研討 Seminar on Business Strategy
- 招募與選任專題研討 Seminar on Recruitment & Staffing
- 創新管理 Innovation Management
- 綠色環境管理 Green Environmental Management
- 跨文化管理研究專題研討 Seminar on Cross-Cultural Management and Research
- 社會企業 Social Enterprise
- 經營策略實務 The Practice of Business Strategy

### 財務金融組 Finance Group

- 風險管理 Risk Management
- 財務計量 Financial Econometrics
- 投資學 Investments
- 國際金融市場 International Financial Markets
- 債券市場與交易分析 Bond Markets and Trading Analysis
- 成本與管理會計 Cost and Managerial Accounting
- 證券分析 Security Analysis
- 財務研究專題研討 Seminar on Financial Research
- 不動產經營管理專題研討 Seminar on Realty Management
- 國際財務管理 International Financial Management
- 公司理財專題研討 Seminar on Investment Management and Analysis
- 投資銀行專題研討 Seminar on Investment Banking
- 金融科技與創新 Financial Technology and Innovation
- 財務管理專題研討 Seminar on Financial Management
- 財務工程專題研討 Seminar on Financial Engineering
- 行為財務專題研討 Seminar on Behavioral Finance
- 衍生性金融商品專題研討 Seminar on Financial Derivatives
- 期貨與選擇權 Futures and Options
- 投資實證研究 Empirical Studies on Investments
- 公司理財實證研究 Empirical Studies on Corporate Finance
- 財務數學與隨機過程 Mathematical Finance and Stochastic Process
- 金融機構管理專題研討 Seminar on Financial Institutions Management
- 財務時間數列分析 Financial Time Series Analysis
- 財務風險管理專題研討 Seminar on Financial Risk Management
- 投資管理與分析 Investment Management and Analysis

### 作業管理組 Operations Management Group

- 品質管理專題研討 Seminar on Quality Management
- 國際運籌管理專題研討 Seminar on Global Logistics Management
- 顧客關係管理 Customer Relationship Management
- 計量決策分析 Quantitative Decision Making
- 顧客滿意與欣喜設計 Design for Customer Satisfaction and Delight
- 供應鏈管理 Supply Chain Management
- 研發管理 Research and Development Management
- 科技管理 Technology Management
- 生產管理專題研討 Seminar on Production Management
- 作業研究專題研討 Seminar on Operations Research
- 企業資源規劃 Enterprise Resource Planning
- 科技管理專題研討 Seminar on Technology Management

### 資訊管理組 Information Management Group

- 資料庫管理 Database Management
- 服務科學與電子化 Service Science and E-Service
- 知識管理 Knowledge Management
- 電子商務 Electronic Commerce
- 企業資訊應用專題研討 Seminar on Business Information Application
- 資訊科技理論與應用專題研討 Seminar on Information Technology Theory and Application
- 資訊系統分析與設計 Systems Analysis and Design
- 網路行為專題研討 Seminar on Online Behavior
- 行動商務 Mobile Commerce
- 當代資訊管理專題研討 Seminar on Contemporary Issues of Information Management
- 網站企劃 Website Planning

### 行銷與國際企業組 Marketing and International Business Group

- 休閒運動管理 Sports Management
- 通路管理專題研討 Seminar on Marketing Channel Management
- 服務行銷專題研討 Seminar on Service Marketing
- 廣告管理 Advertising Management
- 國際行銷管理 International Marketing Management
- 工業行銷 Business Marketing
- 行銷研究 Marketing Research
- 消費者行為 Consumer Behavior
- 國際通路管理 International Channel Management
- 策略行銷 Strategic Marketing
- 資料探勘 Data Mining
- 休閒事業行銷專題研討 Seminar on Recreational Business Marketing
- 數位行銷 E-Marketing
- 品牌管理 Brand Management
- 網路行銷管理 Internet Marketing Management
- 行銷研究專題研討 Seminar on Marketing Research
- 金融商品行銷 Financial Goods Marketing
- 訂價策略與分析 Pricing Strategy and Analysis
- 國際企業管理 International Business Management
- 國際企業專題研討(一) Seminar on International Business I
- 國際企業專題研討(二) Seminar on International Business II
- 新產品行銷專題研討 Seminar on New Product Marketing
- 綠色行銷專題研討 Seminar on Green Marketing
- 非營利行銷專題研討 Seminar on Marketing for Nonprofit Organizations
- 創意產業專題研討 Seminar on Creative Industry
- 關係行銷專題研討 Seminar on Relationship Marketing
- 銷售管理 Sales Management
- 服務創新管理 Service Innovation Management
- 綠色產品創新與管理 Innovation and Management of Green Products
- 網路行為專題研討 Seminar on Online Behavior