

淡江大學企業管理學系碩士在職專班 114 學年度入學新生起課程規劃表
MBA Program, Department of Business Administration, Tamkang
University. Academic Year 114

科目名稱 Course Title	學分數 Credit(s)	第 1 學年 1 st Academic Year		第 2 學年 2 nd Academic Year		備註 Note
		上	下	上	下	
研究方法 Research Methodology	3	3/0	0/3			核心課程必修 Required subjects by College of Business and Management Master
領導與團隊 Leadership and Teamwork	3	3/0	0/3			
企業倫理 Business Ethics	3	3/0	0/3			
管理專題研討 The Special Topic on Management	3/0	3				選修 Elective subjects
行銷管理與數位行銷 Marketing Management and Digital Marketing	3/0	3				
服務業經營管理專題 Study to Services Management	3/0			3		
論文寫作 Writing Research Paper	0/3				3	
活動企劃與專案管理實務 Event Planning and Project Management Practice	3/0	3				
服務行銷管理 Service Marketing Management	3/0			3		
策略管理研討 Seminar in Strategic Management	0/3				3	
管理心理學 Management Psychology	0/3		3			
消費者行為 Consumer Behavior	0/3		3			
投資管理研討 Seminar in Investment Management	0/3		3			
永續營運與數位創新實務專題 Seminar on Sustainable Operations and Digital Innovation	3/0			3		
企業永續與經營策略 Corporate Sustainability and Business Strategy	0/3		3			
人工智慧與創新應用 Artificial Intelligence and Innovative Applications	0/3				3	

科目名稱 Course Title	學分數 Credit(s)	第 1 學年 1 st Academic Year		第 2 學年 2 nd Academic Year		備註 Note
		上	下	上	下	
企業轉型與永續經營 Business Transformation and Sustainability	3/0			3		選修 Elective subjects
論文 Thesis	0				0	必修 Required subjects

*選修課依每學年實際開課情形為準。

*Elective subjects are based on the actual course announcement of each academic year.

- 一、 修業年限：修業 2 至 6 年
Years of Enrollment: 2 to 6 years.
- 二、 必修學分數：9 學分 (論文另計)
Required credits: 9 credits (Thesis is excluded).
- 三、 畢業學分數：36 學分 (論文另計)
Graduation credits: 36 credits (Thesis is excluded).