

長庚大學 商管專業學院碩士學位學程 (MBA) 必選修科目表 (113學年度入學適用)
MBA 2024 Fall - 2025 Spring Curriculum

必/選修 R/E	課程 Course	學分 Credit	年度 Year	碩一		碩二		2024.03.21 Updated	註解 Remark
				秋季班 Fall	春季班 Spring	秋季班 Fall	春季班 Spring		
基礎必修 Required	管理會計 Managerial Accounting	2	1st	2					
基礎必修 Required	管理經濟 Managerial Economics	2	1st	2					
基礎必修 Required	商用統計 Business Statistics	2	1st		2				
核心必修 Required	營運管理 Operations Management	2	1st	2					
核心必修 Required	人力資源管理 Human Resource Management	2	1st	2					
核心必修 Required	財務管理 Financial Management	2	1st	2					
核心必修 Required	行銷管理 Marketing Management	2	1st		2				
核心必修 Required	資訊管理 Information Management	2	1st		2				
核心必修 Required	管理個案研討 Business Case Study	2	1st		2				
核心必修 Required	決策分析 Decision Analysis	2	1st		2				
核心必修 Required	策略管理 Strategic Management	2	2nd			2			
核心必修 Required	實務專題研討 Business Practices	1	2nd			1			
核心必修 Required	企業倫理 Business Ethics	1	2nd			1			
專業選修 Elective	資本市場 Capital Market	2	1st	2					
專業選修 Elective	顧客關係管理 Customer Relationship Management	2	1st	2					
專業選修 Elective	金融科技與投資 FinTech and Investment	2	1st		2				
專業選修 Elective	數位行銷 Digital Marketing	2	1st		2				
專業選修 Elective	科技管理 Technology Management	2	1st		2				
專業選修 Elective	智慧製造 Smart Manufacturing	2	2nd			2			
專業選修 Elective	新產品開發設計 New Product Development and Design	2	2nd			2			
專業選修 Elective	國際企業管理 International Business Management	2	2nd			2			

1. 畢業學分：38學分。

- (1) 必修24學分。
- (2) 選修8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。
- (3) 論文6學分(通過學位考試並繳交通過審核論文後給予，可採用專業實務報告格式撰寫)。

To fulfill the graduation requirement, a minimum of 38 credits is required, including thesis (6 credits), required courses (24 credits), and elective courses (8 credits). Concerning elective courses, in addition to those listed above, students can take other graduate courses offered in the College of Management (except the 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. The 6(six) credits for the thesis, which can be written in a professional practice report format, will be given after passing the degree examination and thesis review.

2. 所有學生皆須達英文畢業門檻方可申請畢業論文口試。(包含外籍生)

Proof that shows the required minimum level of English proficiency is met must be obtained before submitting the application for thesis oral defense.(All students also include international students.)