

長庚大學 商管專業學院碩士學位課程 (MBA) 必修科目表 (111學年度入學適用)
MBA 2022 Fall - 2023 Spring Curriculum

| 必/選修 R/E | 課程 Course | 學分 Credit | 年度 Year | 碩一 | | 碩二 | | 註解 Remark |
|-----------------|--|--------------|------------|-------------|---------------|-------------|---------------|--------------|
| | | | | 秋季班 Fall | 春季班 Spring | 秋季班 Fall | 春季班 Spring | |
| 先修 Prerequisite | 經濟學 ³ Economics ³ | 0 | 1st | | | | | |
| | 會計學 ³ Accounting ³ | 0 | 1st | | | | | |
| | 統計學 ³ Statistics ³ | 0 | 1st | | | | | |
| 必修 Required | 企業經營(1) Contemporary Business(1) | 3 | 1st | 3 | | | | |
| 必修 Required | 大數據應用與電子商務 Big Data Application and Electronic Commerce | 3 | 1st | 3 | | | | |
| 必修 Required | 企業倫理 Business Ethics | 3 | 1st | 3 | | | | |
| 必修 Required | 企業經營(2) Contemporary Business(2) | 3 | 1st | | 3 | | | |
| 必修 Required | 策略管理 Strategic Management | 3 | 1st | | 3 | | | |
| 必修 Required | 管理個案研討 Business Case Study | 2 | 1st | | 2 | | | |
| 必修 Required | 企業實務專題研討 Business Simulation | 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 | 數位行銷 Digital Marketing | 3 | 1st | 3 | | | | |
| 專業選修 Elective | 企業分析與公司評價 Business Analysis and Valuation | 3 | 1st | | 3 | | | |
| 專業選修 Elective | 策略性人力資源管理 Strategic Human Resource Management | 3 | 1st | | 3 | | | |
| 專業選修 Elective | 科技管理 Technology Management | 3 | 1st | | 3 | | | |
| 專業選修 Elective | 創新產品設計與開發 Innovative Product Design and Development | 3 | 1st | | 3 | | | |
| 專業選修 Elective | 數位時代之品牌經營 Branding Management in the Digital Age | 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 | 企業實務競技 The Apprentice | 3 | 1st | | 3 | | | |
| 專業選修 Elective | 新興醫療事業與市場 New Healthcare Ventures and Market | 3 | 2nd | | | 3 | | |
| 一般選修 Elective | 管理經濟 Managerial Economics | 3 | 1st | 3 | | | | |
| 一般選修 Elective | 成本與管理會計 Cost and Management Accounting | 3 | 1st | 3 | | | | |
| 一般選修 Elective | 應用統計 Applied Statistics | 3 | 1st | | 3 | | | |
| 一般選修 Elective | 供應鏈管理 Supply Chain Management | 3 | 1st | | 3 | | | |
| 一般選修 Elective | 管理專業英文寫作 English Professional Writing in Management | 3 | 1st | | 3 | | | |
| 一般選修 Elective | 組織行為 Organizational Behavior | 3 | 2nd | | | 3 | | |
| 一般選修 Elective | 學術英語溝通與演講 Academic English Communication and Public Speech | 3 | 2nd | | | 3 | | |
| 一般選修 Elective | 專案管理 Project Management | 3 | 1st | | 3 | | | |
| 一般選修 Elective | 商業溝通 Business Communication | 3 | 1st | | 3 | | | |
| 一般選修 Elective | 企業社會責任 Corporate Social Responsibility | 3 | 2nd | | | 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 | 企業營運分析 Business Operations Analysis | 3 | 2nd | | | 3 | | |

1. 畢業學分：44學分。

(1) 必修20學分。

(2) 選修18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)。

To fulfill the graduation requirement, a minimum of 44 credits is required, including thesis (6 credits), required courses (20 credits), and elective courses (18 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. 須達英文畢業門檻方可申請畢業論文口試。

Proof that shows the required minimum level of English proficiency is met must be obtained before submitting the application for thesis oral defense.

3. 若已在大學或研究所修習過會計、經濟、統計等相關課程，即可申請免修先修課程。

Prerequisite courses can be waived if already taken courses related to Accounting, Economics and Statistics at the collegiate level.

4. 若一般選修之供應鏈管理課程未開課，可至工商管理系碩士班選修精實供應鏈管理之課程，學分得以承認。

If the Supply Chain Management course is not offered, students can take Lean Supply Chain Management offered by the Department of Industrial and Business Management graduate school and the credits will be recognized.