

國立臺北商業大學企業管理系碩士在職專班課程科目表 (113學年度入學乙班新生適用)
Course List for Executive Master of Business Administration (EMBA), Department of Business Administration, College of Business, National Taipei University of Business
(Applicable to Students Admitted in Fall, Meets every Monday to Friday evenings, Class B, 2024)

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour								備註 Remarks	
				第一學年 AY 1				第二學年 AY 2					
				上 Fall		下 Spring		上 Fall		下 Spring			
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice		
專業必修 Core Course (Compulsory)	企業永續發展與管理專題 CORPORATE SUSTAINABLE DEVELOPMENT AND MANAGEMENT TOPICS	3	3	3									
	統計方法與資料分析 STATISTICAL METHODS AND DATA ANALYSIS	3	3	3									
	管理實務講座(一) GLOBAL MANAGEMENT FORUM (I)	3	3			3							
	企業研究方法 BUSINESS RESEARCH METHOD	3	3			3							
	人工智慧與應用 ARTIFICIAL INTELLIGENCE AND APPLICATIONS	3	3			3							
	資料科學分析與應用 DATA SCIENCE ANALYSIS AND APPLICATIONS	3	3					3					程式設計導入之課程 備註4 As Remark4
	管理實務講座(二) GLOBAL MANAGEMENT FORUM (II)	3	3							3			
	海外企業參訪 OVERSEAS STUDY	2	2									2	
	論文 THESIS	(6)	(6)					(3)		(3)			
	合計 Subtotal		23	23	6	0	9	0	3	0	3	2	
商務創新與管理 選修 Elective	顧客關係管理專題 CUSTOMER RELATION MANAGEMENT	3	3	3									
	行銷管理專題 MARKETING MANAGEMNT	3	3	3									
	數位商務與管理 DIGITAL BUSINESS AND MANAGEMENT	3	3			3							
	商務品牌管理 BUSINESS BRAND MANAGEMENT	3	3					3					
	企業與法律 BUSINESS AND LAW	3	3							3			
	數位科技與行銷 DIGITAL TECHNOLOGY AND MARKETING	3	3							3			
	數位轉型與商模創新 DIGITAL TRANSFORMATION AND INNOVATIVE BUSINESS MODEL	3	3							3			
	創新與創業管理 MANAGEMENT OF CREATIVITY AND ENTERPRISE	3	3							3			
	全球產業競爭分析 GLOBAL INDUSTRY AND BOMPETITION ANALYSIS	3	3							3			
	經營分析與管理 選修 Elective	物流與供應鏈管理 LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	3	3								
策略管理專題 STRATEGIC MANAGEMENT		3	3	3									
全面品質管理 TOTAL QUALITY MANAGEMENT		3	3			3							
勞資關係 LABOR RELATIONS		3	3			3							
人力資源管理專題 TOPICS OF HUMAN RESOURCE MANAGEMENT		3	3					3					
公司理財與財務分析專題 TOPICS OF CORPORATE FINANCE AND FINANCIAL ANALYSIS		3	3					3					
組織行為專題 TOPICS OF ORGANIZATION BEHAVIOR		3	3					3					
企業決策分析 BUSINESS DECISION ANALYSIS		3	3					3					
服務與營運管理專題 TOPIC OF SERVICE AND OPERATION MANAGEMENT		3	3					3					
財務報表分析 FINANCIAL STATEMENTS ANALYSIS		3	3							3			
公司治理 CORPORATE GOVERNANCE		3	3							3			
零售與通路管理 RETAIL AND CHANNEL MANAGEMENT		3	3							3			
企業個案診斷與分析 CASE STUDY IN BUSINESS ADMINISTRATION		3	3							3			
選修 Elective		專題研究實習 PRACTICE OF TOPIC RESEARCH	(4)	(4)	(1)		(1)		(1)		(1)		
	教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(4)	(4)	(1)		(1)		(1)		(1)			教學輔助學習生(不計入畢業總學分) Exclusive for graduation requirement
	教育專案實習 PRACTICE OF EDUCATIONAL CASE STUDY	(4)	(4)	(1)		(1)		(1)		(1)			教育部、經濟部、勞動部或其他專案計畫(不計入畢業總學分) Exclusive for graduation requirement
	合計 Subtotal, Elective		66	66	12	0	9	0	18	0	27	0	
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)			19										
畢業最低總學分數 42 (不含畢業論文6學分, 專業選修至少應修20學分) Total Number of Required Credits : 42 (6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Required: 33 Credits)													

註1：EMBA班先修科目為管理學、統計學(於碩士、碩士學分班、大學、二專或五專修滿2學分, 且分數達70分以上), 未修或少修該科目學分者, 需至本校日間部或進修學制之學院部開設之基礎課程補修, 且不列入畢業學分; 其餘相關規定以本系(所)EMBA班基礎課程抵免實施要點為準。
 Remark 1: The prerequisite courses for the EMBA program are Management and Statistics (completed 2 credits with a score of 70 or above from a master's program, master's degree program, university, or 2-year/5-year junior college program). For those who have not taken or have insufficient credits in these courses, they need to make up for the foundational courses offered by the day division or continuing education division of the university's college department, and these credits will not be counted towards graduation credits. Other relevant regulations shall follow the department's (graduate institute's) Implementation Guidelines for Course Exemption of Foundational Courses for the EMBA Program.

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註2：107學年度起入學之學生須依本校「研究生學術倫理教育實施要點」完成學術倫理教育相關課程達6小時以上，始得申請論文學位考試。

Remark 2: Students admitted from the 2018 academic year onwards must complete at least 6 hours of academic ethics education courses in accordance with the university's "Implementation Guidelines for Academic Ethics Education for Graduate Students" before they can apply for their thesis/dissertation defense and degree examination.

註3：專業選修課程得視實際情況調整開課學期學年別。

Remark3:The semesters and academic years for offering required professional courses and elective courses may be adjusted according to actual circumstances.

註4：依本校「學生資訊能力檢核辦法」規定：自113學年度起入學之研究所、大學部、專科部學生須於畢業前達成本辦法列出之擇一資訊能力檢核認定項目者始得畢業。

Remark4:According to the school's "Regulations for Student Information Literacy Assessment," starting from the 2024 academic year, all incoming graduate, undergraduate, and college students must meet one of the information literacy assessment requirements listed in these regulations before they can graduate.