

國立臺北商業大學企業管理系頭皮健康管理產業碩士專班(戊班)課程科目表 (109學年度入學新生適用)

The curriculum of the Industry graduate program for scalp health management (Class E), Department of Business Administration, College of Business, National Taipei University of Business (Applicable for new students enrolled Fall 2020)

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)	期刊論文導讀(一)(含實習) JOURNAL PAPER STUDY	3	6	3	3							
	期刊論文導讀(二)(含實習) JOURNAL PAPER STUDY	3	6					3	3			
	合計 Subtotal	6	12	3	3	0	0	3	3	0	0	
必修合計 Subtotal, Compulsory		6										
專業選修 Elective	營運管理(含實習) OPERATION MANAGEMENT	3	5	3	2							
	行銷管理 MARKETING MANAGEMENT	3	3	3								
	統計方法與數量模型 STATISTICAL METHOD AND QUANTITATIVE MODEL	3	3	3								
	頭皮健康管理 SCALP HEALTH MANAGEMENT	3	3			3						
	頭皮營養學 SCALP NUTRITION	3	3			3						
	毛髮生理學 HAIR PHYSIOLOGY	3	3			3						
	網路行銷 INTERNET MARKETING	3	3			3						
	顧客關係管理(含實習) CUSTOMER RELATIONSHIP MANAGEMENT	3	5					3	2			
	勞動力與策略管理 LABOR AND STRATEGY MANAGEMENT	3	3					3				
	連鎖企業經營 TOP OF CHAIN BUSINESS MANAGEMENT	3	3					3				
	海外企業參訪 OVERSEAS STUDY	1	1								1	
	服務品質管理(含實習) SERVICE QUALITY MANAGEMENT	3	5							3	2	
合計 Subtotal, Elective	34	40	9	2	12	0	9	2	3	3		
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)		24										
畢業最低總學分數36 (不含畢業論文6學分, 專業選修至少應修24學分) Total Number of Required Credits : 36 (6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Required: 24 Credits)												

註1: 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。