

115 學年度入學生經營管理學系 日間碩士班 科目表

畢業最低總學分：30學分；主系必修學分數：3學分；主系選修至少 24學分；剩餘3學分開放任選。

學分 類別 要求	第一學年			第二學年			
	科目名稱	上學期	下學期	科目名稱	上學期	下學期	
		學分/時數	學分/時數		學分/時數	學分/時數	
主系 必修	論文研討	3/3					
	合計	3/3		合計	-	-	
方法 論課程 (至少 6學分)	企業研究方法	3/3					
	最佳化方法	3/3					
	數量方法	3/3					
	多變量分析		3/3				
	多目標決策方法		3/3				
	合計	9/9	6/6	合計	-	-	
主系 選修	共同 選修	財務管理議題研討	3/3		策略管理議題研討	3/3	
		人力資源管理與組織行為議題		3/3	產業分析	3/3	
					投資管理		3/3
	營運	全面品質管理	3/3		營運策略與個案研討	3/3	
		營運績效評估		3/3	管理人因議題研討		3/3
	行銷	顧客關係管理	3/3		服務業行銷議題研討	3/3	
		行銷管理議題研討	3/3		國際行銷議題研討	3/3	
		消費者行為分析		3/3	數位行銷		3/3
		電子商務議題研討		3/3			
	創新	創業管理議題研討	3/3		研究發展管理	3/3	
		科技創業與營運實務		3/3	商業模式創新		3/3
	合計	24/24	15/15	合計	27/27	18/18	

備註	<p>※本碩士班基本能力指標：</p> <ol style="list-style-type: none"> 經營分析與問題解決。 溝通表達與團隊合作。 管理知識與獨立研究。 <p>※畢業條件說明：</p> <ol style="list-style-type: none"> 方法論課程至少選修6學分。 學生畢業前需至少一次參與國內外學術研討會並發表論文，該論文主題需與其畢業論文相關，且與指導教授共同掛名，每篇論文認定畢業門檻限定一人次。 本碩士班學生必須撰寫碩士論文，且通過論文口試。 畢業最低學分30學分（不含碩士論文），其中主系必修3學分，主系選修24學分，剩餘3學分開放任選。 須依【國立聯合大學學生學術研究倫理教育課程實施要點】規定修畢學術研究倫理教育課程。

Class Schedule of Master Program for Department of Business Management
 The minimum total graduation credit : 30 credits ; Required credit : 3 credits ; Elective course : 24 credits ; The remaining 3 credits open optional.

Year/Semester/credit	First Year			Second Year			
	Course	Fall	Spring	Course	Fall	Spring	
		Credit/Hour	Credit/Hour		Credit/Hour	Credit/Hour	
Required course	Thesis discussion	3/3					
	Subtotal	3/3		Subtotal	-	-	
Methodology course (Elective course, At least 6 credits)	Business research methods	3/3					
	Quantity method	3/3					
	Optimization method	3/3					
	Multivariate analysis		3/3				
	Multi-objective decision-making method		3/3				
	Subtotal	9/9	6/6	Subtotal	-	-	
main core elective course	Common elective	Seminar on Marketing Management	3/3		Seminar on Strategic Management	3/3	
		Seminar on Financial Management	3/3		Industry analysis	3/3	
		Seminar on Human Resources Management		3/3	Investment management		3/3
		Organizational theory and behavior		3/3			
	Business operation	Total Quality Management	3/3		Business strategy and case study	3/3	
		Smart Industry Applications	3/3		Operations Management	3/3	
		Project Management	3/3		Enterprise Resource Planning	3/3	
		Machine Learning	3/3		Agile Project Management	3/3	
					Lean Management		3/3
					Supply Chain Management		3/3
	Marketing	Customer Relationship Management	3/3		Seminar on Service Marketing	3/3	
		E-commerce Seminar		3/3	Seminar on International Marketing	3/3	
		Consumer Behavior Analysis		3/3	Internet Marketing		3/3
	Innovation	Seminar on Entrepreneurship Management	3/3		Research and Development Management	3/3	
		Technology Entrepreneurship and Operational Practice		3/3	Business Model Innovation		3/3
		Subtotal	24/24	15/15	Subtotal	27/27	15/15

Remark

※Graduation conditions :

1. Methodology courses at least elective 6 credits
2. Students must attend at least one academic conference and present a research paper before graduation.
3. The master's class students must write a master's thesis, and pass oral defense.
4. Graduation minimum credits are 30 credits (excluding master's thesis), of which Required course 3 credits, the main core elective course 24 credits, and the remaining 3 credits open optional.
5. Students must complete the academic research ethics education course in accordance with the regulations outlined in the 'Implementation Guidelines for the Academic Research Ethics Education Course at National United University.