

亞洲大學

Asia University

112 學年度經營管理學系碩士班全英語授課課程規劃

Course Plan 2023-2024 for Master Program of the Department of Business Administration – Taught Fully in English

系列:經營管理學系碩士班

Master Program in Department of Business Administration

畢業總學分：36 學分

Credits for Graduation:36

112. 04. 26 校課程委員會通過

Approved by the University Curriculum Committee on 26/04/2023

112. 10. 04 校課程委員會通過

Approved by the University Curriculum Committee on 04/10/2023

類別 Category	科目名稱 Course Title	英文名稱 English Course Title	修課 年級 Year of the Program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks
						講授 Lecture	實驗 Experiment	
(3) University Required Credits	碩士論文	Master's Thesis	2 nd	1 st or2 nd	3	3		
(9) Program Required Credits	量化方法	Quantitative Research Methods	1 st	1 st	3	3		
	產業策略與發展 研討	Seminar on Industrial Strategy and Development	1 st	1 st	3	3		
	研究方法	Research Methodology	1 st	1 st or2 nd	3	3		
(24) Program Elective Credits	大數據與資料採 礦	Big Data and Data Mining	1 st	1 st	3	3		
	行銷管理	Marketing Management	1 st	1 st	3	3		
	統計方法與資料 分析	Statistics and Data Analysis	1 st	1 st	3	3		
	永續經營管理	Sustainable Business Management	1 st	2 nd	3	3		
	財務管理	Financial Management	1 st	2 nd	3	3		
	人力資源管理	Human Resource Management	1 st	2 nd	3	3		
	行銷研究	Marketing Research	1 st	2 nd	3	3		
	作業管理	Operations Management	2 nd	1 st	3	3		
	策略管理	Strategic Management	2 nd	1 st	3	3		
	國際企業策略理 論	International Business Strategy Theory	2 nd	1 st	3	3		
	跨文化管理	Cross-Cultural Management	2 nd	1 st	3	3		
	組織管理理論	Theory of Organization Management	2 nd	2 nd	3	3		
	科技與創新管理	Technology and Innovation Management	2 nd	2 nd	3	3		
企業文化與倫理	Enterprise Culture and Ethics	2 nd	2 nd	3	3			

註：Notes.

1. 總畢業學分數為 36 學分(含校、院定必修核心課程 12 學分與院定選修課程 24 學分)。

Graduation requirement: 36 credits(including 12 credits of Required Courses and 24 credits of Elective Courses)

2. 學生需透過「臺灣學術倫理教育資源中心」線上平台修習指定課程 6 小時，並於課程總測驗成績達及格標準，始得申請學位考試。

Master's students must take 6 hours of courses on the online platform of "Center for Taiwan Academic Research Ethics Education" and pass the general test score of the courses before they are eligible to apply for the doctoral degree examination.