

長庚大學 商管專業學院碩士學位學程 (MBA) 必修科目表 (109學年度入學適用)  
MBA 2020 Fall - 2021 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 <sup>2</sup> Economics 2	0	1st					
	會計學 <sup>2</sup> Accounting 2	0	1st					
	統計學 <sup>2</sup> Statistics 2	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 Application of Big Data in E 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	企業實務競技 The Apprentice	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				若已修過網路行銷，選修數位行銷將不採認畢業學分。 The credits will not be counted towards the graduation requirements if already taken Internet Marketing.
專業選修 Elective	企業分析與公司評價 Business Analysis and Valuation	3	1st		3			若已修過財務報表分析，選修企業分析與公司評價將不採認畢業學分。 The credits will not be counted towards the graduation requirements if already taken Financial Statement Analysis.
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	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	創新產品設計與開發 Innovative Product Design and Development	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	成本會計 Cost 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	組織行為 Organizational Behavior	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(學位考試通過後給予)。  
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 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 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.

2020.7.13更新