

國立暨南國際大學兩岸高階主管經營管理
境外碩士在職學位學程必修科目一覽表

Master's Program Course Catalog of Executive Master of Business
Administration Cross-Strait Program, National Chi Nan University

本表(113)學年度入學新生適用 Effective for students admitted in Fall, 2024

最低畢業學分：36學分；必修16學分，選修20學分。

Master's program requirements: a minimum of 36 required credits, including 16 credits in Department required courses and 20 credits in elective courses.

一、必修16學分 (Program Required Courses 16 credits)					
課程代號 Course Code	課程名稱(中文及英文) Course Name (Chinese and English)	學分數 Credits	修別 Course type (required/ elective)	開課年級 Course availability	備註 Notes
435011	組織行為與管理 Organizational Behavior and Management	3	必 (R)	一下 Master 2nd Semester	
435025	企業社會責任 Corporate Social Responsibility	1	必 (R)	一下 Master 2nd Semester	
435018	財務報表分析 Financial Statement Analysis	1	必 (R)	一上 Master 1st Semester	
435030	企業經營講座 Forum for Corporate Management	1	必 (R)	二上 Master 3rd Semester	
435019	論文寫作(一) Thesis Writing(I)	3	必 (R)	一下 Master 2nd Semester	
435022	論文寫作(二) Thesis Writing(II)	3	必 (R)	二下 Master 4th Semester	

435027	領導統御與團體知能 Leadership and Group	1	必 (R)	二下 Master 4th Semester	
435026	國際金融市場分析 International Financial Market Analysis	3	必 (R)	二上 Master 3rd Semester	
二、選修20學分 (Elective Courses 20 credits)					
435017	資訊科技與競爭優勢 Information Technology and Competitive Advantage	3	選 (E)	一 Master 1st/2nd Semester	
435023	行銷策略與管理 Marketing Strategy and Management	3	選 (E)	一 Master 1st/2nd Semester	
435016	企業成長與動態競爭 Corporate Growth and Competitive Dynamics	3	選 (E)	一 Master 1st/2nd Semester	
435021	企業創新與科技創新 Corporate Innovation and Technology Management	3	選 (E)	一 Master 1st/2nd Semester	
435024	高階經營決策專題 Special Topic on Business Decision	3	選 (E)	一 Master 1st/2nd Semester	
435029	全球資本市場分析 Global capital market analysis	3	選 (E)	一 Master 1st/2nd Semester	
435028	企業成長與競合動態 Enterprise Growth and Dynamic Competitiveness	3	選 (E)	一 Master 1st/2nd Semester	
435031	國際企業參訪 Multinational Enterprises Visiting	2	選 (E)	一 Master 1st/2nd Semester	

填表人：專任助理 **霍恩蓀** 系(所)主管： **柯冠成** 院長： **柯冠成** 填表日期：114/3/26