

國立暨南國際大學高階經營管理碩士學位學程必選修科目一覽表
Master's Program Course Catalog of Executive Master Program of
Business Administration , National Chi Nan University

本表(111-113)學年度入學新生適用 Effective for students admitted in Fall, 2022-2024

最低畢業學分：40學分；必修18學分，選修22學分。 Master's program requirements: a minimum of 40 required credits, including 18 credits in Department required courses and 22 credits in elective courses.

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
185001	財務管理 Financial Management	3	必 (R)	一上 Master 1st Semester	
185032	組織行為與管理 Organizational Behavior and Mangement	3	必 (R)	一下 Master 2nd Semester	
185033	財務報表分析 Financial Statement Analysis	1	必 (R)	一上 Master 1st Semester	
185063	領導統御與團體知能 Leadership and Group	1	必 (R)	一下 Master 2nd Semester	
185069	企業社會責任 Corporate Social Responsibility	1	必 (R)	二上 Master 3rd Semester	
185076	資訊管理與應用 Information Management and Application	3	必 (R)	一上 Master 1st Semester	
185087	經濟分析與管理決策 Economic Analysis and Managerial Decisions	3	必 (R)	一上 Master 1st Semester	
185088	研究方法 Research Methods	2	必 (R)	二上 Master 3rd Semester	
185089	經營專題 Seminars on Management and Business	1	必 (R)	二下 Master 4th Semester	

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185009	創業財務學 Entrepreneurial Finance	3	選 (E)	— Master 1st/2nd Semester	
185010	國際企業管理 International Business Management	3	選 (E)	— Master 1st/2nd Semester	
185017	技術創新與創業精神 Technology Innovation and Entrepreneurship	3	選 (E)	— Master 1st/2nd Semester	
185020	投資學 Investment	3	選 (E)	— Master 1st/2nd Semester	
185029	人力資源管理 Human resource management	3	選 (E)	— Master 1st/2nd Semester	
185038	觀光產業研究 Seminar on Tourism Industry	3	選 (E)	— Master 1st/2nd Semester	
185039	體驗行銷專題 Seminar on Experiential Marketing	3	選 (E)	— Master 1st/2nd Semester	
185041	服務品質專題 Seminar on Service Quality	3	選 (E)	— Master 1st/2nd Semester	
185048	企業個案導讀與討論 Business Case Guidance and Discussion	3	選 (E)	— Master 1st/2nd Semester	
185051	全球產業競爭分析 Global Industry Competitive Analysis	1	選 (E)	— Master 1st/2nd Semester	
185053	企業成長與競合動態 Corporate Growth and Co-opetitive Dynamics	3	選 (E)	— Master 1st/2nd Semester	

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185064	創意思考與競爭力 Creative Thinking and Competition	3	選 (E)	— Master 1st/2nd Semester	
185066	策略管理 Strategic Management	3	選 (E)	— Master 1st/2nd Semester	
185071	行銷管理 Marketing Management	3	選 (E)	— Master 1st/2nd Semester	
185072	企業專題 Seminars on Enterprise Practice	3	選 (E)	— Master 1st/2nd Semester	
185075	創新管理 Innovation Management	3	選 (E)	— Master 1st/2nd Semester	
185078	全球觀光休閒專題 Seminars on Global Tourism and Leisure	3	選 (E)	— Master 1st/2nd Semester	
185080	財務風險管理 Financial risk management	3	選 (E)	— Master 1st/2nd Semester	
185081	產業經濟學 Industrial Economics	3	選 (E)	— Master 1st/2nd Semester	
185082	人文創新與社會實踐 Humanistic Innovation and Social Engagement	3	選 (E)	— Master 1st/2nd Semester	
185083	金融市場與投資 Financial Market and Investments	3	選 (E)	— Master 1st/2nd Semester	
185084	管理個案研討 Administration of Case Studies	3	選 (E)	— Master 1st/2nd Semester	

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185085	全球產業競爭分析 Global Industry Competitive Analysis	1	選 (E)	— Master 1st/3rd Semester	
185090	作業管理 Operation Management	3	選 (E)	— Master 1st/2nd Semester	
185091	當前產業發展趨勢 Current Industry Development Trends	3	選 (E)	— Master 1st/2nd Semester	

填表人：專任助理 霍恩蕎 系(所)主管：教授兼管理學院院長 張眾卓 院長：教授兼管理學院院長 張眾卓 填表日期：113/4/18