

**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選修科目一覽表**
**Master's Program Course Catalog of Department of Executive Master of
Business Administration Cross-Strait Program, National Chi Nan University**

本表(111-112)學年度入學新生適用 Effective for students admitted in Fall, 2022-2023

最低畢業學分：36學分；必修 18學分，選修 18學分。

Master's program requirements: a minimum of 36 required credits, including 18 credits in Department required courses and 18 credits in elective courses.

一、必修18學分 (Program Required Courses 18 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 Mangement	3	必 (R)	☑	
435015	公益服務 Public Service	1	必 (R)	☑	
435025	企業社會責任 Corporate Social Responsibility	1	必 (R)	☑	
435018	財務報表分析 Financial Statement Analysis	1	必 (R)	☑	
435014	企業經營講座 Forum for Corporate Management	3	必 (R)	☑	
435019	論文寫作(一) Thesis Writing(I)	3	必 (R)	☑	
435022	論文寫作(二) Thesis Writing(II)	3	必 (R)	☑	
435027	領導統御與團體知能 Leadership and Group	1	必 (R)	☑	
435026	國際金融市場分析 International Financial Market Analysis	3	必 (R)	☑	
二、選修18學分 (Elective Courses 18 credits)					
435017	資訊科技與競爭優勢 Information Technology and Competitive Advantage	3	選 (E)	☑	
435023	行銷策略與管理 Marketing Strategy and Management	3	選 (E)	☑	
435016	企業成長與動態競爭 Corporate Growth and Competitive Dynamics	3	選 (E)	☑	
435021	企業創新與科技創新 Corporate Innovation and Technology Management	3	選 (E)	☑	
435024	高階經營決策專題 Special Topic on Business Decision	3	選 (E)	☑	
435020	國際企業參訪 Multinational Enterprises Visiting	3	選 (E)	☑	
435029	全球資本市場分析 Global capital market analysis	3	選 (E)	☑	
435028	企業成長與競合動態 Enterprise Growth and Dynamic Competitiveness	3	選 (E)	☑	