

**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 Executive Master of Business
Administration Cross-Strait Program, National Chi Nan University**

本表(115)學年度起入學新生適用 Effective for students admitted in Fall, 2026

最低畢業學分：32學分；必修 7學分，選修 25學分。

Master's program requirements: a minimum of 32 required credits, including 7 credits in Department required courses and 25 credits in elective courses.

一、必修 <u>7</u> 學分 (Program Required Courses 7 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
435030	企業經營講座 Forum for Corporate Management	1	必 (R)	一上 Master 1st Semester	
435032	企業研究方法與應用 Business Research Methods and Applications	3	必 (R)	二上 Master 3rd Semester	
435033	高階管理研究 Advanced Management Research	3	必 (R)	二下 Master 4th Semester	
二、選修 <u>25</u> 學分 (Elective Courses 25 credits)					
435011	組織行為與管理 Organizational Behavior and Management	3	選 (E)	一 Master 1st/2nd Semester	
435026	國際金融市場分析 International Financial Market Analysis	3	選 (E)	一 Master 1st/2nd Semester	

435017	資訊科技與競爭優勢 Information Technology and Competitive Advantage	3	選 (E)	— Master 1st/2nd Semester	
435023	行銷策略與管理 Marketing Strategy and Management	3	選 (E)	— Master 1st/2nd Semester	
435016	企業成長與動態競爭 Corporate Growth and Competitive Dynamics	3	選 (E)	— Master 1st/2nd Semester	
435021	企業創新與科技創新 Corporate Innovation and Technology Management	3	選 (E)	— Master 1st/2nd Semester	
435024	高階經營決策專題 Special Topic on Business Decision	3	選 (E)	— Master 1st/2nd Semester	
435029	全球資本市場分析 Global capital market analysis	3	選 (E)	— Master 1st/2nd Semester	
435028	企業成長與競合動態 Enterprise Growth and Dynamic Competitiveness	3	選 (E)	— Master 1st/2nd Semester	
435027	領導統御與團體知能 Leadership and Group	1	選 (E)	— Master 1st/2nd Semester	
435018	財務報表分析 Financial Statement Analysis	1	選 (E)	— Master 1st/2nd Semester	
	企業策略與管理講座 Lecture Series on Corporate Strategy and Management	1	選 (E)	— Master 1st/2nd Semester	
435031	國際企業參訪 Multinational Enterprises Visiting	2	選 (E)	— Master 1st/2nd Semester	

填表人：_____系(所)主管：_____院長：_____填表日期：_____