

東吳企管系碩士班中、英文課程簡介

Department of Business Administration, Soochow University
MBA Course Description

課程簡介	Course Description
<p>會計學 暑期上課</p> <p>ACCOUNTING</p> <p>企碩一/選 3/0</p> <p>本課程內容包括基本會計學原理與原則之介紹與認識、基本會計報表編製與簡單財務資訊分析等，其目的在幫助修習者學習了解會計資訊之意義，從而運用於日後財務管理及相關管理決策之中。</p>	<p>ACCOUNTING</p> <p>企碩一/選 3/0</p> <p>The course content includes the accounting process to prepare financial statement. This course aims to enable the practitioners to understand the financial information and to apply in the relevant decision making by helping students be familiar with the process to prepare financial statement. This course is the fundamental course of the Business Program and essential for pursuing further degrees and having employment in the future.</p>
<p>統計學 暑期上課</p> <p>STATISTICS</p> <p>企碩一/選 3/0</p> <p>本課程之目的在於透過統計學理論與方法應用之介紹與討論，使學生對統計理論與方法有初步的認知並熟習方法之應用，以作為學生學習統計分析進階課程與未來從事研究時之基本工具。</p>	<p>STATISTICS</p> <p>企碩一/選 3/0</p> <p>Basic statistical concepts and methods are presented in a manner that emphasizes understanding the principles of data collection and analysis rather than theory. Much of the course will be devoted to discussions of how statistics is commonly used in the real world.</p>
<p>經濟學 暑期上課</p> <p>ECONOMICS</p> <p>企碩一/選 3/0</p> <p>本課將介紹個體與總體經濟之基本概念與議題，課程內容強調經濟知識在個人與廠商行為決策，以及政府總體政策規劃的應用與意涵，以培養學生具備以經濟思維觀察日常生活的各種問題，以及應用於企業經營策略之能力。</p>	<p>ECONOMICS</p> <p>企碩一/選 3/0</p> <p>The course will introduce the basic concepts and major issues in micro and macro economy, including the mechanism of supply and demand, market structure and firm strategy, economic cycle and growth, and monetary and fiscal policies, to help students to understand human and firms behaviors in current economic systems and how companies can response to the rapidly changing economic environment.</p>

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<p>行銷管理</p> <p>MARKETING MANAGEMENT</p> <p>企碩一/必 3/0</p> <p>首先介紹顧客導向的行銷基本觀念，以及行銷觀念的演進，其次介紹行銷策略規劃的涵義和步驟，行銷環境、消費者行為、市場區隔和行銷研究的步驟，最後介紹行銷的策略，包括產品策略，訂價策略，促銷策略和行銷通路策略等，探討行銷管理相關理論，並研討經典與最新有關行銷管理的文獻。</p>	<p>MARKETING MANAGEMENT</p> <p>企碩一/選 3/0</p> <p>The course is designed to help the students learn the basic concepts of modern marketing in a management-orientation way. The most basic objectives of this course are to provide you with a broad introduction to marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision-making.</p> <p>You will be expected to familiarize with the 'language of marketing' (i.e., terms, concepts, and frameworks) used by practicing marketing managers, and have a solid understanding of the major decision area under marketing responsibility. It focuses on major decisions that marketing managers may face in their efforts to harmonize the objectives and resources of the organization with the needs and opportunities in the marketplace. Within time limits, this class attempts to cover all the topics that a marketing manager needs to face in strategic, tactical, and administrative marketing.</p> <p>The objective of this courses are</p> <ol style="list-style-type: none"> 1.To familiarize the students with the marketing concepts and techniques, and to develop skills in using a variety of analytical frameworks to implement such techniques. 2.To develop the skills in organizing an effective marketing management strategy in a real business world. <p>By the end of the course, you should be able to apply the key frameworks and tools for analyzing customers, competition, and marketing strength and weakness. The class materials should also help you to develop insights about creative selection of target markets and blending the marketing mix decisions to maintain competitive positions and serve customer needs.</p>

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<p>資訊管理 MANAGEMENT INFORMATION SYSTEM 企碩一/必 3/0</p> <p>通訊與計算技術的發展，已成為造成現今經濟活動變遷的主要原因，以及欲瞭解未來組織變革不可忽略的因素。在技術與應用快速變遷的環境下，本課程的主要目的，即希望能探討組織中的資訊活動，讓企研所同學了解與資訊系統相關的技術、組織、溝通等議題，以因應未來所面臨快速更新的議題。</p>	<p>MANAGEMENT INFORMATION SYSTEM 企碩一/選 3/0</p> <p>The objectives of this course is to discuss and help MBA students to understand the impacts of computer and communication technology on future organizations, and some issues about how an organization can effectively use the new IT to transform itself and facilitate its work.</p>
<p>財務管理 FINANCIAL MANAGEMENT 企碩一/必 3/0</p> <p>財務管理是企業功能(Business function)中的一項，也是支援其他功能得以運作之不可式缺的重要因素。如何在可承擔的風險下股東財富極大化.其間有四大財務決策(Financial Decision) 投資決策、籌資決策、營運決策與股利決策是本課程教授的重心。透過本課程的學習可以使同學們對公司的財務工作能有基本的認識及能力。</p>	<p>FINANCIAL MANAGEMENT 企碩一/必 3/0</p> <p>Teaching Objectives: Financial Management is one of major "Business Functions". How to making right Financial Decisions to maximize stockholders wealth under conditions of bearable risks .The major contents of the Financial Decisions include Investment Decisions 、 Financing Decisions 、 Operation Decisions and Dividend Decisions. Attracting students understand the" Financial Management " by lectures 、 discussion and case studies</p>
<p>國際企業研討 SEMINARS ON INTERNATIONAL BUSINESS 企碩一/選 3/0</p> <p>本課程藉由國籍企業基礎知識的導讀，讓同學能藉由此知識來探討國際企業營運的實務個案。透過實際個案來思考國際企業經理人制定決策背後可能的原因與背景。並引導同學思考晚近國際企業營運的管理實務與營運策略。</p> <p>本課程一開始將讓同學們羅列出想了解國際企業時事或個案的問題，隨後導入深入問題本身的國籍企業相關理論架構，最後在學期末檢視先前的問題經過一學期的學習後的成果。</p>	<p>SEMINARS ON INTERNATIONAL BUSINESS 企碩一/選 3/0</p> <p>The propose of this course mainly focus on introduction of basic knowledge and concept of internal business. By studying the fundamental of international business, students can discuss the practice of real case and new trend of international business and strategy.</p>
<p>供應鏈管理 SUPPLY CHAIN MANAGEMENT</p>	<p>SUPPLY CHAIN MANAGEMENT 企碩一/選 3/0</p>

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<p>企碩一/選 3/0</p> <p>企業面對激烈的全球競爭，供應鏈管理已成為當前企業降低成本、追求利潤及增加競爭力的主要方法，本課程經由理論與個案之探討，讓學習者瞭解整個供應鏈的運作與其複雜關係，並增加跨企業整合管理、企業供應鏈規劃、設計及決策分析能力。主要內容在介紹企業如何進行供應鏈管理，包括多階段生產與配送過程中的實體物流、資訊流、金流與商流之整合營運與管理等。</p>	<p>This course will introduce the fundamental concepts and management skills of logistics and supply chain management which is an important business competitive business weapon. The purpose of this course is to provide students a complete guide and training to the critical business and management philosophy in the new era. The course coverage will mainly contain the evolution of logistics and supply chain management, key logistics and supply chain management activities, logistics and supply chain quality and performance measurement, the implementation of logistics and supply chain management.</p>
<p>組織行為研討</p> <p>ORGANIZATIONAL BEHAVIOR SEMINAR</p> <p>企碩一/選 3/0</p> <p>以互動式教學探討組織運作中的相關制度規劃與設計的背景，及其對組織內部中主管與員工行為的可能影響，以促進個人在工作生涯中的適應與成長，並提昇組織的效能與發展。本課程目標如下：(1) 深入瞭解組織行為學中重要的理論與應用；(2) 剖析現行組織運作之創新議題與行為。</p>	<p>ORGANIZATIONAL BEHAVIOR SEMINAR</p> <p>企碩一/選 3/0</p> <p>The purpose of this course is to provide the student with the theory and principles of organizational behavior with interactive teaching, including company regulations, team building and cooperation, leadership, human resources management, and organizational culture etc. These courses guide students to understand human behavior while developing the interpersonal and communication skills required to practice the principles of sociology and psychology within organizational environments.</p>
<p>組織理論與變革研討</p> <p>SEMINAR OF ORGANIZATIONAL THEORY AND CHANGE</p> <p>企碩一/選 3/0</p> <p>透過適當的組織設計與安排，可使組織的任務與目標能有效的達成，在現代全球化、激烈競爭、及多元化的環境下，如何有效的設計組織，更是經理人面臨的重大挑戰之一。因此，本課程係協助同學了解組織運作概念，以期活用所學知識於工作等實際情境中。在研習本課程後，學生應具有下列之能力：</p> <p>1. 了解組織本質及其與組織策略的關係</p>	<p>SEMINAR OF ORGANIZATIONAL THEORY AND CHANGE</p> <p>企碩一/選 3/0</p> <p>The aims of this course is to enable students to develop the following knowledge:</p> <ol style="list-style-type: none"> 1. To understand the nature of organizations and the relationships between organizations and its strategies 2. To understand the relationships between organizations and their environments 3. To understand the critical issues of an

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<p>2.了解外部環境與組織之關係</p> <p>3.了解組織管理過程中的相關議題 (包含組織權力分配與衝突、組織決策方式、及組織文化等)</p> <p>4.了解組織內部環境與組織設計之關係</p>	<p>organization, including organizational power, organizational decision-making, and organizational culture</p> <p>4. To understand the relationship between internal environments of an organization and organizational design</p>
<p>商業模式診斷與行動研究</p> <p>BUSINESS MODEL DIAGNOSIS AND ACTION RESEARCH</p> <p>企碩一/選 3/0</p> <p>一·由商業模式之系統論述·建立理論系統觀點</p> <p>二·由個案探討與實務·進行行動研究診斷</p> <p>三·建立理論與實務之對話機制·學習深富理論內涵之行動研究方法論</p>	<p>BUSINESS MODEL DIAGNOSIS AND ACTION RESEARCH</p> <p>企碩一/選 3/0</p> <p>First, building systematic frameworks for business model innovation theories</p> <p>Secondly, learning practical methodology for action research</p> <p>Thirdly, dialectic thinking in between with theories and action research</p>
<p>企業管理研討</p> <p>SEMINARS ON BUSINESS ADMINISTRATION</p> <p>企碩一/必 2/0</p> <p>本課程主要是透過基礎管理概念及相關理論的介紹·讓學生能知曉企業管理之相關重要議題·並搭配個案討論·讓學生更能了解管理概念之於實務的應用。</p>	<p>SEMINARS ON BUSINESS ADMINISTRATION</p> <p>企碩一/必 2/0</p> <p>The purpose of this class is to provide master graduate students with a understanding to topics of business administration. Through lectures, assignments and discussion, students are expected to gain knowledge relevant to management theories and current status of business operations.</p>
<p>企業程序與永續管理</p> <p>BUSINESS PROCESS AND SUSTAINABILITY MANAGEMENT</p> <p>企碩一/選 3/0</p> <p>本科目主要在介紹企業程序管理的最新觀念、主要方法及應用領域·透過實務問題探討與演練·期學生可以了解及學習企業程序管理的精義與價值。課程將分兩階段進行。第一階段將介紹企業程序管理主要方法·分別為精實方法(lean method)及敏捷方法(agile method)·並透過實務問題探討及研討方式完成此階段的學習。企業程序管理涉及企業核心營運程序的設計與管理·本科目將就前瞻性供應鏈管理的八大核心程序-顧客關係管理、顧客服務管理、需求管理、訂單履行、製造流程管</p>	<p>BUSINESS PROCESS AND SUSTAINABILITY MANAGEMENT</p> <p>企碩一/選 3/0</p> <p>The purpose of this course is to introduce the principles an contemporary methods that organizations can use to management their business processes with a focus on the supply chain process, i.e. customer relationship management, customer service, demand management, orde fulfillment, manufacturing flow, supplier relationship management, product development and commercialization, and reverse logistics.</p>

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<p>理、供應商關係管理、產品開發與商業化、逆物流進行較深入的探討，並尋找合適企業進行個案訪談與分析，據以建立實證分析之經驗，最後透過研討活動分享學生學習成果。</p>	
<p>行銷科技與資料探勘 MARTECH AND DATA MINING 企碩一/選 3/0 隨著數位資料蒐集愈來愈快速多元、資料探勘的技術蓬勃發展、行銷科技 MarTech 成為未來行銷發展的重要趨勢，掌握關鍵技術與專業的人才將炙手可熱。行銷科技與資料探勘包含程式語言/軟體/平台資訊技術、數位廣告、行銷創意等數位行銷科技，代表各項數據資源透過平台及系統整合管理並精準分析，並規劃完善的數位行銷策略。行銷科技的工具選擇很多，不同需求對應的數據及行銷策略也不一樣，必須將各項數據資源整合管理與精準分析，才能規劃完善的策略。整體來說，本課程將為您介紹與發展以下 4 大 MarTech 關鍵能力</p> <ol style="list-style-type: none"> 1. 程式語言與雲端運算能力 2. 運用程式語言如 Python 自動蒐集網路資訊能力 3. 運用程式語言進行資料探勘能力 4. 數位媒體執行能力 	<p>MARTECH AND DATA MINING 企碩一/選 3/0 Marketing technology and data mining includes digital marketing, marketing practice, programming language, information technology, digital advertising, marketing creativity and other fields. Various data resources are managed through the platform, accurately analyzed and planned to improve the trend of digital transformation and marketing strategies. Overall, the course will cover the following 3 key topics:</p> <ol style="list-style-type: none"> 1. Digital Advertising & Promotion: Including keyword advertising and other advertising forms, using technology to accurately plan advertising strategies, including delivery time, TA outline and advertising materials, etc., to improve the effectiveness of advertising. 2. Programming, digital information collection, analysis and application (Python): including the introduction of Python, the use of Python to collect internet data. 3. Case study of business practice: There are many choices of marketing technology tools, and it is necessary to accurately analyze various data in order to plan a sound digital transformation and marketing strategy.
<p>創新與創業管理 INNOVATION AND ENTREPRENEURSHIP 企碩專一/選 3/0 本課程目的在介紹創業管理實務，課程內容以課堂講授為主，學生報告為輔。除由產業歷史脈絡理解創業環境變遷外，也將由個案管理研討，讓學生思考創業的挑戰與伴隨而來的管理議題。</p>	<p>INNOVATION AND ENTREPRENEURSHIP 企碩專一/選 3/0 This course aims to introduce the practices for entrepreneurship as well as the theoretical backgrounds. Students learn from cases studies and also from the touch-base investigation in specific</p>

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<p>預期目標：</p> <ol style="list-style-type: none"> 1. 了解創業管理的基本議題。 2. 認思時代創業家，以學習尋找創業機會點 3. 熟悉創業理論，以反思創業的機會與挑戰。 	<p>case context. There are three main objects in this course.</p> <p>First of all, to learn the basic issues and background knowledge of entrepreneurship. To be specific, students have to know the sources of innovation and entrepreneurship opportunities.</p> <p>Secondly, the know the representative leaders in this research trend, as well as their concepts and theories in entrepreneurship.</p> <p>Thirdly, to be familiar with the stories and theories of entrepreneurship to reflect the insightful opportunities for innovation.</p>
<p>企業經營典範 SEMINAR ON MANAGEMENT PARADIGM 企碩專一/選 1/0</p> <p>本課程規劃邀請成功企業家或卓越經理人擔任講座，分享企業經營過程的經驗與心路歷程，同時藉由講者自身職場生涯之經驗與體認，帶領學生瞭解實務運作與理論之差異，以培養學生面對職場所應具有之正確態度與人格特質，期使同學將課堂所學之應用在實際企業的決策。</p>	<p>SEMINAR ON MANAGEMENT PARADIGM 企碩專一/選 1/0</p> <p>This class aims to help students understand the applications of business management in practices. This course is planning to invite successful entrepreneurs or outstanding managers to share their experience in business operation and their own career arrangement. After taking this class, students are expected to develop positive attitude, apply business concepts and theories to real-world decision-making, and increase proficiency in specific business disciplines.</p>
<p>談判與家族企業 NEGOTIATION AND FAMILY BUSINESS 企碩專一/選 1/0</p> <ol style="list-style-type: none"> 1. 商務談判之架構及案例實務。 2. 併購、家族企業與談判。 	<p>NEGOTIATION AND FAMILY BUSINESS 企碩專一/選 1/0</p> <ol style="list-style-type: none"> 1. First half of the course discuss the negotiation theory and techniques. 2. Second half of the course focus on the family bussiness.
<p>論文 THEIS 企碩二/必 0/0</p>	<p>THESIS 企碩二/必 0/0</p>
<p>物流與通路管理 LOGISTICS AND CHANNEL MANAGEMENT 企碩二/選 3/0</p> <p>本課程根據系統觀點先由物流運籌基礎觀念及分析方</p>	<p>LOGISTICS AND CHANNEL MANAGEMENT 企碩二/選 3/0</p> <p>To overview the important concepts and management functions in business logistics critical</p>

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<p>法介紹開始，漸進到物流運籌單元性機能管理，最後進入最深奧的整合性管理知識。以實務上的應用為主，理論性的內容則輔助說明實務應用之意義，藉由每章的標竿實務案例，輔助學生了解本課程介紹的觀念、原理或方法。</p>	<p>to supply chain management so that students can comprehend the crucial role of business logistics in a company and in the society. This course will start with important concepts in business logistics. The second focus will put on the introduction of key functions of business logistics and also the integration of these functions. The third part of the course will be case study to look at some useful cases which allow students to understand the real-world practices.</p>
<p>行銷專題研討 SEMINARS ON MARKETING TOPICS 企碩二/選 3/0</p> <p>在數位行銷時代裡，所有的策略規劃都需以數據為依據，才能精準分析成效，進而優化廣告、內容、銷售及會員/品牌行銷等策略。因此，本課程特別強調數據整合分析與決策能力，我們將介紹多種大數據分析的方法，並透過整合性的數據分析結合行銷策略的企劃與應用。本課程涵蓋數據行銷與會員行銷等議題，隨著行銷工具、市場趨勢快速變遷，「數據行銷」已然成為品牌極需投入經營的重要方針，數據智能與會員行銷的發展，能夠在未來提供品牌無限的行銷發展可能。在這個數位經濟的時代，全方位的品牌戰略就是運用上述策略，設計顧客旅程與體驗，開啟數位消費新商機。落實「從數據獲取洞察，因應洞察而行動」的運作模式，將可帶給品牌全新的行銷觀點。</p>	<p>SEMINARS ON MARKETING TOPICS 企碩二/選 3/0</p> <p>This course focuses on concepts, methods, computation, and interpretation of data analysis in marketing. Through this course, students can: (1) learn different methods of marketing analytics, and can apply those methods to marketing/retail industry; (2) know how to refined important information from data analysis, and find solutions for marketing problems; (3) understand the results of data analysis, and can suggest topics for future research.</p>
<p>策略管理 STRATEGIC MANAGEMENT 企碩二/必 3/0</p> <p>當今企業所面對的是競爭激烈之經濟環境，企業必須為其未來制定一套策略，這套策略不僅要結合外界機會與本身條件，而且要指導企業內部資源分配及各種管理行動。策略管理是整合各項企業功能知識之課程。本課程設計以具有企業管理基礎知識之學生為主，針對策略管理與規劃進行分析與探討，以誘導同學學習分析策略管理之相關應用與研究議題。</p>	<p>STRATEGIC MANAGEMENT 企碩二/必 3/0</p> <p>Strategic Management is a course which integrates the concepts and skills of previous functional courses. The course will make students: (1) Familiar with the process of strategy formulation and implementation (2) Able to conduct situational analysis and scenario planning. (3) Able to integrate the concepts in various management courses. (4) Able to conduct oral and write business reports. Case discussion is the major teaching methodology</p>

課程簡介	Course Description
	used in this course.
<p>論文寫作與數據分析</p> <p>THESIS WRITING AND DATA ANALYSIS</p> <p>企碩二/選 3/0</p> <p>本課程的設計將藉由研讀有關資訊與服務管理的相關期刊文獻，帶領學生瞭解論文寫作之方法，同時教導學生如何尋找研究主題，設計問卷調查，收集資料，分析資料，產生報表與撰寫論文。教學內容包括統計軟體 SPSS 與 LISREL 之介紹展示與操作，適合論文寫作方向將採抽樣及有探討構面間因果關係的同學。本課程將有助於學生瞭解學術期刊討論主題之決定，並且瞭解論文撰寫所需的基本前置準備工作的進行方法。授課內容將包括但不限制於下列討論方向:資料的收集與建立、探索性因素分析、驗證性因素分析、高階驗證性因素分析、線性結構模型、中介與干擾變項分析等。</p>	<p>THESIS WRITING AND DATA ANALYSIS</p> <p>企碩二/選 3/0</p> <p>The design of this course will lead students to understand the methods of essay writing by studying relevant journal literature on information and service management, and at the same time teach students how to find research topics, design questionnaires, collect data, analyze data, generate reports and write papers. The teaching content includes the introduction, display and operation of statistical software SPSS and LISREL. This course is suitable for students who will take samples and explore the causal relationship between dimensions. This course will help students understanding how to decide the topic of their thesis and what are needed skills to prepare. Course content will include, but are not limited to, the following discussion directions: collection and the establishment of data, exploratory factor analysis, confirmatory factor analysis, higher-order confirmatory factor analysis, linear structural model, and the mediation and moderation analysis.</p>
<p>國際行銷管理研討</p> <p>SEMINARS ON INTERNATIONAL MARKETING MANAGEMENT</p> <p>企碩專二 選 3/0</p> <p>本課程藉由策略行銷分析架構、國際行銷學理論與實務的探討，讓同學了解國際行銷在企業經營所扮演的角色。並藉由分析討論相關議題與個案，協助同學應用行銷相關理論與模型。</p>	<p>SEMINARS ON INTERNATIONAL MARKETING MANAGEMENT</p> <p>企碩專二 選 3/0</p> <p>This course explores the theory and practice of international marketing to help students understand the role of international marketing in business management. In addition, through analysis and discussion of issues related to marketing, encourage students to apply marketing theories and models.</p>
<p>企業診斷</p> <p>BUSINESS DIAGNOSIS</p> <p>企碩專二/選 3/0</p>	<p>BUSINESS DIAGNOSIS</p> <p>企碩專二/選 3/0</p>

課程簡介	Course Description
<ol style="list-style-type: none"> 1. 永續發展(Sustainable Development) 已經是企業當前最重要的課題。根據工商普查民國 105 年底全體工業及服務業企業持續經營 5 年、10 年、30 年及 60 年以上以上者(存活率)分別占 70.7%、52.1%、10.2%及 0.3%。換言之, 同期之死亡率各占 29.3%、47.9%、89.8%及 99.7%。顯見, 「人無遠慮,必有近憂」。因此, 透過「企業診斷」的學習, 將可洞燭機先、趨吉避凶, 協助企業改善績效及永續經營, 並協助個人做好職涯規劃! 2. 本課程將說明企業診斷的進行方式, 並教導診斷技巧, 使學習者能深入了解企業診斷之要領, 有機會成為「望、聞、問、切」的企業醫生——管理顧問, 除了能為當前服務的企業解決問題, 也能為自己未來的工作機會或事業發展多開一扇門。 3. 協助同學將「企業概論」所學的 五管 — 產、銷、人、發、財的基本知識以及「管理學」所學的四項功能— 計畫、組織、領導、控制, 在本課程中能夠學以致用, 融會貫通。 4. 本課程以授課老師在台灣與大陸輔導數十家企業的實際案例為基礎來闡述, 讓同學能身臨其境, 共同探討企業診斷的問題與奧秘。 	<p>Business diagnosis is a process of using management related knowledge and skill to identify the symptoms or causes of a company's current problems and future risks. Then, the diagnostic experts, just like doctors and therapists, would advise on treatment options to improve the health of the diagnosed.</p> <p>The students on the course will be familiar with the business diagnostics framework which evolves from assessing the external factors and then drilling down into the key functional areas of the business operations. After all, it will help you assist the business to improve performance and benefit your own career.</p>
<p>數位金融專題 DIGITAL FINANCE TOPICS 企碩專二 選 3/0 數位金融(Digital Finance)儼然成為全球金融業的發展趨勢, 這股破壞式創新(Disruptive Innovation)趨勢不只顛覆金融業的業務經營模式, 也對許多其它產業造成衝擊, 並也改變各個產業對人才的需求。因為 COVID-19 疫情, 加速全球金融產業之數位轉型(Digital Transformation), 零接觸支付(Contactless Payments)需求成長快速, 以客戶體驗為中心的金融生態圈(Financial ecosystem)蔚然成形。因此「場景金融(Financial scene)」的尋找與定義, 將是建構金融生態圈重要的關鍵點。 時值台灣「電子支付機構管理條例」修正案已經行政院核定自 2021 年 7 月 1 日施行; 另, 金管會已於 2021 年 4 月中推動開放銀行(Open Banking)進入第二階段</p>	<p>DIGITAL FINANCE TOPICS 企碩專二 選 3/0 After affecting all sectors of commerce, the digital revolution has now hit the financial sector, a sector that is protected by a specific regulatory environment. Digital technology has changed the face of banking. Not only banks, but also insurance companies, management companies and even market operators are upset by this disruptive and increasing formidable movement. This course will provide the following issues of digital finance: third party payment, mobile payment, peer to peer lending, crowdfunding, digital currency, sharing finance and branch transformation. In addition, this course illustrates innovation in</p>

課程簡介	Course Description
<p>進入「客戶資料查詢」；並於 2019 年 7 月 30 日正式核發三家純網路銀行(Internet-only Bank)業者之執照。有關「數位貨幣」(CBDC)，台灣央行總裁楊金龍於 2021 年 10 月 14 日表示，央行已於 2020 年 6 月完成第一階段技術可行性研究，正進行第 2 階段「通用型 CBDC 試驗計畫」，藉由建置 CBDC 雛形平台，模擬 CBDC 在零售支付場景應用之試驗，預期今(2022)年 9 月完成。</p> <p>因此，本課程設計旨在：</p> <ol style="list-style-type: none"> 1. 了解國內外有關創新金融(Innovate Finance)的理論及業務型式，並說明其發展過程及未來機遇與挑戰； 2. 課程著重將理論與實務議題相結合，藉由提供金融理論基礎(theory based)下，進而培養同學們邏輯思考(logical thinking)之能力，以奠定後續分析相關金融科技事件或案例之能力； 3. 增進金融科技專業能力，訓練資料收集能力、建構創新金融邏輯分析能力、培養報告之表達能力。 	<p>finance with the experience of the Taiwan and other countries. According to discussing the combination between theory and application, let students understand the real meaning and practice of digital finance.</p> <p>The aim of this course is to enhancing student financial expertise, training the ability of data collection, and developing presentation skills.</p>
<p>論文寫作與數據分析</p> <p>THESIS WRITING AND DATA ANALYSIS</p> <p>企碩二 選 3/0</p> <p>本課程的設計將藉由研讀有關資訊與服務管理的相關期刊文獻，帶領學生瞭解論文寫作之方法，同時教導學生如何尋找研究主題，設計問卷調查，收集資料，分析資料，產生報表與撰寫論文。教學內容包括統計軟體 SPSS 與 LISREL 之介紹展示與操作，適合論文寫作方向將採抽樣及有探討構面間因果關係的同學。本課程將有助於學生瞭解學術期刊討論主題之決定，並且瞭解論文撰寫所需的基本前置準備工作的進行方法。授課內容將包括但不限制於下列討論方向：資料的收集與建立、探索性因素分析、驗證性因素分析、高階驗證性因素分析、線性結構模型、中介與干擾變項分析等。</p>	<p>THESIS WRITING AND DATA ANALYSIS</p> <p>企碩專二 選 3/0</p> <p>The design of this course will lead students to understand the methods of essay writing by studying relevant journal literature on information and service management, and at the same time teach students how to find research topics, design questionnaires, collect data, analyze data, generate reports and write papers. The teaching content includes the introduction, display and operation of statistical software SPSS and LISREL. This course is suitable for students who will take samples and explore the causal relationship between dimensions. This course will help students understanding how to decide the topic of their thesis and what are needed skills to prepare. Course content will include, but are not limited to, the following discussion directions: collection and the establishment of data, exploratory factor analysis, confirmatory factor analysis, higher-order</p>

課程簡介	Course Description
	confirmatory factor analysis, linear structural model, and the mediation and moderation analysis.
<p>人力資源管理 HUMAN RESOURCE MANAGEMENT 企碩一/選 0/3</p> <p>1-1.本課程設計在使學生能夠了解組織中的人力資源管理作為，也培養其獨立思考與改進管理方案的能力。</p> <p>1-2 本課程主要在授予人力資源管理的相關理論與實務，但也探討企業中複雜的管理議題，以及管理措施將如何影響員工的心理、行為與工作績效。</p> <p>2-1. 授課期間亦將輔以影片觀賞、心理測驗、實務案例討論等，增加學生對課程之投入感與參與感，也幫助學習者理解理論與實務作為。</p> <p>2-2.透過閱讀實務案例來學習與模仿專案報告應如何呈現。</p> <p>2-3.以繳交個案報告的方式來達到做中學，增加學生的實作能力。</p> <p>3-1.鼓勵學生就所學教材內容發言。</p> <p>3-2.經由影片觀賞、心理測驗、實務案例討論、專題演講等，增加學生對課程之投入感與參與感。</p>	<p>HUMAN RESOURCE MANAGEMENT 企碩一/選 0/3</p> <p>1.The aim of HRM course is to make students understand what issues HRM are considered and deal with, as well as to improve their independent thinking and management abilities.</p> <p>2.Case study, psychological instrument, and movie discussion would be used to help increase students involvement and participation about learning this subject.</p> <p>3.We encourage students ask questions and discuss all the issues they are interesting.</p> <p>Aside from giving lectures about related theories and best practices, we design some activities to enhance students participation and concentration, as well as the abilities to rethink and to design the management mechanism of corporations.</p>
<p>行銷研究 MARKETING RESEARCH 企碩一/選 0/3</p> <p>行動網路、大數據、擴增實境、NFC、RFID、APP 等不斷冒出來的新科技，改變訊息世界，以及取得消費者數據的方法，企業也愈來愈重視去研究數據或資料所提供的訊息，並開發相關的行銷策略。</p> <p>行銷研究正是一套系統系的收集、分析和解釋市場、消費者、競爭對手訊息的學問，行銷研究可以減少對市場的不確定性，協助企業將資源集中到最有潛力的想法和項目。企業出於不同原因進行行銷研究，例如：(1) 開發潛在的新市場；(2) 關注新的行銷趨勢與市場需求；(3) 測試消費者對新產品的需求；(4) 確保最佳的產品導入市場策略。</p> <p>我們在行銷研究課程的目標是為學生提供市場訊息分析工具和學習必要技能的機會，以解決商業問題和利用商業機會。當學生發展了市場訊獲取技能和對行銷研究</p>	<p>MARKETING RESEARCH 企碩一/選 0/3</p> <p>As new technologies such as mobile networks, big data, augmented reality, NFC, RFID, and apps continue to emerge, changing the world of information and the way consumer data is obtained, companies are increasingly focusing on studying the information provided by data and developing relevant marketing strategies.</p> <p>Marketing research is the systematic collection, analysis, and interpretation of information about markets, consumers, and competitors. Marketing research can reduce uncertainty in the marketplace and help companies focus their resources on the most promising ideas and projects. Companies conduct marketing research for a variety of reasons, such as (1) to develop potential new markets; (2) to</p>

課程簡介	Course Description
<p>工具的理解後，他們將很快看到這些如何應用於不斷變化的行銷環境、其他領域和個人生活中。</p>	<p>monitor new marketing trends and market needs; (3) to test consumer demand for new products; and (4) to ensure the best product go-to-market strategy.</p> <p>Our objective in the class of Marketing Research is to provide students basic tools and the chance to learn skills necessary to solve business problems and exploit business opportunities. As students develop information acquisition skills and an understanding of marketing research tools, they will quickly see how these can be applied to a changing marketing environment, to other academic courses, and to their personal lives.</p>
<p>作業管理 OPERATIONS MANAGEMENT 企碩一/選 0/3 介紹作業管理之基本原理及實務應用，企使學生對製造業及服務業之作業流程管理能有更深入了解。本課程主旨在培養學生如何發現問題並解決問題的能力。除了可提升學生工作能力，並可提高企業的績效和競爭力。</p>	<p>OPERATIONS MANAGEMENT 企碩一/選 0/3 This course is to introduce how to manage a production/service system. The purpose of this course is to provide a clear presentation of the concepts, tools, and applications of the field of operations management.</p>
<p>企業研究方法 BUSINESS RESEARCH METHODS 企碩一/必 0/3 語云：「工欲善其事，必先利其器。」在你們開始進行研究並撰寫學位論文之前，必須先學習研究方法，才有能力撰寫論文。這門課將介紹有關管理理論與科學研究的基礎概念，探討各種常見、常用的社會科學研究方法，認識各種資料量測與資料分析的方法，以及基本的論文撰寫技巧。</p>	<p>BUSINESS RESEARCH METHODS 企碩一/選 0/3 Before a master student can start his/ her research of master thesis, s/ he should learn the research method, then s/ he can deliver a thesis with good quality. This course will introduce the fundamental concepts of theory and scientific method and philosophy. Also, frequent used research methods, concepts of measurements, data analytic methods, and writing skills will be discussed. To enhance students' learning performance, hand-on teaching philosophy will be highlighted in this course. In other words, students' capability of doing research will be built through practicing some home works related with differentiating a good or bad studies. They are required to discuss and criticize published articles' pros and cons, and try their best to revise</p>

課程簡介	Course Description
	the research methods of an existing research.
<p>運輸與通訊研討 SEMINARS ON TRANSPORTATION AND COMMUNICATIONS 企碩一/選 0/3</p> <p>本課程的教學目標旨在培養學習者具備現代運輸與通訊經營管理知能，也鼓勵學習者更深層的思考產業發展的人文與社會意涵。</p> <p>課程之設計一方面從歷史發展演進的觀點看運輸、通訊、與都市發展，另一方面則介紹企業營運與管理的實務內容。</p> <p>課程內容主要包括：都市與運輸的關係、運輸科技的發展與展望、運輸系統的整合、業者（航空公司、電信業者）與基礎設施（機場）的經營管理實務、以及常用的分析方法與工具。課程中，除引介歐美與我國的發展例證外，並深入介紹業者之實際營運作業，希望讓修課同學能在此一領域具備多元、紮實的知識基礎。</p>	<p>SEMINARS ON TRANSPORTATION AND COMMUNICATIONS 企碩一/選 0/3</p> <p>This course serves as an introduction to the development of transportation and communications industries. The course illustrates the fundamental differences among the various transportation/communications services in terms of their basic cost structures, market competition, and service characteristics. The focus of the course is on the wide range of issues facing managers in each of the transportation and communications markets. This includes decisions on market entry, pricing, competitive responses, service levels, and capital structure in a deregulated environment. Both specific management decision as well as overall strategies pursued by management in each of the services are compared and contrasted through a variety of case problems. The importance of the applying new technologies to the overall productivity of a firm is also stressed, as well as the possibility of using technologies to gain a strategic advantage over competitors.</p>
<p>管理會計研討 SEMINARS ON MANAGERIAL ACCOUNTING 企碩一/選 0/3</p> <p>本科目旨在闡明企業的成本流程、成本制度與成本資訊系統，並運用相關的成本資訊以協助經營者從事各項規劃、控制與決策活動。講授內容包括產品成本之計算，成本數量利潤分析，差異分析，責任會計分析，產品定價，及管理會計議題等。</p>	<p>SEMINARS ON MANAGERIAL ACCOUNTING 企碩一/選 0/3</p> <p>The course emphasizes the collection, processing, and application of cost accounting information to support a variety of management decisions, including strategic decisions. The topics includes product costing, C-V-P analysis, variance analysis, accounting responsibility and decision-making for special issues.</p>
<p>財稅金融實務專題 TOPICS IN FINANCE AND TAXATION 企碩一/選 0/3</p>	<p>TOPICS IN FINANCE AND TAXATION 企碩一/選 0/3</p> <p>This course will construct the students' systematic</p>

課程簡介	Course Description
<p>讓同學瞭解財稅金融之理論及目前實務的作法，成為未來同學工作之基本知識。</p>	<p>thinking on the government's fiscal and financial policies with the current important issues, so as to cultivate the ability of expounding the overall financial issues.</p>
<p>論文研討 組別:全英語授課 SEMINARS ON RESEARCH TOPICS 企碩一/選 0/2 培養研究生對學術論文之閱讀、簡報與評析之能力，使其對研究本質有初步之認識，以及對不同領域研究課題之瞭解，以助其在未來進行學術論文之撰寫。</p>	<p>SEMINARS ON RESEARCH TOPICS 企碩一/選 0/2 The aim of this course is to acquaint students with the abilities to conduct business research. Through reading research articles in various fields of business, students can better understand academic papers and then offer their critiques. Acquiring these abilities may lay a sound foundation when students write their master thesis.</p>
<p>兩岸財經專題 LECTURES ON CROSS-STRAIT ECONOMIC AND BUSINESS ISSUES 企碩一/選 0/2 鑑於兩岸經貿交流日益緊密，學生對相關議題極有興趣，因此期望藉由開設相關課程，可使同學於課堂中了解及熟悉兩岸經貿交流的各個面向，且由具有實際工作經驗的產業界、兩岸談判人士及學者專家，將政策的制訂、協議的談判以及政策推行的難處等，各種相關經貿交流的經驗傳承給同學，使同學掌握理論與實務的結合，相信對莘莘學子的學習將有相當大的助益。</p>	<p>LECTURES ON CROSS-STRAIT ECONOMIC AND BUSINESS ISSUES 企碩一/選 0/2 This class aims to help students understand not only the concepts of cross-strait finance and economics, but also the applications of cross-strait finance and economics in practices. After taking this class, students are expected to understand cross-strait negotiation mechanism, cross-strait economic cooperation, cross-strait service trade agreement, and so on.</p>
<p>數據分析與資料視覺化 DATA ANALYSIS AND DATA VISUALIZATION 企碩一/選 0/3 本課程介紹一些數據處理多變量之統計方法，並介紹視覺化分析之工具應用。課程內容特別強調統計多變量數據資料分析的觀念、方法、計算與解釋。應用範例包含行銷、教育、心理、管理、會計等諸方面。數據分析方面，將介紹多變量分析、結構方程模式等相關概念、方法、軟體操作與報表解讀。資料視覺化則著重基本概念介紹、軟體操作與實例應用。</p>	<p>DATA ANALYSIS AND DATA VISUALIZATION 企碩一/選 0/3 This course it to introduce the method and software application of statistical analysis and data visualization. For data analysis, this course introduces the concepts, methodologies, software operation and report interpretation of multivariate analysis and structural equation modeling. For data visualization, this course focuses one introducing basic concept, software operation and case application.</p>
<p>企業與法律</p>	<p>BUSINESS AND LAW</p>

課程簡介	Course Description
<p>BUSINESS AND LAW</p> <p>企碩專一 選 0/3</p> <p>1. 使學生了解企業重要法律</p> <p>2. 使學生了解相關法律實務運作</p>	<p>企碩專一 選 0/3</p> <p>1. To facilitate learning business law</p> <p>2. To facilitate learning the practice of business law</p>
<p>財經與公共政策講座</p> <p>SEMINAR ON ECONOMICS AND PUBLIC POLICY</p> <p>企碩專一 選 0/1</p> <p>為增進瞭解政府如何形成公共政策及這些公共政策對不同利害關係人的影響，本講座將挑選並討論當前台灣財經及其他公共政策議題。透過實際的議題討論，同學們可學習到如何辨視公共政策對社會不同利害關係人的影響，並可運用所學到的分析技巧，解決實務上所面臨的問題。</p>	<p>SEMINAR ON ECONOMICS AND PUBLIC POLICY</p> <p>企碩專一 選 0/1</p> <p>This lectures will select and discuss the current Taiwan Finance and other Public policy topics to enhance understanding how government? establish? these Public policy and how these Public policy affect? different stakeholder. By practical topic discussion, student will learn how to identify? the effect of public policy on? different social stakeholder, and solve the? practical problems? by using analytical skills from what they learned.</p>
<p>消費者行為研討</p> <p>SEMINARS ON CONSUMER BEHAVIOR</p> <p>企碩二/選 0/3</p> <p>課程教學目標：消費者行為是有關消費者取得、消費使用及處置產品或勞務的活動。本課程主要從行為科學的觀點來瞭解、解釋與預測人類行為，旨在建立學生如何善加運用這些原理原則，以解決有關消費上的行為問題。並且深入探討許多影響顧客行為的因素，例如：人群影響、群體動態、社會階層與文化因素等在個人的購買動機和行為上的影響。課程內容涵蓋：</p> <p>1. 市場與消費者。</p> <p>2. 影響消費者行為之環境因素，包括文化、倫理價值觀、社會階層與地位、他人之影響、家庭與家計單位之影響及情境影響因素。</p> <p>3. 消費者之個別差異，包括消費者在資源、涉入程度、知識、態度、及在人格、價值觀、生活型態上之差異。</p> <p>4. 消費者之心理過程，包括資訊處理、學習以及其如何影響態度與行為。</p> <p>5. 消費者決策過程與行為，包括決策過程、需求與問題之確認、尋求、可行方案評估、購買及購買後行為。</p>	<p>SEMINARS ON CONSUMER BEHAVIOR</p> <p>企碩二/選 0/3</p> <p>Consumer behavior is the activities about how does a consumer to consume, obtain, use, and dispose of goods or services. This course attempts to realize, explain and predict human behavior from the viewpoint of behavioral science. The aim of this course is to enable students to apply these theories and principles to solve the problems relevant to consumer behavior. It also explores the antecedents of consumer behavior, such as people influence, group movement, social level, culture factor, etc. The contents of this course include:</p> <p>1. Market and consumer.</p> <p>2. Environmental Antecedents of consumer behavior, such as culture, ethics, social level and hierarchy, other people influence, family and households.</p> <p>3. Individual characteristics, e.g. personal resource, involvement, knowledge, attitude, personnel, values and Lifestyle.</p> <p>4. Consumer physical process, including</p>

課程簡介	Course Description
	<p>information process, learning, and other influences.</p> <p>5. Consumer decision making process and behavior of consumption, including decision making process, demand and problem confirmation, seeking, alternatives evaluation, purchasing and after purchasing behavior.</p> <p>6. Consumerism and social responsibility.</p>
<p>服務業行銷研討</p> <p>SEMINAR IN SERVICE MARKETING</p> <p>企碩二/選 0/3</p> <p>服務業行銷不僅考慮非營利事業組織，如教育慈善機構、健康醫療與政府機構之行銷，也涉及營利組織之行銷，如銀行融財務、專業技能服務業等。此一課程強調服務業與一般產品製造業之差異，及行銷人員可能面對之問題，最後再針對服務業之構面 8P 加以詳細介紹。課程之目標乃是(1)使學生熟悉服務業基礎行銷概念與方法，並使學生有效利用此項方法技術於實務。(2)使學生能發展一套有效之服務業行銷的執行。</p> <p>台灣過去係以製造加工見長於全球市場之中，但面對未來的服務經濟和知識經濟時代，不論是企業或個體都愈來愈需要服務的精神和態度。服務業已成為台灣最大經濟產值的創造部門，同時也是包括種類最多的產業部門。面對不同於製造業和農業的許多特性，服務業的經營管理自有其特殊的考量與方式。本課程的目的在完整地呈現服務業管理的重要議題，並引導同學成為絕佳的服務人員和服務業的專業管理者。本課程的進行方式以討論互動為主，教師講授為輔。</p> <p>服務業行銷不僅考慮非營利事業組織，如教育慈善機構、健康醫療與政府機構之行銷；亦涉及營利組織之行銷，如銀行財務、專技服務業等。此課程首先針對此一快速成長之行業加以剖析，再則強調服務業與一般產品業之差異，及行銷人員可能面對之問題；最後再針對服務業之構面從行銷 4ps 加以詳細簡介。因此課程之主要目標：</p> <p>1.使學生熟悉基礎行銷概念與方法，並使學生有效利用此項方法技術於服務業行銷實務上。</p> <p>2.使學生瞭解服務的本質以及服務業分析的架構。</p>	<p>SEMINAR IN SERVICE MARKETING</p> <p>企碩二/選 0/3</p> <p>Service industries are quite varied. Services are intangible, inseparable, variable, and perishable. Each characteristic poses challenges and requires certain strategies. Marketers must find ways to give tangibility to intangibles; to increase the productivity of service providers; to increase and standardize the quality of the service provided; and to match the supply of services during peak and nonpeak periods with market demand.</p> <p>Service companies face three tasks - increasing their competitive differentiation, their service quality and their productivity. In this course, we examine the following questions: How are services defined and classified? How do services differ from goods? How can service firms improve their differentiation quality, and productivity? How can goods-producing companies improve their product support services?</p>

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<p>3.瞭解服務業行銷基本概念，以及服務策略的擬定。</p> <p>4.學習顧客服務流程管理與服務遞送系統設計所需的工具與方法。</p> <p>5.探討服務業行銷的挑戰，以及如何正確地執行服務行銷的工作。</p>	
<p>顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT 企碩二 選 0/3 本課程的設計將提供學生有關顧客關係管理的基本知識與技巧，瞭解顧客的價值與服務願景，透過個案觀摩與焦點問題討論，分享同學對相關顧客關係管理議題的體驗情形與可加強的方向。</p>	<p>CUSTOMER RELATIONSHIP MANAGEMENT 企碩專二 選 0/3 This course is designed to provide students with basic knowledge and skills related to customer relationship management and understand the value and vision of customer service. Through the cases and focus problems discussion, students can share their experience related to customer relationship management and enhance the direction about the discussion issue.</p>
<p>金融市場與證券業務管理 FINANCIAL MARKET AND SECURITIES ISSUANCE MANAGEMENT 企碩二 選 0/3 以證券市場的參與機構、金融商品、發行市場、流通市場為主要架構，瞭解金融市場的運作。</p>	<p>FINANCIAL MARKET AND SECURITIES ISSUANCE MANAGEMENT 企碩二 選 0/3 To understand the operation of financial markets by focusing on the structure of financial institutions, financial instruments, primary market, and secondary market of the securities market.</p>
<p>全球運籌與國際物流研討 組別:全英語授課 SEMINARS ON GLOBAL LOGISTICS 企碩二 選 0/3 介紹學生全球企業管理完整知識內容，並以全球運籌管理為焦點，採取知識教授及文章與案例研討交織方式，進行學習。</p>	<p>SEMINARS ON GLOBAL LOGISTICS 企碩二 選 0/3 To introduce the global business management to students with emphasis on the global supply chain and logistics infrastructure and managerial issues through both lecture and seminar approaches. This course will prepare students for pursuing a global business career.</p>
<p>企業併購理論與實務 MERGERS AND ACQUISITIONS - THEORY AND APPLICATIONS 企碩二 選 0/3 希望與同學共同透過對投資方、被投資方、其他第三方等進行不同面向的觀察，更了解股權投資(VC / PE)行業</p>	<p>MERGERS AND ACQUISITIONS - THEORY AND APPLICATIONS 企碩二 選 0/3 Explore different perspectives of the investors, the entrepreneurs and other related parties to have a better understanding of the venture capital/private</p>

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<p>的基本架構與現況，以及各方經由併購作為投資退出或企業擴展的理論和實際情形。</p>	<p>equity industry and the merger and acquisition activities.</p>
<p>電子商務與數位經濟 E-COMMERCE AND DIGITAL ECONOMY 企碩專二/選 0/3 數位與網路經濟已成為現在商業活動最重要的一項發展趨勢，本課程將探討數位經濟的意義、特徵、影響，以及現階段網路商務的發展趨勢與做法。課程的目的是要協助同學建立一套架構，以理解此一重要的發展趨勢，因而能為未來變化做好準備。</p>	<p>E-COMMERCE AND DIGITAL ECONOMY 企碩專二/選 0/3 Digital and network economy has been an important trend in commerce. This course will discuss the meanings, properties, and impacts of modern digital economy, and current trends and practices of network economy. We aim to help students to build a framework to understand the emerging trends and developments in digital economy and to get well prepared for the future business.</p>
<p>高科技產業專題 SPECIAL TOPICS IN HIGH TECHNOLOGY 企碩專二 選 0/3 不懂如何談創？所有生意模式的創新都來自於科技：因為有 NFC 才會有 ApplePay；因為有人工智慧 (Artificial Intelligence, AI)、深度學習(Deep learning, DL)才會有自動駕駛車；iBeacon/ Eddystone 即將發展出全新的行銷與廣告模式；金融科技(Fintech)即將取代人類讓全球 170 萬金融服務人員失業(花旗銀行 2016/03 研究報告)；Tesla 電動車、gogoro 電動機車、Toyota 燃料電池車即將成為我們代步的交通工具，如果你(妳)到現在還對這些東西一知半解，甚至全然不知，對國家的產業競爭力是很大的阻礙。 廿一世紀「知識經濟」的興起，成為引導未來經濟發展的主要力量，不但改變了傳統產業的交易模式，也造成了產業結構的變化，政府更是以將臺灣發展成「科技島」為主要施政目標，可見科技產業是所有大學生必需了解的。 由於科技產業有很大的就業市場，而且不論證券業、金融業、科技管理及科技法律等都與科技產業息息相關，但非理工背景的同學往往很難了解各種科技產品的科學原理及製作過程，甚至被許多專業術語所困擾，因此在做市場投資與分析時常對科技產品一知半解，間接減少了非理工背景同學們在未來就業市場上的發揮空間。</p>	<p>SPECIAL TOPICS IN HIGH TECHNOLOGY 企碩專二 選 0/3 Knowledge economics has become an increasingly hot and popular topic in 21 century. The development of new economics will also be led by high technology industry in the future. The employment market such as securities market, financial market, technology management, and technology law are interrelated to high technology industry. The characteristic of this course included industry analysis and technology. Moreover, all fields of industries now and in the future will be described. The simple contents of this course will lead all students without technology background to appreciate all high technology industries. This course will start with the basic physics concepts, and then the nanotechnology, optical electronics, and communication industries will be discussed. After that, the basic chemical concepts, biotechnology, new energy and medical industries will be mentioned.</p>

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<p>本課程介紹內容包括：奈米科技與微製造產業、光電科技與新儲存產業、通訊科技與多媒體產業、生物科技與新能源產業，課程內容注重一貫性，範圍寬廣與難易適中，適合非理工背景的同學們做為了解科技產業的入門課程，結合產業分析與技術實務，詳述各領域之現況與未來，並以淺顯易懂的授課內容，帶領非理工背景的同學們進入科技產業，使同學們對科技產業之專業知識先有概略的認識，相信對同學們將來的就業必定能產生極大的幫助。</p>	
<p>企業創新經營與創業 BUSINESS INNOVATION AND ENTREPRENEURSHIP 企碩專二 選 0/3 本課程將由授課老師及外聘講座，針對半導體、5G、數位科技、生醫、機械等領域的新創與企業創新公司進行專題演講，藉由互動討論方式，增進學生對未來企業內部創新與新創公司的認識。</p>	<p>BUSINESS INNOVATION AND ENTREPRENEURSHIP 企碩專二 選 0/3 This course will be taught by the lecture Prof and industrial experts in teaching semi-conductor、5G、digital technologies、biomedicine、mechanical engineering areas...etc. It will be conducted through industrial special seminar and class interactions to enhance students' understanding about industrial innovations and start up companies.</p>