

## 東吳企管系碩士在職專班中、英文課程簡介

**Department of Business Administration, Soochow University**  
**EMBA Course Description**

課程簡介	Course Description
企業研究方法 BUSINESS RESEARCH METHODS 企碩專一/必 3/0 課程的目的在培養同學批判思考的能力與習慣，並且知道要如何利用社會科學之研究方法蒐集證據，回答問題。	BUSINESS RESEARCH METHODS 企碩專一/必 3/0 This course will introduce the basic concepts in social science research method to help students understand what a scientific knowledge is and how to create and test scientific knowledge, and to train students for critical and creative thinking skills.
人力資源管理 HUMAN RESOURCES MANAGEMENT 企碩專一/選 3/0 本課程研討主題：(1) 組織、環境因素與人力資源管理。(2) 人力規劃與任用。(3) 貢獻度為基礎之報酬管理規劃。(4) 員工考核系統。(5) 員工發展與組織發展。(6) 薪資調適。(7) 組織內如何規劃、管理、評估人力資源管理功能。(8) 人力資源未來發展趨勢。	HUMAN RESOURCES MANAGEMENT 企碩專一/選 3/0 This course is designed to know and apply human resource management (HRM) strategies. This course has three themes: (1) to enhance HRM skills of students in talent development, administration and management, and strategic thinking; (2) to know new HRM issues such as mental model of adults, management of creative people, dispatch, work-family conflict, intrapreneurship, and immunity to change, and (3) how to tell an inspiring story.
團隊發展 TEAM DEVELOPMENT 企碩專一/選 1/0 本課程設計之主要目的係希望達到： <ol style="list-style-type: none"> <li>1. 建立團隊意識</li> <li>2. 發展群體認同</li> <li>3. 形塑團隊人才</li> </ol>	TEAM DEVELOPMENT 企碩專一/選 1/0 <ol style="list-style-type: none"> <li>1. Building team awareness;</li> <li>2. Developing group identity;</li> <li>3. Forming team talents;</li> </ol>
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。	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

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<p>預期目標：</p> <ol style="list-style-type: none"> <li>1. 了解創業管理的基本議題。</li> <li>2. 認思時代創業家，以學習尋找創業機會點</li> <li>3. 熟悉創業理論，以反思創業的機會與挑戰。</li> </ol>	<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>領導與組織變革</p> <p>LEADERSHIP AND ORGANIZATIONAL CHANGE</p> <p>企碩專一/選 0/3</p> <p>組織如何因應外部環境變化而做出應有的改變以求生存，是每個組織必然遇到的問題。本課程對組織研究中關於領導與組織變革的議題做進一步的探討，另外也加入組織發展的相關議題，目的即是針對目前企業組織最常遇到的變革管理議題，講授相關的理論與實務，並藉由學員撰寫實際個案的方式，讓學員對變革管理能有進一步的瞭解，並激發學員重新思索自己企業的變革管理。</p>	<p>LEADERSHIP AND ORGANIZATIONAL CHANGE</p> <p>企碩專一/選 0/3</p> <p>organizational change is necessary for firm's survival while a tough task. This course aims at introducing common leadership and change management issues, including organization development, how to lead and manage changes, and teaches relevant theories and practices. By case discussion and writing practical cases, students can have a better understanding of change management and inspire students to rethink the change management in their own companies.</p>
<p>企業管理研討</p> <p>SEMINARS ON BUSINESS ADMINISTRATION</p> <p>企碩專一選 0/3</p> <p>引介一套最基本與最重要的經營理念與管理技巧，以增進學生之管理能力，並從而提昇其經營績效。</p>	<p>SEMINARS ON BUSINESS ADMINISTRATION</p> <p>企碩專一/選 0/3</p> <p>This course introduces main functions of business, including manufacture, marketing, finance, and human resource. Not only helping students to understand individual functions of business, this course aims to provide a global architecture of contemporary business and to help students to know the interdependence among functions, current trends and challenges for business today.</p>
<p>企業診斷</p> <p>BUSINESS DIAGNOSIS</p> <p>企碩專二/選 3/0</p> <ol style="list-style-type: none"> <li>1. 永續發展(Sustainable Development) 已經是企</li> </ol>	<p>BUSINESS DIAGNOSIS</p> <p>企碩專二/選 3/0</p> <p>Business diagnosis is a process of using management related knowledge and skill to identify</p>

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<p>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!</p> <p>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。</p> <p>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。</p> <p>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>	<p>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>行銷管理 MARKETING MANAGEMENT 企碩專一/選 3/0 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 企碩專一/選 3/0 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. 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.</p>

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	<p>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"> <li>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.</li> <li>2.To develop the skills in organizing an effective marketing management strategy in a real business world.</li> </ol> <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>
<p>國際行銷管理研討 SEMINARS ON INTERNATIONAL MARKETING MANAGEMENT 企碩專二/選 3/0 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，協同學應用行銷相關理論與模型。</p>	<p>SEMINARS ON INTERNATIONAL MARKETING MANAGEMENT 企碩專二/選 3/0 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>行銷研究 MARKETING RESEARCH 企碩專一/選 0/3 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。 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)</p>	<p>MARKETING RESEARCH 企碩專一/選 0/3 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. Marketing research is the systematic collection, analysis, and interpretation of information about</p>

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<p>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>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 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>電子商務與數位經濟 E-COMMERCE AND DIGITAL ECONOMY 企碩專二/選 0/3</p> <p>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</p> <p>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>作業管理 OPERATIONS MANAGEMENT 企碩專一/選 3/0</p> <p>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 企碩專一/選 3/0</p> <p>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>供應鏈管理</p>	<p>SUPPLY CHAIN MANAGEMENT</p>

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<p><b>SUPPLY CHAIN MANAGEMENT</b> 企碩專一/選 3/0</p> <p>供應鏈管理已經成為當前企業追求管理利潤及增加競爭力的主要手段。國內外知名企管碩士教育機構目前均將供應鏈管理列為重要課程，期望學生可以提升跨企業整合管理的能力。供應鏈管理應用範圍除了傳統的製造生產企業之外，近年也大幅受到各類服務性企業的應用，如醫療業，零售業，物流業，甚至是非營利機構。本課程將介紹供應鏈管理的重要知識，包含關鍵原理與主要程序架構。透過實務專題及標竿案例的引介，使學生能更清楚供應鏈在企業界的應用方式及價值。</p>	<p>企碩專一/選 3/0</p> <p>Supply chain management is an emerging and important area of key managerial focus for enterprises of the world. This course will introduce the important concepts, theories, and practices in supply chain management to students. The purpose is to build a knowledge foundation for students to allow him/her to become better future managers of enterprises. Major knowledge areas touched include the building blocks of supply chain strategy, designing the global supply chain, and collaborating across the supply chain.</p>
<p>論文 THEIS 企碩專二/必 0/0</p>	<p>THESIS 企碩專二/必 0/0</p>
<p>策略管理 <b>STRATEGIC MANAGEMENT</b> 企碩專二/必 3/0</p> <p>學習策略管理的主要目的係在協助企業建立持續性之競爭優勢並獲得優於產業平均之績效。為達成這目標，企業應該瞭解其在市場上的策略定位、內部有形及無形之資源及能力、以及其組織結構。進一步，企業應運用上述元素建構並維持其持續性競爭優勢。在研習本課程後，學生應具有下列之能力：</p> <ol style="list-style-type: none"> <li>1. 分析企業外在環境及產業結構</li> <li>2. 評估企業之內部資源是否符合建構持續性競爭優勢之要件</li> <li>3. 運用策略管理分析工具</li> <li>4. 分析企業內外部環境、評估組織現行策略及績效、並提供策略性建議</li> </ol>	<p><b>STRATEGIC MANAGEMENT</b> 企碩專二/必 3/0</p> <p>The aim of this course is to acquaint students to have a basic understanding about how a firm could be superior to its competitors and acquire sustained competitive advantages. After this course, students should have the following capabilities: 1. Analyze external environments and industry structure for a firm 2. Evaluate whether the internal resources of a firm can constitute the sources of sustained competitive advantages 3. Apply the frameworks or tools of strategic management to analyze a firm 4. Offer strategic recommendations.</p>
<p>企業經營典範 <b>SEMINAR ON MANAGEMENT PARADIGM</b> 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><b>SEMINAR ON MANAGEMENT PARADIGM</b> 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</p>

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	business concepts and theories to real-world decision-making, and increase proficiency in specific business disciplines.
<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"> <li>1. 商務談判之架構及案例實務。</li> <li>2. 併購、家族企業與談判。</li> </ol>	<p>NEGOTIATION AND FAMILY BUSINESS 企碩專一/選 1/0</p> <ol style="list-style-type: none"> <li>1. First half of the course discuss the negotiation theory and techniques.</li> <li>2. Second half of the course focus on the family business.</li> </ol>
<p>財務分析與決策 FINANCIAL ANALYSIS AND DECISION MAKING 企碩專一/選 3/0</p> <p>課程內容係以財務管理及管理會計之基本理論與架構為基礎，並講授財務報表基本要素、建立財報分析觀念與運用各種分析工具為主軸，學習如何使用財務報表評估企業經營績效及預測未來的經營成果。希冀透過基礎理論與個案實例的說明，讓學生們更加了解如何運用理論做出財務決策，創造公司價值。</p>	<p>FINANCIAL ANALYSIS AND DECISION MAKING 企碩專一/選 3/0</p> <p>The topics of this course including the fundamental theory and framework of financial management and managerial accounting. In addition, the course provides students with concepts and tools of financial analysis to interpret and analyze business financial statements to support a variety of management decisions, including strategic decisions.</p> <p>The design of this course is to learn how to use financial statement information to evaluate the firm's past and present performance and to predict likely future outcomes. The aim of this course is to enhancing student financial management expertise, training the ability of financial analysis, and developing make-decision skills.</p>
<p>團隊領導與管理 TEAM LEADERSHIP AND MANAGEMENT 企碩專二/選 1/0</p> <ol style="list-style-type: none"> <li>1. 由團隊協作中，學習提出可行之解決方案。團發課程有一定的傳承與價值，希望讓碩專班新生能由二天一夜的活動中，由課堂上的學習與課堂外的實作，一起學習體驗創新解決方案的可能途徑，由動手做到動腦思，共學共思，共同成長。</li> <li>2. 由跨域合作中，體現知識交流之價值。碩專班來自不同領域專業，可以從具體的跨域知識交流，學習不同領域的觀點與思維模式，作為調整對問題與解決方案的思辨模式。</li> </ol>	<p>TEAM LEADERSHIP AND MANAGEMENT 企碩專二/選 1/0</p> <ol style="list-style-type: none"> <li>1. Feasible solutions with team work. Team building course is taken as a classical action research ones for SUBA. By cooperating with EMBA students within two days, they can learn how to come up with visible solutions with creative ways. Learning by doing and by cooperating, the inspiring ideas could be encouraged with team works.</li> <li>2. Cross fertilization with multiple disciplines. EMBA could build collective learning</li> </ol>

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	capabilities and dialectic thinkings with different domain knowledges and then internalized as their unique capabilities.
<p>數位金融專題 DIGITAL FINANCE TOPICS 企碩專二 選 3/0</p> <p>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。</p> <p>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"> <li>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；</li> <li>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；</li> <li>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。</li> </ol>	<p>DIGITAL FINANCE TOPICS 企碩專二 選 3/0</p> <p>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.</p> <p>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.</p> <p>In addition, this course illustrates innovation in 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 THESIS WRITING AND DATA ANALYSIS</p>	<p>THESIS WRITING AND DATA ANALYSIS 企碩專二 選 3/0</p>



課程簡介	Course Description
<p>企碩專二 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>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>公司治理與企業評價</p> <p>CORPORATE GOVERNANCE AND VALUATION</p> <p>企碩專二 選 3/0</p> <p>了解公司治理的重要性</p> <p>學習企業價值評估方法</p> <p>企業價值評估之應用</p>	<p>CORPORATE GOVERNANCE AND VALUATION</p> <p>企碩專二 選 3/0</p> <p>The importance of Corporate Governance</p> <p>The skill of Corporate Valuation</p> <p>The use of Corporate Valuation</p>
<p>金融機構經營風險管理</p> <p>RISK MANAGEMENT FOR FINANCIAL INSTITUTIONS</p> <p>企碩專二 選 3/0</p> <p>本課程以金融從業高階經理人角度，分別講述銀行、保險、證券業經營上面臨之風險與管控、金融監理等課題，提升風險管理知能。</p>	<p>RISK MANAGEMENT FOR FINANCIAL INSTITUTIONS</p> <p>企碩專二 選 3/0</p> <p>From the perspectives of financial managers, this course covers topics such as risks management and financial supervision in the operations of banking, insurance, and securities industries, to enhance the ability of risk management.</p>
<p>基礎統計與數量方法</p> <p>BASIC STATISTICS DATA ANALYSIS</p> <p>企碩專一 選 0/3</p> <p>本課程之目的在於</p>	<p>BASIC STATISTICS DATA ANALYSIS</p> <p>企碩專一 選 0/3</p> <p>There are two major objectives of this course.</p> <ol style="list-style-type: none"> <li>1. Basic statistical concepts and methods are</li> </ol>

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<ol style="list-style-type: none"> <li>1. 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。</li> <li>2. 教導學生重要的管理決策方法、使學生在面對商業決策問題時、能夠以計量方式建立模型並解決之。</li> </ol>	<p>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> <ol style="list-style-type: none"> <li>2. To acquaint you with mathematical modeling techniques and solution algorithms which often serve as an aid to managerial decision-making. And, to develop your expertise in using and solving management science problems with the help of a personal computer.</li> </ol>
<p>企業與法律 BUSINESS AND LAW 企碩專一 選 0/3</p> <ol style="list-style-type: none"> <li>1. 使學生了解企業重要法律</li> <li>2. 使學生了解相關法律實務運作</li> </ol>	<p>BUSINESS AND LAW 企碩專一 選 0/3</p> <ol style="list-style-type: none"> <li>1. To facilitate learning business law</li> <li>2. To facilitate learning the practice of business law</li> </ol>
<p>財經與公共政策講座 SEMINAR ON ECONOMICS AND PUBLIC POLICY 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 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>金融市場專題 TOPICS ON FINANCIAL MARKET 企碩專一 選 0/3</p> <p>使學習者了解金融市場架構、參與者、金融資產風險、報酬與評價、衍生性金融商品、金融機構經營與風險管理、證券市場與衍生性金融商品交易理論與實務、FINTECH 對金融市場衝擊等等、配合金融機構參訪、個案研討與專題分組報告、提升對金融市場運作與實務深入了解</p>	<p>TOPICS ON FINANCIAL MARKET 企碩專一 選 0/3</p> <p>We discuss the the concept of financial markets, participants, types of securities and derivatives traded in markets, and explain how and where securities and derivatives are traded. This course also contains investment theory, portfolio theory, risk–return trade-off, the capital asset pricing model and multifactor descriptions of risk and the arbitrage pricing theory the efficient market hypothesis, the behavioral</p>

課程簡介	Course Description
	critique of market rationality, the process of investment decision and performance valuation , derivatives risk management ,the financial institution management and risk management and the impact of FINTECH etc..
<p>市場定位與策略分析</p> <p>MARKET POSITION AND STRATEGY ANALYSIS</p> <p>企碩專一 選 0/3</p> <p>本課程教學目標,主要讓同學能理論與實務兼具,了解產品及服在市場定位及策略,並快速在工作上即時運用。課程設計首先以全球化的市場觀點,及新科技的運用及發展,接著以企業自身之定位,去了解如何提供消費者及客戶之需求。</p> <p>課程內容注重理論與實務,會以演練及個案研究為主要教學內容,讓同學學習後,即時在工作上運用。</p>	<p>MARKET POSITION AND STRATEGY ANALYSIS</p> <p>企碩專一 選 0/3</p> <p>The course design is mainly based on the positioning of enterprises and their products and services in the competitive market. Therefore, the course will begin with an introduction to the global industry and new technology development. Then, based on the company's own measures and strategies for customers, products, services in the market, it proposes methods and drills; so that students can have both theory and practice after studying this course, and they can apply what they have learn immediately after returning to work position</p>
<p>企業永續經營</p> <p>CORPORATE SUSTAINABILITY MANAGEMENT</p> <p>企碩專一 選 0/3</p> <p>有鑑於 ESG 及 CSR 已成為各企業中高階經營管理之重要議題。</p> <p>本課程將在友善的課堂中與企管系碩專班同學一同探討國內外永續發展實例及分析知名企業之 ESG 永續報告書及研討以下相關主題：</p> <p>1.ESG 簡介 2.環境議題 3. CSR 企業社會責任 4.公司治理 5.永續金融 6.ESG 實務。</p>	<p>CORPORATE SUSTAINABILITY MANAGEMENT</p> <p>企碩專一 選 0/3</p> <p>Since the ESG (Environment, Social, Governance) and CSR (Corporate Social Responsibility) have become very important topics in the business management, we will discuss the following topics in this class: 1. Introduction to ESG, 2. Environmental issues, 3. CSR: Corporate Social Responsibility, 4. Corporate Governance, 5. Sustainable Finance, 6. Practices in ESG.</p> <p>Also, CSR practice cases and ESG Corporate Sustainability Reports from major enterprises will be used in class as materials for group discussion and benchmarking.</p>
<p>物流與通路管理</p> <p>LOGISTICS AND CHANNEL MANAGEMENT</p> <p>企碩專一 選 0/3</p> <p>本課程之教學目標在使同學瞭解物流與通路在企業營運上扮演的角色。同時也強調物流對企業跨國行銷所</p>	<p>LOGISTICS AND CHANNEL MANAGEMENT</p> <p>企碩專一 選 0/3</p> <p>This course will introduce the fundamental concepts and management skills of logistics and supply chain management which is an important business</p>

課程簡介	Course Description
<p>提供的服務，讓學生對物流及通路管理有基本認識。本課程旨在介紹物流與通路管理的基本概念，主要內容包括：物流與通路之組成及其相互關係、解決物流與通路問題的分析工具與技能、物流資源、物流與通路系統的規劃與設計、整合性物流管理與績效評估等相關課題。經由理論與個案之講授以及針對各單元課題之文獻選讀，讓學習者瞭解整個物流與通路在商業營運上的功能與運作，並具備解決企業物流與通路問題的能力，以利日後作出適當的企業物流與通路管理決策，滿足顧客的需求，提供給顧客更好、更迅速的服務。</p>	<p>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>顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT 企碩專二 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>高科技產業專題 SPECIAL TOPICS IN HIGH TECHNOLOGY 企碩專二 選 0/3 不懂科如何談創？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</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 than the nanotechnology, optical electronics, and communication industries will be discussed.</p>

課程簡介	Course Description
<p>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>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>After that, the basic chemical concepts, biotechnology, new energy and medical industries will be mentioned.</p>
<p>企業創新經營與創業 BUSINESS INNOVATION AND ENTREPRENEURSHIP 企碩專二 選 0/3</p> <p>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</p> <p>This course will be taught by the lecture Prof and industrial experts in teaching semi-conductor、5G、digital technologies、biomedicine、mechanical engineering areas...etc.</p> <p>It will be conducted through industrial special seminar and class interactions to enhance students' understanding about industrial innovations and start up companies.</p>
<p>金融業服務行銷與管理 FINANCIAL SERVICES MARKETING AND MANAGEMENT 企碩專一 選 3/0</p> <p>本課程將以案例討論和互動溝通方式，幫助學生瞭解金融業之行銷管理 ( Marketing Management ) 各實務面向，包括行銷學原理概論、消費者心理與行為、金融商品服務之行銷策略規劃、媒體溝通與公關運作等等，以期培養學生具備行銷企畫執行與管理能力。</p>	<p>FINANCIAL SERVICES MARKETING AND MANAGEMENT 企碩專一 選 3/0</p> <p>This course will use case discussions and interactive communication methods to help students understand the practical aspects of marketing management in the financial industry, including an introduction to the principles of marketing, consumer psychology and behavior, marketing strategy planning for financial commodity services, media communication and Public relations operations, etc., with a view to training students to have marketing plan execution and management capabilities.</p>

課程簡介	Course Description
<p>投資專題研討 TOPICS ON INVESTMENT ISSUES 企碩專一 選 3/0 了解投資實務與理論的連結，使自己能成為獨立思考與操作的投資人</p>	<p>TOPICS ON INVESTMENT ISSUES 企碩專一 選 3/0 To know the relationship between the practical affairs and theoretical principle of investment. This will be helpful to be a investor with independent thinking and trading ability.</p>
<p>管理心理學 MANAGERIAL PSYCHOLOGY 企碩專二 選 0/3 或許你能藉由你本身所擁有的專業技能而找到一分好工作，但你必須相信，你生涯成功的秘訣將是學會在職場中「讀人、用人、帶人」。本課程將從科學、嚴謹的角度切入，幫助同學瞭解心理學在管理上的運用。本課程模組於 108 學年度重新改版，專為商管學院學生的需求而設計，重點將放在：( 1 ) 學習管理心理學的核心議題，包括人格、知覺、學習、動機和情緒；( 2 ) 熟悉管理心理學的方法論，包括：同理心技巧、訪談技巧、溝通技巧、編製心理測驗的方法，以及解讀數據的技巧；以及 ( 3 ) 認識當代管理心理學的最新議題，包括阿德勒學說、消費者心理學、心理經濟學等。</p>	<p>MANAGERIAL PSYCHOLOGY 企碩專二 選 0/3 This class combine three goals: (1) learn key issues of managerial psychology which include personality, perception, learning, motivation, emotion, and interpersonal communication; (2) learn techniques used in the field of managerial psychology including empathy, interview, communication, scale development, and make inferences from data; and (3) learn the latest issues such as Alfred Adler's theory and psychological economics.</p>