

東吳大學商學院企業管理學系碩士班必、選修科目表

Department of Business Management, School of Business, Soochow University
Graduates Curriculum Design

(適用 112 學年度入學新生)

(Applicable to Students Admitted in Academic Year 2023/24)

科目名稱 Course Titles	Required / Elective 選別	Credits 學分	學年 Academic Year				備註 Remarks
			第一學年 First Year		第二學年 Second Year		
			上 Fall	下 Spring	上 Fall	下 Spring	
方法 Method							
論文研討 Seminars on Research Topics	必 Required	2	0	2			配合 EMI 改為全英文授課 Delivered Entirely In English In Accordance With The Emi Policy
企業研究方法 Business Research Methods	必 Required	3	0	3			
預測方法 Forecasting and Time Series Analysis	選 Elective	3	3	0			
數據處理與統計分析 Data Processing and Statistics Analysis	選 Elective	3	0	3			
商業模式診斷與行動研究 Business Model Diagnosis And Action Research	選 Elective				3	0	
組織與人力資源管理 Organization & Human resource Management							
人力資源管理 Human Resource Management	必 Required	3	0	3			學程必選 Compulsory curriculum
組織行為研討 Organization Behavior Seminar	選 Elective	3	3	0			
組織理論與變革研討 Seminar of Organizational Theory and Change	選 Elective	3	3	0			
創新與創業管理 Innovation and Entrepreneurship	選 Elective	3	3	0			
企業診斷 Business Diagnosis	選 Elective				3	0	碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
企業創新經營與創業 Business Innovation and Entrepreneurship	選 Elective	3			0	3	
管理心理學 Managerial Psychology	選 Elective	3			0	3	
行銷與資訊管理 Marketing & Information Management							
行銷管理 Marketing Management	必 Required	3	3	0			學程必選 Compulsory curriculum
行銷科技與資料探勘 Martech and Data Mining	選 Elective	3	3	0			與大學部合開 Co-offered With The Undergraduate Program
行銷研究 Marketing Research	選 Elective	3	0	3			
服務業行銷研討 Seminar In Service Marketing	選 Elective	3			0	3	
顧客關係管理 Customer Relationship Management	選 Elective	3			0	3	
消費者行為研討 Seminars On Consumer Behavior	選 Elective	3			0	3	

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	國際行銷管理研討 Seminars on International Marketing Management	選 Elective	3			3	0	碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
	資訊管理 Management Information System	必 Required	3	3	0			
	電子商務與數位經濟 E-commerce And Digital Economy	選 Elective	3			0	3	碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
財務管理 Financial Management	財務管理 Financial Management	必 Required	3	3	0			學程必選 Compulsory curriculum
	財經與公共政策講座(一) Seminar On Economics And Public Policy (I)	選 Elective	1	0	1			碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
	財經與公共政策講座(二) Seminar On Economics And Public Policy (II)	選 Elective	1	0	1			
	管理會計研討 Seminars On Managerial Accounting	選 Elective	3	0	3			
	投資專題研討 Topics On Investment Issues	選 Elective	3	0	3			
	財稅金融實務專題 Topics In Finance And Taxation	選 Elective	3	0	3			與大學部合開 Co-offered With The Undergraduate Program
	公司理財專題研討 Seminar in Corporate Finance	選 Elective	3	3	0			
	數位金融專題 Digital Finance Topics	選 Elective	3			3	0	碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
	企業併購理論與實務 Mergers and Acquisitions- Theory and Applications	選 Elective	3			0	3	
	金融市場與商品 Financial Markets And Commodities	選 Elective	3			3	0	
作業與供應鏈管理 Production & Supply Chain Management	作業管理 Operations Management	必 Required	3	0	3			學程必選 Compulsory curriculum
	供應鏈管理 Supply Chain Management	選 Elective	3	3	0			學程必選 Compulsory curriculum
	採購與供應管理 Purchasing and Supply Management	選 Elective	3	3	0			
	企業程序與永續管理 Business Process And Sustainability Management	選 Elective	3	3	0			

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	運輸與通訊研討 Seminars On Transportation And Communications	選 Elective	3	0	3			
	物流與通路管理 Logistics And Channel Management	選 Elective	3			3	0	學程必選 Compulsory curriculum
	全球運籌與國際物流研討 Seminars on Global Logistics	選 Elective	3			0	3	配合 EMI 改為全英文授課 Delivered Entirely In English In Accordance With The Emi Policy
科際整合 Technology Integration	論文 Thesis	必 Required	0			0	0	
	企業管理研討 Seminars On Business Administration	必 Required	2	2	0			
	策略管理 Strategic Management	必 Required	3			3	0	
	國際企業研討 Seminars On International Business	選 Elective	3	3	0			
	企業經營典範 Seminar On Management Paradigm	選 Elective	1	1	0			碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
	企業實習 Internship And Professional Training	選 Elective	3	0	3			與大學部合開 Co-offered With The Undergraduate Program
	兩岸財經專題 Lectures On Cross-strait Economic And Business Issues	選 Elective	2	0	2			
	海外研習 Oversea Study	選 Elective	3	0	3			
	企業與法律 Business and Law	選 Elective	3	0	3			碩士碩專合開 Offered jointly to Master's and Executive Master's Program students.
	談判與家族企業 Negotiation And Family Business	選 Elective	1	1	0			
	高科技產業專題 Special Topics In High Technology	選 Elective	3			0	3	
	經濟學 Economics	選 Elective	3	3	0			先修課程，暑期上課 Prerequisite Course Summer Session
	會計學 Accounting	選 Elective	3	3	0			
	統計學 Statistics	選 Elective	3	3	0			
畢業學分 Graduation credits	必修 Required		22					
	選修 Elective		23					
	畢業學分總計 Minimum Require Credits for Graduation		45					

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附註 Notes :

1. 人力資源管理、行銷管理、財務管理、資訊管理、作業管理，五管必選四管。
“Human Resource Management”, “Marketing Management”, “Financial Management”, “Management Information system”, “Operations Management”, Select four among these five courses.
2. 經濟學、會計學、統計學三門先修課程，不列入畢業學分，屬大學部學分，以 70 分及格計。但入學前未修讀過及格，或入學考未及格之同學必修此三門課。
“Economics”, “Accounting”, “Statistics”, The credits of prerequisite are not included in the requirement for the Master’s degree. It is a part of the university credits, with 70 points as the passing score. Students who haven’t passed the course or failed the entrance examination must take these three courses.
3. 研究生於畢業前，須提出通過等同多益(TOEIC)考試成績 650 分(含)以上等級之英語檢定證明，「東吳大學企業管理學系碩士班英外能力畢業標準英文檢定類對照表」如附表。未通過者需另補修英文課程，該英文課程學分不列入畢業學分，補修之英文課程由系另訂公告之。(追認在校生適用)
Before graduation, graduate students must submit proof of passing an English proficiency test equivalent to a TOEIC score of 650 or above. The "Comparison Table of English Proficiency Test Standards for Graduation in the Master's Program of the Department of Business Administration at Soochow University" is attached. Those who do not pass must take additional English courses. The credits for these supplementary English courses will not be counted towards graduation credits. The additional English courses will be announced separately by the department. (This policy is retroactively applicable to current students.)
4. 經本校核准至國外學校修讀雙聯學制學位者，抵免學分之原則如下：
 - (1) 科目名稱相同或相近、授課內容相符且學分相同者，可抵免成本系必修或選修。
 - (2) 科目名稱、授課內容相符而學分不足者，可抵免成外系選修，以九學分為上限。
 - (3) 科目名稱或授課內容不同者，可抵免成外系選修，以九學分為上限。
 - (4) 已修過課程之學分，不予抵免。
 - (5) 抵免科目之認定由系主任審核。

For students approved by the University to pursue a dual degree program at an overseas institution, the principles for credit transfer are as follows:

- (1) Courses with identical or similar names, matching course content, and the same number of credits may be transferred as required or elective courses of the home department.
- (2) Courses with identical names and matching course content but with insufficient credits may be transferred as elective courses of other departments, up to a maximum of 9 credits.
- (3) Courses with different names or course content may be transferred as elective courses of other departments, up to a maximum of 9 credits.
- (4) Credits for courses that have already been taken and completed at the University cannot be transferred.
- (5) The final recognition and approval of all credit transfers shall be reviewed and determined by the Department Chair.