

東吳大學商學院企業管理學系碩士在職專班必、選修科目表

Department of Business Management, School of Business, Soochow University
Executive Master's degree student Curriculum Design

(適用 115 學年度入學新生)

(Applicable to Students Admitted in Academic Year 2026/27)

科目名稱 Course Titles		選 別 Required / Elective	學 分 Credits	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	
Common Required Courses 共同必修	論文 Thesis	必 Required	0					
	團隊發展 Team Development	必 Required	1	1	0			暑假上課 Summer session
	企業研究方法 Business Research Methods	必 Required	3	3	0			
	企業管理研討 Seminars On Business Management	必 Required	3	0	3			
	策略管理 Strategic Management	必 Required	3			3	0	
Professional Courses 專業課程	理財與財務管理組 Financial Planning and Financial Management Section							
	財務管理 Financial Management	選 Elective	3	3	0			
	財務報表分析 Financial Statement Analysis	選 Elective	3	0	3			
	財富傳承與稅務規劃實務 Wealth Succession and Practical Tax Planning	選 Elective	3			0	3	新增 New Course Added
	商業思維與公司治理 Business Mindset and Corporate Governance	選 Elective	3			0	3	更名 Course Title Changed
	金融市場與商品 Financial Markets and Instruments	選 Elective	3	0	3			更名 Course Title Changed
	金融機構經營風險管理 Risk Management for Financial Institutions	選 Elective	3			0	3	
	投資專題研討 Topics on Investment Issues	選 Elective	3	3	0			
	金融科技與綠色金融 Financial Technology and Green Finance	選 Elective	3			3	0	
	個人理財規劃 Personal Financial Planning	選 Elective	3	3	0			更名 Course Title Changed
	領導與創業管理組 Leadership and Entrepreneurship Management Section							
	創新與創業管理 Innovation and Entrepreneurship	選 Elective	3	3	0			
	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			
	組織溝通與領導力 Organizational communication and Leadership	選 Elective	3	3	0			
	數位行銷實務專題 Digital Marketing Forums	選 Elective	3	0	3			新增 New Course Added
	行銷管理 Marketing Management	選 Elective	3	3	0			
	人力資源管理 Human Resource Management	選 Elective	3	0	3			
	數位創新商業模式 Changing Magic of New BZ Generation	選 Elective	3			3	0	
	網路與社群行銷研討 Seminars on Internet and Social Community Marketing	選 Elective	3			0	3	

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經營分析與供應鏈管理組 Operations Analysis and Supply Chain Management Section										
企業診斷 Business Diagnosis			選 Elective	3			3	0		
科技產業與國家競爭力 Technology Industry and National Competitiveness			選 Elective	3	0	3				
行銷研究 Marketing Research			選 Elective	3	0	3				
顧客關係管理 Customer Relationship Management			選 Elective	3			0	3		
作業管理 Operations Management			選 Elective	3	3	0				
供應鏈管理 Supply Chain Management			選 Elective	3	3	0				
物流與通路管理 Logistics and Channel Management			選 Elective	3			3	0	暑假上課 Summer Session	
企業永續經營 Corporate Sustainability Management			選 Elective	3	0	3				
智慧財產價值創新與決策管理 Intellectual Property Value Innovation and Decision Management			選 Elective	3			0	3	新增 New Course Added	
整合共同選修 Integrated Common Courses	團隊領導與管理 Team Leadership and Management			選 Elective	1			1	0	暑假上課 Summer Session
	企業經營典範 Seminar on Management Paradigm			選 Elective	1	1	0			
	談判與併購 Negotiation and M&A			選 Elective	1	1	0			
	人工智慧應用專題 Applications of Artificial Intelligence in Industry			選 Elective	3	0	3			學分數由 1 改 3 Change in Credits from 1 to 3
	高科技產業專題 Special Topics in High Technology			選 Elective	3			3	0	
	國際行銷管理研討 Seminars on International Marketing Management			選 Elective	3			3	0	
	企業與法律 Business and Law			選 Elective	3	0	3			
畢業學分總計 Minimum Require Credits for Graduation	必修 Required			10		4	3	3	0	
	專業課程選修 Professional Courses			26		24	24	12	21	
	其他選修 Other Elections					2	6	4	3	

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附註 Notes：

1. 刪除應擇一專業課程組別做為主修之規定，追認 110 學年度入學學生適用。
Delete the requirement that one professional course group should be chosen as the major, and it will be applied to students admitted in the 110th academic year.
2. 專業課程「理財與財務管理」、「領導與創業管理」、「經營分析與供應鏈管理」三大組別，修習各組別科目達 15 學分者，經申請，將另發予主修學程證明。
There are three major groups of professional courses: "Financial Planning and Financial Management", "Leadership and Entrepreneurship Management", and "Business Analysis and Supply Chain Management". Those who have completed 15 credits in each group will be issued a major course certificate upon application.
3. 110 學年度碩士在職專班起入學新生，畢業學分調整為 36 學分。
For new students admitted to the in-service master's program starting from the 110th academic year, the graduation credits will be adjusted to 36 credits.