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

（適用 113 學年度一年級入學新生）
(Applicable to Students Admitted in Academic Year 2024/25)

	科目名稱 Course Titles	選別 Required / Elective	學分 Credits	第一學年 First Year 上 Fall	第一學年 First Year 下 Spring	第二學年 Second Year 上 Fall	第二學年 Second Year 下 Spring	備註 Remarks
方法 Method	論文研討 Seminars on Research Topics	必 Required	2	0	2			EMI 全英文授課
	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			
	質化研究方法 Qualitative Research Methods	選 Elective	3	0	3			
	資料視覺化分析 Data Visualization and Analysis	選 Elective	3	0	3			
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	0	3			
	管理心理學 Managerial Psychology	選 Elective	3			0	3	
	國際企業研討 Seminar on International Business	選 Elective	3	3	0			
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			
	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	
	消費者行為研討 Seminars On Consumer Behavior	選 Elective	3			0	3	
	國際行銷管理研討 Seminars on International Marketing Management	選 Elective	3			3	0	
	資訊管理 Management Information System	必 Required	3	3	0			
財務管理 Financial Management	財務管理 Financial Management	必 Required	3	3	0			學程必選 Compulsory curriculum
	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			
	公司理財專題研討 Seminar in Corporate Finance	選 Elective	3	3	0			
	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	

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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			
	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	
科際整合 (Technology Integration)	論文 Thesis	必 Required	0			0	0	
	企業管理理論 Business Administration Theory	必 Required	2	2	0			
	策略管理 Strategic Management	必 Required	3			3	0	
	跨國經營與兩岸經貿專題 Topics in the Transnational Operation of Cross-Strait Economic and Trade Relations	選 Elective	2	0	2			
	海外研習 Oversea Study	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			先修課程，暑期上課 Prerequisite Course, Summer Session
	統計學 Statistics	選 Elective	3	3	0			先修課程，暑期上課 Prerequisite Course, Summer Session
	必修 Required		22	11	11	3	0	
	選修 Elective		23	36	32	9	15	
	畢業學分總計 Minimum Require Credits for Graduation		45					

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.)