

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 114 學年度入學新生)

(Applicable to Students Admitted in Academic Year 2025/26)

科目名稱 Course Titles		選 別 Required / Elective	學 分 Credits	學 年 Academic Year				備 註 Remarks
				第一學年		第二學年		
				First Year		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	財務與金融創新組 Finance and Financial Innovation 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			
	公司治理與企業評價 Corporate Governance and Valuation	選 Elective	3			0	3	
	金融市場專題 Topics on Financial Market	選 Elective	3	0	3			
	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	
	金融業服務行銷與管理 Financial Services Marketing and Management	選 Elective	3			3	0	
	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	
	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	選	3			0	3	

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Seminars on Internet and Social Community Marketing	Elective							
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	3	0				
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				
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	1	0	1			
	高科技產業專題 Special Topics in High Technology	選 Elective	3		0	3		
	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	<u>10</u>		4	3	3	0
專業課程選修 Professional Courses	<u>26</u>		18	21	18	15		
其他選修 Other Elections			2	4	1	3		

附註 Notes :

- 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

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applied to students admitted in the 110th academic year.

2. 專業課程「財務與金融創新」、「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: "Finance and Financial Innovation", "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.