

開南大學商學院經營管理碩士在職專班課程規劃表
Master's Curriculum Planning Schedule of School of Administration of Kainan University
for the In-service Class of Business Administration.

(114 學年度入學新生適用)

(Applicable to new students enrolled in the 114 academic year)

114/5/13 新訂

05/13,2025Revision

課 程 Curriculum	第 1 學年 First Year		第 2 學年 Second Year	
	上學期 Semester 1	下學期 Semester 2	上學期 Semester 1	下學期 Semester 2
Required Courses (18credits) 專業必修科目 (18 學分)	企業研究方法 3 Business Research Methods 3	財務管理專題 3 Special Topic in Financial Management 3		
	策略行銷管理 3 Strategic Marketing Management 3	策略管理 3 Strategic Management 3		
	策略人力資源管理 3 Strategic Human Resource Management 3	作業管理與服務科學 3 Operation Management and Service Sciences 3		
Electives (Minimum 18 credits) 專業選修科目(至少應修 18 學分)	創業管理 3 Entrepreneur Management 3 品牌管理專題研討 3 Brand Management Symposium 3 電子商務與網路行銷 3 E-commerce and Internet Marketing 3 全球經濟與企業經營 3 Global Economy and Business 3 商業智慧與大數據分析 3 Business Intelligence and Big Data Analytics 3 新經濟與創新營運模式 3 New Economics and Innovative Business Model 3 創新管理 3 Innovation Management 3 企業分析與診斷 3 Business Analysis & Diagnosis 3 組織領導專題 3 Special Topics in Organizational Leadership 3 消費者行為專題 3 Special Topics in Consumer Behavior 3			
	經濟分析與管理決策 3 Economics Analysis and Management Decisions 3 企業永續管理專題研討 3 Seminar on Corporate Sustainability Management 3 服務品質管理 3 Service Quality Management 企業經營專題研討 3 Topic Discussion of Business Management 3 管理會計分析與決策 3 Analysis and Decision of Management Accounting 3 專案管理與個案分析 3 Project Management and Case Study 3 股票交易原理與實務 3 Principles and Practices of Stock Trading 3 跨國企業管理專題研討 3 Multinational Enterprise Management Seminar 3 企業經營與財務報表分析 3 Business Management & Financial Statement Analysis 3 AI 實務企業應用分析 3 Applied Business Analysis of AI Solutions 3			
備 註	1.畢業應修習 36 學分。包括：本院「專業必修科目」18 學分，本院「專業選修科目」18 學分，其中專業選修科目(非本院開設選修課)可承認本校其他碩士班或碩士在職專班至多 6 學分。 To fulfill graduation requirements, students must complete a total of 36 credits, comprising 18 credits of core required courses and 18 credits of elective courses offered by the college. Among the elective courses, up to 6 credits may be accepted from other graduate programs or executive master's programs within the university. 2.「學術倫理」課程為必修 0 學分，合格後，始得申請學位口試。(依「開南大學學術研究倫理教育課程實施辦法」)。 The "Academic Ethics" course is a compulsory course of 0 credits. After passing the course, you are qualified to apply for the degree of oral test. (According to the "Implementation Measures for the Academic Research Ethics Education Course of Kainan University") 3.本課程於 114 年 05 月 13 日校課程委員會議通過，114 年 05 月 13 日教務會議核備。 These course regulations were passed at the Curriculum Committee Meeting on 5/13,2025 and approved for future references by the Academic Affairs Meeting on 5/13 ,2025			