

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.

(112 學年度入學新生適用)
(Applicable to new students enrolled in the 112 academic year)

112/5/23 新訂
05/23,2023 Revision

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	
專業必修科目 (18 學分) Required Courses (18 credits)	企業研究方法 3 Business Research Methods 3	策略行銷管理 3 Strategic Marketing Management 3			
	高階管理專題研討 3 Symposium of High-level Management 3	作業管理與服務科學 3 Operation Management and Service Sciences 3			
	策略人力資源管理 3 Strategic Human Resource Management 3	財務管理 3 Financial Management 3			
專業選修科目 (至少應修 18 學分) Electives (Minimum 18 credits)	創業管理 3 Entrepreneur Management 3	策略管理 3 Strategic Management 3	企業社會責任 3 Corporate Social Responsibility 3		
	品牌管理專題研討 3 Brand Management Symposium 3	公司治理 3 Corporate Governance 3	管理會計分析與決策 3 Analysis and Decision of Management Accounting 3		
	電子商務與網路行銷 3 E-commerce and Internet Marketing 3	企業分析與診斷 3 Business Analysis & Diagnosis 3	專案管理與個案分析 3 Project Management and Case Study 3		
	全球經濟與企業經營 3 Global Economy and Business 3	環境永續與價值創造 3 Environmental Sustainability and Value Creation 3	創新管理 3 Innovation Management 3		
	商業智慧與大數據分析 3 Business Intelligence and Big Data Analytics 3	經濟分析與管理決策 3 Economics Analysis and Management Decisions 3	風險管理 3 Risk Management 3		
	企業購併專題研討 3 Seminar on Mergers and Acquisitions 3	人工智慧與物聯網 3 Artificial Intelligence and Internet of Things 3	論文研討與寫作 3 Discussion and Writing of Thesis 3		
	新經濟與創新營運模式 3 New Economics and Innovative Business Model 3	價值投資實務分析 3 Practice Analysis on Value Investing 3	跨國企業管理專題研討 3 Multinational Enterprise Management Seminar 3		
	投資銀行與創業投資 3 Investment Banking and Venture Capital 3	企業經營專題研討 3 Topic Discussion of Business Management 3	企業經營與財務報表分析 3 Business Management & Financial Statement Analysis 3		
	備註	<p>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。 Graduation requires at least 36 credit hours, of which at least 18 should be from required courses in the department of the student's major, at least 18 from core elective courses.</p> <p>2. 先修專業科目：經濟學 (3 學分)、會計學 (3 學分)、統計學 (3 學分)、管理學 (3 學分) (須至少修習二門)，如果未曾於大學修習或曾修習但是未達 60 分及格者，應於畢業前至本校大學部修習，修習學分不計入畢業學分。 Prerequisite Professional Courses: Economics (3 credits)、Accounting (3 credits)、Statistics (3 credits)、Management (3 credits) ,(Students must have taken at least two courses from the list above), if students have not studied the required credits at the previous university degree or did not pass the exam(60 points), need to take the credits from the undergraduate department of our university. And the required credits for this study will not be counted as the graduation credits.</p> <p>3. 畢業論文口試前至少投稿一篇專業論文於國內或國外學術會議或期刊，如未能即時刊載，得由指導教授具名申請補繳。 Before the oral test of graduation thesis, students have to submit at least one professional paper to a domestic or foreign academic conference or journal. If it cannot be published immediately, the student who like to graduate on time need to apply for a delayed supplementary by the certificate of signature of student's instructor professor.</p> <p>4. 「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")</p> <p>5. 本課程於 112 年 05 月 23 日校課程委員會議通過，112 年 05 月 23 日教務會議核備。 These course regulations were passed at the Curriculum Committee Meeting on 5/23,2023 and approved for future references by the Academic Affairs Meeting on 5/23 ,2023</p>			