

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.

(115 學年度入學新生適用)

115/5/26 新訂

(Applicable to new students enrolled in the 115 academic year)

05/26,2026Revision

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)	碩士論文一 3 Thesis I 3			
	碩士論文二 3 Thesis II 3			
	企業研究方法 3 Business Research Methods 3	財務管理專題 3 Special Topic in Financial Management 3		
Electives (Minimum 18 credits) 專業選修科目(至少應修 18 學分)	策略行銷管理 3 Strategic Marketing Management 3	策略管理 3 Strategic Management 3		
	創業管理 3 Entrepreneur Management 3	經濟分析與管理決策 3 Economics Analysis and Management Decisions 3		
	品牌管理專題研討 3 Brand Management Symposium 3	企業永續管理專題研討 3 Seminar on Corporate Sustainability Management 3		
	電子商務與網路行銷 3 E-commerce and Internet Marketing 3	服務品質管理 3 Service Quality Management 3		
	全球經濟與企業經營 3 Global Economy and Business 3	企業經營專題研討 3 Topic Discussion of Business Management 3		
	商業智慧與大數據分析 3 Business Intelligence and Big Data Analytics 3	管理會計分析與決策 3 Analysis and Decision of Management Accounting 3		
	新經濟與創新營運模式 3 New Economics and Innovative Business Model 3	專案管理與個案分析 3 Project Management and Case Study 3		
	創新管理 3 Innovation Management 3	股票交易原理與實務 3 Principles and Practices of Stock Trading 3		
	企業分析與診斷 3 Business Analysis & Diagnosis 3	跨國企業管理專題研討 3 Multinational Enterprise Management Seminar 3		
	組織領導專題 3 Special Topics in Organizational Leadership 3	企業經營與財務報表分析 3 Business Management & Financial Statement Analysis 3		
	消費者行為專題 3 Special Topics in Consumer Behavior 3	AI 實務企業應用分析 3 Applied Business Analysis of AI Solutions 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		
備 註	海外研習 3 Overseas Study 3			
	1.畢業應修習至少 36 學分。包括：本院「專業必修科目」18 學分，本院「專業選修科目」至少 18 學分(含碩士論文一、二共 6 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。 Students are required to complete a minimum of 36 credits for graduation, including 18 credits of required courses and at least 18 credits of elective courses, of which Thesis I and Thesis II account for 6 credits. Up to 6 elective credits may be recognized from courses taken in other master's or in-service master's degree programs at the university, provided that these courses are not electives offered by the college.			
	2.研究生已修習取得之課程學分數達「畢業應修學分數扣除碩士論文一、二課程 6 學分後」之二分之一(含)以上者，得修習「碩士論文一」。修習通過「碩士論文一」者，得於次學期修習「碩士論文二」。上述二門課程不得於同一學期同時修習。 Graduate students who have successfully completed at least one-half of the total graduation credit requirements, after deducting the 6 credits allocated to Thesis I and Thesis II, may register for Thesis I. Upon successful completion of Thesis I, students may register for Thesis II in the subsequent semester. Thesis I and Thesis II shall not be taken simultaneously during the same semester.			
	3.「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 115 年 05 月 26 日校課程委員會議通過，115 年 05 月 26 日教務會議核備。 These course regulations were passed at the Curriculum Committee Meeting on 5/26,2026 and approved for future references by the Academic Affairs Meeting on 5/26,2026			