

**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.**

(113 學年度入學新生適用)

113/5/14 新訂

(Applicable to new students enrolled in the 113 academic year)

05/14,2024 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
<b>專業必修科目 (18學分) Required Courses (18credits)</b>	企業研究方法 3 Business Research Methods 3	財務管理 3 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		
<b>專業選修科目(至少應修 18 學分) Electives (Minimum 18 credits)</b>	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 企業社會責任 3 Corporate Social Responsibility 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 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	
	<b>備註</b> 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. 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. 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") 4. 本課程於 113 年 05 月 14 日校課程委員會會議通過，113 年 05 月 14 日教務會議核備。 These course regulations were passed at the Curriculum Committee Meeting on 5/14,2024 and approved for future references by the Academic Affairs Meeting on 5/14 ,2024			