亞洲大學

112 學年度經營管理學系碩士班雙聯學位課程規劃表

Department of Business Administration, Asia University

2023-2024Joint Degree Master Program Curriculum Sheet

課程名稱:經營管理學系碩士班

Department of Business Administration for Joint Degree Master Program

- ✧ Course requirements for the Dept. of Business Administration, Asia University: 18 credits of coursework
- ✧ Course requirements for Global Leadership University, Mongolia: 15-18 credits of coursework

Approved by the University Curriculum Committee on 26/04/2023

類別 Category	科目名稱 Course Title	英文名稱 English Course Title	修課年級 Year of the Program	修課學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks
						講授 Lecture	實驗 Experiment	
(3) University Required Credits	碩士論文	Master's Thesis	2nd	1st or 2nd	3	3		
(15) Program Elective Credits	量化方法	Quantitative Research Methods	2nd	1st	3	3		
	產業策略與發展研討	Seminar on Industrial Strategy and Development	2nd	1st	3	3		
	研究方法	Research Methodology	2nd	1st or 2nd	3	3		
	大數據與資料採礦	Big Data and Data Mining	2nd	1st	3	3		
	行銷管理	Marketing Management	2nd	1st	3	3		
	統計方法與資料分析	Statistics and Data Analysis	2nd	1st	3	3		
	策略管理	Strategic Management	2nd	1st	3	3		
	國際企業策略理論	International Business Strategy Theory	2nd	1st	3	3		
	作業管理	Operations Management	2nd	1st	3	3		
	跨文化管理	Cross-Cultural Management	2nd	1st	3	3		
	人力資源管理	Human Resource Management	2nd	2nd	3	3		
	財務管理	Financial Management	2nd	2nd	3	3		
	人力資源管理	Human Resource Management	2nd	2nd	3	3		
	行銷研究	Marketing Research	2nd	2nd	3	3		
	組織管理理論	Theory of Organization Management	2nd	2nd	3	3		
	科技與創新管理	Technology and Innovation of Management	2nd	2nd	3	3		
	企業文化與倫理	Enterprise Culture and Ethics	2nd	2nd	3	3		

註：

1. 總學分數為 18 學分(必修課程 3 學分與選修課程 15 學分)
   Business Administration course requirement: 18 credits of coursework in total (including 3 credits of Required Courses and 15 credits of Elective Courses).
2. 本地生欲修習全英文課程，英文成績須達多益 650 分、托福紙筆測驗 500 分、全民英檢中級或其他相同等級之英檢。
   For Taiwanese students wanting to join English-taught program, a minimum of English Proficiency TOEIC-650, TOEFL-500 (paper-based), GEPT-Intermediate Level or other equivalent test scores is required.

系所主管簽章:　　學院院長簽章:　　國際及兩岸教育學院院長簽章: