

亞洲大學

Asia University

113 學年度碩士班全英語課程規劃表

Academic Map for English-Taught Master's Program in Academic Year 2024-2025

系別：經營管理學系碩士班

Master Program in Department of Business Administration

畢業總學分：36 學分

Credits for Graduation: 36

113.05.08 校課程委員會通過

Approved by the University Curriculum Committee on May 08, 2024

類別 Category	科目名稱 Course Title	英文名稱 English Course Title	修課 年級 Yr. 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	實習 (驗) Practicum/ Experiment		
校定必修 3 學分 University-required courses 3 credits	碩士論文	Master's Thesis	1 st	1 st or 2 nd	3	3			
所定必修 9 學分 Program-required Courses 9 credits	研究方法	Research Methodology	1 st	1 st	3	3			
	行銷管理	Marketing Management	1 st	1 st	3	3			
	生產與作業 管理	Production and Operations Management	1 st	2 nd	3	3			
專業選修 24 學分 Program- elective Courses 24 Credits	行銷與 企業管理 類 Marketing & Business Administration Field Courses	消費者行為 研究	Consumer Behavior Research	1 st	1 st	3	3		
		產業策略與 發展研討	Seminar on Industrial Strategy and Development	1 st	1 st	3	3		
		統計方法與 資料分析	Statistics and Data Analysis	1 st	2 nd	3	3		
		策略管理	Strategic Management	1 st	2 nd	3	3		
		服務與創新 管理	Service Innovation and Management	1 st	2 nd	3	3		
		電子商務	Electronic Commerce	1 st	2 nd	3	3		
	休閒遊憩 管理類	休閒理論與 行為	Leisure and Recreation Theory and Behavior Research	1 st	1 st	3	3		
		觀光餐旅創 新管理	Tourism Hospitality and Innovational Management	1 st	2 nd	3	3		
		企業組織與 管理	Business Organization and Management	2 nd	1 st	3	3		

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						講授 Lecture	實習 (驗) Practicum/ Experiment		
Leisure & Recreation Management Field Courses	休憩發展趨勢	Leisure and Recreation Industry	2 nd	1 st	3	3			
	質性研究方法	Qualitative Research Methods	2 nd	1 st	3	3			
	運動與健康管理	Sports and Health Management	2 nd	2 nd	3	3			
專業選修 24學分 Program- elective Courses 24 Credits	其他專業課程 Other Elective Courses	全球供應鏈管理	Global Supply Chain Management	1 st	1 st	3	3		
		全球產業競爭策略	Competitive Strategy in Global industries	1 st	1 st	3	3		
		質化研究與個案分析	Qualitative Research and Case Analysis	1 st	1 st	3	3		
		永續經營管理	Sustainable Business Management	1 st	2 nd	3	3		
		行銷研究	Marketing Research	1 st	2 nd	3	3		
		國際商務溝通	International Business Communication	1 st	2 nd	3	3		
		零售流通實務	Retail and Distribution Practice	1 st	2 nd	3	3		
		社群經營實務	Community Management Practice	1 st	2 nd	3	3		
		移地教學與見習	Off-site Teaching and Shadowing	1 st	2 nd	3	3		
		跨文化管理	Cross-Cultural Management	2 nd	1 st	3	3		
		全球行銷規劃與品牌策略	Global Marketing Planning and Brand Strategy	2 nd	1 st	3	3		
		企業資源規劃與問題診斷	Enterprise Resource Planning and Problem Diagnosis	2 nd	1 st	3	3		
		人工智慧產業應用	Artificial Intelligence in Industrial Applications	2 nd	1 st	3	3		
		大數據分析與商業智慧	Big Data Analysis and Business Intelligence	2 nd	1 st	3	3		
		智慧科技技術專題	Special Topics on Smart Technology	2 nd	1 st	3	3		
		企業文化與倫理	Enterprise Culture and Ethics	2 nd	2 nd	3	3		
組織與人力資源管理	Organization and Human Resources Management	2 nd	2 nd	3	3				

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						講授 Lecture	實習 (驗) Practicum/ Experiment	
	數位轉型與 創新	Digital Transformation and Innovation	2 nd	2 nd	3	3		
	企業組織變 革與管理	Organizational Change and Management	2 nd	2 nd	3	3		
	知識管理	Knowledge Management	2 nd	2 nd	3	3		
	財務報表分 析	Financial Statement Analysis	2 nd	2 nd	3	3		
	公司治理與 企業經營法 律實務	Corporate Governance and Legal Practice of Business Administration	2 nd	2 nd	3	3		

備註：Notes.

- 畢業學分數 36 學分，含校定必修 3 學分，所定必修 9 學分，專業選修 24 學分。
Graduation requires 36 credits, including 3 credits for university-required courses, 9 credits for program-required courses, and 24 credits for program-elective courses.
- 碩士生可上修本所博士班學分，以三科目 9 學分為限。
Master's program students may take doctoral program credits from our department, with a maximum limit of 3 courses or 9 credits.
- 學生需透過「臺灣學術倫理教育資源中心」線上平台修習指定課程 6 小時，並於課程總測驗成績達及格標準，始得申請學位考試。
Master's program students must take 6 hours of courses on the online platform of "Center for Taiwan Academic Research Ethics Education" and pass the general test score of the courses before they are eligible to apply for degree examination.
- 原則上承認學生修習本校他系所開之兩門碩士班課程 6 學分，其中最多抵免一門必修相關課程為上限，若有其他特殊狀況須經學術委員會同意。
Master's program students are allowed to take up to two master courses (6 credits) from other departments within Asia University, with a maximum exemption of 1 required relevant course. Any other special cases require approval from the Academic Committee.