亞洲大學 經營管理學系 碩士在職專班課程規劃表 114學年度入學適用

Extended Master Program Curriculum Plan for Department of Business Administration, Asia University

(Applicable for Fall 2025 Enrollees)

 畢業總學分：39學分 校課程委員會通過：1133

 Credits of Graduation：39 Approved in the 1133 University Curriculum Committee meeting

| 類別Category | 科目名稱Course Title | 英文名稱English 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 | 實作(驗)Practice(laboratory) | 實習Intern |
| 校定必修6學分University Required 6 Credits | 碩士論文 | Master Thesis | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 碩士論文 | Master Thesis | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 必修9學分Program Required 9 Credits | 研究方法 | Research Methodology | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 行銷管理 | Marketing Management | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 生產與作業管理 | Production and Operations Management | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 選修24學分Program Elective 24 Credits | 企業永續管理Corporate Sustainability Management Field Courses | 企業永續揭露與卓越治理 | Corporate Sustainability Disclosure and Excellent in Governance | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 碳管理與實務應用 | Carbon Management and Practical Application | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 永續經營管理 | Sustainable Business Management | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 休閒遊憩管理類Leisure & Recreation Management Field Courses | 休閒理論與行為研究 | Leisure and Recreation Theory and Behavior Research | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 休閒活動企劃 | Leisure Activity Planning | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 觀光餐旅創新管理 | Innovative Management in Tourism and Hospitality | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 休憩發展趨勢 | Analysis of Trends in Leisure and Recreation Development  | 二2nd | 上1st | 3 | 3 | 0 | 0 |  |
| 運動產業管理與實務應用 | Sports Industry Management and Practical Applications | 二2nd | 下2nd | 3 | 3 | 0 | 0 |  |
| 國際化視野類Global Perspective Field Courses | 全球供應鏈管理 | Global Supply Chain Management | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 國際商務溝通 | International Business Communication | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 移地教學與見習 | Field-based Teaching and Practicum | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 跨文化管理 | Cross-Cultural Management | 二2nd | 上1st | 3 | 3 | 0 | 0 |  |
| 智慧化應用類Intelligent Applications Field Courses | 電子商務 | Electronic Commerce | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 企業資源規劃與問題診斷 | Enterprise Resource Planning and Problem Diagnosis | 二2nd | 上1st | 3 | 3 | 0 | 0 |  |
| 人工智慧產業應用 | Artificial Intelligence in Industrial Applications | 二2nd | 上1st | 3 | 3 | 0 | 0 |  |
| 智慧科技技術專題 | Special Topics on Smart Technology | 二2nd | 上1st | 3 | 3 | 0 | 0 |  |
| 創新化能力類Innovative Capability Field Courses | 服務與創新管理 | Service Innovation and Management | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 數位轉型與創新 | Digital Transformation and Innovation | 二2nd | 下2nd | 3 | 3 | 0 | 0 |  |
| 知識管理與創新 | Knowledge Management and Innovation | 二2nd | 下2nd | 3 | 3 | 0 | 0 |  |
| 企業組織變革與管理 | Organizational Change and Management | 二2nd | 下2nd | 3 | 3 | 0 | 0 |  |
| 其他專業課程Other Professional Courses | 產業策略與發展研討 | Seminar on Industrial Strategy and Development | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 消費者行為研究 | Consumer Behavior Research | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 質化研究與個案分析 | Qualitative Research and Case Analysis | 一1st | 上1st | 3 | 3 | 0 | 0 |  |
| 統計方法與資料分析 | Statistics and Data Analysis | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 策略管理 | Strategic Management | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 零售流通實務 | Retail and Distribution Practice | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 社群經營實務 | Community Management Practice | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 行銷研究 | Marketing Research | 一1st | 下2nd | 3 | 3 | 0 | 0 |  |
| 企業財報分析 | Business Financial Statement Analysis | 二2nd | 下2nd | 3 | 3 | 0 | 0 |  |
| 組織與人力資源管理 | Organization and Human Resources Management | 二2nd | 下2nd | 3 | 3 | 0 | 0 |  |

備註：

Note:

1. 畢業學分數 39 學分，含校定必修 6 學分，所定必修 9 學分，專業選修24學分。

Graduation requires 39 credits, including 6 credits for university-required courses, 9 credits for program-required courses, 24 credits for professional elective courses.

2. 碩士生可上修本所博士班學分，以三科目 9 學分為限。

Master’s students may take doctoral program credits from our department, with a maximum limit of three courses or nine credits.

3. 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 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 the doctoral degree examination.

4. 研究生需要在畢業前至少參與 2 次系活動，以提昇研究生彼此間認識、並增進研究生凝聚力。

Master’s students are required to participate in at least 2 departmental events/activities before graduation in order to enhance their mutual understanding and enhance peer cohesion.

5. 原則上承認學生修習本校他系所開之兩門碩士在職專班課程 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 students are allowed to take up to two master courses (6 credits) from other departments within Asia University, with a maximum exemption of one required relevant course. Any other special cases require approval from the Academic Committee.