

國立虎尾科技大學

National Formosa University

企業管理系經營管理碩士班

Master program of Business and Management of Department of Business administration

課程規劃表科目表

Curriculum for Master's Degree

111年2月23日110學年度第3次系務會議通過

111年5月19日110學年度第2次院課程會議通過

111年6月14日110學年度第4次教務會議通過

First Academic Year						
	First Semester			Second Semester		
	Course	Credit	Hour	Course	Credit	Hour
Required Courses	研究方法(一) Research Methodology I	3	3	研究方法(二) Research Methodology II	3	3
Elective Courses	智慧財產權管理 Intellectual Property Right	3	3	行為財務 Behavioral Finance	3	3
	公司財務管理 Corporate Financial Management	3	3	組織行為 Organizational Behavior	3	3
	消費者行為 Consumer Behavior	3	3	服務業管理 Services Management	3	3
	服務科學 Service Science	3	3	策略管理 Strategic Management	3	3
	人力資源管理 Human Resource Management	3	3	薪酬管理 Compensation Management	3	3
	行銷管理 Marketing Management	3	3	專案管理 Project Management	3	3
	企業資料分析 Business Data Analysis	3	3	資訊管理 Information Management	3	3
				科技管理 Technology Management	3	3
				策略性人力資源管理 Strategic Human Resource Management	3	3
				企業評價 Business Valuation	3	3
				應用統計學 Applied Statistics	3	3
				英文論文討論與報告 English Paper Discussion and Presentation	3	3

Second Academic Year						
	First Semester			Second Semester		
	Course	Credit	Hour	Course	Credit	Hour
Required Courses	碩士論文 Master's Thesis	3	0	碩士論文 Master's Thesis	3	0
Elective Courses	行銷研究 Marketing Research	3	3	產業分析 Industries Analysis	3	3
	網路行銷 Internet Marketing	3	3	市場調查分析與預測 An Analysis of Market Survey and Prediction	3	3
	激勵與領導 Motivation and Leadership	3	3	顧客關係管理 Customer Relationship Management	3	3
	產業實習 Industrial Practice	3	3	休閒產業政策 Leisure Policy and Planning	3	3
	全球化行銷 Global Marketing	3	3	策略管理專題研討 Seminar on Strategic Management	3	3
	產業經濟 Industrial Economy	3	3	勞資關係 Labor-Management Relation	3	3
	創業管理 Entrepreneurship	3	3	行銷策略 Marketing Strategy	3	3
	農產品行銷 Marketing of Agricultural Products	3	3			
	多變量分析 Multivariate Analysis	3	3			
	服務品質管理 Services Quality Management	3	3			
	財務計量 Financial Econometrics	3	3			
備註Note :						
本國生:						
1. 先修課程：包括會計學、經濟學、統計學、管理學（大學曾修習者可免修；若無者，經鑑定考試或入學成績達一定程度者，該科目可申請免修，門檻另訂之；申請抵免者於新生入學第一學期開學後兩週內完成抵免手續，以上四科雖不計畢業學分，但是為畢業條件之一。）						
2. 畢業總學分42學分；必修12學分、選修30學分。						
3. 跨所選修最多認可 6 學分。						
Foreign Student:						
1. Graduate students shall take 9-12 credits for the first academic year and 3-15 credits for the second academic year.						
2. Minimum credits required for this program: 42 credits with 12 required credits and 30 elective credits which may include some pre-approved inter-institution elective credits.						
3. Above courses were lecture in English. Other graduated courses in college of Management which lecture in Chinese were also available. But students at least have to select 15 credits which lecture in English before graduate.						
4. Students also can select courses which given by other college, but only maximum 6 credit points will be included in the credits of graduation.						
5. Foreign students can use 'Quantitative research methodology' Courses to exempt for 'Research Methodology I' Courses, and other English Courses to exempt for 'Research Methodology II'.						