國立暨南國際大學管理學院商業管理及資訊科技創新應用全英語碩士學位學程必選修科目一覽表

115年6月3日114學年度課程委員會第4次會議通過

Business Administration and Information Technology Innovation and Application Master's Degree Program in English, College of Management, National Chi Nan University Program Curriculum

本表(114)學年度入學新生適用 Effective for students admitted in 2025

最低畢業學分：30學分；必修6學分，選修24學分。(選修含管理學院系所開授選修課程，選修他系課程認定須學程主任同意。)
Graduation Requirements: 30 credits (6 credits of required courses + 24 credits of elective courses)(The approval of taking elective courses of other departments of College of Management must gain permission from the director of the program.)

必修課程 Required Courses					
課程代號 Course Code	課程名稱(中文及英文) Course Name (Chinese and English)	學分數 Credits	課別 Course Type (Required/Elective)	開課年級 Semester	備註 Notes
655000	研究方法 Research Methods	3	必 (R)	一上 Master 1st Semester	全英學程 BAITIA
655004	人工智慧與前瞻資訊科技專論 Advanced Topics of Artificial Intelligence and Prospective Information Technology	3	必 (R)	一下 Master 2nd Semester	全英學程 BAITIA
選修課程 Elective Courses					
	商業管理及資訊創新專題研討 Seminar of Business Administration and Information Innovation	3	選 (E)	二上 Master 3rd Semester	全英學程 BAITIA
	企業分析學與人工智慧應用 Business Analytics and the Applications of AI	3	選 (E)	一 Master 1st/2nd Semester	由資管系支援 Department of Information Management
	大數據分析與模型建構 Big Data Analytics and Modeling	3	選 (E)	一 Master 1st/2nd Semester	由資管系支援 Department of Information Management
655001	數位行銷 Digital Marketing	3	選 (E)	一 Master 1st/2nd Semester	由資管系支援 Department of Information Management
655002	競合動態與平台策略 Co-opetitive Dynamics and Platform Strategy	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business
655011	綠色金融 Green Finance	3	選 (E)	一 Master 1st/2nd Semester	由財金系、國企系支援 Department of Finance, Department of International Business
655005	永續企業的環境、社會與治理原則 Environmental, Social and Governance (ESG) Principles for Sustainable Busineses	3	選 (E)	一 Master 1st/2nd Semester	由經濟系支援 Department of Economics
	全球產業競爭分析 Global Industry Competitive Analysis	3	選 (E)	一 Master 1st/2nd Semester	由經濟系支援 Department of Economics
	計量經濟專題 Seminar on Econometrics	3	選 (E)	一 Master 1st/2nd Semester	由經濟系支援 Department of Economics
655010	財務管理 Financial Management	3	選 (E)	一 Master 1st/2nd Semester	由財金系支援 Department of Finance
	Python程式語言在財金的應用 Python for Finance	3	選 (E)	一 Master 1st/2nd Semester	由財金系支援 Department of Finance
	國際策略管理 Strategic Management of Multinational Corporations	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business
	現代組織管理 Modern Organization Management	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business
	組織行為與理論 Organization Behavior and Theory	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business

	新興產業趨勢與商業模式 Industry Trends and Business Models	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business
	管理學 Management	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business
	世界經濟與政治 World Economics and Politics	3	選 (E)	一 Master 1st/2nd Semester	由國企系支援 Department of International Business
655006	品牌與行銷實務 Seminar on Brands and Marketing	3	選 (E)	一 Master 1st/2nd Semester	由觀餐系支援 Department of Tourism, Leisure and Hospitality Management
	設計思考 Design Thinking	3	選 (E)	一 Master 1st/2nd Semester	由資管系、觀餐系支援 Department of Information Management, Department of Tourism, Leisure and Hospitality Management
	組織行為專題 Seminars on Organizational Behavior	3	選 (E)	一 Master 1st/2nd Semester	由新興產博支援 Program in Strategy and Development of Emerging Industries
	產業經濟學 Industrial Economics	3	選 (E)	一 Master 1st/2nd Semester	由經濟系支援 Department of Economics
	投資管理 Investment Management	3	選 (E)	一 Master 1st/2nd Semester	由財金、資管系支援 Department of Finance, Department of Information Management
	商業時事分析 Business News and Analysis	3	選 (E)	一 Master 1st/2nd Semester	由財金系、國企系支援 Department of Finance, Department of Information Management
	經濟財務實證資料分析 Economic and Finance Empirical Data Analysis	3	選 (E)	一 Master 1st/2nd Semester	由經濟系、財金系支援Department of Economics, Department of Finance
	跨境智慧電商 Cross-Border Smart E-Commerce	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA
	傳統產業 AI 賦能與智慧轉型 AI-Driven Transformation of Traditional Industries	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA
	人工智慧商管實務導向暨工程應用 Artificial Intelligence for Business Practice and Engineering Applications	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA
	臺灣半導體高科技產業之人工智慧供應鏈與全球運籌 AI-Enabled Supply Chain and Global Logistics in Taiwan's Semiconductor High-Tech Industry	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA
	半導體科技產業趨勢、技術導論以及AI應用 Semiconductor Technology Trends and AI Applications	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA
	半導體技術管理與 AI 策略 Semiconductor Technology Management and AI Strategy	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA
	AI驅動的行銷策略與實務應用 AI-Powered Marketing Strategy and Implementation	3	選 (E)	一 Master 1st/2nd Semester	全英學程 BAITIA

填表人：專任助理林家筠 1150507　系(所)主管：115. 5. 7　院長：副院長施信佑 115. 5. 07　填表日期：115. 5. 7