

嶺東科技大學111學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2022

Department(系所別):Business Administration(企業管理系碩士班) College(學院):College of Business and Management(商管學院)

Academic Year of Entrance(入學年):2022

Program:M.D. for Day Division(日間學制碩士班)

第一學年第一學期				
1st Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
經營管理實務專題研討(一)	Business Practical Topic I	R	1	1
人力資源管理實務專題	Human Resource Management and Practices of HRM Topics	R	3	3
研究方法	Research methods	R	3	3
服務管理專題	Service Management Symposium	E	2	2
消費者行為專題	Topics on Marketing Management	E	2	2
管理心理學專題	Management psychology topics	E	2	2
行銷管理實務專題	Marketing Management	E	3	3
第一學年第二學期				
2nd Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
經營管理實務專題研討(二)	Business Practical Topic II	R	1	1
財務管理實務專題	Financial management practices topics	R	3	3
個案研究法	case study method	E	2	2
專案管理專題	Topics of Project Management	E	2	2
組織理論與管理	Organization Theory and Management	E	2	2
作業管理實務專題	Job Management Practice topics	E	3	3
統計應用研究	Statistical Research	E	3	3
零售管理專題	Retail Management Symposium	E	3	3
顧客關係管理專題	Customer Relationship Management Symposium	E	3	3
第二學年第一學期				
1st Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
碩士論文(一)	Thesis I	R	3	3
投資學實務專題	Thematic Investment Practices	E	2	2
科技管理實務專題	Technology Management Practice topics	E	2	2
專案管理實務	Project Management Practice	E	2	2
創業管理專題	Topics on Entrepreneurial Management	E	2	2
策略管理專題	Strategic Topic of Management	E	3	3
第二學年第二學期				
2nd Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
碩士論文(二)	Thesis II	R	3	3
創新管理專題	Innovation Management Symposium	E	2	2
經營管理實務	Management Practices	E	2	2
管理資訊系統	Management Information Systems	E	2	2
網路行銷專題	Internet Marketing topics	E	2	2

備註:R=Required;E=Elective

Regulations

- 1.The total credits required for graduation are 30 credits (comprising 11 required credits, 13 elective credits, and 6 thesis credits).
- 2.Credits per semester: First-year students may register for 6–16 credits in their first semester; all other semesters allow 3–16 credits.
- 3.Requirements for Making Up Courses: The thesis advisor has the authority to require students to take relevant courses to make up for missed credits; credits earned from these courses will not count toward graduation requirements.
4. Graduation Requirements: Students are required to attend seminars and training programs related to business management; participate in and assist with at least two departmental activities, including academic conferences organized by the department (such as master’s thesis defenses), departmental development activities, and field visits; and present a paper at a seminar or conference at least once.
5. Credits for “Management Practices” may be obtained through overseas study programs.
- 6.For research purposes, graduate students may, upon approval by the department chair, take up to 6 credits of courses related to their major field of study in business and management-related departments or programs at this university, or up to 3 credits at relevant graduate programs at other universities. These credits may be counted toward graduation requirements, with a maximum of 6 credits.
- 7.Students must either complete the academic ethics course offered by the Taiwan Academic Ethics Education Resources Center and obtain a certificate of completion, or attend at least 6 hours of academic ethics-related workshops and obtain a certificate of participation. When applying for the master's thesis oral examination, students must submit one of the aforementioned certificates; only upon review and approval may the application for the oral examination proceed.