

# 嶺東科技大學114學年度入學新生課程標準

## Ling Tung University Curriculum Standards in effect since 2025

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):2025

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
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
智慧化服務管理專題	AI Service Management Symposium	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. Credits for “Management Practices” may be obtained through overseas study programs.
5. 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.
7. Upon admission to the university's part-time master's program in accordance with Article 7 of the “Standards for the Recognition of Academic Qualifications Equivalent to University Admission,” the department will arrange for faculty members to provide academic advising and guidance; these sessions will not count toward graduation requirements.