

嶺東科技大學112學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2023

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):2023

Program:M.D. for Evening Division(進修學制碩士在職專班)

第一學年第一學期				
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
創新兒童產業專題	Innovative Children's Industry Topics	E	2	2
行銷管理實務專題	Marketing Management	E	3	3
創意思考專題	Creative Thinking Topics	E	3	3
創意兒童產業及產品開發專題	Creative children industry and product development topics	E	3	3
問題導向學習(PBL)專題	Problem-based learning topics	E	3	3
第一學年第二學期				
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
兒童產業經營管理專題	Children's industry management topics	E	2	2
創意管理與策略專題	Topic on Creative Management and Strategy	E	2	2
創意活動規劃與設計專題	Creative activity planning and design topics	E	2	2
組織與領導專題	Organization and leadership topics	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				
科目名稱	Course Title	R/E	Credits	Hours
碩士論文研討(一)	Seminar on Master Thesis I	R	1	1
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
創業管理專題	Topics on Entrepreneurial Management	E	2	2
兒童產業典範機構研究專題	Research Topics on Model Institutions of Children's Industry	E	2	2
策略管理專題	Strategic Topic of Management	E	3	3
第二學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
碩士論文研討(二)	Seminar on Master Thesis II	R	1	1
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
創意專案評估與管理專題	Creative project evaluation and management topics	E	2	2
特色兒童產業講座	Featured Children's Industry Lecture	E	2	2

備註:R=Required;E=Elective

Regulations

- 1.The total credits required for graduation are 32 credits (comprising 13 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.
- 6.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.