

*115 學年度入學後適用 Applicable to students entering in the 2026 Fall academic year.

MBA 核心課程表

下表中所列的 ABCD 領域中分別修滿 6 學分。A、C 領域 6 學分須分別於不同類別中修習

Students are required to complete 6 credits in each of the A, B, C, and D fields listed in the table below. For Fields A and C, the 6 credits must be taken from different categories respectively.

核心課程(24 學分) Core Courses (requirement 24 credits)							
A. 組織理論		B. 創新與國際營運		C. 智慧趨勢管理&應用		D. 研究方法與資料分析	
(OB, Strategy, & HR) Minimum 6 cr in 2 categories		(Multinational Management & Innovation) Minimum 6 cr		(Management for Intelligence Development) Minimum 6 cr in 2 categories		(Methodology & Data Analysis) Minimum 6 cr	
OB	組織理論 The Theory of Organization	MMI	國際企業與創新發展 International Business and Innovation Development	IM	生產管理系統 / 精實生產與管理 (擇一) Production Management System/ Lean Production and Management (Alternative)	MD	社會科學研究方法 / 行銷研究 (擇一) Social Science Research Methodology/Marketing Research(Alternative)
	組織行為 Organizational Behavior		國際行銷管理 Global Marketing Management		供應鏈管理 Supply Chain Management		數量方法—統計方法與資料分析 Statistics and Data Analysis
	產業競爭與全球科技政策分析 Industrial Competitiveness and Global S&T Policy Analysis		平台策略與創新 / 新事業發展(擇一) Platform Strategy and Innovation/ New Business Development(Alternative)		人工智慧技術與商業應用 / 人工 智慧與商業分析(擇一) Artificial Intelligence Technologies and Business Applications/ Artificial Intelligence and Business Analytics(Alternative)		大數據分析 Big Data Analysis
HR	人力資源管理個案 Case Studies in Human Resource Management		金融科技 / 國際財務管理(擇一) Financial Technology/ International Financial Management		資訊系統與管理 Information Systems and Management		
	國際人力資源管理				資訊科技管理		

*115 學年度入學後適用 Applicable to students entering in the 2026 Fall academic year.

	International Human Resource Management					Management of Information Technology		
	人力資源發展 Human Resource Development					智慧營運管理 Intelligent Operation Management		
						研發專案管理 R&D and Project Management		
					DM	電子商務與數位行銷 E-Commerce and Digital Marketing		
						數位轉型與品牌傳播專題 Seminar on Digital Transformation and Brand Communication		
						數據分析與創意實踐*(中) Data Analysis and Creative Practice		

MBA course requirement:			
Required credits: 24/ Elective credits: 21			
A	OB	Organizational Behavior & Strategy	6 cr
	HR	Human Resource Management	
B	MMI	Multinational mgt & Innovation	6 cr
C	IM	Intelligence Manufacturing	6 cr
	DM	Digital Marketing	
D	MD	Methodology and Data Analysis	6 cr
Total			24 cr