

**Department of Business Administration (International Program)** is dedicated to providing students with a quality business education to facilitate career opportunities in business management. Students develop a set of core competencies that enhance their ability to analyze data, and employ modern managerial tools in various fields encompassing human resource and organizational management, business strategy, marketing, operations and decision science, and logistics management. The program affords a solid foundation and pragmatic managerial tools for an advanced study in contemporary management practices.

企業管理國際碩士班提供學生高品質的商管教育，有利於學生在商管方面的就業機會。學生發展核心競爭力，增強他們在資料分析的能力，和運用現代化的管理工具在各個領域，包括人力資源和組織管理、企業策略、行銷、作業研究和決策科學以及運籌管理。此班提供在現代管理實務一個堅實的基石，和供高等研究務實的管理工具。

### Master's Degree Program in Business Administration for International Students

企業管理國際碩士班

#### 1. Minimal total credits : 39 (including 6 credits for master thesis)

最低畢業學分：39（包含論文 6 學分）

**Required Core Course:21 credits**

專業必修：21 學分

**Elective Courses : 18 credits**

專業選修：18 學分

Item 編號	Course Name 科目名稱	Credits 學分	Required/Elective 必修/選修
1	Human Resource Management 人力資源管理	3	Required 必修
2	Production and Operations Management 生產與作業管理	3	Required 必修
3	International Marketing Management 國際行銷管理	3	Required 必修
4	International Business Management 國際企業學	3	Required 必修
5	Financial Management 財務管理	3	Required 必修
6	Special Topics for Research (I) 專題研究(一)	1	Required 必修
7	Special Topics for Research (II) 專題研究(二)	1	Required 必修
8	Special Topics for Research (III) 專題研究(三)	2	Required 必修
9	Special Topics for Research (IV) 專題研究(四)	2	Required 必修

10	Customer Relationship Management and Business 顧客關係管理與經營	3	Elective 選
11	Managing e-Business 電子商務經營	3	Elective 選
12	Organization Theory and Management 組織理論與管理	3	Elective 選
13	Supply Chain Management 供應鏈管理	3	Elective 選
14	Decision Models and Methods 決策模式與方法	3	Elective 選
15	Human Resource Development and Cross-Cultural Trainin 人力資源發展與跨文化訓練	3	Elective 選
16	Strategic Marketing Channel Management 通路策略與管理	3	Elective 選
17	Internet Business Models and Strategies 網際網路事業與策略	3	Elective 選
18	Seminar in Contemporary Business Management 現代企業管理專題	3	Elective 選
19	Corporate communications and negotiations 企業溝通與談判	3	Elective 選
20	Applied Statistical Analysis 應用統計分析	3	Elective 選
21	Purchasing and Supply Management 採購與供應管理	3	Elective 選
22	Operations Research ( I ) 作業研究(一)	3	Elective 選
23	Warehouse Planning and Operations Systems 倉儲規劃與營運系統	3	Elective 選
24	Total Quality Management 全面品質管理	3	Elective 選
25	Multivariate Data Analysis 多變量分析	3	Elective 選
26	International Service Management 國際服務管理	3	Elective 選
27	Global Industry Analysis 全球產業分析	3	Elective 選
28	Seminar on International Business Research Methods 國際企業研究方法	3	Elective 選

29	Strategic Management of Technology and Innovation 創新與技術策略	3	Elective 選
30	Investment 投資學	3	Elective 選
31	Derivatives Securities 衍生性金融商品	3	Elective 選
32	Financial Institution and Market 金融機構與市場	3	Elective 選
33	Organizational Behavior 組織行為	3	Elective 選
34	<b>Business Strategies and Analyses</b> <b>企業策略與分析</b>	<b>3</b>	<b>Elective</b> <b>選</b>
35	<b>International Logistics</b> <b>國際物流</b>	<b>3</b>	<b>Elective</b> <b>選</b>
36	<b>Logistics Risk Management</b> <b>運籌風險管理</b>	<b>3</b>	<b>Elective</b> <b>選</b>

## 2. Course waiver Policies:

重要相關規定：

- (1). Students must earn 21 credits from the above required core courses and 18 credits from the above elective courses offered by the Departments of Business Administration, International Business, and Finance. All other substituted courses offered by other departments should be approved in advance by the department chair.

學生必須修習企管系，國企系或財金系所開設之 21 學分必修課程與 18 學分選修課程，其他選修科目需經本系系主任同意後，得選修他所之相關研究所課程。

- (2). Undergraduate students of National Dong Hwa University who have taken the above courses and earned a grade of B or above for all courses can be exempted a maximum of 12 credits for the International Master Program offered by the College of Management.

本校大學部同學若曾修習該課程，且成績達 B 以上者，可抵免本院國際碩士班學分，最多可抵免 12 學分。

- (3). All students must take at least two courses each semester at their first year

碩一學生每學期至少修習 2 門課程。