

113年9月23日112學年度  
課程委員會第6次會議通過

國立暨南國際大學新興產業策略與發展碩士學位學程必選修科目一覽表  
National Chi Nan University DOCTORAL CURRICULUM for the Master Program in  
Strategy and Development of Emerging Industries

本表(112)學年度入學新生適用 Effective for students admitted in Fall, 2023

最低畢業學分：24 學分；必修 3 學分，選修 21 學分。Master program requirements: a minimum of 24 required credits, including 3 credits in required courses and 21 credits in elective courses.

一、必修3學分(Program Required Courses 3 credits)					
課程代號 Course Code	課程名稱 Course Name (Chinese and English)	學分數 Credits	修別 Course type (Required/	開課年級 Course availability	備註 Notes
中文及英文課程 English & Chinese Course					
485032	新興產業趨勢與商業模式 Industry Trends and Business Models	3	必 (R)	碩一下 Master 2nd Semester	國企系支援開課 Department of International Business
二、選修21學分 (Elective Courses 21 credits)					
中文課程 Chinese Course					
485000	新興產業創新策略 Innovation Strategies of Emerging Industries	3	選 (E)	碩一 Master 1st Year	國企系支援開課 Department of International Business
485001	企業營運模式 Business Model	3	選 (E)	碩一 Master 1st Year	國企系支援開課 Department of International Business
485036	大數據的商業智慧分析 Big data and Business Intelligence	3	選 (E)	碩一 Master 1st Year	國企系支援開課 Department of International Business
485031	產業經濟理論與政策 Industrial Economics	3	選 (E)	碩一 Master 1st Year	經濟系支援開課 Department of Economics
	產業經濟學 Industrial Economics	3	選 (E)	碩一 Master 1st Year	經濟系支援開課 Department of Economics
	發展經濟學 Economics of Development	3	選 (E)	碩一 Master 1st Year	經濟系支援開課 Department of Economics
485057	系統思考與系統動態學 Introduction to Systems Thinking and System	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485035	資訊科技與服務科學 Information Technology and Service Science	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485039	新產品研發與實務 New Product Development and Practices	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485054	策略與管理的系統思維 Systems Thinking in Business Strategy and Management	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485055	微創新與應用 Micro Innovations and Applications	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management

485008	大數據與決策科學 Big Data and Decision Sciences	3	選 (E)	碩二 Master 2nd Year	資管系支援開課 Department of Information Management
485042	管理會計系統 Managerial Accounting Systems	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485051	3D數位內容與應用 3D Digital Contents and Applications	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485046	財務理論 Financial Theory	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance
485049	投資學 Investments	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance
485011	國際財務管理 International Financial Management	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance
485004	微型創業與融資創新 Micro-Entrepreneurship and Financing Innovation	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance
485003	服務品質管理專題 Seminar on Service Quality Management	3	選 (E)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management
	咖啡產業與地方創生 Coffee industry and local revitalization	3	選 (E)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management
485006	知識管理 Knowledge Management	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485030	品牌策略專題 Seminar on Brand Strategy	3	選 (E)	碩一 Master 1st Year	
485023	高等研究方法 Advanced Research Methods	3	選 (E)	碩一 Master 1st Year	
485025	新興產業問題探索與實踐(一) Exploration and Practice on Emerging Industries (I)	1	選 (E)	碩一 Master 1st Year	
485026	新興產業問題探索與實踐(二) Exploration and Practice on Emerging Industries (II)	1	選 (E)	碩一 Master 1st Year	
485027	新興產業問題探索與實踐(三) Exploration and Practice on Emerging Industries (III)	1	選 (E)	碩一 Master 1st Year	
485028	新興產業問題探索與實踐(四) Exploration and Practice on Emerging Industries (IV)	1	選 (E)	碩一 Master 1st Year	
485029	新興產業專題 Special Topics on Emerging Industries	1	選 (E)	碩一 Master 1st Year	
485058	物聯網與前瞻資訊技術 Internet of Things and Prospective Information Technology	3	選 (E)	碩二 Master 2nd Year	
485069	經濟理論與政策 Economics Theory and Policy	3	選 (E)	碩一 Master 1st Year	

485061	高等生產管理 Advanced Production and Operations Management	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485053	ChatGPT大軍壓境我們怎麼辦 How to deal with the overwhelming ChatGPT?	1	選 (E)	碩一 Master 1st Year	
485062	創新科技與人文社會的鍊結 The link between new technology and humanity science	2	選 (E)	碩一 Master 1st Year	
485064	治理藝術 The Art of Governance	1	選 (E)	碩一 Master 1st Year	
<b>英文課程</b> <b>English Course</b>					
485018	中小企業管理與創業家精神 Management of Small and Medium Enterprise	3	選 (E)	碩一 Master 1st Year	國企系支援開課 Department of International Business
485002	競合動態與平台策略 Co-opetitive Dynamics and Platform Strategy	3	選 (E)	碩一 Master 1st Year	國企系支援開課 Department of International Business
485048	環境與自然資源經濟學 Environmental and Natural Resource Economics	3	選 (E)	碩一 Master 1st Year	經濟系支援開課 Department of Economics
485052	多準則決策 Multiple-Criteria Decision Making	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
	高等作業研究 Advanced Optrations Research	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
	投資管理 Investment Management	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
	高等財務管理 Advanced Financial Management	3	選 (E)	碩一 Master 1st Year	資管系支援開課 Department of Information Management
485047	財務管理 Financial Management	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance
485056	財務實證方法 Empirical Methods of Finance	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance

專任曾郁婷

教授兼管理學院院長 鄭健雄

教授兼管理學院院長 張翠瓚

填表人：\_\_\_\_\_系(所)主管：\_\_\_\_\_院長：\_\_\_\_\_表日期：113.7.19

