# 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
# Course Catalog of the Master's Program in Strategy and Development of Emerging Industries, National Chi Nan University

本表( 113 )學年度入學新生適用 Effective for students admitted in Fall, 2024

**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) | | | | | |
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| **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<br>Industry Trends and Business Models | 3 | 必<br>(R) | 碩一下<br>Master 2nd Semester | 國企系支援開課<br>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<br>Innovation Strategies of Emerging Industries | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 國企系支援開課<br>Department of International Business |
| **485001** | 企業營運模式<br>Business Model | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 國企系支援開課<br>Department of International Business |
| **485036** | 大數據的商業智慧分析<br>Big data and Business Intelligence | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 國企系支援開課<br>Department of International Business |
| **485031** | 產業經濟理論與政策<br>Industrial Economics | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 經濟系支援開課<br>Department of Economics |
| | 產業經濟學<br>Industrial Economics | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 經濟系支援開課<br>Department of Economics |
| | 發展經濟學<br>Economics of Development | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 經濟系支援開課<br>Department of Economics |
| **485057** | 系統思考與系統動態學<br>Introduction to Systems Thinking and System | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485035** | 資訊科技與服務科學<br>Information Technology and Service Science | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485039** | 新產品研發與實務<br>New Product Development and Practices | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485054** | 策略與管理的系統思維<br>Systems Thinking in Business Strategy and Management | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485055** | 微創新與應用<br>Micro Innovations and Applications | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |

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| **485008** | 大數據與決策科學<br>Big Data and Decision Sciences | 3 | 選<br>(E) | 碩二<br>Master 2nd Year | 資管系支援開課<br>Department of Information Management |
| **485042** | 管理會計系統<br>Managerial Accounting Systems | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485051** | 3D數位內容與應用<br>3D Digital Contents and Applications | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485046** | 財務理論<br>Financial Theory | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 財金系支援開課<br>Department of Finance |
| **485049** | 投資學<br>Investments | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 財金系支援開課<br>Department of Finance |
| **485011** | 國際財務管理<br>International Financial Management | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 財金系支援開課<br>Department of Finance |
| **485004** | 微型創業與融資創新<br>Micro-Entrepreneurship and Financing Innovation | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 財金系支援開課<br>Department of Finance |
| **485003** | 服務品質管理專題<br>Seminar on Service Quality Management | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 觀餐系支援開課<br>Department of Tourism, Leisure and Hospitality Management |
| **485006** | 知識管理<br>Knowledge Management | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485030** | 品牌策略專題<br>Seminar on Brand Strategy | 3 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485023** | 高等研究方法<br>Advanced Research Methods | 3 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485025** | 新興產業問題探索與實踐(一)<br>Exploration and Practice on Emerging Industries (I) | 1 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485026** | 新興產業問題探索與實踐(二)<br>Exploration and Practice on Emerging Industries (II) | 1 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485027** | 新興產業問題探索與實踐(三)<br>Exploration and Practice on Emerging Industries (III) | 1 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485028** | 新興產業問題探索與實踐(四)<br>Exploration and Practice on Emerging Industries (IV) | 1 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485029** | 新興產業專題<br>Special Topics on Emerging Industries | 1 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485058** | 物聯網與前瞻資訊技術<br>Internet of Things and Prospective Information Technology | 3 | 選<br>(E) | 碩二<br>Master 2nd Year | |
| **485069** | 經濟理論與政策<br>Economics Theory and Policy | 3 | 選<br>(E) | 碩一<br>Master 1st Year | |
| **485061** | 高等生產管理<br>Advanced Production and Operations Management | 3 | 選<br>(E) | 碩一<br>Master 1st Year | 資管系支援開課<br>Department of Information Management |
| **485053** | ChatGPT大軍壓境我們怎麼辦<br>How to deal with the overwhelming ChatGPT? | 1 | 選<br>(E) | 碩一<br>Master 1st Year | |

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

填表人：_____系(所)主管：_____院長：_____填表日期：