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(114)學年度入學新生適用 Effective for students admitted in Fall, 2025 and thereafter.

最低畢業學分： 24 學分；必修 6學分，選修18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6學分(Program Required Courses 6 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	經濟系支援開課 Department of Economics
485066	產業競爭專題 Special Topics on Industrial Competition	3	必 (R)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management
二、選修18學分 (Elective Courses 18 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
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
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
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
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
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
485023	高等研究方法 Advanced Research Methods	3	選 (E)	碩一 Master 1st Year	
485030	品牌策略專題 Seminar On Brand Strategy	3	選 (E)	碩一 Master 1st Year	

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
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
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
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
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
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
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
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	
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
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
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	
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
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	
485063	咖啡茶與觀光發展 Coffee and Tea Tourism Development	3	選 (E)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management
485064	治理藝術 The Art of Governance	1	選 (E)	碩一 Master 1st Year	
485065	咖啡產業與地方創生 Coffee and Tea Tourism Development	3	選 (E)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management
485069	經濟理論與政策 Economics Theory and Policy	3	選 (E)	碩一 Master 1st Year	

	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
英文課程 English Course					
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
485009	研究方法 Methodology	3	選 (E)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management
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
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
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
	財務實證研究方法 Empirical Research Methods of Finance	3	選 (E)	碩一 Master 1st Year	財金系支援開課 Department of Finance
	多變量統計分析 Multivariate Statistical Analysis	3	選 (E)	碩一 Master 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management

填表人：_____系(所)主管：_____院長：_____填表日期：