國立暨南國際大學新興產業策略與發展博士學位學程必選修科目一覽表
Course Catalog of the Ph.D. Program in Strategy and Development of Emerging Industries, National Chi Nan University

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

最低畢業學分：31 學分；必修6學分，選修25學分。Doctoral program requirements: a minimum of 31 required credits, including 6 credits in required courses and 25credits in elective courses.

課程代號 Course Code	課程名稱 Course Name(chinese and English)	學分數 Credits	課別 Course type (Required/Elective)	開課年級 Course availability	備註 Notes
壹、必修科目(Required Courses)					
一、必修6學分(Required Courses 6 credits)					
中文及英文課程 English & Chinese Course					
（1）新興產業組 (Emerging Industries Studies Division)					
459034	策略理論研討（中/英） Seminar on Strategic Theory	3	必 (R)	博一上 Doctorate 1st Semester 中文課程 Chinese Course 博一下 Doctorate 2nd Semester 英文課程 English Course	國企系支援開課 Department of International Business support courses
459043	計量經濟專題（中/英） Seminar on Econometrics	3	必 (R)	博一上 Doctorate 1st Semester 英文課程 English Course 博一下 Doctorate 2nd Semester 中文課程 Chinese Course	
（2）觀光創新組(Tourism Innovation Division)					
459003	高等研究方法（中/英） Research Methods	3	必 (R)	博一上 Doctorate 1st Semester	中文課程(a班) Chinese Course 英文課程(b班) English Course 觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459048	觀光餐旅創新專題（中/英） Seminar on Tourism and Hospitality Innovation	3	必 (R)	博一下 Doctorate 2nd Semester	中文課程(a班) Chinese Course 英文課程(b班) English Course
貳、選修科目 (Elective Coursess)25學分(Elective Courses 25 credits)					
二、選修 (Division-specific Elective Courses)					
（1）新興產業組 (Emerging Industries Studies Division)					
中文課程 Chinese Course					
459004	高等組織理論 Advanced Organization Theory	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459012	組織行為專題 Seminar on Organization Behavior	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459018	研究方法與計量 Research Methods and Quantitative Analyses	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459019	國際財務管理 International Financial Management	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459021	知識管理 Knowledge Management	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses

459024	行銷理論與研究 Marketing Theory and Research	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459030	國際經濟趨勢分析 Analyses of International Economics Trends	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459036	產業創新專題 Seminar on Industrial Innovation	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459047	大數據與決策科學 Big Data and Decision Sciences	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459051	消費者行為研究 Consumer Behavior Research	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459055	物聯網與前瞻資訊技術 Internet of Things and Prospective Information Technology	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459059	新興產業創新策略 Innovation Strategies of Emerging Industries	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459073	策略與管理的系統思維 Systems Thinking in Business Strategy and Management	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459078	系統思考與系統動態學 Introduction to Systems Thinking and System	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459082	管理會計系統 Managerial Accounting Systems	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459083	經濟理論與政策 Economics Theory and Policy	3	選 (E)	博一 Doctorate 1st Year	經濟系支援開課 Department of Economics support courses
	貨幣理論與政策（一） Monetary Theory and Policy I	3	選 (E)	博一 Doctorate 1st Year	經濟系支援開課 Department of Economics support courses
	資訊管理議題 Topics on Information Management	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
英文課程 English Course					
459023	競合動態專題 Seminar on Co-opetitive Dynamics	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459066	國際企業管理 International Business Management	3	選 (E)	博一 Doctorate 1st Year	國企系支援開課 Department of International Business support courses
459086	經濟計量專題研討 Seminar on Econometrics	3	選 (E)	博一 Doctorate 1st Year	經濟系支援開課 Department of Economics support courses

459087	管理經濟學 Managerial Economics	3	選 (E)	博一 Doctorate 1st Year	經濟系支援開課 Department of Economics support courses
459090	財務管理 Financial Management	3	選 (E)	博一 Doctorate 1st Year	財金系支援開課 Department of Finance support courses
459093	高等作業研究 Advanced Optrations Research	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459094	多準則決策 Multiple-Criteria Decision Making	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
	環境與自然經濟學 Environmental and Natural Resource Economics	3	選 (E)	博一 Doctorate 1st Year	經濟系支援開課 Department of Economics support courses
	管理科學 Management Science	3	選 (E)	博一 Doctorate 1st Year	經濟系支援開課 Department of Economics support courses
459103	投資管理 Investment Management	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459104	高等財務管理 Advanced Financial Management	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459105	財務實證研究方法 Empirical Research Methods of Finance	3	選 (E)	博一 Doctorate 1st Year	資管系支援開課 Department of Information Management support courses
459105	人工智慧商管應用 Applications in Business Management	3	選 (E)	博一 Doctorate 1st Year	全英學程支援開課 Department of Business Administration and Information Technology Innovation and Application support courses
459106	AI供應鏈與全球運籌 AI Supply Chain and Global Logistics	3	選 (E)	博一 Doctorate 1st Year	全英學程支援開課 Department of Business Administration and Information Technology Innovation and Application support courses
（2）觀光創新組(Tourism Innovation Division)					
中文課程 Chinese Course					
459010	服務科學與管理 Services Science and Management	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459025	企業個案研究法 Business Case Study	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459032	設計思考與產品開發 Design Thinking and Product Development	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459037	全球觀光趨勢專題 Seminar on Global Tourism Trends	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses

459039	品牌與行銷專題 Seminar on Brands and Marketing	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459049	專利分析與產品發展 Patent Analysis and Product Development	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459050	農業與鄉村旅遊專題 Seminar on Agro and Rural Tourism	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459074	香味科學與咖啡烘焙 Aroma Science and Coffee Roasting	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459077	風味物質與咖啡製備 Flavor Substances and Coffee Preparation	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459080	大數據與顧客關係管理 Big Data and Customer Relationship Management	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459085	電子商務應用專題 Seminar on Application of E-Commerce	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459095	觀光餐旅熱門議題研討 Seminar on the Hot Issues of Tourism and Hospitality	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459098	旅遊產品研發與創新 Travel Product Development and Innovation	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459102	結構方程模式 Structural Equation Modeling	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
英文課程 English Course					
459029	文化創意與觀光發展 Development of Cultural Creative and Tourism	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459079	食文化與創意餐飲開發 Food Culture and Creative Food & Beverage Development	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459084	生活美學與體驗經濟 Life Aesthetics and Experience Economy	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459096	全球餐飲趨勢專題 Seminar on Global Restaurant and Beverage Trends	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459100	文化差異與觀光發展 Cultural differences and Tourism development	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses
459101	多變量統計分析 Multivariate Statistical Analysis	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses

459102	結構方程模式 Structural Equation Modeling	3	選 (E)	博一 Doctorate 1st Year	觀餐系支援開課 Department of Tourism, Leisure and Hospitality Management support courses

填表人：_____系(所)主管：_____院長：_____填表日期：