

111 學年度入學新生起必修科目表

科目名稱 Subjects	學分數 Credit(s)	第1學年 1st Academic Year		第2學年 2nd Academic Year		備註 Note
		上	下	上	下	
研究方法 RESEARCH METHODOLOGY	3					必修 Required
領導與團隊 LEADERSHIP AND TEAMWORK	3		3			必修 Required
組織與團隊形成 THE FORMATION OF ORGANIZATION AND TEAM	1	1				必修 Required
企業倫理 BUSINESS ETHICS	2	2				必修 Required
論文 THESIS	0					必修 Required
國際物流 INTERNATIONAL LOGISTICS	3	3				選修 Elective
服務業行銷與策略 SERVICE MARKETING AND STRATEGY	3	3				選修 Elective
經濟趨勢與策略管理 ECONOMIC TREND AND STRATEGIC MANAGEMENT	3	3				選修 Elective
行銷專題研討 SEMINAR ON MARKETING	3		3			選修 Elective
市場競爭個案分析 ANALYSIS OF MARKET COMPETITION STRATEGY	3		3			選修 Elective
經理人的賽局 GAME THEORY FOR MANAGERS	3		3			選修 Elective
國際企業組織行為 ORGANIZATIONAL BEHAVIOR OF INTERNATIONAL BUSINESS	3		3			選修 Elective

*選修課依每年實際開課情形為準。

* Elective subjects are based on the actual course announcement of each academic year.

一、修業年限：修業 2 至 4 年

Years of Enrollment: 2 to 4 years.

二、必修學分數：9 學分(論文另計)

Required credits: 9 credits (Thesis is excluded).

三、畢業學分數：36 學分(論文另計)

Graduation credits: 36 credits at least (Thesis is excluded).