

淡江大學國際企業學系碩士班

Master's Program, Department of International Business, Tamkang University

114 學年度入學新生起必選修科目表

114 Academic Year Freshman Course Planning Table

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 1st Semester	下 2nd Semester	上 1st Semester	下 2nd Semester	
研究方法 RESEARCH METHODOLOGY	3	3				必修 Required
行銷管理研討 SEMINAR IN MARKETING MANAGEMENT	3	3				必修 Required
企業倫理 BUSINESS ETHICS	1					必修 Required
財務管理研討 SEMINAR IN FINANCIAL MANAGEMENT	3		3			必修 Required
論文 THESIS	0					必修 Required
經濟趨勢與策略管理 ECONOMIC TREND AND STRATEGIC MANAGEMENT	2	2				選修 Elective
商品促銷與市調策略 PROMOTION STRATEGY AND MARKET SURVEY	3	3				選修 Elective
行銷企劃與策略研究(英文授 課) MARKETING PLANNING AND STRATEGY	3	3				選修 Elective
跨國企業管理與行銷 TRANSNATIONAL ENTERPRISE MANAGEMENT AND MARKETING	3	3				選修 Elective
領導與團隊 LEADERSHIP AND TEAMWORK	3		3			選修 Elective
國際流通管理	3		3			選修 Elective

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INTERNATIONAL SUPPLY CHAIN MANAGEMENT						
國際經濟研究 STUDY OF INTERNATIONAL ECONOMY	3		3			選修 Elective
服務業行銷與經營 SERVICE MARKETING AND OPERATION	3		3			選修 Elective
國際行銷管理 INTERNATIONAL MARKETING MANAGEMENT	3		3			選修 Elective
國際商務談判 INTERNATIONAL NEGOTIATIONS	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1至4年

Years of Enrollment: 1 to 4 years.

二、必修學分數：10 學分(論文另計)

Required credits: 10 credits (Thesis is excluded).

三、選修學分數：14學分

Elective credits: 14 credits.

四、畢業學分數：24 學分(論文另計)

Total graduation credits: 24 credits at least (Thesis is excluded).