

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

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|---|------------------|---------------------------|-------------------|---------------------------|-------------------|----------------|
|   |                  | 上<br>1st Semester         | 下<br>2nd Semester | 上<br>1st Semester         | 下<br>2nd Semester |                |
| INTERNATIONAL SUPPLY<br>CHAIN MANAGEMENT        |                  |                           |                   |                           |                   |                |
| 國際經濟研究<br>STUDY OF INTERNATIONAL<br>ECONOMY     | 3                |                           | 3                 |                           |                   | 選修<br>Elective |
| 服務業行銷與經營<br>SERVICE MARKETING AND<br>OPERATION  | 3                |                           | 3                 |                           |                   | 選修<br>Elective |
| 國際行銷管理<br>INTERNATIONAL MARKETING<br>MANAGEMENT | 3                |                           | 3                 |                           |                   | 選修<br>Elective |
| 國際商務談判<br>INTERNATIONAL<br>NEGOTIATIONS         | 3                |                           | 3                 |                           |                   | 選修<br>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).