

Ming Chuan University Department of International Business Required and Elective Courses List for Executive Master's Program (Applicable to Students Entering in the 2026 Academic Year)

課程名稱				學分	時數	一年級		二年級		備註
						上	下	上	下	
院定必修	M3202	Business Ethics and Sustainability	企業倫理與永續發展	2	2			2		
	M3101	Marketing Management	行銷管理	3	3	3				
	M3102	Corporate Finance	公司理財	3	3	3				
	M3103	Human Resource Management	人力資源管理	3	3		3			
專業選修	88201	Business Research Method	研究方法	3	3		3			
	88203	Statistical Analysis	統計分析	3	3	3				
	88129	Management of Multinational Enterprise	國際企業管理	3	3		3			
	88211	Consumer Behavior	消費者行為	3	3		3			
	88212	Global Logistics Management	全球運籌管理	3	3		3			
	88123	Electronic Commerce and Internet Innovation Management	電子商務與網路創新管理	3	3		3			
	88360	Global Brand Management	全球品牌管理	3	3				3	
	88356	Relationship marketing	關係行銷	3	3				3	
	88224	Service Innovation Management and Marketing	服務創新管理與行銷	3	3			3		
	88225	International Business Communication	國際商務溝通	3	3	3				
	88226	Chinese Leadership and Organizational Management	華人領導與組織管理	3	3		3			
	88222	International Marketing Entry Strategy	國際市場進入策略	3	3		3			
	88355	Decision of Business Co-opetition	企業競合決策	3	3			3		
	88358	International Business Strategy	國際企業經營策略	3	3			3		
	88127	Business English Communication	商務英語溝通	3	3		3			
	88232	International Investment	國際投資	3	3		3			
	88125	International Financial Institutions and Markets Study	國際金融體系與市場專題	3	3	3				
	88331	International Mergers and Acquisitions Management	國際購併管理	3	3				3	
	88228	The Internet Finance	互聯網金融	3	3		3			
	88229	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3		3			
	88230	Electronic Commerce and Internet Marketing	電子網路行銷	3	3	3				
	88126	Leadership and Motivation	領導與激勵	3	3	3				
	88827	Management Theory	管理理論	3	3			3		
	88828	Strategy Management	策略管理	3	3			3		
總計	碩士論文			4						
	院定必修			11						
	系專業必修			0						
	系專業選修			22						

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合計	37						
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備註：

1. 本必選修科目表之選修課程，可追溯至 115 學年度以前入學學生適用。
2. 本系碩專班必須修滿及格總計達 37 學分以上，通過本校研究生學位考試規則規定之各項考試及符合本所碩士班研究生進修實施細則之規定，始可畢業。
3. 選修外所課程以 6 學分為限。未經所長於選課單上認簽之所選修課程，一律不列計畢業學分數。
4. 學生必須修畢必修與選修課程及格達 33 學分以上（不含碩士論文 4 學分），通過本校研究生學位考試規則規定之各項考試及本系專業基本能力檢定，始可畢業。
5. 學生於提計畫書口試前須符合本校學術倫理教育修業實施要點。
6. 在不影響課程銜接之前提下，並考量實際開課需求，選修科目得於原開設年級之上下學期對開。

Curriculum Framework Note:

1. The offering of elective courses is subject to changes. Students enrolled prior to this semester are eligible to take any newly added elective courses.
2. Students may take courses up to 6 credit hours outside the School of International Business. However, only those with the approval of either the dean or the advisor will be counted towards the required credit hours for the degree.
3. Students must complete a minimum of 33 credit hours required and elective courses (in addition to 4 credits graduation thesis), pass qualifying tests, and satisfy the requirements stipulated in the regulations for students in the MBA program prior to graduation.
4. Students should meet the requirements of Ming Chuan University Guidelines for Taking Academic Ethics Education Course prior applying for the Oral Examination for Thesis Plan.
5. Provided that course sequencing and continuity are not affected, and subject to actual course offerings, elective courses may be offered in either the first or second semester of their designated academic year.
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