

國立臺北商業大學國際商務系【國際行銷與運籌管理產業碩士專班】課程科目表（115年度春季班入學新生適用）												
Course List for Master of Industrial Graduate Program for International Marketing and Logistics Management, Department of International Business, College of Business, National Taipei University of Business												
(Applicable to Students Admitted in Spring, 2026)												
科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授 課 時 數 Contact Hour								備註 Remarks
				第一學年 AY 1				第二學年 AY 2				
				上 Fall		下 Spring		上 Fall		下 Spring		
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
專業必修 Core Course (Compulsory)	國際行銷與運籌管理講座 SEMINAR ON INTERNATIONAL MARKETING AND LOGISTICS MANAGEMENT	3	3	3								專業必修12學分 （不含論文）
	國際企業研究方法 RESEARCH METHODS IN INTERNATIONAL BUSINESS	3	3			3						
	統計方法與資料分析 STATISTICAL METHOD AND DATA ANALYSIS	3	3			3						
	國際企業經營策略 INTERNATIONAL BUSINESS STRATEGY	3	3					3				
	論文(一)(二) THESIS(1)(2)	(6)	(6)					(3)		(3)		
	合計 Subtotal	12	12	3		6		3		0		
	必修合計 Subtotal, Compulsory	12										
專業選修 Elective	創新管理 INNOVATION MANAGEMENT	2	2	2								
	數位與智慧行銷 DIGITAL AND SMART MARKETING	3	3	3								
	品牌策略與管理 BRAND STRATEGY AND MANAGEMENT	3	3	3								
	國際行銷與運籌法律實務 LEGAL PRACTICES IN INTERNATIONAL MARKETING AND LOGISTICS	2	2			2						
	顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	2	2			2						
	跨境電商與O2O CROSS-BORDER E-COMMERCE AND O2O	2	2			2						
	跨境電商經營專題 SPECIAL TOPICS IN CROSS-BORDER E-COMMERCE MANAGEMENT	2	2			2						
	合約及稅務法律風險專題研究 CONTRACT AND TAX LAW EXPOSURE RESEARCH PROJECT	2	2					2				
	數位貿易與ESG DIGITAL TRADE AND ESG	2	2					2				
	全球產業分析 GLOBAL INDUSTRY ANALYSIS	2	2					2				
	供應鏈管理 TOPICS OF LOGISTIC MANAGEMENT	3	3					3				
	智慧零售與 OMO INTELLIGENT RETAIL AND ONLINE MERGE OFFLINE	2	2					2				
	國際運籌與金物流 INTERNATIONAL LOGISTICS AND FINANCIAL FLOW	2	2					2				
	智慧零售與OMO SMART RETAIL AND OMO (ONLINE-MERGE-OFFLINE)	2	2					2				
	企業參訪 BUSINESS STUDY	1	1					1				116年暑假上課
	企業實習(一) CORPORATE INTERNSHIP COURSE(1)	2	2					2				
	企業實習(二) CORPORATE INTERNSHIP COURSE(2)	2	2							2		
	大數據分析 BIG DATA ANALYSE	3	3							3		
	國際商務談判與業績增進 INTERNATIONAL BUSINESS NEGOTIATION AND PERFORMANCE ENHANCEMENT	2	2							2		
	人工智慧與數位轉型 ARTIFICIAL INTELLIGENCE AND DIGITAL TRANSFORMATION	2	2							2		
合計 Subtotal	43	43	8	0	8	0	18	0	9	0		
選修合計 Subtotal, Elective (至少應修 Minimum of Electives Reqruied)	18											
畢業最低總學分數30 (不含畢業論文6學分，專業選修至少應修18學分) Total Number of Required Credits : 30 (6 credits for thesis are not included in the total number of required credits but a requirement for graduation. Minimum of electives required: 18 credits.)												

備註1: 最低畢業學分數：30學分(不含碩士論文6學分)，其中必修12學分、選修18學分。
Remark1: Minimum graduation credits: 30 credits (excluding 6 credits for master's thesis), of which 12 credits are compulsory and at least 18 elective credits are required.

備註2: 107學年度起入學之學生須依本校「研究生學術倫理教育實施要點」完成學術倫理教育相關課程達6小時以上，始得申請論文學位考試。
Remark2: According to the "Guidelines for Academic Research Ethics Education Course", students are required to complete the Research Ethics Education course (more than 6 hours) to apply for a dissertation exam.

備註3: 113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。
Remark3: Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.