

國立臺北商業大學碩士班國際商務系課程科目表（111學年度入學新生適用）
Course List for Master of Business Administration (MBA) - Department of International Business, National Taipei University of Business
(Applicable to Students Admitted in Fall, 2022)

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)	財務管理 FINANCIAL MANAGEMENT	3	3	3									
	行銷管理 Marketing management	3	3	3									
	國際經貿與管理專題 TOPICS ON INTERNATIONAL ECONOMICS AND MANAGEMENT	3	3	3									
	國際企業管理 International business management	3	3	3									
	亞洲經貿專題 TOPICS OF ECONOMY AND TRADE IN ASIA	3	3			3							
	國際企業經營策略 INTERNATIONAL BUSINESS STRATEGY	3	3					3					
	國際商務講座 INTERNATIONAL BUSINESS LECTURES	3	3							3			
	論文 Thesis	(6)	(6)					(3)		(3)			
合計 Subtotal		21	21	12	0	3	0	3	0	3	0		
必修合計 Subtotal, Compulsory			21										
	統計分析 INTRODUCTION TO STATISTICS	3	3	3									備註2 Remarks2
	個案研究方法 RESEARCH METHOD OF CASE STUDY	2	2	2									
	多變量分析 MULTIVARIATE DATA ANALYSIS	3	3			3							
	計量分析 ECONOMETRICS	3	3			3							
	國際行銷管理 INTERNATIONAL MARKETING MANAGEMENT	3	3			3							
	國際財務管理 INTERNATION FINANCIAL MANAGEMENT	3	3			3							
	海外市場進入策略 FOREIGN MARKET ENTRY STRATEGY	3	3			3							
	全球產業分析 GLOBAL INDUSTRY ANALYSIS	3	3			3							
	(國際)金融市場 INTERNATIONAL FINANCIAL MARKET	3	3			3							
	電子商業策略 ELECTCross-Border Ecommerce STRATEGY	3	3			3							
	網路服務創新設計與創業 INNOVATIVE DESIGN OF INTERNET SERVICE	2	2			2							
	品牌策略與管理 BRAND STRATEGY AND MANAGEMENT	3	3			3							

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專業選修 Elective	全球運籌管理 GLOBAL LOGISTICS MANAGEMENT	3	3					3						
	國際策略聯盟 INTERNATIONAL STRATEGY ALLIANCE	3	3					3						
	海外直接投資 Foreign direct investment	3	3					3						
	公司理財專題 SEMINAR ON CORPORATE FINANCE	3	3					3						
	國際金融投資 International Financial Investments	3	3					3						
	數位行銷 Digital Marketing	3	3					3						
	區域經貿專題 TOPICS OF REGIONAL ECONOMICS AND TRADE	3	3					3						
	服務行銷與管理 Service Marketing and Management	3	3					3						
	產業經濟 INDUSTRY ECONOMICS	3	3					3						
	衍生性金融商品 DERIVATIVES	3	3							3				
	國際企業專題研討 SEMINAR ON INTERNATIONAL BUSINESS	3	3							3				
	國際經貿組織 THE UNION OF INTERNATIONAL TRADE	3	3							3				
	固定收益證券 FIXED-INCOME INSTRUMENT	3	3							3				
	國際競爭研討 SEMINAR ON INTERNATIONAL COMPETITION	3	3							3				
	國際經貿法規 INTERNATIONAL TRADE LAW	3	3							3				
	國際商務專業(語文)證照	0	2									2		
	國際商務校外實習(一) International Business Intership1	1	1									1		備註5 Remarks5
	國際商務校外實習(二) International Business Intership2	2	2								2			
	國際商務校外實習(三) International Business Intership3	3	3								3			
	國際商務校外實習(四) International Business Intership4	4	4								4			
專題研究實習 PRACTICE OF TOPIC RESEARCH	(1)	1			1								不列入畢業學分 Not included in graduation credit requirements	
教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(1)	1			1									
教育專業實習 Practice of educational case study	(1)	1			1									

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	微學分 Micro Course	2										至多認列2學分 Maximum of 2 credits
	合計 Subtotal, Elective	91	94	5	3	29	0	27	0	18	12	
	選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)	18										
畢業最低總學分數39 (專業選修至少應修18學分) (不含畢業論文6學分) Total Number of Required Credits :39 (Minimum of Electives Required: 18 Credits)												

- 修課規定：
- 1.最低畢業學分數：39學分(不含碩士論文6學分)，其中必修21學分、至少須選修18學分；109學年度起入學之學生畢業學分可承認6學分跨所選修，且跨所選修學分不超過該學期選修學分的1/2。Minimum graduation credits: 39 credits (excluding 6 credits for master's thesis), of which 21 credits are compulsory and at least 18 elective credits are required. Students' graduation credits from the 109th academic year are recognized as 6 credits across the optional, and the trans-elected credits do not exceed 1/2 of the elective credits for the semester.
 - 2.「統計分析」、「多變量分析」、「計量分析」、「個案研究方法」4門研究方法課程，至少須選修2門(含)以上。
Students are required to take at least two of the three courses (Introduction to Statistics, Multivariate Data Analysis, Econometrics, Research Method of Case Study).
 - 3.新生於註冊學年度前三年內所修習與管理相關之研究所課程學分，成績達80分(含)以上者，准予抵免本所相關課程學分，由所長核定之。前項抵免學分以9學分為上限，且須於新生第一學年第一學期開學一週內辦理申請，逾時視同自動放棄，不得申請補辦。
Freshmen who have taken the credits of relevant institute courses in management within the first three years of the registered school year, with a score of 80 or more, are allowed to deduct the credits of the relevant courses of the institute, which shall be approved by the director. The credit in the preceding paragraph is limited to 9 credits, and applications must be processed within one week of the first semester of the freshman year. If it is overdue, no reapplication is allowed.
 - 4.依「國立臺北商業大學學生外國語言能力指標檢核要點」規定：自108學年度起入學之學生應通過相關校外外語能力指標檢定或修習每週2小時零學分之「英語訓練(畢輔)」課程，並通過校內英語檢定後始得畢業。檢定標準請詳閱該要點。
According to regulation of professional ability thresholds of the department for graduation, students who do not meet the requirements must take and pass credits of "Professional Certificate of International Business". Please refer to the requirement of the department.
 - 5.碩士班學生可認列校外實習學分最多四學分。Each student can take up to 4 credits of off-campus internships.
 - 6.107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。
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.
 - 7.109學年度起入學之學生須於於國內、外研討會親臨發表論文後始得畢業。
Students enrolled in the 109th academic year must graduate after publishing their master papers in person at domestic or foreign seminars.
 - 8.本課程科目表經111年4月7日110學年度第2學期第1次教務會議審議通過，適用111學年度入學新生。
The course list is approved by the 2nd Council of Academic Affairs on MAY/14/2020, which is applicable for the student of Academic Year 2020.