

國立臺北商業大學【碩士班】國際商務系碩士班 課程科目表（115學年度入學新生適用）

Course List for Master of Business Administration (MBA) - Department of International Business, School of International Marketing, National Taipei University of Business  
(Applicable to Students Admitted in Fall, 2026)

| 科目類別<br>Category                                                                                                        | 科目名稱<br>Course Title                                          | 學分數<br>Credit | 時數<br>Hour | 授 課 時 數<br>Contact Hour |                |               |                |               |                |               |                | 備註<br>Remarks                                                                         |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------|------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------------------------------------------------------------------------------|
|                                                                                                                         |                                                               |               |            | 第一學年 AY 1               |                |               |                | 第二學年 AY 2     |                |               |                |                                                                                       |
|                                                                                                                         |                                                               |               |            | 上<br>Fall               |                | 下<br>Spring   |                | 上<br>Fall     |                | 下<br>Spring   |                |                                                                                       |
|                                                                                                                         |                                                               |               |            | 授課<br>Lecture           | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice |                                                                                       |
| 專業必修<br>Core Course<br>(Compulsory)                                                                                     | 財務管理<br>FINANCIAL MANAGEMENT                                  | 3             | 3          | 3                       |                |               |                |               |                |               |                | 專業必修21學分<br>Core Course required: 21Credits<br>(不含論文)<br>(excluding thesis 6 credits) |
|                                                                                                                         | 行銷管理<br>Marketing management                                  | 3             | 3          | 3                       |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 國際經貿與管理專題<br>TOPICS ON INTERNATIONAL ECONOMICS AND MANAGEMENT | 3             | 3          | 3                       |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 國際企業管理<br>International business management                   | 3             | 3          | 3                       |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 亞洲經貿專題<br>TOPICS OF ECONOMY AND TRADE IN ASIA                 | 3             | 3          |                         |                | 3             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 國際企業經營策略<br>INTERNATIONAL BUSINESS STRATEGY                   | 3             | 3          |                         |                |               |                | 3             |                |               |                |                                                                                       |
|                                                                                                                         | 國際商務講座<br>INTERNATIONAL BUSINESS LECTURES                     | 3             | 3          |                         |                |               |                |               |                | 3             |                |                                                                                       |
|                                                                                                                         | 論文<br>Thesis                                                  | (6)           | (6)        |                         |                |               |                | (3)           |                | (3)           |                |                                                                                       |
|                                                                                                                         | 合計<br>Subtotal                                                | 21            | 21         | 12                      | 0              | 3             | 0              | 3             | 0              | 3             | 0              |                                                                                       |
| 必修合計<br>Subtotal, Compulsory                                                                                            |                                                               | 21            |            |                         |                |               |                |               |                |               |                |                                                                                       |
| 專業選修<br>Elective                                                                                                        | 統計分析<br>INTRODUCTION TO STATISTICS                            | 2             | 2          | 2                       |                |               |                |               |                |               |                | 備註2 Remarks2                                                                          |
|                                                                                                                         | 個案研究方法<br>RESEARCH METHOD OF CASE STUDY                       | 2             | 2          | 2                       |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 多變量分析<br>MULTIVARIATE DATA ANALYSIS                           | 2             | 2          |                         |                | 2             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 計量分析<br>ECONOMETRICS                                          | 2             | 2          |                         |                | 2             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 國際行銷管理<br>INTERNATIONAL MARKETING MANAGEMENT                  | 2             | 2          |                         |                | 2             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 海外市場進入策略<br>FOREIGN MARKET ENTRY STRATEGY                     | 2             | 2          |                         |                | 2             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | (國際)金融市場 INTERNATIONAL FINANCIAL MARKET                       | 2             | 2          |                         |                | 2             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 品牌策略與管理 BRAND STRATEGY AND MANAGEMENT                         | 2             | 2          |                         |                | 2             |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 全球運籌管理<br>GLOBAL LOGISTICS MANAGEMENT                         | 2             | 2          |                         |                |               |                | 2             |                |               |                |                                                                                       |
|                                                                                                                         | 海外直接投資<br>Foreign direct investment                           | 2             | 2          |                         |                |               |                | 2             |                |               |                |                                                                                       |
|                                                                                                                         | 國際金融投資<br>International Financial Investments                 | 2             | 2          |                         |                |               |                | 2             |                |               |                |                                                                                       |
|                                                                                                                         | 服務行銷與管理<br>Service Marketing and Management                   | 2             | 2          |                         |                |               |                | 2             |                |               |                |                                                                                       |
|                                                                                                                         | 校外實習-國際商務校外實習(1)<br>International Business Intership (1)      | [1]           | [1]        |                         |                |               |                |               |                |               |                | 備註5 Remarks5                                                                          |
|                                                                                                                         | 校外實習-國際商務校外實習(2)<br>International Business Intership (2)      | [2]           | [2]        |                         |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 校外實習-國際商務校外實習(3)<br>International Business Intership (4)      | [3]           | [3]        |                         |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 校外實習-國際商務校外實習(4)<br>International Business Intership (4)      | [4]           | [4]        |                         |                |               |                |               |                |               |                |                                                                                       |
|                                                                                                                         | 微學分<br>Micro Course                                           | [2]           |            |                         |                |               |                |               |                |               |                | 至多認列2學分<br>Maximum of 2 credits                                                       |
|                                                                                                                         | 合計<br>Subtotal, Elective                                      | 24            | 24         | 4                       | 0              | 12            | 0              | 8             | 0              | 0             | 0              |                                                                                       |
| 選修合計 Subtotal, Elective<br>(至少應修 Minimum of Electives Requried)                                                         |                                                               | 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）<br>Total Number of Required Credits :39 (Minimum of Electives Required: 18 Credits) |                                                               |               |            |                         |                |               |                |               |                |               |                |                                                                                       |

本課程科目表經115年6月8日校級課程委員會議通過，適用一一五學年度入學新生。  
Approved by the School-level Curriculum Committee on June 8, 2026.

修課規定：

備註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。

Remark 1: 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.

備註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。

Remark 2: Students are required to take at least two of the three courses ( Introduction to Statistics, Multivariate Data Analysis, Econometrics, Research Method of Case Study).

備註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。

Remark 3: 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.

備註4 依本校「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。

Remark 4: 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.

備註5: 115學年度入學之學生至多採計4學分之校外實習課程學分。校外實習每1學分應達之時數依本校校外實習相關規定辦理。

Remark 5: Students admitted from the 2026 academic year may include up to 4 credits from off-campus internship courses in their graduation requirements. The number of hours required for each credit of off-campus internship shall be handled in accordance with the school's relevant regulations for off-campus internships.

備註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。

Remark 6: 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。

Remark 7: Students enrolled in the 109th academic year must graduate after publishing their master papers in person at domestic or foreign seminars.

備註8: 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。

Remark8: 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.

備註9: 本課程科目表經115年6月8日114學年度第2學期第2次校課程委員會議審議通過，適用115學年度入學新生。

Remark9: The course list is approved by the 2th Counsil of School-level Curriculum Committeeon on JUNE/8/2026.