

元培醫事科技大學 112 學年度 入學生開課科目表  
Yuanpei University of Medical Technology 2023 Curriculum  
碩士日間部 企業管理系企業管理組碩士班  
Master Program Business Administration(Business Administration)

製表日期：114/05/05 15:26:01

Date of tabulation：2025/05/05 15:26:01

| 第一學年(2023) |                                             |                 |                 |                  |          |          | 第二學年(2024)      |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|------------|---------------------------------------------|-----------------|-----------------|------------------|----------|----------|-----------------|-----------------|-----------------------------------------------------|------------------|----------|----------|-----------------|-----------------|-----------------|------------------|----------|----------|-----------------|-----------------|-----------------|------------------|----------|----------|-----------------|-----------------|-----------------|------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 課程<br>領域   | 科目名稱<br>subject                             | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd                                     | 暑期<br>sum<br>mer |          | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域 |          |          |          |          |          |          |          |          |
|            |                                             | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |          |                 | 學分<br>Cr        | 堂數<br>Hr                                            | 學分<br>Cr         | 堂數<br>Hr |          |                 | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |          |                 | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |          |                 | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |          | 學分<br>Cr | 堂數<br>Hr | 學分<br>Cr | 堂數<br>Hr | 學分<br>Cr | 堂數<br>Hr | 學分<br>Cr | 堂數<br>Hr |
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| B          | 英文寫作(一)<br>Writing (I)                      | 2               | 2               |                  |          |          |                 | C               | 大數據分析<br>Big data analysis                          | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| B          | 管理實務講座(一)<br>Management Practice(I)         | 1               | 1               |                  |          |          |                 | C               | 市場調查<br>Market Survey                               | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 行銷管理<br>Marketing Management                | 3               | 3               |                  |          |          |                 | C               | 科技管理<br>Management of Technology                    | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 作業研究<br>Operation Research                  | 3               | 3               |                  |          |          |                 | C               | 書報討論<br>Seminar                                     | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 服務管理<br>Service Manage                      | 2               | 2               |                  |          |          |                 | C               | 國際人力資源管理<br>International Human Resource Management | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 知識管理<br>Knowledge Management                | 3               | 3               |                  |          |          |                 | C               | 國際財務管理<br>International Financial Management        | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 財務管理<br>Financial Management                | 3               | 3               |                  |          |          |                 | C               | 創業管理<br>Entrepreneurial Management                  | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 產業政策<br>Industrial Policy                   | 3               | 3               |                  |          |          |                 | C               | 電子商務經營策略<br>E-Commerce                              | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 組織行為<br>Organizational Behavior             | 3               | 3               |                  |          |          |                 | C               | 領導理論與實務<br>Leadership Theory and Practice           | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 統計分析應用<br>Statistical analysis applications | 3               | 3               |                  |          |          |                 | C               | 整合行銷傳播<br>Integrated Marketing Communications       | 3                | 3        |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 策略管理<br>Strategy Management                 | 3               | 3               |                  |          |          |                 | B               | 碩士論文<br>Thesis                                      |                  | 6        | 6        |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
| C          | 管理個案研討<br>Management Case Study             | 3               | 3               |                  |          |          |                 | C               | 全球產業競爭分析<br>Global Technology Competetive Analysis  |                  | 3        | 3        |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |
|            |                                             |                 |                 |                  |          |          |                 |                 |                                                     |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |                 |                 |                 |                  |          |          |          |          |          |          |          |          |          |          |

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| 第一學年(2023) |                                                            |                 |                 |                  |          | 第二學年(2024)                                                |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|------------|------------------------------------------------------------|-----------------|-----------------|------------------|----------|-----------------------------------------------------------|-----------------|-----------------|------------------|----------|-----------------|-----------------|-----------------|------------------|----------|-----------------|-----------------|-----------------|------------------|----------|-----------------|-----------------|-----------------|
| 課程<br>領域   | 科目名稱<br>subject                                            | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer | 課程<br>領域 | 科目名稱<br>subject                                           | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer | 課程<br>領域 | 科目名稱<br>subject | 第一<br>學期<br>1st | 第二<br>學期<br>2nd |
|            |                                                            | 學<br>分<br>Cr    | 堂<br>數<br>Hr    | 學<br>分<br>Cr     |          |                                                           | 學<br>分<br>Cr    | 堂<br>數<br>Hr    | 學<br>分<br>Cr     |          |                 | 學<br>分<br>Cr    | 堂<br>數<br>Hr    | 學<br>分<br>Cr     |          |                 | 學<br>分<br>Cr    | 堂<br>數<br>Hr    | 學<br>分<br>Cr     |          |                 | 學<br>分<br>Cr    | 堂<br>數<br>Hr    |
| B          | 研究方法<br>Research Methods                                   |                 |                 | 3 3              | C        | 供應鏈管理<br>Supply Chain Management                          |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| B          | 英文寫作(二)<br>Writing (II)                                    |                 |                 | 2 2              | C        | 財務資訊管理<br>Financial Information Management                |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| B          | 管理實務講座(二)<br>Management Practice (II)                      |                 |                 | 1 1              | C        | 溝通與談判<br>Communication and Negotiations                   |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 人力資源管理<br>Human Resources Management                       |                 |                 | 3 3              | C        | 管理專題<br>Management Project                                |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 生產與作業管理<br>Production and Operations<br>Management         |                 |                 | 3 3              | C        | 廣告與公關管理<br>Advertising and Public Relations<br>Management |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 全球電子化企業營運管理<br>Global e-Business Operational<br>management |                 |                 | 3 3              | C        | 數位行銷管理<br>Digital Marketing Management                    |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 多變量分析<br>Multivariate Analysis                             |                 |                 | 3 3              | C        | 績效評估與管理<br>Management in Performance Appraisal            |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 投資學<br>Investment                                          |                 |                 | 3 3              | C        | 顧客關係管理<br>Customer Relationship Management                |                 | 3 3             |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 消費者行為<br>Consumer Behavior                                 |                 |                 | 3 3              |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 國際行銷管理<br>International Marketing Management               |                 |                 | 3 3              |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 專案管理實務<br>Project Management Practice                      |                 |                 | 3 3              |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
| C          | 創新管理<br>Innovation Management                              |                 |                 | 3 3              |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |
|            |                                                            |                 |                 |                  |          |                                                           |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |                  |          |                 |                 |                 |

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|------------|-----------------|--|-----------------|-----------------|------------------|----------|------------|-----------------|--|-----------------|-----------------|------------------|----------|----------|-----------------|---|-----------------|-----------------|------------------|----------|----------|-----------------|--|-----------------|-----------------|---|---|---|
| 課程<br>領域   | 科目名稱<br>subject |  | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域   | 科目名稱<br>subject |  | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域 | 科目名稱<br>subject |   | 第一<br>學期<br>1st | 第二<br>學期<br>2nd | 暑期<br>sum<br>mer |          | 課程<br>領域 | 科目名稱<br>subject |  | 第一<br>學期<br>1st | 第二<br>學期<br>2nd |   |   |   |
|            |                 |  | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |            |                 |  | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |          |                 |   | 學分<br>Cr        | 堂數<br>Hr        | 學分<br>Cr         | 堂數<br>Hr |          |                 |  | 學分<br>Cr        | 堂數<br>Hr        |   |   |   |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |
|            | 合 計 Total       |  | 32              | 32              | 36               | 36       | 0          | 0               |  | 合 計 Total       | 30              | 30               | 33       | 33       | 0               | 0 |                 | 合 計 Total       | 0                | 0        | 0        | 0               |  | 合 計 Total       | 0               | 0 | 0 | 0 |
|            |                 |  |                 |                 |                  |          |            |                 |  |                 |                 |                  |          |          |                 |   |                 |                 |                  |          |          |                 |  |                 |                 |   |   |   |

|                  |                                                                                                                                                                                                                                   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 修<br>業<br>規<br>定 | 【畢業應至少應修34學分】                                                                                                                                                                                                                     |
|                  | (一)B專業必修共15學分。                                                                                                                                                                                                                    |
|                  | (二)C專業選修共19學分。凡修習同學制同系之專業選修課程，得列入專業選修應修學分數中。                                                                                                                                                                                      |
|                  | (三)碩士生經申請並獲系主任核可，方得跨所選課認為選修學分，至多承認2門課程。                                                                                                                                                                                           |
|                  | (四)碩士班學生須至「臺灣學術倫理教育資源中心」平台修習本課程，並通過課程總測驗成績達及格標準，即可線上取得修課證明，方得申請學位考試。                                                                                                                                                              |
|                  | (五)先修課程:經濟學、會計學、統計學、管理學(四擇二) 先修課程抵免辦法:該課程需為大學部以上學分且成績為70分以上者。<經112.03.10校課程委員會議通過><經112.03.28校課程委員會議通過>                                                                                                                           |
|                  | 【Total Graduation Requirement: 34 credits】                                                                                                                                                                                        |
|                  | (1) B. Major Core Courses: 15 credits.                                                                                                                                                                                            |
|                  | (2) C. Major Electives Courses : 19 credits. Elective courses taken within the same department and academic program may be counted towards the required elective credits.                                                         |
|                  | (3)With the approval of the department chair upon application, up to 2 courses from other departments may be recognized as elective credits.                                                                                      |
|                  | (4) Students must complete the required course on Taiwan Academic Ethics Education Resource Center platform, pass the final assessment, and obtain an online course certificate before they can apply for the degree examination. |
|                  | (5) Preparatory Courses: Economics, Accounting, Statistics, Management (choose two out of four). Prerequisite course waiver policy: The course must be from the undergraduate level or higher, with a score of 70 or above.       |
|                  | <Approved by the University Curriculum Committee on 2023.03.10 and 2023.03.28.>                                                                                                                                                   |