

淡江大學國際企業學系碩士班
Master's Program, Department of International Business, Tamkang University
111 學年度入學新生起必選修科目表
111 Academic Year Freshman Course Planning Table

科目名稱 Subjects	學分數 Credit(s)	第 1 學年 1st Academic Year		第 2 學年 2nd Academic Year		備 註 Note
		上 1st Semester	下 2nd Semester	上 1st Semester	下 2nd Semester	
研究方法 RESEARCH METHODOLOGY	3	3				必修 Required
行銷管理研討 SEMINAR IN MARKETING MANAGEMENT	3	3				必修 Required
企業倫理 BUSINESS ETHICS	1					必修 Required
財務管理研討 SEMINAR IN FINANCIAL MANAGEMENT	3		3			必修 Required
論文 THESIS	0					必修 Required
跨國企業管理與行銷 TRANSNATIONAL ENTERPRISE MANAGEMENT AND MARKETING	3	3				選修 Elective
商品促銷與市調策略 PROMOTION STRATEGY AND MARKET SURVEY	3	3				選修 Elective
國際商務談判 INTERNATIONAL NEGOTIATIONS	3	3				選修 Elective
國際經濟與企業 ENTERPRISE IN GLOBAL ECONOMY	3	3				選修 Elective
國際行銷管理 INTERNATIONAL MARKETING MANAGEMENT	3	3				選修 Elective
行銷企劃與策略研究 (英文授課) MARKETING PLANNING AND	3	3				選修 Elective

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STRATEGY						
經濟趨勢與策略管理 ECONOMIC TREND AND STRATEGIC MANAGEMENT	2	2				選修 Elective
領導與團隊 LEADERSHIP AND TEAMWORK	3		3			選修 Elective
國際經濟研究 STUDY OF INTERNATIONAL ECONOMY	3		3			選修 Elective
國際流通管理 INTERNATIONAL SUPPLY CHAIN MANAGEMENT	3		3			選修 Elective
服務業行銷與經營 SERVICE MARKETING AND OPERATION	3		3			選修 Elective
全球產業趨勢與分析 GLOBAL INDUSTRY TREND AND ANALYSIS	3	3				選修 Elective

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*選修課依每年實際開課情形為準。

* Elective subjects are based on the actual course announcement of each academic year.

一、修業年限：修業 1 至 4 年

Years of Enrollment: 1 to 4 years.

二、必修學分數：10 學分(論文另計)

Required credits: 10 credits (Thesis is excluded).

三、選修學分數：29學分

Elective credits: 29 credits.

四、畢業學分數：39 學分(論文另計)

Total graduation credits: 39 credits at least (Thesis is excluded).