

| 國立臺北商業大學【碩士在職專班】企業管理系碩士在職專班課程科目表（115學年度入學乙班新生適用）                                                                                                                                                                                           |                                                                        |                                                                   |               |            |                         |                |               |                |               |                |               |                |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------------------|---------------|------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|
| Course List for Executive Master of Business Administration (EMBA), Department of Business Administration, College of Business, National Taipei University of Business                                                                     |                                                                        |                                                                   |               |            |                         |                |               |                |               |                |               |                |               |
| (Applicable to Students Admitted in Fall,Meets every Monday to Friday evenings, Class B , 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)                                                                                                                                                                                                        | 企業永續發展與管理專題<br>CORPORATE SUSTAINABLE DEVELOPMENT AND MANAGEMENT TOPICS |                                                                   | 3             | 3          | 3                       |                |               |                |               |                |               |                |               |
|                                                                                                                                                                                                                                            | 統計方法與資料分析<br>STATISTICAL METHODS AND DATA ANALYSIS                     |                                                                   | 3             | 3          | 3                       |                |               |                |               |                |               |                |               |
|                                                                                                                                                                                                                                            | 管理實務講座(一)<br>GLOBAL MANAGEMENT FORUM (I)                               |                                                                   | 2             | 2          |                         |                | 2             |                |               |                |               |                |               |
|                                                                                                                                                                                                                                            | 企業研究方法<br>BUSINESS RESEARCH METHOD                                     |                                                                   | 3             | 3          |                         |                | 3             |                |               |                |               |                |               |
|                                                                                                                                                                                                                                            | 人工智慧與應用<br>ARTIFICIAL INTELLIGENCE AND APPLICATIONS                    |                                                                   | 3             | 3          |                         |                | 3             |                |               |                |               |                | 程式設計導入之課程     |
|                                                                                                                                                                                                                                            | 管理實務講座(二)<br>GLOBAL MANAGEMENT FORUM (II)                              |                                                                   | 2             | 2          |                         |                |               |                |               |                | 2             |                |               |
|                                                                                                                                                                                                                                            | 海外企業參訪<br>OVERSEAS STUDY                                               |                                                                   | 2             | 2          |                         |                |               |                |               |                |               | 2              |               |
|                                                                                                                                                                                                                                            | 論文<br>THESIS                                                           |                                                                   | (6)           | (6)        |                         |                |               |                | (3)           |                | (3)           |                |               |
|                                                                                                                                                                                                                                            | 合計<br>Subtotal                                                         |                                                                   | 18            | 18         | 6                       | 0              | 8             | 0              | 0             | 0              | 2             | 2              |               |
| 商務創新與管理                                                                                                                                                                                                                                    | 選修<br>Elective                                                         | 顧客關係管理專題<br>CUSTOMER RELATION MANAGEMENT                          | 3             | 3          | 3                       |                |               |                |               |                |               |                |               |
|                                                                                                                                                                                                                                            |                                                                        | 行銷管理專題<br>MARKETING MANAGEMNT                                     | 3             | 3          | 3                       |                |               |                |               |                |               |                |               |
|                                                                                                                                                                                                                                            |                                                                        | 數位商務與管理<br>DIGITAL BUSINESS AND MANAGEMENT                        | 3             | 3          |                         |                |               |                | 3             |                |               |                |               |
|                                                                                                                                                                                                                                            |                                                                        | 商務品牌管理<br>BUSINESS BRAND MANAGEMENT                               | 3             | 3          |                         |                |               |                | 3             |                |               |                |               |
|                                                                                                                                                                                                                                            |                                                                        | 數位轉型與商模創新<br>DIGITAL TRANSFORMATION AND INNOVATIVE BUSINESS MODEL | 3             | 3          |                         |                |               |                |               |                | 3             |                |               |
|                                                                                                                                                                                                                                            |                                                                        | 創新與創業管理<br>MANAGEMENT OF CREATIVITY AND ENTERPRISE                | 3             | 3          |                         |                |               |                |               |                | 3             |                |               |
|                                                                                                                                                                                                                                            |                                                                        | 合計<br>Subtotal, Elective                                          |               | 30         | 30                      | 9              | 0             | 3              | 0             | 12             | 0             | 6              | 0             |
| 選修合計 Subtotal, Elective<br>(至少應修 Minimum of Electives Reqruiod)                                                                                                                                                                            |                                                                        | 22                                                                |               |            |                         |                |               |                |               |                |               |                |               |
| 畢業最低總學分數 40（不含畢業論文6學分，專業選修至少應修22學分）<br>Total Number of Required Credits：40<br>(6 credits for thesis are not included in the total number of required credits but a requirement for graduation., Minimum of Electives Reqruiod: 22 Credits) |                                                                        |                                                                   |               |            |                         |                |               |                |               |                |               |                |               |

備註1：EMBA班先修科目為管理學、統計學(於碩士、碩士學分班、大學、二專或五專修滿2學分，且分數達70分以上)，未修或少修該科目學分者，需至本校日間部或進修學制之學院部開設之基礎課程補修，且不列入畢業學分；其餘相關規定以本系(所)EMBA班基礎課程抵免實施要點為準。

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：專業選修課程得視實際情況調整開課學期學年別。  
Remark3: The elective courses may be rescheduled to a different semester .

備註4: 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。  
Remark4: 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.