東吳大學 商學院 EMBA 高階經營碩士在職專班必選修科目表

Executive Master of Business Administration Program, School of Business, Soochow University Curriculum Design

(適用114學年度一年級入學新生)

					(Ann	liaabl	a to S	•	-	•		一年級入学新生) cadamia Vaar 2025
				第 一	(Appl 學年		<i>e 10 S</i> 學年	第三學年		第四學年		cademic Year 2025)
N D A W			0 45	First		Second		Third		Fourth		/t. ++
科 目 名 稱		election	學 Credits	上	下	上下		上下		上下		備 註
	Subjest	医 医 Belections	罗万		2nd	上 1st	2nd		2nd	1st	2nd	Remark
	T			1st	ZIIG	181	ZIIG	1st	ZIIU	181	ZIIG	
共同义修 General Require Courses	團隊發展	必	1	1	0							暑假上課
eral Req	TEAM DEVELOPMENT	Required	ired 1	1	U							Summer Course
equi												
lire Cou	論文	必	0			0	0					
ours 113	THESIS	Required	U			U	U					
es	ali ma A alle i a da mane											吐回人坐四 加韦压
	跨國企業研究專題(一)	必	2	0	2							跨國企業研究專題(一)、跨國企業研
	SEMINAR ON GLOBAL BUSINESS (I)	Required										究專題(二)及跨國
D	跨國企業研究專題(二)	必	2	0	2							企業研究專題
ivis	SEMINAR ON GLOBAL BUSINESS (II)	Required		Ů								(三),三門課最多
ion	跨國企業研究專題(三)	必	2			2	0					共採計4學分為畢
of l	SEMINAR ON GLOBAL BUSINESS (III)	Required					U					業學分,其中最多
Bus	創新與創業	必	2	2	0							一門課可作為必修
ineg 經	INNOVATION AND ENTREPRENEURSHIP	Required	2		U							學分,其餘可作為
ss Adminis	管理會計及財報分析	理會計及財報分析										選修學分。
dn 管	MANAGERIAL ACCOUNTING AND	必	2	2	0							SEMINAR ON GLOBAL BUSINESS
l lis 玛		Required										(I) \(\cdot(\text{II})\cdot\) can be
trati		必	2	2	0							recognized for a
tion R	CORPORATE SOCIAL RESPONSIBILITY	Required	2		U							maximum of 4 credits. At most one course
Rec 19	行銷策略與服務管理	v										will be recognized in
Ti	MARKETING STRATEGY AND SERVICE	必	2	0	2							the graduation
ed (MANAGEMENT	Required										requirements, and the rest will be recognized
經學管理級必修 Division of Business Administration Required Courses	經營策略與領導	必	2	0	2							in the Elective credits.
rses	BUSINESS STRATEGY AND LEADERSHIP	Required 必		U								
	談判理論與實務											7選4
	THEORIES AND PRACTICES OF	Required	2	0	2							At least 4 courses
	NEGOTIATION	Kequired										should be selected.
	跨國企業研究專題(一)	必	2	0	2							跨國企業研究專題
	SEMINARS ON GLOBAL BUSINESS (I)	Required		Ü								(一)、跨國企業研
	跨國企業研究專題(二)	必	2	0	2							究專題(二)及跨國 企業研究專題
	SEMINARS ON GLOBAL BUSINESS (II)	Required		Ü								(三),三門課最多
	跨國企業研究專題(三)	必	2			2	0					共採計4學分為畢
	SEMINARS ON GLOBAL BUSINESS (III)	Required					U					業學分,其中最多
	社群網路分析與專案管理	v										一門課可作為必修
)ivi	SOCIAL MEDIA ANALYTICS AND	必 Danimat	2	2	0							學分,其餘可作為
sion	PRJECT MANAGEMENT	Required										選修學分。
Division of		必	2	2	0							SEMINAR ON GLOBAL BUSINESS
Dig		Required	2	2	0							(I) \(\cdot(\text{II})\cdot\) can be
gital												recognized for a
日担組		必	2	2	0							maximum of 4 credits. At most one course
ansi 火	TRANSFORMATION AND	Required		_								will be recognized in
Digital Transformation												the graduation requirements, and the
nati	雲端服務與大數據分析	必	_									rest will be recognized
on	CLOUD SERVICE AND BIG DATA	Required	2	2	0							in the Elective credits.
	ANALYSIS						-				-	T yer 4
	數位經濟與市場競爭	必	2	0	2							7選4 At least 4 courses
	DIGITAL ECONOMIC AND MARKET	Required		U								should be selected.
	COMPETITION											1
	數位行銷與商業策略	必	2	0	2							
	DIGITAL MARKETING AND BUSINESS	Required		U								
	STRATEGY											

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Executive Master of Business Administration Program, School of Business, Soochow University Curriculum Design

(適用114學年度一年級入學新生)

(Applicable to	Students Admitted	l in Academic	Year 2025
(πυυιιταυιε ισ	мишень линие	і ін Асиценііс	1601 2023

科 目 名 稱 Subjest				第一學年		第二學年		第三學年					
		選別 Selections	Q 283		rst		ond		ird	Fourth		供計	
			red 学					t				備註	
			学 Credits	上	下	上	下	1 1 1		上	下	Remark	
		S		1st	2nd	1st	2nd	1st	2nd	1st	2nd		
	跨國企業研究專題(一)	必	_		_							跨國企業研究專題	
	SEMINARS ON GLOBAL BUSINESS (I)	Required	2	0	2							(一)、跨國企業研	
												究專題(二)及跨國	
	跨國企業研究專題(二)	必	2	0	2							企業研究專題	
	SEMINARS ON GLOBAL BUSINESS (II)	Required		Ů								(三),三門課最多	
	跨國企業研究專題(三)	必	2			2	_					共採計4學分為畢	
	SEMINARS ON GLOBAL BUSINESS (III)	Required				2	0					業學分,其中最多	
) <u>.</u> 1√1.	AI與智慧物流應用	必										一門課可作為必修	
sio	AI LOGISTICS PROJECT	-	2	2	0							學分,其餘可作為	
n o		Required										選修學分。	
f S ₁	資安與 AIoT 智慧聯網應用專題	必	_									SEMINAR ON	
nar 彗	CYBERSECURITYAND AIoT SMART	Required	2	2	0							GLOBAL	
t L 物	APPLICATIONS SEMINAR	required										BUSINESS (I)	
Smart Logist	問題求解與決策分析	.,										(II) \(\cdot(\text{III})\) can be	
stics 組	PROBLEM SOLVING AND DECISION	必	2	2	0							recognized for a	
s Re	ANALYSIS	Required										maximum of 4	
equ /s												credits. At most one	
quire	DESIGN	必	2	_	2							course will be	
d C		Required	2	0	2							recognized in the	
lou		1										graduation	
Division of Smart Logistics Required Courses	物流與運輸業經營管理研討	.,										requirements, and	
S	SEMINAR ON PRACTICS OF LOGISTICS	必	2	0	2							the rest will be	
	AND TRANSPORTATION INDUSTRY	Required										recognized in the	
												Elective credits.	
	企業經營商業模式	.,											
	BUSINESS MODEL FOR ENTERPRISE OPERATION	必 Required	2	0	2							7選4	
												At least 4 courses	
												should be selected.	
	數位轉型管理講堂 MANAGEMENT LECTURES ON DIGITAL TRANSFORMATION											精選課程	
		選	1	1	0							暑假上課	
		Elective		1								Featured Courses	
	TRANSFORMATION											Summer Lecture	
	孫運璿講堂	選										精選課程	
		_	1	1	0							Featured Courses	
	SUN YUN-SUAN LECTURES	Elective											
	企業永續發展論壇											精選課程	
	SEMINARS ON BUSINESS	選	1	1	0							暑假上課	
		Elective	1	1								Featured Courses	
	SUSTAINABILITY DEVELOPMENT											Summer Lecture	
l _m												精選課程	
lec :	財經政策論壇	選										暑假上課	
H Xi 及	FINANCIAL AND ECONOMIC POLICY	_	1			1	0					Featured Courses	
e 修	FORUM	Elective											
選修課程												Summer Lecture	
'ses 程	bt and I be do be a											精選課程	
-	管理決策與執行力 MANAGERIAL	選	1			1	0					暑假上課	
	DECISIONS AND EXECUTION	Elective	1			1						Featured Courses	
												Summer Lecture	
												精選課程	
	智慧物流與供應鏈管理講堂	選										暑假上課	
	INTELLIGENT LOGISTICS AND SUPPLY	Elective	1			1	0					Featured Courses	
	CHAIN MANAGEMENT SEMINAR	Elective										Summer Lecture	
	19 9 1- 1- 13	. 1977										Summer Lecture	
	綠色經濟學	選	2	2	0								
	GREEN ECONOMIC THEORY	Elective			Ľ								
	美學與創意	選	2	2	0								
	AESTHETICS AND CREATIVITY	Elective	2	2	0								
1		2.000170	l	l	1	L	L	I	L	I	ı	1	

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(Applicable to	Students	Admitted	in Acaa	lemic 1	Year	2025

科 目 名 稱 Subjest		Selections	Credits	第一學年						第四學年		
					rst		ond	Th		For		備 註 Remark
				上	下	上	下	上	下	上	下	
z ez gest)ns	8 7	1st	2nd		2nd	1st	2nd	1st	2nd	2102224
經營者身心健康風險	經營者身心健康風險管理											
MANAGER'S PHYSICAL	•	選	2	2	0							
HEALTH RISK MANAGE		Elective										
企業研究方法		選	1	1	0							
	BUSINESS RESEARCH METHODS		1	1	0							
跨文化管理		選	2		2							
	JLTURAL MANAGEMENT			0	2							
統計與決策分析		選	2	Λ	2							
DESIGNATED TOPIC CO	UNSELING	Elective	2	0	2							
全球競爭分析		選	2	0	2							
GLOBAL COMPETITION	ANALYSIS	Elective	2	0	2							
設計思考與個案實行	<u> </u>	、肥										
DESIGN THINKING AND	CASE	選 Elective	2	0	2							
IMPEMENTATION		Elective										
科學與文化		選	1	0	1							
SCIENCE AND CULTURE	<u> </u>	Elective	1		1							
企業績效評估之方法	去與軟體應用	. 1717										
BUSINESS PERFORMANO		選	1	0	1							
EVALUATION:METHOD PRACTICE	AND SOFTWARE	Elective										
論文寫作指導		選										
THESIS WRITING		Elective	1	0	1							
國際行銷與品牌												
回示1] 夠要品牌 INTERNATIONAL MARKETING AND BRAND MANAGEMENT		選 Elective	2			2	0					
企業與法律	企業與法律		2			2	0					
BUSINESS AND LAW		選 Elective				2	U					
總體財經發展趨勢身	與分析	選 Elective	2									
THE ANALYSIS OF TREN	NDS OF					2	0	0				
MACROECONOMIC AND		Elective										
資安監理與風險管理	里	選	2			•	0					
CYBERSECURITY REGU		Elective	2			2	0					
CYBER-RISK MANAGEM												
數位金融與科技趨勢	•	選	2			2	0					
DIGITAL FINANCE AND TRENDS	TECHNOLOGY	Elective	2			2	O					
團隊領導與管理		選										暑假上課
TEAM LEADERSHIP ANI) MANAGEMENT	Elective	1			1	0					Summer Course
財務工程與金融創新		選										
	FINANCIAL ENGINEERING AND		2			0	2					
FINANCIAL INNOVATION		Elective										
永續發展與 ESG 策	略	255										
SUSTAINABLE DEVELOPMENT AND ESG		選 Elective	1			0	1					
	STRATEGY											
畢業學分總計必修 RequiredMinimum requirement for選修 Elective			9									
			27									
graduation	共計 Total		36									
	/ 10tm		50									