

# 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)

(Applicable to Students Admitted in Academic Year 2025)

科目名稱 Subject		選 別 Selections	學 分 Credits	第一學年 First		第二學年 Second		第三學年 Third		第四學年 Fourth		備 註 Remark
				上	下	上	下	上	下	上	下	
				1st	2nd	1st	2nd	1st	2nd	1st	2nd	
General Require Courses	共同必修	團隊發展 TEAM DEVELOPMENT	必 Required	1	0							暑假上課 Summer Course
		論文 THESIS	必 Required	0		0	0					
Division of Business Administration Required Courses	經營管理組必修	跨國企業研究專題(一) SEMINAR ON GLOBAL BUSINESS (I)	必 Required	2	0	2						跨國企業研究專題(一)、跨國企業研究專題(二)及跨國企業研究專題(三)，三門課最多共採計4學分為畢業學分，其中最多一門課可作為必修學分，其餘可作為選修學分。 SEMINAR ON GLOBAL BUSINESS (I)、(II)、(III) can be recognized for a maximum of 4 credits. At most one course will be recognized in the graduation requirements, and the rest will be recognized in the Elective credits.
		跨國企業研究專題(二) SEMINAR ON GLOBAL BUSINESS (II)	必 Required	2	0	2						
		跨國企業研究專題(三) SEMINAR ON GLOBAL BUSINESS (III)	必 Required	2			2	0				
		創新與創業 INNOVATION AND ENTREPRENEURSHIP	必 Required	2	2	0						
		管理會計及財報分析 MANAGERIAL ACCOUNTING AND FINANCIAL ANALYSIS	必 Required	2	2	0						
		企業社會責任 CORPORATE SOCIAL RESPONSIBILITY	必 Required	2	2	0						
		行銷策略與服務管理 MARKETING STRATEGY AND SERVICE MANAGEMENT	必 Required	2	0	2						
		經營策略與領導 BUSINESS STRATEGY AND LEADERSHIP	必 Required	2	0	2						
		談判理論與實務 THEORIES AND PRACTICES OF NEGOTIATION	必 Required	2	0	2						
Division of Digital Transformation	數位轉型組必修	跨國企業研究專題(一) SEMINARS ON GLOBAL BUSINESS (I)	必 Required	2	0	2						跨國企業研究專題(一)、跨國企業研究專題(二)及跨國企業研究專題(三)，三門課最多共採計4學分為畢業學分，其中最多一門課可作為必修學分，其餘可作為選修學分。 SEMINAR ON GLOBAL BUSINESS (I)、(II)、(III) can be recognized for a maximum of 4 credits. At most one course will be recognized in the graduation requirements, and the rest will be recognized in the Elective credits.
		跨國企業研究專題(二) SEMINARS ON GLOBAL BUSINESS (II)	必 Required	2	0	2						
		跨國企業研究專題(三) SEMINARS ON GLOBAL BUSINESS (III)	必 Required	2			2	0				
		社群網路分析與專案管理 SOCIAL MEDIA ANALYTICS AND PROJECT MANAGEMENT	必 Required	2	2	0						
		智慧生活應用與設計 SMART LIFE APPLICATIONS AND DESIGN	必 Required	2	2	0						
		AI 商業思維與轉型變革 AI BUSINESS MINDSET, TRANSFORMATION AND ORGANIZATIONAL CHANGE	必 Required	2	2	0						
		雲端服務與大數據分析 CLOUD SERVICE AND BIG DATA ANALYSIS	必 Required	2	2	0						
		數位經濟與市場競爭 DIGITAL ECONOMIC AND MARKET COMPETITION	必 Required	2	0	2						
		數位行銷與商業策略 DIGITAL MARKETING AND BUSINESS STRATEGY	必 Required	2	0	2						

# 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)

(Applicable to Students Admitted in Academic Year 2025)

科目名稱 Subject		選 別 Selections	學 分 Credits	第一學年 First		第二學年 Second		第三學年 Third		第四學年 Fourth		備 註 Remark
				上	下	上	下	上	下	上	下	
				1st	2nd	1st	2nd	1st	2nd	1st	2nd	
Division of Smart Logistics Required Courses 智慧物流組必修	跨國企業研究專題(一) SEMINARS ON GLOBAL BUSINESS (I)	必 Required	2	0	2							跨國企業研究專題(一)、跨國企業研究專題(二)及跨國企業研究專題(三)，三門課最多共採計4學分為畢業學分，其中最多一門課可作為必修學分，其餘可作為選修學分。 SEMINAR ON GLOBAL BUSINESS (I)、(II)、(III) can be recognized for a maximum of 4 credits. At most one course will be recognized in the graduation requirements, and the rest will be recognized in the Elective credits.  7選4 At least 4 courses should be selected.
	跨國企業研究專題(二) SEMINARS ON GLOBAL BUSINESS (II)	必 Required	2	0	2							
	跨國企業研究專題(三) SEMINARS ON GLOBAL BUSINESS (III)	必 Required	2			2	0					
	AI 與智慧物流應用 AI LOGISTICS PROJECT	必 Required	2	2	0							
	資安與 AIoT 智慧聯網應用專題 CYBERSECURITY AND AIoT SMART APPLICATIONS SEMINAR	必 Required	2	2	0							
	問題求解與決策分析 PROBLEM SOLVING AND DECISION ANALYSIS	必 Required	2	2	0							
	智慧物流規劃與設計 SMART LOGISTICS PLANNING AND DESIGN	必 Required	2	0	2							
	物流與運輸業經營管理研討 SEMINAR ON PRACTICES OF LOGISTICS AND TRANSPORTATION INDUSTRY	必 Required	2	0	2							
	企業經營商業模式 BUSINESS MODEL FOR ENTERPRISE OPERATION	必 Required	2	0	2							
Elective Courses 選修課程	數位轉型管理講堂 MANAGEMENT LECTURES ON DIGITAL TRANSFORMATION	選 Elective	1	1	0							精選課程 暑假上課 Featured Courses Summer Lecture
	孫運璿講堂 SUN YUN-SUAN LECTURES	選 Elective	1	1	0							精選課程 Featured Courses
	企業永續發展論壇 SEMINARS ON BUSINESS SUSTAINABILITY DEVELOPMENT	選 Elective	1	1	0							精選課程 暑假上課 Featured Courses Summer Lecture
	財經政策論壇 FINANCIAL AND ECONOMIC POLICY FORUM	選 Elective	1			1	0					精選課程 暑假上課 Featured Courses Summer Lecture
	管理決策與執行力 MANAGERIAL DECISIONS AND EXECUTION	選 Elective	1			1	0					精選課程 暑假上課 Featured Courses Summer Lecture
	智慧物流與供應鏈管理講堂 INTELLIGENT LOGISTICS AND SUPPLY CHAIN MANAGEMENT SEMINAR	選 Elective	1			1	0					精選課程 暑假上課 Featured Courses Summer Lecture
	綠色經濟學 GREEN ECONOMIC THEORY	選 Elective	2	2	0							
	美學與創意 AESTHETICS AND CREATIVITY	選 Elective	2	2	0							

# 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)

(Applicable to Students Admitted in Academic Year 2025)

科目名稱 Subject	選 別 Selections	學 分 Credits	第一學年 First		第二學年 Second		第三學年 Third		第四學年 Fourth		備 註 Remark
			上	下	上	下	上	下	上	下	
			1st	2nd	1st	2nd	1st	2nd	1st	2nd	
經營者身心健康風險管理 MANAGER'S PHYSICAL AND MENTAL HEALTH RISK MANAGEMENT	選 Elective	2	2	0							
企業研究方法 BUSINESS RESEARCH METHODS	選 Elective	1	1	0							
跨文化管理 INTERCULTURAL MANAGEMENT	選 Elective	2	0	2							
統計與決策分析 DESIGNATED TOPIC COUNSELING	選 Elective	2	0	2							
全球競爭分析 GLOBAL COMPETITION ANALYSIS	選 Elective	2	0	2							
設計思考與個案實作 DESIGN THINKING AND CASE IMPEMENTATION	選 Elective	2	0	2							
科學與文化 SCIENCE AND CULTURE	選 Elective	1	0	1							
企業績效評估之方法與軟體應用 BUSINESS PERFORMANCE EVALUATION:METHOD AND SOFTWARE PRACTICE	選 Elective	1	0	1							
論文寫作指導 THESIS WRITING	選 Elective	1	0	1							
國際行銷與品牌 INTERNATIONAL MARKETING AND BRAND MANAGEMENT	選 Elective	2			2	0					
企業與法律 BUSINESS AND LAW	選 Elective	2			2	0					
總體財經發展趨勢與分析 THE ANALYSIS OF TRENDS OF MACROECONOMIC AND FINANCE	選 Elective	2			2	0					
資安監理與風險管理 CYBERSECURITY REGULATION AND CYBER-RISK MANAGEMENT	選 Elective	2			2	0					
數位金融與科技趨勢 DIGITAL FINANCE AND TECHNOLOGY TRENDS	選 Elective	2			2	0					
團隊領導與管理 TEAM LEADERSHIP AND MANAGEMENT	選 Elective	1			1	0					暑假上課 Summer Course
財務工程與金融創新 FINANCIAL ENGINEERING AND FINANCIAL INNOVATION	選 Elective	2			0	2					
永續發展與 ESG 策略 SUSTAINABLE DEVELOPMENT AND ESG STRATEGY	選 Elective	1			0	1					
畢業學分總計 Minimum requirement for graduation	必修 Required		9								
	選修 Elective		27								
	共計 Total		36								