

**Curricular planning for Master-degree program**  
**Department of Business Administration, Chaoyang University of Technology**  
**(applicable to day division students enrolled in 2024)**

Academic Year	First Year						Second Year					
	First Semester			Second Semester			First Semester			Second Semester		
	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit
Required Courses	院訂必修 Required by the college											
	管理講座 Seminar in Management	1	1	管理講座 Seminar in Management	1	1						
	共同必修											
				研究方法 Research Methods	3	3						
Subtotal		1	1		4	4		0	0		0	0
Elective Courses	事業經營模組選修											
	策略管理研討 Seminar in Strategic management	3	3	產業競爭策略 Industrial Competition Strategy	3	3				策略性資訊管理 Strategic Information Management	3	3
	人力資源管理策略研討 Seminar on Strategic Human Resource Management	3	3	財務管理研討 Seminar on Financial Management	3	3						
				數位轉型與作業管理 Digital Transformation and Operations Management	3	3						
	創新行銷模組選修											
	行銷管理研討 Seminar on Marketing Management	3	3	數位科技與創意管理研討 Seminar on Digital Technology and Creative Management	3	3	品牌與整合行銷傳播研討 Seminar on Brand and Integrated Marketing Communication	3	3	創新策略 Innovation Strategy	3	3
	數位內容行銷與廣告策略研討 Semina in Digital Content Marketing and Advertising Strategy	3	3	消費者行為研討 Consumer Behavior Study	3	3						
	共同選修											
	基礎理財規劃 Foundation of Financial Planning	3	3	專案管理 Project Management	3	3	持續改善與卓越經營研討 Seminar on Continual Improvement & Business Excellence	3	3	衍生性金融工具 Financial Derivatives	3	3
	商業智慧研討 Business Intelligence Study	3	3	國際行銷管理研討 Seminar on International Marketing Management	3	3	金融機構與市場 Financial Institutions and Markets	3	3	企業永續經營研討 Seminar in Corporate Sustainability Management	3	3
	電子商務與網路行銷研討 Seminar on E-commerce and Internet Marketing	3	3	物流管理研討 Seminar on Logistics Management	3	3	領導效能發展研討 Seminar on Leadership Development	3	3			
	服務業經營管理 Service Industry Operation Management	3	3	國際商務溝通 International Business Communication	3	3	企業數位轉型與人工智慧應用 Digital Transformation in the Enterprise and Artificial Intelligence Applications	3	3			
				組織學習與數位轉型 Organizational Learning & Digital Transformation	3	3	論文研討 Seminar	3	3			
							人工智能投資決策 Artificial Intelligent Investment Decision	3	3			
							行銷資料科學研討 Science Sminar for Marketing Data	3	3			
院訂選修 Elective and allowed by the college												
全方位理財規劃 Comprehensive Financial Planning	3	3										
Subtotal		27	27		30	30		24	24		12	12

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	First Semester			Second Semester			First Semester			Second Semester		
	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit
University Requirements												
Required Courses			2 courses 5 credits									
Elective Courses			Minimum elective credits are 19 credits( selecte one type of professional elective module at least, and should be taken in more than 6 credits)									
Recognition limit of credits provided by other departments			6 Credits									
Total Requirement			36 Credits 36 credits (incl. 6 credits on master-degree seeking theses)									

一、全校性規定：學生需修習並通過「學術研究倫理教育」相關課程後，始得申請學位考試。

二、全院性規定：專業選修學分可跨選管理學院其他各所之專業選修課程（含其核心選修課程）；如選修非本院轄下系所開設之碩士班專業課程，則需經指導教授（或導師）及系主任同意，方得以採計為本系碩士班之專業選修課程。

三、本系之規定：（自入學後到畢業之前應該滿足下列條件，始得畢業）

（一）提供相當多益英文檢定550分(含)以上之證明，或選修並通過「國際商務溝通」課程。

（二）論文投稿：

1. 發表校內外學術研討會論文1篇（檢附接受或發表證明），或投稿期刊論文1篇（檢附投稿證明）。

2. 如有特殊狀況，得經學位論文審查委員會同意後，修習1門本系專業選修課程，成績合格後抵免之。

申請「學士班學生修讀碩士班課程」者，得以於通過申請審查後的下一個學期開始取得之證明認列，但大學部及研究所不得重覆認列。

四、可承認之非本系學分數上限包含外系學分、課程規劃中未有之本系課程、超修的本系專業選修學分。

I. University-level regulations: Students are required to take and pass "Ethics Education Course" before applying for the entrance exam.

II. College-level regulations: Students can take courses offered by other departments in the Management College. If students want to take courses in other College, they need to get approvals from their advisors and the chairperson of department in advance, then the credits can be included in their graduation credits.

III. Department regulations:

1. The period from enrollment to graduation, the master student who had satisfied the following conditions before graduation:

(1) Take the English test and submit the transcript; or provide the proof of TOEIC English test score of 550 or above.

(2) Publish paper or participate competition (Choose one for recognition)

A. Publish 1 paper at an academic seminar. (with proof of acceptance or publication attached), or submit 1 journal article (with proof of submission attached).

B. If there are special circumstances, with the approval of the thesis review committee, one elective course for the major of the department may be taken and the course will be exempted after passing the test result.

IV. Recognition of credits provided by other departments includes credits from external departments, courses in the department that are not included in the course plan, and elective credits from the department's majors that are overtaken.