國立勤益科技大學114學年度進修部碩士在職專班行銷與流通管理系學分計畫表

National Chin-Yi University of Technology Continuing Education Division Curriculum for 2025 In-Service Master Program of Department of Marketing and Distribution Management

> 113.09.04 113學年度第1學期第1次系課程會議審議通過 113.09.11 113學年度第1學期第1次系務會議審議通過 113.11.19 113學年度第1學期第1次院課程會議審議通過 113.12.05 校課程委員會議及113.12.24 臨時教務會議審議通過

									上學	期Firs	t Seme		.113.12.24 臨時教務會議審議通過 er 下學期Second Semester				
科目		Courses							學分	正	課	實習	學分	IE:		實習	
								Credit			nternship	Credit	Lect	ure I	Internship		
		共同	必修科	目(8學)					es(8cred	its ho	ours)						
					第一	一學年F	irst Ye	ear									
書報討論(一)		eminar							1	1		0					
書報討論 (二)	(二) Seminar (II) 第二學年Second Year												1	1		0	
1A >- ()	Tru Tru	. ,	т\		第二	二学年Se	econd Y	ear	0	1 0		0					
論文(一)		nesis (3	3	-	0	0				
論文(二)	111	Thesis (II)								上學期First Ser			3 3 下學期Second S			omoston	
科目	Courses							學分 正課			實習	學分 正課			實習		
1,7	Courses							Credit	Lect		nternship	Credit	Lect		Internship		
			1	專業選修	科目De	epartme	nt Ele	ctives	Course	S							
					第一	一學年F	irst Ye	ear									
				行銷	銷售領	域Marke	eting S	ales F	`ield								
多媒體科技與應用	Mu	ultimed	ia Tecl	hnology	Appli	cations	3		3	3		0					
服務行銷管理		ervice							3	3		0					
消費者行為研討		dvanced		ner Beh	avior				3	3		0		Щ			
智慧商務		nart Co							3	3		0		\bot			
統計分析與方法		tatisti											3	3		0	
顧客關係管理研討		dvanced				hip Mar	nagemen	ıt					3	3	_	0	
商業智慧	Ві	usiness											3	3	3	0	
							tion L	ogisti	cs Field	<u>1</u>							
物流設施規劃	Lo	ogistic	s Faci										3	3	3	0	
						領域Ma	anageme	nt Fie									
通路策略		Marketing Channel Strategy							3	3		0		—			
企業研究方法		Business Research Method							3	3		0		4			
資訊安全與管理		Information Security Management								3		0		+	_		
連鎖與加盟管理研討		Advanced Chain Stores and Franchising Management								3	1	0					
大數據分析研討	Ac	Advanced Big Data Analysis											3	3	3	0	
人力資源管理研討	Ac	Advanced Human Resources Management											3	3	3	0	
多準則決策分析	Mı	Multiple Criteria Decision Making											3	3	3	0	
管理科學		Management Science											3	3		0	
流通科技管理研討	Advanced Distribution Technology Management												3	3	}	0	
					第二	二學年Se	econd Y	ear				-					
海外研習	70	verseas	Study						3	3		0					
						域Marke	eting S	ales F									
整合行銷研討		Advanced Integrated Marketing							3	3		0		┿	_		
商業心理學		Business Psychology							3	3		0		4			
電子商務研討		Advanced E-Commerce Distribution Chain Store Type Analysis								3		0	2	+			
流通業態分析	Di	ıstrıbu							D: 1				3	3	3	0	
回柳北大	配銷物流領域Distribution Logis						Og1St1				0		$\overline{}$				
國際物流		International Logistics							3	3	<u> </u>	0	3	3	, -	0	
物流策略 供應鏈管理研討		Logistics Strategy Advanced Supply Chain Management								+			3	3	-	0	
高等作業管理		Advanced Supply Chain Management Advanced Operations Management								-	-+		3	3		0	
		Intelligent Transportation System and								+	-+			_	-		
智慧運輸系統與應用		pplicat				-							3	3	5	0	
						領域Ma	anageme	nt Fie									
財務管理研討		Advanced Financial Management							3	3		0		₩			
專案管理研討		Advanced Project Management							3	3		0		₩			
競爭策略	Competitive Strategy							3	3		0		$+\!\!-\!\!\!-$	_			
企業資源規劃研討	Advanced Enterprise Resource Planning								3	3	<u> </u>	0		₩	\dashv		
組織理論與管理		Organization Theory and Management								-			3	3	-	0	
永續發展與管理	Sı	Sustainability Development and Management											3	3		0	
		第一學年First Year 第二學年Second Year								第三學年	Third Ye	ar	第四學年Fourth Year				
		iii iin		ff the		II He		it ikn	N 24	t Hen	_	- cit ikn	4 24	f Alm		69 H	
學分/時數統計 Credit/Hour Total		學期 emester	下 ^点 Second	學期 Semester		學期 emester	下 ⁴ Second S	学期 Semester	上學 First Se			下學期 d Semester	上學 First Se			下學期 nd Semester	
			下点 Second: 學分 Credit	學期 Semester 學時 Hour			下点 Second S 學分 Credit	学期 Semester 学時 Hour				d Semester 學時				nd Semeste 學時	

最低選修科目學分/時數 Minimum Electives Courses Credit / Hour	12	12	12	12	0	0	0	0	0	0	0	0	0	0	0	0
總學分數/時數累計 Credits / Hours Total	14	14	14	14	3	3	3	3	0	0	0	0	0	0	0	0

備註Note:

- 一、 畢業學分至少38學分(含必修書報討論2學分、必修論文6學分、選修30學分) Students In-service Master degree program of Distribution Management are required to take 38 credit hours (including Thesis 6 credits, Seminar 2 credit, General Electives Courses and Department Electives Courses at least 30 credits).
- 二、 學生應於申請學位考試前至「教育部臺灣學術倫理教育資源中心」網路平臺完成學術研究倫理教育課程,至少6小時課程。 Students need to complete the academic research ethics education course for at least 6 hours before the final degree application.
- 三、 海外研習:於暑假開課,並安排赴海外研習。學分計入碩二上學期。 Study Abroad: The course will start during the summer vacation and be arranged to study abroad. Credits are included in the first semester of the second year of the master's degree.
- 四、 為因應法規變更、評鑑建議或政府計畫規定等外在因素,本系保有調整學分計畫之權利。若有修訂,將於學期開始前公告,並明確說明修訂內容、影響範圍及相關配套措施,以保障學生權益。
 The department reserves the right to adjust the curriculum in response to external factors such as changes in regulations, suggestions of evaluation and accreditation, or government program regulations. If there are any revisions, will be announced before the start of the semester, and the revised content, scope of impact, and related supporting measures will be clearly stated to protect the rights and interests of students.