

國立勤益科技大學 115 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 2026 In-Service Master Program of Department of Marketing and Distribution Management

114.09.03 114學年度第1學期第1次系課程會議審議通過
114.09.10 114學年度第1學期第1次系務會議審議通過
114.11.19 114學年度第1學期第1次院課程會議審議通過
114.12.04 校課程委員會議及114.12.23 臨時教務會議審議通過

科目	Courses	上學期First Semester			下學期Second Semester			
		學分 Credit	正課 Lecture	實習 Internship	學分 Credit	正課 Lecture	實習 Internship	
共同必修科目(8學分)General Required Courses(8credits hours)								
第一學年First Year								
書報討論(一)	Seminar (I)	1	1	0				
書報討論(二)	Seminar (II)				1	1	0	
第二學年Second Year								
論文(一)	Thesis (I)	3	3	0				
論文(二)	Thesis (II)				3	3	0	
科目	Courses	上學期First Semester			下學期Second Semester			
		學分 Credit	正課 Lecture	實習 Internship	學分 Credit	正課 Lecture	實習 Internship	
專業選修科目Department Electives Courses								
第一學年First Year								
行銷銷售領域Marketing Sales Field								
多媒體科技與應用	Multimedia Technology Applications	3	3	0				
服務行銷管理	Service Marketing	3	3	0				
消費者行為研討	Advanced Consumer Behavior	3	3	0				
智慧商務	Smart Commerce	3	3	0				
統計分析與方法	Statistical Analysis and Methods				3	3	0	
顧客關係管理研討	Advanced Customer Relationship Management				3	3	0	
商業智慧	Business Intelligence				3	3	0	
配銷物流領域Distribution Logistics Field								
物流設施規劃	Logistics Facilities Planning				3	3	0	
經營管理領域Management Field								
通路策略	Marketing Channel Strategy	3	3	0				
企業研究方法	Business Research Method	3	3	0				
資訊安全與管理	Information Security Management	3	3	0				
連鎖與加盟管理研討	Advanced Chain Stores and Franchising Management	3	3	0				
大數據分析研討	Advanced Big Data Analysis				3	3	0	
人力資源管理研討	Advanced Human Resources Management				3	3	0	
多準則決策分析	Multiple Criteria Decision Making				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	
第二學年Second Year								
海外研習	Overseas Study	3	3	0				
行銷銷售領域Marketing Sales Field								
整合行銷傳播研討	Advanced Integrated Marketing Communication	3	3	0				
商業心理學	Business Psychology	3	3	0				
電子商務研討	Advanced E-Commerce	3	3	0				
流通業態分析	Distribution Chain Store Type Analysis				3	3	0	
配銷物流領域Distribution Logistics Field								
國際物流	International Logistics	3	3	0				
物流策略	Logistics Strategy				3	3	0	
供應鏈管理研討	Advanced Supply Chain Management				3	3	0	
高等作業管理	Advanced Operations Management				3	3	0	
智慧運輸系統與應用	Intelligent Transportation System and Applications				3	3	0	
經營管理領域Management Field								
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	0				
組織理論與管理	Organization Theory and Management				3	3	0	
永續發展與管理	Sustainability Development and Management				3	3	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.