

| 專業領域                                                                                    | 科目名稱                                                               | 學分 | 永久課號                   | 備註                                                  |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------|----|------------------------|-----------------------------------------------------|
| *策略<br>Strategy                                                                         | Game theory and Strategy                                           | 3  | MGIM30044              |                                                     |
|                                                                                         | Strategic Management                                               | 3  | MGBM30035<br>MGMS30061 | different course<br>ID means<br>different faculties |
|                                                                                         | Case Studies on Global Web Companies                               | 3  | MGBA30017              |                                                     |
|                                                                                         | Global Digital Business Strategy: A<br>Practitioner's Perspective  | 3  | MGBA30018              |                                                     |
| 人力資源管理<br>Human<br>Resource<br>Management<br>(其他申請以中央<br>人資所課程為主)                       | Organizational Behavior Seminar:<br>Occupational Health and Safety | 3  | MGMS30068              |                                                     |
|                                                                                         | Human Resource Management                                          | 3  | MGMS30004              | Only counts once                                    |
|                                                                                         |                                                                    | 3  | MGBM30001              |                                                     |
| 財務<br>Finance<br>(其它申請以<br>NYCU 財金所及<br>NTHU 計量財金<br>系碩士班課程為主)                          | Future and Options                                                 | 3  | MGIF30041              |                                                     |
|                                                                                         | Financial Management                                               | 3  | MGIF30069              |                                                     |
|                                                                                         | Financial Statement Analysis                                       | 3  | MGIF30063              |                                                     |
|                                                                                         | Case Study in Finance                                              | 3  | MGIF30061              |                                                     |
|                                                                                         | Numerical Methods in Finance                                       | 3  | MGIF30065              |                                                     |
|                                                                                         | Financial Institutions and Markets                                 | 3  | MGIF30080              |                                                     |
|                                                                                         | International Financial Management                                 | 3  | MGIF30029              |                                                     |
|                                                                                         | Financial Econometrics                                             | 3  | MGIF30060              |                                                     |
|                                                                                         | Investment                                                         | 3  | MGIF30036              |                                                     |
|                                                                                         | Asset Pricing Theory                                               | 3  | MGIF30077              |                                                     |
|                                                                                         | Investment Banking                                                 | 3  | 11210IMBA-500600       | NTHU course                                         |
|                                                                                         | Real Estate Finance                                                | 3  | 11210QF 322100         |                                                     |
|                                                                                         | Financial Econometrics                                             | 3  | 11210QF 321800         |                                                     |
| *行銷<br>Marketing                                                                        | Marketing Research                                                 | 3  | MGMS30082              |                                                     |
|                                                                                         | Integrated Marketing Communications                                | 3  | MGMS30033              |                                                     |
|                                                                                         | Modern Marketing Perspectives                                      | 3  | MGBM30022              |                                                     |
|                                                                                         | Digital Marketing                                                  | 3  | HKCT30014              |                                                     |
|                                                                                         | Corporate Social Responsibility and<br>Marketing                   | 3  | MGMS30008              |                                                     |
|                                                                                         | Consumer Behavior                                                  | 3  | MGMS30046<br>MGBM30083 |                                                     |
|                                                                                         | Branding and Integrated Marketing<br>Communications                | 3  | MGBM30010              |                                                     |
| 供應鏈與物流<br>管理<br>Supply Chain &<br>Logistics<br>Management<br>(其他以運管系物<br>流管理碩班課程<br>為主) | Transportation and Distribution Logistics<br>Optimization          | 3  | MGTM30035              |                                                     |
|                                                                                         | Maritime, Air and Intermodal Transportation                        | 3  | MGTM30022              |                                                     |
|                                                                                         | Planning Models for Logistics Operations                           | 3  | MGTM30024              |                                                     |
|                                                                                         | Revenue Management                                                 | 3  | MGTM30023              |                                                     |
|                                                                                         | Travel Demand Analysis                                             | 3  | MGTM30034              |                                                     |
|                                                                                         | Aviation Industry Operations and Management                        | 3  | MGTM30027              |                                                     |
|                                                                                         | Intelligent Transportation Systems                                 | 3  | MGTM30019              |                                                     |
|                                                                                         | Production and Operations Management                               | 3  | MGBM30023              |                                                     |
|                                                                                         | Manufacturing Management and Decisions                             | 3  | MGEM30083              |                                                     |
|                                                                                         | The Theory and Application of Scheduling                           | 3  | MGEM30022              |                                                     |
|                                                                                         | Semiconductor Industry: Global Perspective                         | 3  | MGMS30123<br>MGMT30110 |                                                     |

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|                                                                                                                                                                                                                                                                                             | Supply Chain Management                                           | 3 | MGEM30006 |  |
|                                                                                                                                                                                                                                                                                             | Total Quality Management                                          | 3 | MGEM30009 |  |
| 科技管理<br>Technology<br>Management<br>(其他以科管所課程為主)                                                                                                                                                                                                                                            | Entrepreneurship and New Venture Funding                          | 3 | MGIF30024 |  |
|                                                                                                                                                                                                                                                                                             | Entrepreneurship and New Product Development                      | 3 | MGMT30014 |  |
|                                                                                                                                                                                                                                                                                             | Creativity and Innovation Management                              | 3 | MGMT30010 |  |
|                                                                                                                                                                                                                                                                                             | Case Study for Innovation Policy and Entrepreneurship             | 3 | MGMT30040 |  |
|                                                                                                                                                                                                                                                                                             | Artificial Intelligence and Its Application to High-Tech Business | 3 | MGMT30003 |  |
|                                                                                                                                                                                                                                                                                             | Technology and Logic                                              | 3 | MGMT30047 |  |
|                                                                                                                                                                                                                                                                                             | Social Innovation and Entrepreneurship                            | 3 | MGMT30046 |  |
|                                                                                                                                                                                                                                                                                             | Patent and Innovation Strategy                                    | 3 | MGMT30030 |  |
|                                                                                                                                                                                                                                                                                             | Industry Analysis and Innovation                                  | 3 | MGMT30042 |  |
|                                                                                                                                                                                                                                                                                             |                                                                   |   |           |  |
| 智財管理<br>IP Management<br>(其他以科法所課程為主)                                                                                                                                                                                                                                                       | Patent Deployment, Licensing and Litigation                       | 3 | LWLW30083 |  |
|                                                                                                                                                                                                                                                                                             | Seminar on Patent Law and Practice                                | 3 | LWLW30086 |  |
| *Data Science<br>資料科學                                                                                                                                                                                                                                                                       | Data Science Methods                                              | 3 | MGTM30032 |  |
|                                                                                                                                                                                                                                                                                             | Data Science                                                      | 3 | MGIF30079 |  |
|                                                                                                                                                                                                                                                                                             | Big Data Analytics and Data Governance                            | 3 | MGIF30031 |  |
|                                                                                                                                                                                                                                                                                             | Stochastic Processes                                              | 3 | MGEM30064 |  |
|                                                                                                                                                                                                                                                                                             | Data Mining Research & Practice                                   | 3 | MGIM30042 |  |
|                                                                                                                                                                                                                                                                                             | Multivariate Analysis and Application                             | 3 | MGTM30009 |  |
|                                                                                                                                                                                                                                                                                             | Machine Learning                                                  | 3 | CSIC30062 |  |
|                                                                                                                                                                                                                                                                                             | Data Mining                                                       | 3 | CSDS30009 |  |
|                                                                                                                                                                                                                                                                                             | Big Data Analytics Techniques and Applications                    | 3 | CSDS30002 |  |
|                                                                                                                                                                                                                                                                                             | Technology and Logic                                              | 3 | MGMT30047 |  |
|                                                                                                                                                                                                                                                                                             | Data Mining and Business Intelligence                             | 3 | MGIF30078 |  |
|                                                                                                                                                                                                                                                                                             | Machine Learning and FinTech                                      | 3 | MGIF30043 |  |
|                                                                                                                                                                                                                                                                                             | Big Data Analysis                                                 | 3 | MGMT30081 |  |
|                                                                                                                                                                                                                                                                                             | Data Science Software and Computation Experiments                 | 3 | AICA30019 |  |
|                                                                                                                                                                                                                                                                                             | Machine Learning Algorithm and Its Application                    | 3 | MGMT30039 |  |
|                                                                                                                                                                                                                                                                                             | Deep Learning with PyTorch                                        | 3 | MGEM30078 |  |
|                                                                                                                                                                                                                                                                                             | Python Data Science                                               | 3 | MGEM30002 |  |
|                                                                                                                                                                                                                                                                                             |                                                                   |   |           |  |
| <p>1. 請注意，以上列表永久課號標示綠色為英文授課，部分亦有中文授課，請於當期選課前做確認。</p> <p>2. 若有其他特殊案例，由主任委由相關領域教授審查通過後決行。</p> <p>3. 原則上，請依認列課程進行專業領域修課，若因衝堂或當學期該領域僅開課一門，學生可於修課前，根據規定提出申請。然而，GMBA 課程委員會保有最終審核權。若學生於修課後提出申請，歉難受理。</p> <p>*「策略」、「行銷」、「資料科學」之領域，若新增課名有直接相關關鍵字，如「行銷」、「策略」、「大數據」、…等之課程，由同學提出申請，附上課綱，由主任審查通過後決行。</p> |                                                                   |   |           |  |