

國立陽明交通大學 IMBA 國際管理 學分學程實施辦法

- 一、為提供台灣聯合大學系統研究生具備國際化競爭之商業管理領域知識與能力，特訂定本學程。
- 二、凡台灣聯合大學系統學生，經授課教師同意，均得修讀本學程課程。
- 三、修滿 IMBA 學程規定課程 18 學分後，由本校發給學程修畢證明。
- 四、由管理學院各系所合作開課，IMBA 學程之課程規劃如下表。各課程均以英文授課。

學分學程課程規劃表

一、學程名稱：IMBA 國際管理學程（International Management & Business Administration）

二、開課名稱及開課系所：

編號	課程名稱	學分	開課學期
第一類:財金會計			
1.	營收管理	3	Fall/Spring
2.	財務會計學	3	Fall
3.	財務管理	3	Fall
4.	財務計量經濟學	3	Spring
5.	公司財務會計研究	3	Spring
6.	財務時間序列分析	3	Fall
7.	中級會計學	3	Fall
8.	會計學	3	Fall
9.	企業會計	3	Fall
10.	財務報表分析	3	Spring
第二類:行銷管理			
11.	行銷管理	3	Fall/Spring
12.	消費者心理學	3	Fall
13.	科技行銷	3	Spring/ Fall
14.	全球企業管理	3	Spring
15.	國際行銷學	3	Fall
16.	零售學	3	Fall
17.	整合行銷溝通	3	Fall
18.	品牌與整合行銷傳播	3	Spring
19.	自給經濟市場之商品與服務設計	3	Spring
20.	現代行銷觀點	3	Fall
21.	國際企業管理	3	Fall
22.	知識經濟時代的策略思維	3	Spring
23.	消費者決策科學(博士班)	3	Spring
24.	消費者行為	3	Spring
第三類:組織與策略管理			
25.	商業英文表達	2	Fall
26.	組織行為	3	Fall

27.	組織理論	3	Fall
28.	企業倫理	3	Spring
29.	策略管理	3	Spring
30.	企業成長與併購	3	Spring
31.	產業競爭分析與策略	3	Fall
32.	人力資源管理	3	Fall
33.	網路策略:方法與應用	3	Fall
34.	社會科學研究方法	3	Spring
35.	統計方法與資料分析	3	Spring
第四類:資訊管理			
36.	資訊管理	3	Fall
37.	商業智慧	3	Fall
38.	商用資料通訊	3	Spring
39.	資訊安全	3	Fall
40.	商業分析	3	Fall
41.	研究方法(博士班)	3	Fall
42.	人工智慧	3	Spring
43.	資料科學	3	Spring
44.	研究方法	3	Fall
第五類:創新與科技管理			
45.	創業與興業家精神	3	Fall
46.	創意與創新管理	3	Fall
47.	策略與科技	3	Fall
48.	全球科技策略	3	Fall/Spring
49.	興業家精神與全球企業競賽	3	Fall
50.	半導體製造管理	3	Fall
51.	遊戲元素與新創事業網絡開發	3	Fall
52.	創意、創新與創業研究	3	Fall
53.	創業與新產品開發	3	Spring
54.	科技創新與創業	3	Fall/ Spring
55.	科技創新與創業專題	3	Spring
56.	高科技產業發展策略	3	Spring
57.	基礎專利分析與技術預測	3	Spring
58.	顧客導向創業策略	3	Fall
59.	科技產業分析	3	Fall
60.	科技管理文獻評析	3	Fall
61.	專利與創新策略	3	Fall
62.	跨領域創新	3	Fall
63.	產業分析與創新	3	Spring

第六類:運工管與工業 4.0			
64.	線性規劃	3	Fall
65.	商用統計	3	Fall
66.	統計方法	3	Fall
67.	生產與作業管理	3	Fall/Spring
68.	智慧型運輸系統	3	Fall
69.	物流系統模式	3	Fall
70.	次經驗法則計算	3	Fall
71.	演算式決策與學習	3	Fall
72.	隨機過程	3	Fall
73.	運輸計量分析	3	Fall
74.	營收管理	3	Fall
75.	排隊理論與應用	3	Spring
76.	排程理論與應用	3	Fall
77.	隨機規劃	3	Spring
78.	質化研究方法	3	Spring/ Summer
79.	作業研究(三)	3	Spring
第七類:法律			
80.	世界貿易組織法律	3	Fall
81.	全球智慧財產權管理	3	Fall/Spring
82.	全球智慧財產管理與企業法律	3	Fall

三、召集人姓名：姜真秀老師 Professor Jin-Su Kang 單位：管理學院

四、聯絡人姓名：周欣怡 單位：管理學院

Implementation Rules for IMBA (International Management & Business Administration) Certificate Program of NYCU

1. The program is specified particularly in order to provide University System of Taiwan , UST graduate students of the school with knowledge and ability in internationally competitive business management field.
2. All University System of Taiwan, UST students with agreement of the teacher are allowed to take the program course.
3. The University will issue a program study certificate to students who complete the 18 credits of courses stipulated by the IMBA program.
4. The courses are opened by various departments/institutes in College of Management cooperatively. The courses in IMBA program are planned as the following table. All courses are taught in English.

Planning Table for Credit Program Courses

1. Program Name: IMBA (International Management & Business Administration) Program
2. Course Names and Tuition Departments/Institutes:

No.	Course Name	Credit	Semester
Class One: Financial Accounting			
1.	Revenue Management	3	Fall/Spring
2.	Financial Accounting	3	Fall
3.	Financial Management	3	Fall
4.	Financial Econometrics	3	Spring
5.	Corporate Financial Accounting Research	3	Spring
6.	Financial Time Series Analysis	3	Fall
7.	Intermediate Accounting	3	Fall
8.	Accounting	3	Fall
9.	Enterprise Accounting	3	Fall
10.	Financial Statement Analysis	3	Spring
Class Two: Marketing Management			
11.	Marketing Management	3	Fall/Spring
12.	Consumer Psychology	3	Fall
13.	Technology Marketing	3	Spring/ Fall
14.	Global Business Management	3	Spring
15.	International Marketing	3	Fall
16.	Retailing	3	Fall
17.	Integrated Marketing Communication	3	Fall
18.	Branding and Integrated Marketing Communications	3	Spring
19.	Product & Service Design in Subsistence Marketplaces	3	Spring
20.	Modern Marketing Perspectives	3	Fall
21.	International Business Management	3	Fall
22.	Strategic Thinking in the Era of Knowledge Economy	3	Spring
23.	Consumer Decision Science	3	Spring

24.	Consumer Behavior	3	Spring
Class Three: Organization and Strategic Management			
25.	Effective Presentations for Business and Conferences	2	Fall
26.	Organizational Behavior	3	Fall
27.	Organization Theories	3	Fall
28.	Business Ethics	3	Spring
29.	Strategic Management	3	Spring
30.	Enterprise growth and M&A	3	Spring
31.	Industry Competition Analysis and Strategy	3	Fall
32.	Human Resource Management	3	Fall
33.	Network Strategies : Method and Application	3	Fall
34.	Research Methodology for Social Science	3	Spring
35.	Statistical Methods and Data Analysis	3	Spring
Class Four: Information Management			
36.	Information Management	3	Fall
37.	Business Intelligence	3	Fall
38.	Business Data Communications	3	Spring
39.	Information (Network) Security	3	Fall
40.	Business Analytics	3	Fall
41.	Research Methods (Doctoral)	3	Fall
42.	Artificial Intelligence	3	Spring
43.	Data Science	3	Spring
44.	Research Methods	3	Fall
Class Five: Innovation and Technology Management			
45.	Entrepreneurship Venture Capital	3	Fall
46.	Creativity and Innovation Management	3	Fall
47.	Strategy and Technology	3	Fall
48.	Global Technology Strategy	3	Fall/Spring
49.	Entrepreneurship & Global Business Competition	3	Fall
50.	Semiconductor Manufacturing Management	3	Fall
51.	Gamification and Entrepreneurship and Business Network Development	3	Fall
52.	Creativity, Innovation and Entrepreneurship Research	3	Fall
53.	Entrepreneurship and New Product Development	3	Spring
54.	Technology Entrepreneurship	3	Fall /Spring
55.	Technology Innovation and Entrepreneurship Seminar	3	Spring
56.	Development Strategy for High-Tech Industry	3	Spring
57.	Fundamentals of Patent Analytics and Technological Forecast	3	Spring
58.	Customer-Driven Entrepreneurship Strategy	3	Fall
59.	Science & Technology Industry Analysis	3	Fall

60.	Literature Analysis on Technology Management	3	Fall
61.	Patent and Innovation Strategy	3	Fall
62.	Cross-Disciplinary Innovation	3	Fall
63.	Industrial Analysis and Innovation	3	Spring
Class Six: Transportation and Industry 4.0			
64.	Linear Programming	3	Fall
65.	Managerial Statistics	3	Fall
66.	Business Statistics	3	Fall
67.	Productions and Operations Management	3	Fall/Spring
68.	Intelligent Transportation Systems	3	Fall
69.	Logistics System Modeling	3	Fall
70.	Metaheuristic Computing	3	Fall
71.	Algorithmic Decision & Learning	3	Fall
72.	Stochastic Process	3	Fall
73.	The Application of Econometrics in Transportation Data	3	Fall
74.	Revenue Management And Principle Optimization	3	Fall
75.	Queueing Theory with Applications	3	Spring
76.	The Theory and Application of Scheduling	3	Fall
77.	Stochastic Programming	3	Spring
78.	Qualitative Research Methods	3	Spring/ Summer
79.	Operations Research (III)	3	Spring
Class Seven: Law			
80.	WTO Laws	3	Fall
81.	Global IP Management	3	Fall/Spring
82.	Global IP Management and Business Laws	3	Fall

1. Convener Name: Professor Jin-Su Kang

Unit: College of Management

2. Contact Name: Jessie Chou

Unit: College of Management