

# 國立臺灣科技大學企業管理系碩士班修業規定

## National Taiwan University of Science and Technology

### Master's Program Regulations for the Department of Business Administration

114 年 11 月 20 日 114 學年度第 3 次系務會議修正通過  
Revised and approved by the 3rd Departmental Affairs Meeting of the 114th Academic Year on November 20, 114 (2025)

第一條 本辦法依據「國立臺灣科技大學(以下簡稱本校)學則」訂定，提供管理學院企業管理系(以下簡稱本系)碩士班研究生修業之依據。

These regulations are established in accordance with the "Academic Regulations of National Taiwan University of Science and Technology (hereinafter referred to as the University)" and provide the basis for governing the study of master's students in the Department of Business Administration (hereinafter referred to as the Department), College of Management.

第二條 學生具有國內各公立大學或獨立學院、立案之私立大學或獨立學院、經教育部認可之外國大學各學系畢業之學士學位或應屆畢業、或具有同等學力之資格，經本校碩士班研究生入學考試或甄試通過者，得進入本系碩士班修讀碩士學位。

Students who hold a bachelor's degree or are current year graduates from various public or independent colleges, established private universities or independent colleges in Taiwan, or foreign universities recognized by the Ministry of Education, or those who possess equivalent academic qualifications, and have passed the University's entrance examination or selection process for master's students, may enter the Department's Master's program to pursue a master's degree.

第三條 碩士班研究生之修業期限，以 1 至 4 年為限。於修業期限內，須滿足以下五項條件，始得申請畢業：

- 一、須修畢 42 學分(以下簡稱畢業學分)，且於本系碩士班課程地圖(詳附錄 1)所列四項專業領域中，每項領域至少須修滿 6 學分。
- 二、畢業學分中，至少須包含由本系所開設之英語授課課程(BA 課碼) 6 學分。實習課程學分數得認列為畢業學分之上限為 3 學分。
- 三、畢業學分外，須另修習 4 學分由本校語言中心所開設之英語課程。本籍生通過相當於全民英檢中級複試語文能力測驗者得免修英語課程 4 學分。本系外籍生於入學時，業經提出相當於 CEFR B2 或以上等級語言能力證明或其國籍官方或通用語言為英語者，經申請並審核通過得免修。
- 四、修畢學術研究倫理課程(3 小時，0 學分)(詳附錄 2)。
- 五、撰寫並通過碩士論文(0 學分)。

The period of study for master's students is limited to 1 to 4 years. During this period, students must meet the following five conditions before they can apply for graduation:

1. Students must complete 42 credits (hereinafter referred to as graduation credits), and must complete a minimum of 6 credits in each of the four professional domains listed in the Department's Master's Program Curriculum Map (detailed in Appendix 1).
2. Graduation credits must include a minimum of 6 credits from English-taught courses (BA course code) offered by the Department. A maximum of 3 credits from internship courses may be counted toward graduation credits.

3. In addition to graduation credits, students must complete 4 credits of English courses offered by the University's Language Center. Domestic students who pass a language proficiency test equivalent to the GEPT Intermediate Level second stage may be exempt from the 4 English course credits. Foreign students of the Department who, upon admission, have submitted proof of language proficiency equivalent to CEFR B2 or above, or if English is an official or widely used language in their home country, may be exempt upon application and approval.
4. Completion of the Academic Research Ethics course (3 hours, 0 credits) (detailed in Appendix 2).
5. Writing and passing the Master's Thesis (0 credits).

第四條 本系研究生畢業前應滿足基礎必修課程規定(僅適用於 113 學年度(含)以前之本籍生)。

- 一、本系研究生在大學部或五專四、五年級未曾修過財務管理、組織管理、行銷管理、策略管理、會計學等相關課程者，應至研究所或大學部補修上述領域之相關課程(「基礎必修課程說明暨各領域科目表」詳見附錄3)。其中至大學部所修學分，不計入本系要求之碩士班畢業學分中<sup>1</sup>。上述領域課程若於入學前修習，須檢具大學部歷年成績單正本以資證明。
- 二、本系研究生應於入學時，依照系上公告辦理期間繳交修課狀況調查表及大學部(歷年成績單正本；若欲以非本表所列之各領域科目申請免修者，須填妥修課狀況調查表、歷年成績單正本及所修習之課程大綱，於公告辦理期間向系辦提出審查申請；若於入學後補修基礎必修課程，僅得修習基礎必修課程各領域科目表之所列課程，不同課名之課程不得申請免修。

Department master's students must satisfy the requirements for fundamental mandatory courses before graduation (applicable only to domestic students admitted in or before the 113th Academic Year).

1. Department master's students who have not previously taken related courses such as Financial Management, Organizational Management, Marketing Management, Strategic Management, or Accounting in their undergraduate studies or the fourth/fifth years of a five-year junior college program must take remedial courses related to the aforementioned fields at the graduate or undergraduate level (for details, see "Description of Fundamental Mandatory Courses and Subject List for Each Domain" in Appendix 3). Credits taken at the undergraduate level will not be counted toward the Department's required master's graduation credits 1. If the aforementioned domain courses were taken prior to admission, the student must submit the original undergraduate academic transcript for verification.
2. Upon admission, Department master's students must submit the Course Status Survey Form and the original undergraduate academic transcript during the period announced by the Department. Students wishing to apply for course waiver for subjects not listed in the domain subject list must complete the Course Status Survey Form, provide the original transcript, and the syllabus of the course taken, and submit the application for

<sup>1</sup>依據本系 097 年 9 月 26 日 091 學年度第 1 次系務會議決議

Based on the resolution of the 1st Departmental Affairs Meeting of the 091st Academic Year on September 26, 097 (2008).

review to the Department Office during the announced period. If remedial fundamental mandatory courses are taken after admission, only courses listed in the Fundamental Mandatory Courses Subject List for each domain may be taken; courses with different titles cannot be applied for waiver.

第五條 學生應於入學後確認指導教授並繳交「論文指導同意書」<sup>2</sup>。論文指導教授未選定前，選課須取得導師同意，論文指導教授選定後，選課則須取得論文指導教授同意。更換指導教授時，須填寫變更指導教授申請書。學生於學位論文撰寫初期，須與指導教授確認為論文主題及內容是否與系所專業領域相符<sup>3</sup>。

Students should confirm their thesis advisor and submit the "Thesis Advisor Consent Form" after admission. Course selection must be approved by the department-assigned academic mentor before the thesis advisor is selected; thereafter, course selection requires the approval of the thesis advisor. To change the thesis advisor, the application form for changing the thesis advisor must be completed. During the initial stage of degree thesis writing, students must confirm with the thesis advisor whether the thesis topic and content align with the Department's professional domains.

第六條 本系研究生完成本修業規定，請於預定口試當學期開放研究生學位考試前，填妥修課狀況調查表，經由指導教授認定簽名並送繳至系辦確認後，方得提出口試。其碩士論文印刷本扣除參考文獻清單、附錄及問卷需經本校圖書館論文原創性比對系統檢測(不使用 Turnitin 篩選條件)，相似度小於 20%。學位論文比對超過本系相似度標準不得口試。

Department master's students who have fulfilled these Regulations Governing Study must complete the Course Status Survey Form, obtain signature confirmation from the thesis advisor, and submit it to the Department Office for verification before the University opens the application period for graduate degree examinations in the semester of the scheduled oral defense. The printed master's thesis, excluding the list of references, appendices, and questionnaires, must be checked using the University Library's thesis originality comparison system (all similarity filters must remain disable); the similarity must be less than 20%. Oral defense is not permitted if the thesis comparison exceeds the Department's similarity standard.

第七條 本修業規定未盡事宜，悉依本校學則或相關規定辦理。本修業規定經系務會議通過後實施，修正時亦同。

Matters not covered in these Regulations Governing Study shall be handled in accordance with the University's Academic Regulations or related provisions. These regulations shall take effect upon approved by the Departmental Affairs Meeting; the same procedure applies to any future amendment.

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<sup>2</sup>依 108 學年度第 8 次系務會議決議，碩士班論文指導教授同意書時程為入學後第一學年第二學期結束前二個月內選定論文指導教授(即 9 月入學者於隔年 5-6 月；2 月入學者於當年 11-12 月)。

Based on the resolution of the 8th Departmental Affairs Meeting of the 108th Academic Year, the deadline for the Master's Thesis Advisor Consent Form is to select the thesis advisor within two months before the end of the second semester of the first academic year after admission (i.e., May-June for September entrants; November-December for February entrants).

<sup>3</sup>自 112 學年度起入學學生須登入「學生資訊系統」論文、指導教授資料輸入系統登錄學位論文題目及研究目的，並於學位考試前一學期或最遲於學位考試當學期全校加退選截止前繳交至系辦公室。

Students admitted starting from the 112th Academic Year must log into the "Student Information System" Thesis and Advisor Data Input System to register the degree thesis title and research objectives, and submit during the degree oral defense.

# 臺科大企管系碩士班課程地圖

NTUST Department of Business Administration Curriculum Map

## 畢業學分 42 學分

專業核心 (24) + 選修 (18)  
Total Credits: 42 (Core 24 + Electives 18)

## 校訂必修：英文課程

4 學分 (或以同等級英語檢定申請免修)  
English Courses (4 Credits) or equivalent exemption

## 校訂必修：學術倫理

0 學分 (需修習通過)  
Academic Research Ethics (0 Credits)

### 專業領域核心課程 Core Domain Courses (Min. 6 Credits each)

#### 組織與人力資源

Org. & HR Mgmt.

- BA6601 人力資源管理個案  
HR Management Cases
- BA6324 人力資源發展  
HR Development
- BA6625 人力資源管理實務  
HR Practices
- BA6615 國際人力資源管理  
Int'l HR Management
- BA5006 領導學理論與實務  
Leadership Theory
- BA5712 組織心理學  
Org. Psychology
- BA6620 跨文化管理  
Cross-Cultural Mgmt.
- BA6621 管理心理學個案  
Cases in Mgr. Psych.
- BA7805 組織理論  
Organizational Theory
- BA5453 組織變革管理  
Org. Change Mgmt.
- BA6008 經理人道德議題探討  
Managerial Ethical Issues

#### 行銷管理

Marketing Management

- BA5713 行為科學理論與管  
Behavioral Sci. Theory
- BA6400 腦科學與行銷策略  
Brain Sci. & Mkt Strat.
- BA6021 服務科技與體驗行銷  
Service Tech & Exp. Mkt.
- BA6204 品牌管理  
Brand Management
- BA6399 腦科學行銷實驗設計  
Neuromarketing Exp.
- BA6215 潛意識與行銷  
Subconscious & Mkt.
- BA6018 全通路行銷  
Omni-channel Mkt.
- BA5603 廣告管理  
Advertising Mgmt.
- BA5200 行銷管理  
Marketing Management
- BA6212 數位轉型與品牌傳播  
Digital Trans. & Brand
- BA6222 創新休閒行銷  
Innovative Leisure Mkt.
- BA6202 國際行銷  
Int'l Marketing
- BA6209 行銷傳播溝通策略  
Mkt. Comm. Strategy
- BA5309 行銷與人工智慧應用  
AI Apps in Marketing
- BA5605 電子商務  
E-Commerce
- BA6501 服務設計思考  
Service Design Thinking
- BA6051 以顧客為中心的創新  
Customer-Centric Innov.
- BA5320 彩繪心理學與數位出版  
Color Psy. & Digital Pub.
- BA5001 人工智慧基礎與應用  
AI Foundations & Apps

#### 策略管理

Strategic Mgmt.

- BA6806 國際企業  
Int'l Business
- BA5800 競爭策略  
Competitive Strategy
- BA6405 策略理論研討(一)  
Seminar in Strat. I
- BA6407 策略理論研討(二)  
Seminar in Strat. II
- BA7103 策略理論  
Strategic Theory
- BA7201 策略性企業社會責任  
Strategic CSR
- BA6906 高科技產業與策略  
High-tech Ind. Strat.
- BA6408 供應鏈管理  
Supply Chain Mgmt.
- BA6210 領導策略與公司治理  
Leadership & Corp. Gov.
- BA6907 賽局與策略管理  
Game Theory & Strat.

#### 研究方法與數據

Research & Data

- BA6632 Python程式設計  
Python Programming
- BA5100 線性模式  
Linear Models
- BA7611 研究方法(一)  
Research Methods I
- BA7612 研究方法(二)  
Research Methods II
- BA5317 管理學期刊論文導讀  
Mgmt Journal Reading
- BA6616 量表發展之理論應用  
Scale Dev. Theory
- BA6613 結構方程式模型理論  
SEM Theory & Apps
- BA6631 數學決策模型與演算法  
Math Decision Models
- BA7122 管理學研究方法:統計  
Research Methods: Stat.
- BA5414 AI應用與專題寫作  
AI App. & Writing

碩士論文及口試(0學分)

Master's Thesis & Oral Defense (0 Credits)

碩士畢業

Graduation

以上資訊請對照國立臺灣科技大學企業管理系碩士班修業規定辦理

Please refer to the regulations of the Master's Program of the Department of Business Administration, NTUST.

國立臺灣科技大學學術研究倫理課程實施辦法  
National Taiwan University of Science and Technology  
the regulation of Academic Research Ethics course

105.06.07 第 182 次教務會議通過

- 第1條 為使本校學生於從事學術研究時具備正確的倫理認知，遵循學術規範，特訂定「學術研究倫理」課程（以下簡稱本課程）實施辦法。  
The regulation of Academic Research Ethics course is formulated to make the students in National Taiwan University of Science and Technology have the correct ethics and follow the academic regulations during studying.
- 第2條 本課程為 0 學分。凡本校碩士班與博士班學生，應於入學第一學年結束前修習本課程。修習通過後始得申請學位考試。  
This course is zero credit. The master and doctoral students in National Taiwan University of Science and Technology should complete this course before the end of the first year. Graduate students can apply the examination of degree only after they pass the course.
- 第3條 本課程之上課週次與主題，每學期於開課單位（通識教育中心）網站公告。修習學生可依需求，於線上預先登記欲參加之週次；至少須參加一次，並於當次課後測驗及格，始為習通過。  
The course schedule and topics will be announced on the website of the Center for General Education ([http:// cla.ntust.edu.tw/ home.php](http://cla.ntust.edu.tw/home.php)). Students can register the week they want in advance on the internet. Everyone must at least participate once, and complete the course after passing the examination.
- 第4條 本課程欲辦理抵免，應向開課單位提出申請。  
If students want to transfer the credit, they should submit the application to the offering department.
- 第5條 修習通過之紀錄，由開課單位送教務處研教組登錄。  
The offering department will submit the record of passing the course to Section of Graduate Studies of Academic Affairs for registration.
- 第6條 本辦法經共同教育委員會、教務會議通過後實施，修正時亦同。  
This regulation is implemented and revised after being approved by Commission of General Education and Meeting of Academic Affairs.

# 國立臺灣科技大學企業管理系

## 碩博士班基礎必修課程說明暨各領域科目表

附錄(Appendix) 3

109 年 07 月 09 日 108 學年度第 10 次課程規畫委員會修正通過

本系研究生畢業應滿足基礎必修課程之規定：

- 一、本系**碩士研究生**在大學部或五專四、五年級未曾修習且通過策略管理、行銷管理、組織管理、財務管理、會計學五領域之相關課程者，應至本校或外校之大學部或碩士班，補修各相關領域至少一門。其中至大學部所修學分，不計入本系要求之碩士班畢業學分中。
- 二、本系**博士班研究生**於大學或碩士期間未曾修習且通過策略管理、行銷管理、組織管理、財務管理四領域之相關課程者，應至本校或外校之大學部或碩士班，補修各相關領域至少一門，其學分數不計入本系要求之博士班畢業學分 24 學分中。
- 三、本系研究生應於入學時，需依照系上公告辦理期間繳交修課狀況調查表及大學部(碩士研究生)/碩士班(博士研究生)歷年成績單正本；若欲以非本表所列之各領域科目(如下表)申請免修者，須填妥修課狀況調查表、歷年成績單正本及所修習之課程大綱，於公告辦理期間向系辦提出審查申請。

基礎必修課程  
曾獲准免修之科目對照表

領域	策略管理	行銷管理領域	組織與人力資源管理領域	財務管理領域	會計學
科目	生產與作業管理 企業政策與決策 企業策略與分析 高科技事業經營策略 高科技產業與策略分析 策略理論 策略理論研討 策略管理 賽局與策略管理 競爭策略 生產管理 供應鏈管理	行銷管理 行銷管理學 行銷學 國際行銷 行銷傳播溝通策略 行銷溝通策略 服務業行銷 消費者行為 國際行銷理論研討 電子商務 觀光餐旅行銷管理研究	人力資源管理 企業組織與管理 組織行為 組織理論 組織理論與行為 組織理論與管理 組織發展策略論 組織與管理	財務管理 國際財務管理	成本會計 財務會計 會計學 會計學-初等(級) 會計學-中等(級) 管理會計