

# 國立交通大學經營管理研究所博士班課程體系表 (Course Listing for the Ph.D. Program) (107 學年度以前入學學生適用)

109.11.12 (November 12, 2020)

## 一、先修課程(Basic Prerequisite Courses)：

經濟學(Economics)、會計學(Accounting)(管理會計(Management Accounting))、統計學(Statistics)

## 二、研討類課程(Seminar Courses)：

論文研討(Seminar on Business & Management)、個別研究(Individual Study)

## 三、方法類課程(Research Methodology Courses)：

研究方法(博)(Research Methods)、統計方法與資料分析(Statistical Methods and Data Analysis)、多變量分析(Multivariate Analysis)、計量經濟學(博)(Econometrics)

## 四、專業課程(Functional-Area Courses)：

領域 (Area)	基礎課程 (Fundamental Course)	進階課程 (Concentration Course)
策略管理 (Strategic Management)	策略管理(博) (Strategic Management)	賽局論(博)(Game Theory)▲、策略與科技 (Strategic and Technology)▲、法律的經濟分析(Economic Analysis of Law)、全球科技策略(Global Technology Strategy)、科技管理(Technology Management)、企業經營績效管理(The Business Performance Management)、全球企業管理(Global Business Management)、產業競爭環境與策略(Global Markets, National Politics and Industrial Competitive Strategies)、科技產業分析(Science & Technology Industry Analysis)、網路策略：方法與應用(Network Strategies: Method and Application)、管理專題：決策、執行、變革、領導(Management Special Topics: Decision-making, Execution, Change & Leadership)、企業經營與社會責任(Business Management and CSR)、產業組織之實證研究(Empirical Industrial Organization)、策略性變革管理(Strategic Change Management)、管理原理(Principles of Management)、創業與創新管理(Entrepreneurship and Innovation Management)、科技創新與創業(Technology Entrepreneurship)、策略與創新管理 (Strategy and Innovation Management)、顧客導向創業策略(Customer-Driven Entrepreneurship Strategy)、科技與創新管理(Technology and Innovation Management)、企業成長與併購(Business Growth and M&A)、科技創新與創業專題(Technology Innovation and Entrepreneurship Seminar)
組織與人力資源 管理 (Organizational Behavior & Human Resource Management)	組織行為(博) (Organizational Behavior) / 人力資源管理 (Human Resource Management)	領導與統御(Leadership)▲、組織變革(Organizational Change)▲、組織理論(博)(Organizational Theory)▲、認知與行為神經學(博)(Cognitive and Behavioral Neurosciences)、習慣領域與決策(Habitual Domains and Decision Making)、企業倫理(Business Ethics)、企業社會責任(Corporate Social Responsibility)、日本式經營管理(Japanese Business and Management)、勞資關係(Industrial Relations)、薪酬管理(Compensation Management)、職業生涯規劃(Career Development)、溝通學(Communications)、管理個案分析(Analysis of Management Cases)、組織與人力資源管理(Organization and Human Resources Management)、組織設計與管理(Organization Design and Management)、策略性人力資源管理(Strategic Human Resource Management)

領域 (Area)	基礎課程 (Fundamental Course)	進階課程 (Concentration Course)
行銷 (Marketing)	行銷管理 (Marketing Management)	消費者決策科學(博)(Consumer Decision Science)▲、行銷研究專題研討(Marketing Research Seminar)▲、消費者行為：理論與實務(Consumer Behavior Theories & Practices)、科技行銷(Technology Marketing)、系統晶片(SOC)行銷管理(SOC Marketing Management)、整合行銷傳播(Integrated Marketing Communication)、廣告學(Advertising)、顧客關係管理(Customer Relationship Management)、休閒產業行銷(Leisure Industry Marketing)、企業公共關係(Corporate Public Relations)、數位行銷(Digital Marketing)、行銷理論(Marketing Theory)、數位行銷策略(Digital Marketing Strategy)、商用數據科學(Business Data Analytics)、服務業管理(Service Industry Management)、現代行銷觀點(Modern Marketing Perspective)、品牌與整合行銷傳播(Branding and Integrated Marketing Communications)、自給經濟市場之商品與服務設計(Product & Service Design in Subsistence Marketplaces)、質化研究方法(Qualitative Research Methods)
財務 (Finance)	財務管理 (Financial Management)	國際財務管理(International Financial Management)▲、財務計量(博)(Financial Econometrics)▲、金融市場(Financial Markets)、資本投資決策分析(Decision Analysis for Capital Investment)、中國經濟研究(China Economy Studies)、衍生性金融商品分析(Analysis of Financial Derivatives)、綠色經濟與永續發展(Green Economy and Sustainable Development)、經濟學：一種看世界的方法(Economics: one way we see the world)、財務管理與個案(Financial Management and Case Study)、財務報表分析(Financial Statement Analysis)、管理經濟學(Managerial Economics)、機器學習與商業應用(Machine Learning and Business Applications)、財務會計(Financial Accounting)、財務會計理論專題(Seminar on Financial Accounting Theory)、企業分析與評價(Business Analysis and Valuation)
資訊管理 (Information Management)	資訊管理 (Information Management)	管理資訊系統研究專題(MIS Research Seminar)▲、商業智慧(Business Intelligence)▲、電子商務(Electronic Commerce)▲、商業智慧個案分析(Business Intelligence Cases)、商業分析(Business Analytics)、商業數據分析(Big Data Analytics for Business Intelligence)
決策科學 (Decision Sciences)	決策科學 (Decision Science)	生產與作業管理(Production and Operations Management)▲、績效評估(博)(Performance Assessment)▲、審局論(博)(Game Theory)、統計套裝軟體專題(博)(Special Topics in Statistical Software)、消費者決策科學(博)(Consumer Decision Science)、線性結構模式(Structural Equation Modeling)、科技政策與經濟分析(Science and Technology Policy and Economic Analysis)、階層線性模型(Hierarchical Linear Models)、經營策略與績效管理(Business Strategies and Performance Management)、成長模型(Growth Modeling)
理論課程 (Theory Courses)	管理理論(一)(博)(Management Theory (I))、管理理論(二)(博)(Management Theory (II)) (「理論課程」計入 36 畢業學分數計算，無法分領域，歡迎選修。) (Theory Courses: Credits earned may be counted in the 36 credits required for graduation. Please note that they do not belong to any of the six areas.)	

※課程名稱後面有註明**(博)**係指該課程為「博士班專業課程」。( PhD Professional Courses)

▲可用以申請抵免該領域之基礎課程。(Can be used to apply for substituting for the required fundamental course in the corresponding field.)