

佛光大學 健康樂活暨管理學院 管理學系碩士班管理組

課程規劃表(115 學年度入學新生適用)

Program Curriculum for Institute of Management, FGU

(115) 學年度入學新生適用

114 年 10 月 22 日 114 學年度第 2 次課程委員會會議通過

一、本系碩士班學生畢業時需修滿至少 36 學分 (不含論文 6 學分) Institute requirements for graduation: 36 Credits (Not including 6 Credits from Thesis)							
(一) 專業必修3學分 Major Required Courses: 3 Credits							
(二) 專業選修33學分(可選修他系課程至多6學分) Major Elective Courses: 33 Credits							
(三) 論文 6學分 Thesis: 6 credits							
課號 Course Code	科目名稱 Course Name in Chinese	英文名稱 Course Name in English	修別 (Required / Elective)	學分數 Credits	修課年級 Year Level / Semester		備註 Remarks
					年級 Grades	學期 Semester	
MGMT5101	研究方法	Research Methods	必修 Required	3	1 First	上 First	專業必修 Major Required Courses
專業選修 共 33 學分 Major Elective Courses: 33 Credits							
MGMT5201	組織理論與管理	Organization Theory and Management	選修 Elective	3	1 First	上 First	
MGMT5202	行銷管理專題	Topics in Marketing Management	選修 Elective	3	1 First	上 First	
MGMT5204	服務業管理	Services Management	選修 Elective	3	1 First	上 First	
MGMT5206	專案管理	Project Management	選修 Elective	3	1 First	上 First	
MGMT5207	消費者行為	Consumer Behavior	選修 Elective	3	1 First	上 First	
MGMT5209	財富管理專題	Topics in Wealth Management	選修 Elective	3	1 First	上 First	
MGMT5210	財務報表分析	Financial Statement Analysis	選修 Elective	3	1 First	上 First	
MGMT5217	服務品質管理專題	Topics in Services Quality Management	選修 Elective	3	1 First	上 First	
MGMT5215	創新管理專題	Topic in Innovation Management	選修 Elective	3	1 First	上 First	
MGMT5203	作業管理專題	Topics in Operations Management	選修 Elective	3	1 First	下 Second	
MGMT5205	溝通與表達	Communication and Expression	選修 Elective	3	1 First	下 Second	
MGMT5208	公司理財專題	Topics in Corporate Finance	選修 Elective	3	1 First	下 Second	
MGMT5211	管理專業英文	Management Professional English	選修 Elective	3	1 First	下 Second	

MGMT5212	人力資源管理專題	Topics in Human Resources Management	選修 Elective	3	1 First	下 Second	
MGMT5213	財務管理專題	Topics in Financial Management	選修 Elective	3	1 First	下 Second	
MGMT5214	策略管理專題	Topics in Strategic Management	選修 Elective	3	1 First	下 Second	
MGMT5219	生產力與績效評估	Productivity and Performance Measurement	選修 Elective	3	2 Second	上 First	
MGMT5218	組織行為專題	Topic in Organizational Behavior	選修 Elective	3	2 Second	下 Second	
MGMT5220	廣告專題研究	Advertising Research	選修 Elective	3	2 Second	下 Second	
MGMT5221	網路行銷	Internet Marketing	選修 Elective	3	2 Second	下 Second	
MGMT5223	中國管理哲學	Topics on Mutual Funds	選修 Elective	3	2 Second	下 Second	
MGMT5224	共同基金專題	Case Study on International Business	選修 Elective	3	2 Second	下 Second	

備註：

為保障曾修習學分班課程學生之修課權益，本系同意以下課程可予以抵認管理組課程學分。凡於學分班已修習且成績及格之學生，於入學後得依本校學分抵免規定申請抵免。

可抵認之課程如下：

1. MGMT5222 產業分析與競爭策略，選修、3 學分。
2. MGMT5225 國際企業個案研究，選修、3 學分。
3. MGMT5216 投資原理與實務，選修、3 學分。

Note：

To safeguard the course credit rights of students who have previously completed courses in the credit program, this department agrees that the following courses may be recognized for course credits in the **Management Group** curriculum. Students who have successfully completed and passed these courses in the credit program may apply for credit exemption in accordance with our university's credit transfer regulations after admission.

The courses eligible for credit recognition are as follows:

1. MGMT5222 Industry Analysis and Competitive Strategy, Elective、3 Credits。
2. MGMT5225 Case Study on International Business, Elective、3 Credits。
3. MGMT5216 Investment Principles and Practices, Elective、3 Credits。

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課號 Course Code	科目名稱 Course Name in Chinese	英文名稱 Course Name in English	修別 (Required /Elective)	學分 數 Credits	修課年級 Year Level / Semester		備註 Remarks
					年級 Grades	學期 Semester	
MGMT5101	研究方法	Research Methods	必修 Required	3	1 First	上 First	專業必修 Major Required Courses
專業選修 共 33 學分 Major Elective Courses: 33 Credits							
MGMT5304	運動管理專題	Topics in Sports Management	選修 Elective	3	1 First	上 First	
MGMT5306	健康促進與衛生教育專題	Topics in Health promotion and Health education	選修 Elective	3	1 First	上 First	
MGMT5307	康養產業管理專題研究	Topics on Topics on Health Healing Industry Management	選修 Elective	3	1 First	上 First	
MGMT5313	人工智慧實務應用	Practical Applications of Artificial Intelligence	選修 Elective	3	1 First	上 First	
MGMT5315	運動觀光專題	Topics in Sports Tourism	選修 Elective	3	1 First	上 First	
MGMT5317	多變量分析方法	Multivariate Analysis Methods	選修 Elective	3	1 First	上 First	
MGMT5301	運動與健康管理專題	Topics in Sport and Health Management	選修 Elective	3	1 First	下 Second	
MGMT5302	行銷研究	Marketing Research	選修 Elective	3	1 First	下 Second	
MGMT5303	遊程規劃與民宿管理專題	Topics in Tour Scheduling and B&B Management	選修 Elective	3	1 First	下 Second	
MGMT5305	全人健康專題	Topics in Whole Human Wellness	選修 Elective	3	1	下	

					First	Second	
MGMT5309	療癒產業管理特論	Special Topics on Healing Industry Management	選修 Elective	3	1 First	下 Second	
MGMT5310	數量方法	Quantitative Method	選修 Elective	3	1 First	下 Second	
MGMT5311	健康促進管理專題	Topics in Health Promotion Management	選修 Elective	3	1 First	下 Second	
MGMT5312	會展產業行銷與管理	Exhibition Marketing & Management Practices	選修 Elective	3	1 First	下 Second	
MGMT5322	學術論文寫作與研討	Academic Thesis Writing and Discussion	選修 Elective	3	2 Second	上 First	
MGMT5320	健康老化學專題	Topics in Healthy Aging	選修 Elective	3	2 Second	下 Second	
MGMT5321	休閒事業管理專題	Topics in Leisure Management	選修 Elective	3	2 Second	下 Second	

備註：

為保障曾修習學分班課程學生之修課權益，本系同意以下課程可予以抵認運動與健康促進管理組課程學分。凡於學分班已修習且成績及格之學生，於入學後得依本校學分抵免規定申請抵免。

可抵認之課程如下：

1. MGMT5318 地方特色產業，選修、3 學分。
2. MGMT5308 人工智慧與健康管理，選修、3 學分。
3. MGMT5314 運動與健康產業行銷策略研究，選修、3 學分。
4. MGMT5316 運動產業行銷策略專題，選修、3 學分。
5. MGMT5319 運動賽事數據分析與決策，選修、3 學分。
6. MGMT5323 醫務高階管理專題，選修、3 學分。

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The courses eligible for credit recognition are as follows:

1. MGMT5318 Local Cultural Industry, Elective、3 Credits。
2. MGMT5308 Practical Applications of Artificial Intelligence, Elective、3 Credits。
3. MGMT5314 Marketing Strategy Research in Sports and Health Industry, Elective、3 Credits。
4. MGMT5316 Topics in Sports Industry Marketing Strategies, Elective、3 Credits。
5. MGMT5319 Sports Data Analysis and Decision-Making, Elective、3 Credits。
6. MGMT5323 Topics on Advanced Medical Management, Elective、3 Credits。