

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
2.	財務管理	3	Fall
3.	財務計量經濟學	3	Spring
4.	中級會計學	3	Fall
5.	會計學	3	Fall
6.	財務報表分析	3	Spring
第二類:行銷管理			
7.	行銷管理	3	Fall
8.	全球企業管理	3	Fall/Spring
9.	品牌與整合行銷傳播	3	Spring
10.	現代行銷觀點	3	Fall
11.	國際企業管理	3	Fall
12.	知識經濟時代的策略思維	3	Spring
13.	消費者行為	3	Spring
14.	管理學	3	Fall
第三類:組織與策略管理			
15.	策略管理	3	Spring
16.	人力資源管理	3	Fall
17.	網路策略:方法與應用	3	Fall
第四類:資訊管理			
18.	資訊管理	3	Spring
19.	資訊安全	3	Fall
20.	資料科學	3	Spring
21.	研究方法	3	Fall
22.	機器學習與金融科技	3	Fall
23.	數位內容與機器學習	3	Fall
第五類:創新與科技管理			
24.	創意與創新管理	3	Fall
25.	興業家精神與全球企業競賽	3	Fall
26.	創意、創新與創業研究	3	Fall

27.	創業與新產品開發	3	Spring
28.	基礎專利分析與技術預測	3	Fall
29.	科技產業分析	3	Fall
30.	專利與創新策略	3	Fall
31.	產業分析與創新	3	Spring
第六類:運工管與工業 4.0			
32.	線性規劃	3	Fall
33.	生產與作業管理	3	Spring
34.	智慧型運輸系統	3	Fall
35.	演算式決策與學習	3	Fall
36.	隨機過程	3	Spring
37.	運輸計量分析	3	Fall
38.	營收管理	3	Fall
39.	排隊理論與應用	3	Spring
40.	排程理論與應用	3	Fall/Spring
41.	隨機規劃	3	Spring
第七類:法律			
42.	全球智慧財產管理與企業法律	3	Fall

三、召集人姓名：林瑞嘉老師 Professor Jui-Chia Lin 單位：管理學院

四、聯絡人姓名：劉佳芬 單位：管理學院

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

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
2.	Financial Management	3	Fall
3.	Financial Econometrics	3	Spring
4.	Intermediate Accounting	3	Fall
5.	Accounting	3	Fall
6.	Financial Statement Analysis	3	Spring
Class Two: Marketing Management			
7.	Marketing Management	3	Fall
8.	Global Business Management	3	Fall/Spring
9.	Branding and Integrated Marketing Communications	3	Spring
10.	Modern Marketing Perspectives	3	Fall
11.	International Business Management	3	Fall
12.	Strategic Thinking in the Era of Knowledge Economy	3	Spring
13.	Consumer Behavior	3	Spring
14.	Management	3	Fall
Class Three: Organization and Strategic Management			
15.	Strategic Management	3	Spring
16.	Human Resource Management	3	Fall
17.	Network Strategies : Method and Application	3	Fall
Class Four: Information Management			
18.	Information Management	3	Spring
19.	Information (Network) Security	3	Fall
20.	Data Science	3	Spring
21.	Research Methods	3	Fall
22.	Machine Learning and FinTech	3	Fall
23.	Digital Content and Machine Learning	3	Fall

Class Five: Innovation and Technology Management			
24.	Creativity and Innovation Management	3	Fall
25.	Entrepreneurship & Global Business Competition	3	Fall
26.	Creativity, Innovation and Entrepreneurship Research	3	Fall
27.	Entrepreneurship and New Product Development	3	Spring
28.	Fundamentals of Patent Analytics and Technological Forecast	3	Fall
29.	Science & Technology Industry Analysis	3	Fall
30.	Patent and Innovation Strategy	3	Fall
31.	Industrial Analysis and Innovation	3	Spring
Class Six: Transportation and Industry 4.0			
32.	Linear Programming	3	Fall
33.	Productions and Operations Management	3	Spring
34.	Intelligent Transportation Systems	3	Fall
35.	Algorithmic Decision & Learning	3	Fall
36.	Stochastic Process	3	Spring
37.	The Application of Econometrics in Transportation Data	3	Fall
38.	Revenue Management And Principle Optimization	3	Fall
39.	Queueing Theory with Applications	3	Spring
40.	The Theory and Application of Scheduling	3	Fall/Spring
41.	Stochastic Programming	3	Spring
Class Seven: Law			
42.	Global IP Management and Business Laws	3	Fall

3. Convener Name: Professor Jui-Chia Lin

Unit: College of Management

4. Contact Name: Chia-Fen Liu

Unit: College of Management