

國立交通大學 IMBA 國際管理 學分學程實施辦法

Implementation Rules for IMBA (International Management & Business Administration) Credit Program of NCTU

一、為提供本校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、凡本校學生，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。

1. The program is specified particularly in order to provide graduate students of the school with knowledge and ability in internationally competitive business management field.

2. All 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.

學分學程課程規劃表

Planning Table for Credit Program Courses

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

1. Program Name: IMBA (International Management & Business Administration) Program

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 Revenue Management	3	Fall/Spring
2	財務會計學 Financial Accounting	3	Fall
3	財務管理 Financial Management	3	Fall
第二類:行銷管理			
4	行銷管理 Marketing Management	3	Fall/Spring
5	消費者心理學 Consumer Psychology	3	Fall
6	科技行銷 Technology Marketing	3	Spring
7	全球企業管理 Global Business Management	3	Spring
第三類:組織與管理			
8	商業英文表達 Effective Presentations for Business and Conferences	2	Fall
9	組織行為 Organizational Behavior	3	Fall
10	組織理論 Organization Theories	3	Fall
11	企業倫理 Business Ethics	3	Spring
12	策略管理 Strategic Management	3	Spring
第四類:資訊管理			
13	資訊管理 Information Management	3	Fall
14	商業智慧 Business Intelligence	3	Fall
15	商用資料通訊 Business Data Communications	3	Spring
16	資訊安全 Information(Network) Security	3	Fall
17	商業分析 Business Analytics	3	Fall

第五類:科技管理

18	創業與興業家精神 Entrepreneurship Venture Capital	3	Fall
19	創意與創新管理 Creativity and Innovation Management	3	Fall
20	策略與科技 Strategy and Technology	3	Fall
21	全球科技策略 Global Technology Strategy	3	Fall/Spring
第六類:運工管			
22	線性規劃 Linear Programming	3	Fall
23	商用統計 Managerial Statistics	3	Fall
24	統計方法 Business Statistics	3	Fall
25	生產與作業管理 Productions and Operations Management	3	Fall/Spring
26	智慧型運輸系統 Intelligent Transportation systems	3	Fall
27	物流系統模式 Logistics System Modeling	3	Fall
28	次經驗法則計算 Metaheuristic Computing	3	Fall
29	演算式決策與學習 Algorithmics Decision & Learning	3	Fall
第七類:法律			
30	世界貿易組織法律 WTO Laws	3	Fall
31	全球智慧財產權管理 Global IP Management	3	Fall/Spring
32	全球智慧財產管理與企業法律 Global IP Management and Business Laws	3	Fall

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
Class Two: Marketing Management			
4	Marketing Management	3	Fall/Spring
5	Consumer Psychology	3	Fall
6	Technology Marketing	3	Spring
7	Global Business Management	3	Spring
Class Three: Organization and Management			
8	Effective Presentations for Business and Conferences	2	Fall
9	Organizational Behavior	3	Fall
10	Organization Theories	3	Fall
11	Business Ethics	3	Spring
12	Strategic Management	3	Spring
Class Four: Information Management			
13	Information Management	3	Fall
14	Business Intelligence	3	Fall
15	Business Data Communications	3	Spring
16	Information (Network) Security	3	Fall
17	Business Analytics	3	Fall
Class Five: Technology Management			

18	Entrepreneurship Venture Capital	3	Fall
19	Creativity and Innovation Management	3	Fall
20	Strategy and Technology	3	Fall
21	Global Technology Strategy	3	Fall/Spring
Class Six: Transportation Technology and Management			
22	Linear Programming	3	Fall
23	Managerial Statistics	3	Fall
24	Business Statistics	3	Fall
25	Productions and Operations Management	3	Fall/Spring
26	Intelligent Transportation Systems	3	Fall
27	Logistics System Modeling	3	Fall
28	Metaheuristic Computing	3	Fall
29	Algorithmics Decision & Learning	3	Fall
Class Seven: Law			
30	WTO Laws	3	Fall
31	Global IP Management	3	Fall/Spring
32	Global IP Management and Business Laws	3	Fall

三、召集人姓名：唐瓔璋

單位：管理學院

四、連絡人姓名：黎佳韻

單位：管理學院

3. Convener Name: Ying-Chan Tang

Unit: College of Management

4. Contact Name: Chia-Yun Li

Unit: College of Management