**元智大學　資訊管理學系碩士班**

**資訊管理組(國際雙聯學位)　必選修科目表**

**Master Program of Information Management Department at Yuan Ze University**

**Information Management Track (International Dual Degree)**

**List of Required and Elective Courses**

**（109學年度入學新生適用）**

**(Applicable to Students Admitted in Academic Year of 2020)**

109.05.06 一○八學年度第六次教務會議通過

Passed by the 6th Academic Affairs Meeting, Academic Year 2019, on May 06, 2020

|  |  |  |  |
| --- | --- | --- | --- |
| 學年Academic Year  學期Semester  科目Subject | 第一學年 1PstP Academic Year | | 第二學年 2PndP Academic Year |
| 上(台灣)  Fall (Taiwan) | 下(台灣)  Spring (Taiwan) | 澳洲西雪梨大學  (UWS, Australia) |
| 必  選  修  科  目  Compulsory &  Elective  （48） | 資訊管理理論與實務  （Theory and Practice of Information Management）  IM591  （3） | 企業管理理論與實務  （Theory and Practice of Business Administration）  IM592  （3） | Qualification for this award requires the successful completion of 80 credit points which include the units listed below.  **General Foundation Units (40CP)** 可申請抵免   1. The Contemporary Business Environment 2. Business Communication Skills 3. Understanding Contemporary Organisations 4. Integrated Business Experience 1   **Core Units (40CP)** 可申請抵免   1. Financial Reports for Decision Making 2. Contemporary People Management 3. Integrated Business Experience 2 4. Economics PG   **Specialist Knowledge Units (60CP)**   * Finance and Investment * Hospitality and Tourism * Human Resources Management * Information and Communications Technology * Innovation and Entrepreneurship * Logistics and Supply Chain Management * Management * Marketing * Property * Sustainable Business   **Capstone Units (20CP)**   1. Business Project OR Internship |
| 人力資源管理  （Human Resource Management）  IM533  （3） |  |
| 行銷管理  Marketing Management  IM569  (3) |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 學分小計Credits each | 12 + 12選修(註2) | | 24 (80 CP) |
| 備註  Remarks  全文完 | 1.畢業最低總學分數為48學分，另加碩士論文一篇。  Students must take a minimum of 48 credits and complete one master thesis for graduation.  2.選修課程需於附表-元智大學資訊管理學系碩士班資訊管理組(國際雙聯學位)選修科目表中任選12學分。  Student must at least take and complete 12 credits out of the elective courses listed in the attached file, named the “Master Program of Information Management Department at Yuan Ze University Information Management Track (International Dual Degree) List of Elective Courses”.  3.須配合「澳洲西雪梨大學」Quarter制入學修課時間。  Please make sure that you begin the program in accordance to the Quarter sessions of UWS.  4.學生應於元智大學資管系碩士班成功完成第一學期的課程要求，始得向UWS申請。  Only if students have successfully completed the courses required in the Fall semester can they begin to apply for the course at UWS.  5.澳洲西雪梨大學之授予學位與修課要求，悉依照入學年度西雪梨大學的規定辦理。  The awarded degree and course requirements of UWS should follow the rule of admission year.  6.研究生須依本校學術研究倫理教育課程實施要點規定，於入學第一學期結束前完成學術研究倫理教育課程，最遲須於申請學位口試前補修完成，未完成本課程，不得申請學位口試。  For those graduate students who shall complete Academic Research Ethics Education Course before the end of their first academic semester, they must follow the regulations of Yuan Ze University Academic Research Ethics Education Course Implementation Highlights. The latest deadline for them shall be their course completions and then their applications towards the degree’s oral exam. | | |

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| 課號 | 中文課名 | 英文課名 | 學分數 |
| --- | --- | --- | --- |
| IM504 | 智慧型管理系統 | Intelligent Management Systems | 3 |
| IM507 | 決策支援系統 | Decision Support Systems | 3 |
| IM514 | 企業研究方法 | Business Research Methodology | 3 |
| IM516 | 網際網路行銷學 | Internet Marketing | 3 |
| IM525 | 計算與機率式學習及其應用 | Computational Learning , Probabilistic Learning and Their Applications | 3 |
| IM526 | 作業流程管理專題研討 | Topics in Work Flow Management | 3 |
| IM527 | 電子商務專題研討 | Topics in Electronic Commerce | 3 |
| IM528 | 網路應用與管理 | Network Application and Management | 3 |
| IM530 | 類神經網路及其應用 | Artificial Neural Networks and Their Applications | 3 |
| IM531 | 問題解決與決策 | Problem Solving and Decision Making | 3 |
| IM532 | 知識探勘與資料剖析 | Knowledge Discovery and Data Mining | 3 |
| IM533 | 人力資源管理 | Human Resource Management | 3 |
| IM534 | 基因演算法則 | Genetic Algorithms | 3 |
| IM535 | 計算式智慧專題 | Topics in Computational Intelligence | 3 |
| IM536 | 高等演算法 | Advanced Computer Algorithms | 3 |
| IM539 | 醫療資訊系統 | Health Information Systems | 3 |
| IM542 | 模糊系統理論及應用 | Fuzzy Systems Theory and applications | 3 |
| IM547 | 資訊技術管理專題 | Seminar on Information Technology and Management | 3 |
| IM552 | 資訊網路專題 | Topics in Computer Networks | 3 |
| IM553 | 商業智慧 | Business Intelligence | 3 |
| IM555 | 多變量分析 | Multivariate Analysis | 3 |
| IM556 | 模糊資料庫 | Fuzzy Database | 3 |
| IM557 | 組合最佳化 | Combinatorial Optimization | 3 |
| IM564 | 電子化企業管理 | E-Business Management | 3 |
| IM566 | 知識管理 | Knowledge Management | 3 |
| IM567 | 資管新趨勢講座(I) | MIS New Trend Forum(I) | 3 |
| IM568 | 專業研習 | MIS Professional Study | 3 |
| IM569 | 行銷管理 | Marketing Management | 3 |
| IM571 | 資管新趨勢講座(II) | MIS New Trend Forum(II) | 3 |
| IM572 | 專案管理 | Project Management | 3 |
| IM573 | 數位影像技術 | Digital Image Processing | 3 |
| IM574 | 電子化企業專題研討 | Topics in E-Business | 3 |
| IM575 | 醫療經營管理講座 | Lectures on Management of Health Services Organizations | 3 |
| IM576 | 軟體工程 | Software Engineering | 3 |
| IM578 | 全球資訊網技術 | Web Technologies | 3 |
| IM585 | 資訊科技專題 | Seminar on Information Technology | 3 |
| IM586 | 模糊動態系統 | Fuzzy Dynamical Systems | 3 |
| IM587 | 醫療資訊專題 | Special Topics on Medical Informatics | 3 |
| IM588 | 創業管理實務 | Entrepreneurship | 3 |
| IM589 | 啓發式最佳化 | Heuristic Optimization | 3 |
| IM613 | 專案管理專題研討 | Seminar on Project Management | 3 |
| IM614 | 資訊擷取 | Information Retrieval | 3 |
| IM616 | 生理訊號之臨床應用 | Clinical Application of Biophysioloical signals | 3 |
| IM617 | 雲端計算原理 | The Principle of Cloud Computing | 3 |
| IM619 | 多準則決策與分析 | Multiple Criteria Decision Making and Analysis | 3 |
| IM620 | 資訊安全 | Information Security | 3 |
| IM622 | 決策分析 | Decision Analysis | 3 |
| IM625 | 約略集理論及資料分析 | Rough Set Theory and Data Analytic | 3 |
| IM711 | 資料儲存與擷取 | Data Storage and Retrieval | 3 |
| IM712 | 機器學習 | Machine Learning | 3 |
| IM713 | 資料視覺化應用 | Data Visualization | 3 |
| IM714 | 大數據倫理與法律專題 | Ethical and Legal Issues in Big Data | 3 |
| IM715 | 資料科學統整專題 | Data Science Capstone Course | 3 |
| IM716 | 機器學習 II (預測模型) | Machine Learning II (Predictive Modelling) | 3 |
| IM717 | 社群網絡資料分析 | Social Network Data Analytics | 3 |
| IM718 | 文本與網頁分析 | Text and Web Analytics | 3 |
| IM719 | 行銷資料分析 | Marketing Data Analytics | 3 |
| IM720 | 金融資料分析 | Financial Data Analytics | 3 |
| IM721 | 醫療資料分析 | Medical and Healthcare Data Analytics | 3 |
| IM722 | 消費者行為資料分析 | Consumer Behavior Data Analytics | 3 |
| IM723 | 開放政府專題 | Government Open Data Issues | 3 |
| IM724 | 進階數據分析 | Advanced Data Analytics | 3 |
| IM727 | 資料分析工具 | Data Analytical Tool | 3 |
| IM729 | 智慧行銷 | Intelligent Marketing | 3 |
| IM736 | 社群分析 | Social Media Analytics | 3 |
| IM737 | 智慧製造 | Smart Manufacturing | 3 |
| IM741 | 專業研習(I) | MIS Professional Study(I) | 3 |
| IM742 | 專業研習(II) | MIS Professional Study(II) | 3 |
| IM811 | 社會變遷與創新 | Social Transformation and Creative Destruction | 3 |
| IM813 | 社會企業與領導 | Social Entrepreneurs and Leadership | 3 |
| IM815 | 微型金融與發展 | Microfinance and Development | 3 |
| IM818 | 全球化與產業發展 | Globalization and Industry Development | 3 |
| IM819 | 管理經濟學 | Managerial Economics | 3 |
| IM831 | 資訊倫理 | Information Ethics | 3 |
| IM835 | 數位落差專題 | Seminar in Digital Divide | 3 |
| IM836 | 資訊法律專題 | Seminar on Information Law | 3 |
| IM837 | 數位內容產業專題 | Seminar on Digital Content Industry | 3 |
| IM838 | 數位治理 | Digital Governance | 3 |

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**Appendix：**Master of Business and Administration Program Structure

**General Foundation Units (40CP)**

1. The Contemporary Business Environment
2. Business Communication Skills
3. Understanding Contemporary Organisations
4. Integrated Business Experience 1

**Core Units (40CP)**

1. Financial Reports for Decision Making
2. Contemporary People Management
3. Integrated Business Experience 2
4. Economics PG

**Specialist Knowledge Units (60CP)**

|  |  |
| --- | --- |
| **Finance and Investment**  (60CP) | Corporate Finance  Financial Institutions and Markets (MAF)  International Finance  Security Analysis and Portfolio Theory  Property Investment Analysis  Property Portfolio Analysis |
| **Hospitality and Tourism**  (60CP) | Gastronomy and the Food and Beverage Experience Facilities and Venue Management Tourism Management Event Management Hospitality and Tourism In Society Strategic Marketing for Hospitality and Tourism |
| **Human Resources Management**  (60CP) | Industrial Relations and Workplace Change Strategic Employment Relations Employment Relations Professional Practice Reward Management  Developing Human Capital and Organisational Capability Diversity, Labour Markets and Workforce Planning |
| **Information and Communications Technology** (60CP) | Programming Proficiency  Advanced Topics in User System Interaction  Systems Analysis and Database Management Systems  Network Technologies  Choose any one   1. Web Technologies 2. Mobile Computing 3. Intelligent Agents for E-Markets   Choose any one   1. Content Management Systems & Web Analytics 2. Big Data (PG) 3. Cloud Computing 4. Workflow Management Systems |
| **Innovation and Entrepreneurship**  (60CP) | Innovation for New Markets Innovation, Creativity and Foresight New Venture Finance Entrepreneurial Management Capabilities Innovation through Digital Technology Governance, Ethics and Social Entrepreneurship |
| **Logistics and Supply Chain Management**  (60CP) | Project Management Supply Chain Management Purchasing and Materials Management Compliance Management Logistics Processes In Erp Business Operations and Logistics |
| **Management**  (60CP) | 0BManaging In The Global Context1BStrategic Business Management Compliance Management2BLeading Contemporary Organisations3BInnovation, Creativity and Foresight Governance, Ethics and Social Entrepreneurship |
| **Marketing**  (60CP) | Marketing Systems Buyer Behaviour Applied Marketing Solutions Integrated Brand Management Business Marketing Strategic Marketing For Managers |
| **Property**  (60CP) | Property Valuation  Property Finance and Taxation  Property Feasibility Study  Property Investment Analysis  Property Development  Property Portfolio Analysis |
| **Sustainable Business**  (60CP) | Creating Sustainable Organisations  Business, Society and the Environment Social and Environmental Accounting Governance, Ethics and Social Entrepreneurship Developing Sustainable Places Innovation, Creativity and Foresight |

**Capstone Units (20CP)**

1. Business Project OR Internship