

112-114 學年度 系所課程地圖

Department Curriculum Map for the 2023 -2025Academic Year

系所概要 Department		2023.02.07
Dept/Institute	Graduate Institute of Technology Management	
Class	Master	

教育目標 (Objectives)	編號 Number	項目內容 (Items)
	a	批判思考能力 (Critical Thinking)
	b	全球視野 (Global View)
	c	社會責任感 (Social Responsibilities)
	d	創新與領導 (Innovation and Leadership)
	e	獨力解決問題能力 (Independent Problem-Solving)

學生核心能力 (Student Core Competencies) ※可附上【學生核心能力與課程規劃關聯圖】 ※(Can be attached【Student Core Competencies and Curriculum Planning Relationship Diagram】)	編號	項目內容 (Items)	2011.11.15	對應之教育目標編號 Corresponding Education Goal Number
	A	具批判思考能力 (Competence in critical thinking)		a
	B	對全球科技產業趨勢具敏銳洞察力 (Insights of global high-tech industrial trends)		b
	C	具專業倫理與社會責任的認知 (Awareness of professional ethics and social responsibilities)		c
	D	具跨領域創新思維能力 (Innovative thinking in cross- disciplinaries)		d
	E	具協調與整合的領導能力 (Leadership competence of coordination and integration)		d
	F	具獨力解決問題能力 (Competence in independent problem-solving)		e

※附註：Note：

1.各系所所屬之班別，含學士班、碩士班、博士班等，請分別填寫。1. Complete the map separately for each division, including Bachelor' s, Master' s, and Doctoral program.

例如：資管學士班需填寫表二及表三；資管碩士班也須填寫表二及表三。

For example, Forms 2 and 3 must be completed for Bachelor' s program in Management Information Systems, and also for Master' s program in for Bachelor' s program in Management Information Systems.

2.教育目標及核心能力之代號皆以英文字母大寫為主。

2. Codes for Education Goals and Core Competencies must be in uppercase English alphabet letters.

3.可依不同班(組)別填寫教育目標及核心能力。

3. Education Goals and Core Competencies can be specific to the division in question.

單位主管簽章：賴榮裕

承辦人簽章：陳美莉

Head of Planning Division: Signature of Responsible Person:

2023年2月7日所務會議通過

Promulgated by GITM Institute affairs committee meeting on 2023.02.07

課程名稱 (Courses)		規劃要點 (附註) Plans(Notes)				對應核心 能力編號 Corresponding Education Goal Number			建議 修課年級 Suggested Year of Study	開課 單位 Course Offering Unit	備註 Remarks	
		1	2	3	4	A	B	E				
院核心課程(必修)College Core Courses(Required)												
01	CHI ENG	人力資源管理 Human Resource Management	M	A	S	3	A 40%	B 30%	E 30%	1、2	科管所 Dept. of ITM	
02	CHI ENG	財務管理 Financial Management	M	A	S	3	A 20%	B 20%	F 60%	1、2	科管所 Dept. of ITM	
03	CHI ENG	行銷管理 Marketing Management	M	A	S	3	B 30%	D 70%		1、2	科管所 Dept. of ITM	
04	CHI ENG	資訊管理 Information Management	M	A	S	3	A 60%	F 40%		1、2	科管所 Dept. of ITM	
05	CHI ENG	營運管理 Operations Management	M	A	S	3	B 60%	E 40%		1、2	科管所 Dept. of ITM	
06	CHI ENG	策略管理 Strategic Management	M	A	S	3	A 40%	B 30%	F 30%	1、2	科管所 Dept. of ITM	
07	CHI ENG	碩士論文 Thesis	M	A	Y	6				2	科管所 Dept. of ITM	
專業必修課程 Required Courses												
08	CHI ENG	專題討論 (一) Seminar (I)	M	A	S	3	B 50%	D 50%		1、2	科管所 Dept. of ITM	
09	CHI ENG	企業研究方法 Business Research Methods	M	A	S	3	A 40%	C 20%	F 20%	1、2	科管所 Dept. of ITM	
10	CHI ENG	科技管理導論 Introduction to Technology Management	M	A	S	3	A 50%	B 50%		1、2	科管所 Dept. of ITM	
11	CHI ENG	專案管理 Project Management	M	A	S	3	A 60%	E 40%		1、2	科管所 Dept. of ITM	
12	CHI ENG	新產品開發與管理 New Product Development and Management	M	A	S	3	D 40%	E 20%	F 40%	1、2	科管所 Dept. of ITM	
13	CHI ENG	知識創造與研發管理 Knowledge Creation and R&D Management	M	A	S	3	A 30%	C 10%	D 30%	E 30%	1、2	科管所 Dept. of ITM
14	CHI ENG	智慧財產經營管理 Business Management of Intellectual Property	M	A	S	3	C 50%	F 50%		1、2	科管所 Dept. of ITM	

※附註：規劃要點填表說明：(1 到 4 各欄位請填正確代表字母)

Notes: Instructions for completing this form are provided below (please provide the correct English alphabet letter in fields 1 to 4)

1：U-學士課程、M-碩士課程、D-博士課程。1：U-Bachelor's program, D-Doctoral program.

2：A-正課、B-實習課、C-台下指導之科目如學生講述或邀請演講之專題討論、專題研究.....等。2：A-Lecture, B-Internship, C-Subjects with private guidance such as student presentations or invited speeches, topic discussions, topic research, ect.

3：S-學期課、Y-學年課。3：S-Semester course, Y-Year-long course.

4：科目(全期或全年)總學分數(請填阿拉伯數字)。4：Total course (full-semester or full-year) credits (in Arabic numerals).

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承辦人簽章：陳美莉

Head of Planning Division: Signature of Responsible Person:

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		1	2	3	4					
15	CHI ENG	新興電子商務與企業應用 Emerging Technology and Industry Application	M	A	S	3	A D 60% 40%	1、2	科管所 Dept. of ITM	
16	CHI ENG	企業電子化 Electronic Business	M	A	S	3	C F 15% 85%	1、2	科管所 Dept. of ITM	
17	CHI ENG	網路理財 Online Investing	M	A	S	3	B D F 20% 20% 60%	1、2	科管所 Dept. of ITM	
18	CHI ENG	服務科學 Service Science	M	A	S	3	B D E 20% 70% 10%	1、2	科管所 Dept. of ITM	
19	CHI ENG	資訊科技與計算金融應用 Information Technology & Computational Finance	M	A	S	3	B D F 30% 30% 40%	1、2	科管所 Dept. of ITM	
20	CHI ENG	商業模式與策略創新 Business Models and Strategy Innovation	M	A	S	3	A D F 35% 30% 35%	1、2	科管所 Dept. of ITM	新增 課程
選修課程 Elective Courses										
21	CHI ENG	老子管理學：經典科技案例分析 Laozi' s Management: Clasic Technology Case Study	M	A	S	3	C E F 20% 30% 50%	1、2	科管所 Dept. of ITM	必修改 選修
22	CHI ENG	創意思考與創意領導 Creative Thinking and Creative Leadership	M	A	S	3	A D E 20% 60% 20%	1、2	科管所 Dept. of ITM	
23	CHI ENG	創業管理 Entrepreneurship Management	M	A	S	3	A D E 30% 30% 40%	1、2	科管所 Dept. of ITM	
24	CHI ENG	科技管理決策分析 Decision Analysis for Technology Management	M	A	S	3	A F 40% 60%	1、2	科管所 Dept. of ITM	
25	CHI ENG	技術規劃與產品策略 Technology planning and product strategy	M	A	S	3	B E F 40% 20% 40%	1、2	科管所 Dept. of ITM	
26	CHI ENG	供應鏈管理 Supply Chain Management	M	A	S	3	A F 40% 60%	1、2	科管所 Dept. of ITM	
27	CHI ENG	電子商務管理與應用 E-Commerce Management and Applications	M	A	S	3	A D F 30% 30% 40%	1、2	科管所 Dept. of ITM	

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承辦人簽章：陳美莉

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28	CHI ENG	網路店面實務管理 Online Shop Practice Management	M	A	S	3	C 10%	D 30%	F 60%	1、2	科管所 Dept. of ITM	
29	CHI ENG	電子商務安全管理 E-Commerce Security Management	M	A	S	3	A 40%	C 20%	F 40%	1、2	科管所 Dept. of ITM	
30	CHI ENG	電子商務網站建置 Electronic Commerce Website Development	M	A	S	3	A 30%	C 30%	D 40%	1、2	科管所 Dept. of ITM	
31	CHI ENG	電子商務中的計算思維 Computational Thinking in Electronic Commerce(AKA: Business Process Engineering)	M	A	S	3	D 60%	F 40%		1、2	科管所 Dept. of ITM	
32	CHI ENG	電子化顧客關係管理 Electronic Customer Relationship Management	M	A	S	3	D 70%	F 30%		1、2	科管所 Dept. of ITM	
33	CHI ENG	產業創新 Industrial Innovation	M	A	S	3	B 40%	D 60%		1、2	科管所 Dept. of ITM	
34	CHI ENG	科技人文與社會 Technology, Humanities and Society	M	A	S	3	A 30%	B 30%	C 40%	1、2	科管所 Dept. of ITM	
35	CHI ENG	人工智能與機器學習 Artificial Intelligence and Machine Learning	M	A	S	3	A 40%	D 20%	F 40%	1、2	科管所 Dept. of ITM	
36	CHI ENG	量化方法與決策偏誤 Quantitative Methods and Decision biases	M	A	S	3	A 50%	F 50%		1、2	科管所 Dept. of ITM	
37	CHI ENG	企業流程再造 Business Process Reengineering for Excellence	M	A	S	3	A 30%	B 20%	D 20%	E 30%	1、2	科管所 Dept. of ITM
38	CHI ENG	跨國研發管理及創新策略 Transnational R&D and innovation strategy	M	A	S	3	A 50%	B 50%		1、2	科管所 Dept. of ITM	
39	CHI ENG	網路消費者行為 Internet Consumer Behavior	M	A	S	3	B 20%	C 10%	D 70%	1、2	科管所 Dept. of ITM	

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		1	2	3	4					
40	CHI ENG	人工智慧產品與服務開發 Artificial Intelligent Product and Service Development	M	A	S	3	B D 40% 60%	1、2	科管所 Dept. of ITM	
41	CHI ENG	金融科技與個案研討 Financial Technology and Case Studies	M	A	S	3	A B E 30% 40% 30%	1、2	科管所 Dept. of ITM	
42	CHI ENG	區塊鏈創新應用商業個案研討 Innovative Applications and Case Studies of Blockchain	M	A	S	3	A B D 40% 30% 30%	1、2	科管所 Dept. of ITM	
43	CHI ENG	電腦稽核 Computer Auditing	M	A	S	3	A F 60% 40%	1、2	科管所 Dept. of ITM	
44	CHI ENG	資料探勘 Data mining	M	A	S	3	A D 60% 40%	1、2	科管所 Dept. of ITM	
45	CHI ENG	數位行銷與管理 Digital Marketing & Management	M	A	S	3	D E F 40% 30% 30%	1、2	科管所 Dept. of ITM	
46	CHI ENG	專題討論 (二) Seminar (II)	M	A	S	3	B D 50% 50%	1、2	科管所 Dept. of ITM	
47	CHI ENG	專題討論 (三) Seminar (III)	M	A	S	3	B D 50% 50%	1、2	科管所 Dept. of ITM	
48	CHI ENG	專題討論 (四) Seminar (IV)	M	A	S	3	B D 50% 50%	1、2	科管所 Dept. of ITM	
49	CHI ENG	網路品牌發展 Online Brand Development	M	A	S	3	B D 20% 80%	1、2	科管所 Dept. of ITM	
50	CHI ENG	網路行銷 Internet Marketing	M	A	S	3	B D 20% 80%	1、2	科管所 Dept. of ITM	
51	CHI ENG	服務業管理 Services Management	M	A	S	3	D E F 50% 20% 30%	1、2	科管所 Dept. of ITM	
52	CHI ENG	科技事業經營策略 Business strategy in high-technology industries	M	A	S	3	A D F 30% 30% 40%	1、2	科管所 Dept. of ITM	

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