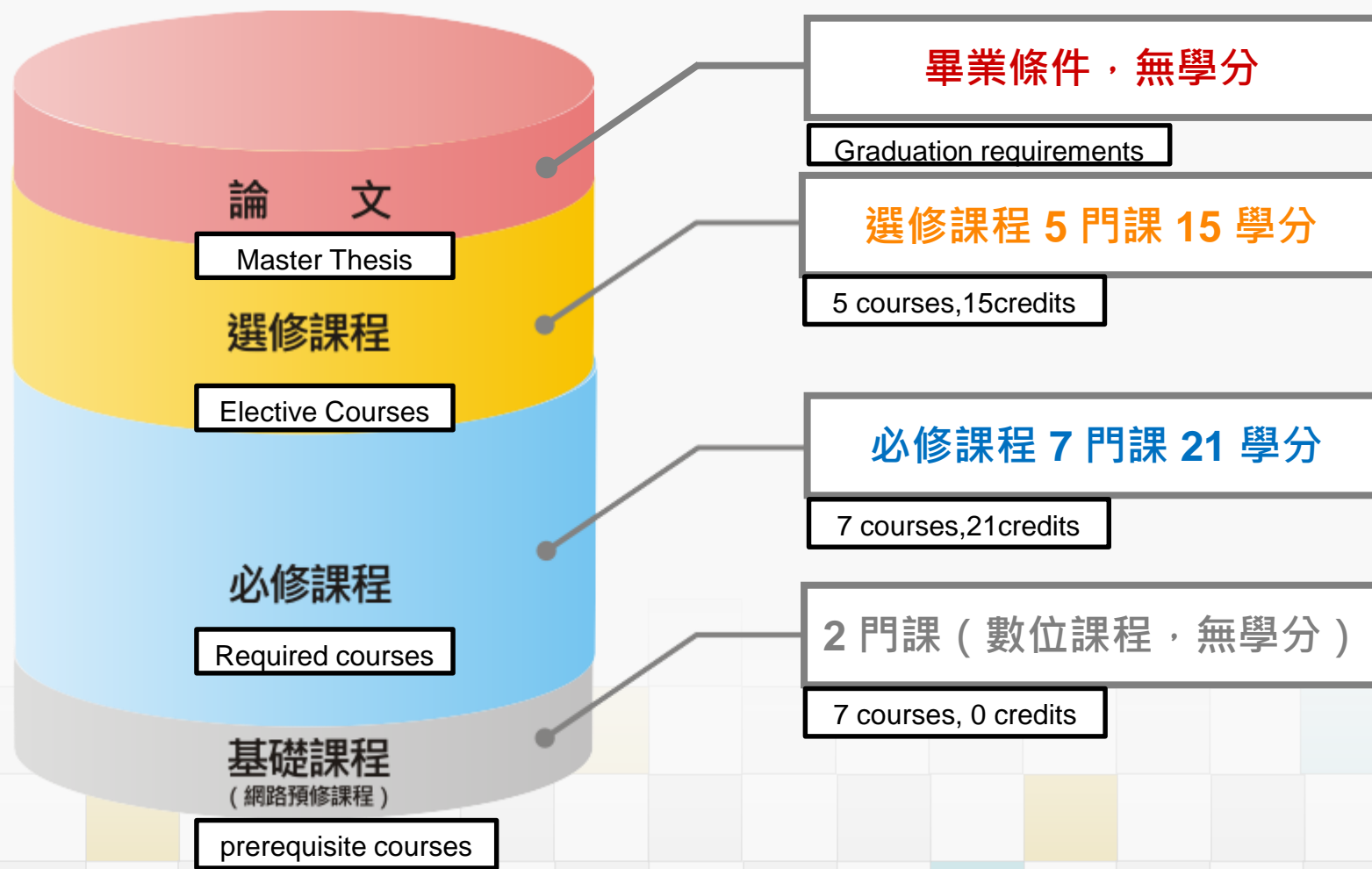


課程規劃 Course Plan



課程規劃 Course Plan



基礎課程

管理概論
財務報表分析

必修課程

財務管理
組織行為
行銷管理
策略管理
策略成本管理
組織整合與管理
服務與營運管理

必選課程

創新管理
協商與領導
進階管理個案
平台策略與數位經營
人工智慧與商業數據分析

課程規劃 Course Plan

prerequisite course

Introduction to Management
Financial Statement Analysis

Required courses

- *Financial Management
- *Organizational Behavior
- *Marketing Management
- *Strategic Management
- *Strategic Cost Analysis
- *Organization Management
- *Service and Operations Management

Elective Courses

- *Innovations Management
- *Leadership and Conflict Management
- *Advanced Seminar in Management Cases
- *Platform Strategy and Perspectives of Digital Business
- *Artificial Intelligence and Business Data Analytics