



	Studies on Cultural Creative Cluster					Photographic Culture and Visual Communication				
	文創與消費行為研究 Cultural creative and consumer behavior research			3	3	市場分析 Market Analysis			3	3
	統計方法與資料分析 Statistical Methods and Data Analysis			3	3	文創事業管理 Cultural & Creative Enterprise Management			3	3

課程說明：

一、 畢業總學分為 42 學分，含必修 6 學分、選修 30 學分、論文 6 學分

二、 專業必修科目除原有 2 門(研究方法、策略管理專題)課程，另加設 9 門商管專業選修(行銷管理專題、企業倫理專題、作業管理專題、財務管理專題、組織行為專題、人力資源管理專題、應用統計、管理會計、管理經濟)課程為建議選修，以符合 MBA 管理專業之需求。

In addition to the original 3 courses (Research Methods, Strategic Management Topics, and Management Science), 6 additional courses (Marketing Management Topics, Business Ethics Topics, Operations Management Topics, Financial Management Topics, Organizational Behavior Topics, and Human Resource Management Topics) courses are added.

三、 若曾取得應用統計、管理會計、管理經濟之 3 門課程，或通過上述課程鑑定者，可免補修前述課程以符合 MBA 管理專業之需求。

Those who have not obtained courses such as applied statistics, management accounting, managerial economics, etc., or have not passed the accreditation of the above courses, should take the above courses to meet the needs of the MBA management major

四、 本所有 2 個主要領域選修學程，★為該學程建議選修之課程，取得★課程加上該領域選修學程 2 門以上課程學分後，畢業證書註記修畢該學程名稱。

五、 需修畢非正式課程：至少參與 1 場校內外演講、1 場企業參訪、實務期刊論文或研討會論文(1 篇)，才滿足畢業之要求。

Need to complete the formal courses: at least 1 lectures, 1 business visits to meet the requirements of graduation.

六、 學生於申請學位考試前，需至「台灣學術倫理教育資源中心」線上平台自行修習「學術倫理教育」課程，並通過課程總測驗及成績達及格標準。

Before applying for degree examination, students need to take the academic ethics education course on the Center for Taiwan Academic Research Ethics Education online platform. In addition, they need to pass the final exam and get a passing grade.

七、 需通過原創性比對結果之標準:包含參考文獻資料，相似性應小於 30%、不包含參考文獻資料，相似性應小於 25%。  
The criteria for comparing the results through originality are: including references, the similarity should be less than 30%, excluding references, the similarity should be less than 25%

八、 依本校與密德薩斯大學簽署合作協議，修讀密德薩斯大學學分課程取得合格成績後可抵免本系時序表無相同課程，得經系課程委員會審核後以「認列」方式處理，並依南華大學學分抵免辦法處理。

According to the cooperation agreement signed between the University and Middlesex University, the credit courses of Middlesex University can be credited after passing the credit courses of the department, which can be processed in the form of "recognition" after being reviewed by the curriculum committee of the department, and processed in accordance with the credit system of the University of South China.