

# 大葉大學運動健康管理學系 114 學年度 碩士班二年學程

## 114 Academic Year Master's Degree Program, Da-Yeh University Department of Sports and Health Management

院別：護理暨健康學院 所別：運動健康管理學系碩士班 畢業應修學分：30學分（含碩士論文6學分） 製表日期：2025/07/02  
College of Nursing and Health Sciences Master's Program in Sports and Health Management Required Credits: 30 credits (including 6 credits for the Master's thesis) Date of Compilation: July 2, 2025

| 類別<br>Category   | 必修<br>Required/<br>Elective | 科目名稱<br>Course Title   | 科目代號 | 修課年級<br>與學期<br>Academic<br>Year/Semester | 學分數<br>Credits | 每週上課時數<br>Class Hours |            | 修習需求<br>Study requirements   | 備註<br>Remarks |
|--|-----------------------------|--|------|--|----------------|-----------------------|------------|--|---------------|
|  |                             |  |      |  |                | 講授<br>Lecture         | 實習<br>Lab. |  |               |
| 校訂必修6學分<br>University-<br>Required<br>Courses: 6<br>Credits    | 必修<br>Required              | 碩士論文Thesis   |      | 二上                                       | 3              | 0                     | 0          |  |               |
|  | 必修<br>Required              | 碩士論文Thesis   |      | 二下                                       | 3              | 0                     | 0          |  |               |
|  | 必修<br>Required              | 英檢證照<br>English Proficiency Certificate  |      |  | 0              | 0                     | 0          |  | 註1            |
|  | 必修<br>Required              | 學術研究倫理教育<br>Research Ethics Education Online Program   |      |  | 0              | 0                     | 0          | 依大葉大學學術倫理教育課程實施要點辦理<br>Conduct according to Guidelines for Academic Research Ethics Education Course of Da-Yeh University. | 註2            |
| 所訂必修6學分<br>Departmental<br>Required<br>Courses: 6<br>Credits   | 必修<br>Required              | 研究方法<br>Research Methodology   |      | 一上                                       | 3              | 3                     | 0          |  |               |
|  | 必修<br>Required              | 應用統計<br>Application of Statistics  |      | 一下                                       | 3              | 3                     | 0          |  |               |
| 所訂選修12學分<br>Departmental<br>Elective<br>Courses: 12<br>Credits | 選修<br>Elective              | 研究論文選讀與評析<br>Selected and Critique Research Article  |      | 一  | 3              | 3                     | 0          |  | 註2            |
|  | 選修<br>Elective              | 論文寫作<br>Academic Writing   |      | 一  | 3              | 3                     | 0          |  | 註3            |
|  | 選修<br>Elective              | 運動行銷<br>Sport Marketing  |      | 一  | 3              | 3                     | 0          |  | 註4            |
|  | 選修<br>Elective              | 服務業管理<br>Service Management  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 組織行為<br>Organizational Behavior  |      | 一  | 3              | 3                     | 0          |  | 註5            |
|  | 選修<br>Elective              | 消費者行為<br>Consumer Behavior   |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 產業策略與營運模式<br>Industrial Strategy and Business Model  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 媒體與公共關係<br>Media and Public Relations  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 健康管理<br>Health Management  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 養生經絡與保健<br>Meridian Health and Care  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 人口老化與健康<br>Population Aging and Health   |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 運動科學<br>Sports Science   |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 銀髮體適能<br>Aging and Physical Fitness  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 運動心理學<br>Sport Psychology  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 特殊族群運動健康<br>Health Issues for Special Populations  |      | 一  | 3              | 3                     | 0          |  |               |
|  | 選修<br>Elective              | 運動發展的全球視野<br>Global Perspective in Sports, Health and Athletic Development   |      | 一  | 3              | 3                     | 0          | EMI  |               |
|  | 選修<br>Elective              | 運動產品設計與評估<br>Design and Evaluation on Sports Equipment   |      | 一  | 3              | 3                     | 0          | EMI  |               |
| 自由選修6學分<br>Free<br>Elective<br>Courses –<br>6 Credits          | 選修<br>Elective              | 本校研究所碩士班(碩士在職專班)學制以上所開之課程均予以認列<br>All courses offered by our university's graduate master's program (master's program) with a duration of more than 10 years are recognized. |      |  |                |                       |            |  |               |

註1：除持在職證明者免修外，均須參加多益英語測驗或依校方規定標準認定之。

Note 1: Except for those holding employment certificates who are exempted from the course, all students must take the TOEIC English test or be certified according to the school's prescribed standards.

註2：透過「臺灣學術倫理教育資源中心」網站自學「學術研究倫理教育」課程，共15單元5小時，並通過測驗取得修課證明上傳學位考試系統。

Note 2: Self-study the "Academic Research Ethics Education" course through the "Taiwan Academic Ethics Education Resource Center" website, which consists of 15 units and 5 hours. Pass the test to obtain a course certificate and upload it to the degree examination system.

註3：相關研究評析與撰寫之方法類課程可認抵。

Note 3: Courses on methods for research analysis and writing can be used to offset this credit.

註4：行銷管理類課程可認抵。

Note 4: Marketing management courses can be used as credit.

註5：組織行為或人力資源管理類課程可認抵。

Note 5: Courses in organizational behavior or human resource management can be used as credit towards this credit.

註6：所有認抵課程必須為碩士（或碩士在職專班）學制以上所開設之相關課程。

Note 6: All credited courses must be relevant courses offered at a master's degree (or in-service master's program) or above.

**◎畢業應修學分：共30學分/Required credits for graduation: 30 credits**

- 1.校訂必修 6學分/University-Required Courses – 6 Credits
- 2.所訂必修 6學分/Department-Designated Required Courses – 6 Credits
- 3.所訂選修 12學分/Department-Designated Elective Courses – 12 Credits
- 4.自由選修 6學分/Free Elective Courses – 6 Credits

**◎其他所訂之畢業規定：/Other graduation requirements:**

- 1.需繳交符合一般期刊論文投稿規定格式之論文初稿。  
1. A first draft of the paper must be submitted in accordance with the format required for general journal submissions.
- 2.需繳交二場學術研討會參加證明（或一次學術研討會發表證明或期刊投稿證明）。  
2. Two academic conference attendance certificates (or one academic conference presentation certificate/journal submission certificate) must be submitted.
- 3.申請學位考試前，論文討論紀錄簿須有四次不同月份的指導教授簽章紀錄，並送繳系辦公室檢核。  
3. Before applying for the degree examination, the thesis discussion record book must be signed and stamped by the supervisor on four separate occasions and submitted to the department office for review.

經2025/04/16第6次系課程委員會通過（113學年度）

Approved by the 6th Department Curriculum Committee Meeting on April 16, 2025 (113th Academic Year)

經2025/04/30第2次院課程委員會通過(113學年度)

Approved by the 2nd College Curriculum Committee on April 30, 2025 (113th academic year)

經2025/07/02第41次校課程委員會通過

Approved by the 41st Curriculum Committee Meeting on July 2, 2025