

## 課程結構與教學科目表

AVBAE:不動產經營學系碩士班-日間碩士班

年度別：107學年度

| 課程代碼                                    | 課程名稱   | 學分 | 時數 | 必修 | 107          |              | 108          |            | 109 |   | 110 |   | 備註 |
|---|--|----|----|----|--------------|--------------|--------------|------------|-----|---|-----|---|----|
|   |  |    |    |    | 一年級          |              | 二年級          |            | 三年級 |   | 四年級 |   |    |
|   |  |    |    |    | 上            | 下            | 上            | 下          | 上   | 下 | 上   | 下 |    |
| <b>課程：專業課程（必修21學分、選修20學分、最低修習41學分）</b>  |  |    |    |    |              |              |              |            |     |   |     |   |    |
| <b>領域：專業必修課程（必修21學分、選修0學分、最低修習21學分）</b> |  |    |    |    |              |              |              |            |     |   |     |   |    |
| AVBZ001                                 | 研究方法<br>Research Method  | 2  | 2  | 必  | 2.0<br>(2.0) |              |              |            |     |   |     |   |    |
| AVBZ002                                 | 不動產經濟學<br>Real Estate Economics  | 3  | 3  | 必  | 3.0<br>(3.0) |              |              |            |     |   |     |   |    |
| AVBZ003                                 | 不動產投資與市場分析專題研討<br>The Dissertation of Real Estate Investment and Market Analysis | 3  | 3  | 必  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ005                                 | 不動產財務與金融專題研討<br>Real Estate Finance  | 3  | 3  | 必  |              |              | 3.0<br>(3.0) |            |     |   |     |   |    |
| AVBZ007                                 | 不動產職業倫理個案專題研討<br>Case studies of the occupational Ethics in Real Estate          | 1  | 1  | 必  | 1.0<br>(1.0) |              |              |            |     |   |     |   |    |
| AVBZ010                                 | 不動產估價理論研討<br>The Study of Real Estate Appraisal Theory                           | 3  | 3  | 必  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ047                                 | 論文<br>Thesis   | 6  | 0  | 必  |              |              | 3.0<br>(0)   | 3.0<br>(0) |     |   |     |   |    |
| <b>領域：專業選修課程（必修0學分、選修20學分、最低修習20學分）</b> |  |    |    |    |              |              |              |            |     |   |     |   |    |
| AVBZ011                                 | 不動產行銷管理<br>Real Estate Marketing Management                                      | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |            |     |   |     |   |    |
| AVBZ012                                 | 不動產經營與管理<br>Real Estate Administration and Management                            | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |            |     |   |     |   |    |
| AVBZ013                                 | 不動產市場分析專題研討<br>Seminar on the Analysis of Real Estate Market                     | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |            |     |   |     |   |    |
| AVBZ014                                 | 住宅市場與住宅政策<br>Housing Market and Policy   | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |            |     |   |     |   |    |
| AVBZ015                                 | 土地使用規劃與管制<br>Land Planning and Zoning  | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |            |     |   |     |   |    |
| AVBZ016                                 | 不動產法規專題研討<br>Seminar on the Real Estate Laws                                     | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |            |     |   |     |   |    |
| AVBZ017                                 | 營建法規專題研討<br>Seminar on the Build Laws and Regulations                            | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ018                                 | 計量方法<br>Econometrics Analysis  | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ019                                 | 質化分析<br>Qualitative Analysis   | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ020                                 | 建築計劃<br>Construction Planning  | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ021                                 | 不動產信託與證券化<br>Real Estate Trust and Securitization                                | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ022                                 | 地理資訊系統之應用<br>Application of the Geography Information System                     | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |
| AVBZ023                                 | 不動產租賃管理<br>Real Estate Lease Management  | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |            |     |   |     |   |    |

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|---------|--|----|----|----|--------------|--------------|--------------|--------------|-----|---|-----|---|----|
|         |  |    |    |    | 一年級          |              | 二年級          |              | 三年級 |   | 四年級 |   |    |
|         |  |    |    |    | 上            | 下            | 上            | 下            | 上   | 下 | 上   | 下 |    |
| AVBZ024 | 管理經濟學<br>Managerial Economics  | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |              |     |   |     |   |    |
| AVBZ025 | 多變量分析<br>Multivariate Statistical Analysis                               | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |              |     |   |     |   |    |
| AVBZ026 | 不動產開發專題研討<br>Seminar on Real Estate Development                          | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |              |     |   |     |   |    |
| AVBZ027 | 都市更新專題研討<br>Special Topics on Urban Renewal                              | 3  | 3  | 選  |              | 3.0<br>(3.0) |              |              |     |   |     |   |    |
| AVBZ028 | 區域與都市經濟學<br>Regional and Metropolitan Economy                            | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |              |     |   |     |   |    |
| AVBZ029 | 國際不動產市場與投資分析<br>International Real Estate Market and Investment Analysis | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |              |     |   |     |   |    |
| AVBZ030 | 不動產稅務<br>Real Estate Taxation  | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |              |     |   |     |   |    |
| AVBZ031 | 大陸不動產專題研討<br>Real Estate Issue of Mainland China                         | 3  | 3  | 選  |              |              | 3.0<br>(3.0) |              |     |   |     |   |    |
| AVBZ032 | 不動產風險管理<br>Real Estate Risk Management                                   | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ033 | 區位理論<br>Regionalism Theory   | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ034 | 各國土地政策<br>Land Policy in Different Countries                             | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ035 | 休閒不動產專題研討<br>Seminar on Leisure Real Estate                              | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ036 | 生態環境管理<br>Ecosystem Management   | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ037 | 不動產廣告學<br>Real Estate Advertisement                                      | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ038 | 談判與溝通<br>Negotiation and Communication                                   | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ039 | 不動產仲介專題研討<br>Seminar on Real Estate Brokerage                            | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ040 | 人力資源管理<br>Human Resource Management                                      | 3  | 3  | 選  |              |              |              | 3.0<br>(3.0) |     |   |     |   |    |
| AVBZ042 | 綠建築專題研討<br>Green Building Discussion                                     | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |              |     |   |     |   |    |
| AVBZ043 | 不動產經紀法規專題研討<br>Thematic Studies of Real Estate Brokers and Regulations   | 3  | 3  | 選  | 3.0<br>(3.0) |              |              |              |     |   |     |   |    |

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|                                       |  |    |    |    | 上   | 下 | 上            | 下 | 上   | 下 | 上   | 下 |    |
| <b>課程：學分學程（必修18學分、選修0學分、最低修習18學分）</b> |  |    |    |    |     |   |              |   |     |   |     |   |    |
| <b>領域：必修課程（必修18學分、最低修習18學分）</b>       |  |    |    |    |     |   |              |   |     |   |     |   |    |
| COMB102                               | 進階電子商務應用<br>Advanced E-Commerce Applications       | 3  | 3  | 必  |     |   | 3.0<br>(3.0) |   |     |   |     |   |    |
| COMB105                               | 行銷4.0<br>Marketing 4.0                             | 3  | 3  | 必  |     |   | 3.0<br>(3.0) |   |     |   |     |   |    |
| COMB201                               | 商業模式創新<br>business Model Innovation                | 3  | 3  | 必  |     |   | 3.0<br>(3.0) |   |     |   |     |   |    |
| COMB202                               | 創業管理與實務<br>Entrepreneurial Management and Practice | 3  | 3  | 必  |     |   | 3.0<br>(3.0) |   |     |   |     |   |    |
| COMB301                               | 六級產業<br>Sixth Industrial Sectors                   | 3  | 3  | 必  |     |   | 3.0<br>(3.0) |   |     |   |     |   |    |
| COMB302                               | 協同商務<br>Collaborative Commerce                     | 3  | 3  | 必  |     |   | 3.0<br>(3.0) |   |     |   |     |   |    |