

Course credit transfer

NKUST – FH Joanneum (Campus Graz & Kapfenberg)

1 ECTS = 25 hours of work (inside and outside classroom)

5 ECTS = 3 NKUST credits (FH courses can be bundled in order to be transferred to NKUST credits)

1 ECTS = 0.6 NKUST credits

2.5 ECTS = 1.5 NKUST credits

2025/05/15

碩士班課程

碩士班 Core subjects

NKUST courses (credits)	FH Joanneum courses (ECTS)
消費者行為(3)	International Consumer Behavior (5)
專題講座 1 (1)	Cross-Cultural Organizational Behavior and Management (5)
專題講座 2 (1)	Global Communication Management (5)

碩士班 Electives

NKUST courses (credits)	FH Joanneum courses (ECTS)
零售管理專題(3)	Business in Emerging Market 的課程
人力資源管理專題(3)	
人性化服務系統專題(3)	Compliance in Emerging Markets (5)
行銷企劃實務專題(3)	Distribution and Sales Management (5)
行銷管理專題(3)	International Finance (Focus Emerging Markets) (5)
亞洲流通專題(3)	International Strategic Management (5)
供應鏈管理專題(3)	Leadership and HR in Emerging Markets (5)
定價策略與管理專題(3)	Mergers and Acquisitions in Emerging Markets (5)
服務行銷專題(3)	GBP 的課程
服務作業管理(3)	
服務品質管理專題(3)	<u>GRAZ</u>
服務科技運用(3)	Emerging Market and Sustainable Business (Part 1&2) (5)
服務科學管理專題(3)	Human Resource Management & Leadership (2.5)
服務倫理與治理(3)	Global Human Resource Management & Leadership (2.5)
服務專案管理(3)	International Market Entry Strategies (5)
服務現場實作專題(3)	Negotiating for International Business (5)
服務產業經濟(3)	Financial Markets: An International perspective (5)
服務創新與設計專題(3)	Economics of the EU- (5)
物業管理專題(3)	International Business Law (5)
知識管理專題(3)	Cross-Cultural Organizational Behavior and Management (Part 1&2) (5+5)
消費者行為專題(3)	Financial Markets: An Int'l Perspective (Part1&2) (5)
商品採購與管理專題(3)	Negotiating for International Business (Part 1&2) (5)
國際企業管理專題(3)	International Business to Business Marketing (Part 1&2) (5)
國際行銷專題(3)	International Business Law (Part 1&2) (5)
國際通路管理專題(3)	Chinese Business and Management (2.5)
國際零售專題(3)	Information Technology for International Business(Part1&2) (5)
產品創新與品牌管理專題(3)	Latin American Business Development (2.5)
	International Market Entry Strategies(Part1&2) (5)
	Psychology and Financial Markets (1.5)
	International Consumer Behavior (Part1&2) (5)
	Cross cultural communication (2.5)
	Introduction to B2B Marketing and Selling (5)
	Business Computing ERP (3)
	International Finance (5)
	Soft competencies of International Project Management (2.5)
	Supply Chain Management (3)
	Global Communication Management (5)

<p>產業行銷專題(3)</p> <p>組織管理專題(3)</p> <p>通路策略與管理專題(3)</p> <p>連鎖加盟法規專題(3)</p> <p>連鎖加盟財報分析專題(3)</p> <p>連鎖加盟創新創業專題(3)</p> <p>連鎖加盟資訊管理專題(3)</p> <p>連鎖加盟總部管理專題(3)</p> <p>連鎖企業個案專題(3)</p> <p>連鎖企業管理專題(3)</p> <p>創意思考(3)</p> <p>策略行銷專題(3)</p> <p>業態趨勢專題(3)</p> <p>餐飲業經營管理專題(3)</p> <p>電子商務專題(3)</p> <p>整合型行銷溝通專題(3)</p> <p>競爭策略專題(3)</p> <p>顧客關係管理專題(3)</p> <p>經營管理專題(3)</p> <p>流通管理專題(3)</p> <p>行銷管理專題(3)</p> <p>創新管理專題(3)</p> <p>研究方法(3)</p> <p>多變量分析(3)</p> <p>作業研究(3)</p> <p>定性研究方法(3)</p> <p>專題講座 1(1)</p> <p>專題講座 2(1)</p>	<p>International Managerial Accounting (5)</p> <p>International Marketing (5)</p> <p>Economic Development in Asia (2.5)</p> <p>Global Corporate Communications (Part1&2) (4.5)</p> <p><u>Kapfenberg</u></p> <p>Intercultural Competence (2)</p> <p>Emerging Markets and Sustainable Business (3)</p> <p>Global Communication Management (2)</p> <p>International Marketing (3)</p> <p>Economic Development in Asia (1.5)</p> <p>IT Project Management (4)</p> <p>VPNs and Firewalls (3)</p> <p>Communication Technology (2)</p> <p>Supervised Group Projects (4)</p> <p>Transport Logistics (3)</p> <p>Ethics and Technology Assessment (4)</p> <p>eBusiness Applications (2)</p> <p>Entrepreneurship (2)</p> <p>Economics Infrastructure Financing (3)</p> <p>Production and Investment Planning (3)</p> <p>Risk Management (2)</p> <p>Public Relations (2)</p> <p>Human Resource Management (3)</p> <p>Sustainability Analysis and Lifecycle Mgmt (4)</p> <p>International Management (5)</p> <p>Industrial Projects (4)</p> <p>Innovation Management (1.5)</p> <p>Presentations and Meetings (1.5)</p> <p>Austria – People and Culture (2)</p> <p>Supply Chain Management (2)</p> <p>International Managerial Accounting (3)</p> <p>Economic Development in Asia (1.5)</p> <p>Management of business processes (2)</p> <p>Cross Cultural Communication (4)</p> <p>Language of Meetings (2)</p> <p>Marketing and online marketing (2)</p> <p>Control Engineering (4)</p> <p>Automotive Electronics 2. Sem (4)</p> <p>Automobile Electric Drives (3)</p> <p>Meetings & Presentations (1,5)</p> <p>Water supply & Drainage (2)</p> <p>Traffic Telematics (4)</p> <p>Environmental Chemistry (2)</p> <p>Environmental Control (2)</p> <p>Effective Scientific writing (2)</p> <p>Telecommunication Security (2)</p> <p>Legal English 2. Sem (6)</p> <p>Bachelor Thesis (Scientific project work)(0)</p>
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學士班課程

學士班 Core subjects

NKUST courses (credits)	FH Joanneum courses (ECTS)
實務專題(上) (2)	Project management-a Practical Approach (2.5) Bachelorarbeit (5) Scientific Project Work (5) Seminar zur Bachelorarbeit (1) Strategies in emerging market (2.5)
論文寫作專題 (1)	
競爭策略(3)	

學士班 General

NKUST courses (credits)	FH Joanneum courses (ECTS)
科技與社會(2)	Ethics and Technology Assessment (4)
溝通與表達(2)	Cross Cultural Communication (4)
商事法(2)	International Business Law (Part 1&2) (5)
商業倫理(2)	Ethics and Technology Assessment (4)
外語(英日德) (12)	<p><u>Graz</u> German Beginners (3) German Intermediate (3) German Advanced (3) Reading and Writing (3) Listening and Speaking (3)</p> <p><u>Kapfenberg</u> English 2 (Language of Meetings) (2) German Beginners 1 (3) German Beginners 2 (3) Legal English 2 (4) German Intermediate 2 (3) Professional English Advanced (2)</p>

NKUST courses (credits)	FH Joanneum courses (ECTS)
商業心理學(3)	<p><u>GRAZ</u> Motivation and Creative Teams (2.5) Design Thinking (5) Emerging Market and Sustainable Business (Part 1&2) (5) Human Resource Management: HR for People Managers (2.5) Global Human Resource Management & Leadership (2.5) International Market Entry Strategies (5) Negotiating for International Business (5) Financial Markets: An International perspective (5) Economics of the EU- (5) International Business Law (5) Cross-Cultural Management & Organizational</p>
商業軟體應用(3)	
問題分析與異常管理(2)	
財務報表分析(3)	
店內行銷實作(3)	
電子商務概論(3)	
整合行銷溝通(3)	
網路行銷(3)	
物流管理(3)	
零售管理實務(3)	
商品管理(3)	
賣場陳列與佈置(3)	

商業自動化(3)	Behavior (Part 1&2) (5)
門市服務管理(3)	Financial Markets: An Int'l Perspective (Part1&2) (5)
策略行銷規劃(3)	Negotiating for International Business (Part 1&2) (5)
品牌管理(3)	International Business to Business Marketing (Part 1&2) (5)
銷售管理(3)	International Business Law (Part 1&2) (5)
服務業行銷(3)	Chinese Business and Management (2.5)
服務業作業管理(3)	Information Technology for International Business(Part1&2) (5)
門市服務管理(3)	Latin American Business Development (2.5)
大型店經營實務(3)	International Market Entry Strategies(Part1&2) (5)
產業競爭與分析(3)	Psychology and Financial Markets (1.5)
公共關係管理(3)	International Consumer Behavior (Part1&2) (5)
人力資源管理(3)	Cross cultural communication (2.5)
網站規劃與設計(2)	Introduction to B2B Marketing and Selling (5)
國際行銷(3)	Business Computing ERP (3)
商業談判(3)	International Finance (5)
廣告設計實作(3)	Soft competencies of International Project Management (2.5)
訂價管理(3)	Supply Chain Management (3)
服務創新(3)	Global Communication Management (5)
連鎖企業管理(3)	International Managerial Accounting (5)
國際流通管理(3)	International Marketing (5)
行銷研究問卷資料分析(3)	Economic Development in Asia (2.5)
專案管理(3)	Austria-People and Culture (2)
組織行為(3)	Global Corporate Communications (4.5)
產業行銷(3)	International Human Resources Management & Careers (2.5)
無店舖行銷(3)	Market Research and Statistics (2.5)
行銷競賽模擬(3)	Leadership Skills for the Global Manager (5)
產品發展管理(3)	Organisational Behaviour (2.5)
顧客關係管理(3)	Strategies in emerging market (5)
行銷企劃實務(3)	Strategies Innovations in Emerging markets (2.5)
商店規劃與設計(3)	Rationally,choices & Decisions(5)
業態專題(3)	Project management-a Practical Approach (2.5)
商業智慧管理(3)	Cross Cultural and Entrepreneurial Perspectives(5)
人性化服務系統設計(3)	The Chinese Business and Management(2.5)
社群媒體與移動行銷(3)	Introduction to B2B Marketing(5)
網路與社群行銷(3)	Introduction to enterprise resource planning (5)
大數據資料分析與應用(3)	Project Design and Management(2.5)
RFID 與物聯網概論(3)	Accounting and Financial Stataement
智慧商務導論(3)	Analysis(2.5) Intellectual Property Law(Part1&2)
智慧科技(3)	(5) International Strategic Management(Part1&2)
電子商務與網路購物平台(3)	(5) Information,GlobalCompetition&Organization (Part1&2) (5)
數位創業(3)	<u>Kapfenberg</u>
行動商務(3)	Intercultural Competence (2)
創新管理(3)	Emerging Markets and Sustainable Business (3)
	Global Communication Management (2)
	International Marketing (3)
	Economic Development in Asia (1.5)
	IT Project Management (4)
	VPNs and Firewalls (3)
	Communication Technology (2)
	Supervised Group Projects (4)
	Transport Logistics (3)

	<p> Entrepreneurship (2) Economics Infrastructure Financing (3) Production and Investment Planning (3) Risk Management (2) Public Relations (2) Human Resource Management (3) Sustainability Analysis and Lifecycle Mgmt (4) International Management (5) Industrial Projects (4) Presentations and Meetings (1.5) Intercultural Competence (2) Austria – People and Culture (2) Supply Chain Management (2) Emerging Markets and Sustainable Business (3) Global Communication Management (2) International Marketing (3) International Managerial Accounting (3) Economic Development in Asia (1.5) Management of business processes (2) Cross Cultural Communication (4) Innovation Management (1.5) Language of Meetings (2) Marketing and online marketing (2) Ethics and Technology Assessment (4)Business Applications (2) Control Engineering (4) Automotive Electronics 2. Sem (4) Automobile Electric Drives (3) Meetings & Presentations (1.5) Water supply & Drainage (2) Traffic Telematics (4) Environmental Chemistry (2) Environmental Control (2) Professional English Advanced 4. Sem (2) Professional English Advanced 4. Sem (2) Effective Scientific writing (2) Telecommunication Security (2) Legal English 2. Sem (6) English II (Language of meetings) 2. Sem(0) German beginners (A1/1 or A1/2) (3) German intermediate (3) Bachelor Thesis (Scientific project work)(0) </p>
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