

經營管理研究所碩士班

107 學年度(110.05 修訂)

最低修業年限	一年半
應修學分數	50 學分(含抵免學分、不含先修課程，非本校開設之課程最多採計 6 學分)。
應修(應選)課程及符合畢業資格之修課相關規定(如無，則免填)	<p>1.先修課程：碩士生先修課程包括「經濟學」、「會計學」及「統計學」等三科。碩士生於入學後，得憑入學考試成績、大學成績單或其他相關證明提出先修課程之免修申請，由所方審核。若未曾修過先修課程或其免修申請未獲通過者，經所方同意得以本所開授之選修課程認列為先修課程，惟該學科學分數不得計入畢業學分(50 學分)。</p> <p>2.專業課程：碩士生在學期間，必修「財務管理」、「生產與作業管理」、「行銷管理」、「人力資源管理」及「策略管理」等五門課程。若該學年本所有開設上述課程，則不得至外系所或外校選修。碩士生於入學後，得憑大學成績單提出必修課程之免修申請，由所方審核。</p> <p>3.研討課程： (1)「論文研討(博)」，必修一學期； (2)「經營講座」，必修兩學期；</p>
備註	

The MBA Program Institute of Business and Management Academic Year 2018

Minimum Term of Study	One <u>and a half years</u>
Minimum Credits	50 Credits (including waived courses but excluding the credits of prerequisites courses. No more than 6 course credits are allowed from institutions outside of NYCU).
Curriculum and Regulations	<p>1. The prerequisite courses of the MBA program include 'Economics', 'Accounting', and 'Statistics'. Students can apply for course waiver by submitting the enrollment test certificates, undergraduate transcripts or other related supporting documents. If the student has not completed the prerequisite courses or the student's waiver application is rejected, the student may take selective courses opened by the Institute to count towards prerequisite course requirements. However, the credits of such courses will not be counted towards the graduation requirement (50 credits).</p> <p>2. The required courses include 'Financial Management', 'Production and Operations Management', 'Marketing Management', 'Human Resource Management', and 'Strategic Management'. Students must not take the above mentioned courses outside of IBM, NYCU unless such courses are not provided in IBM, NYCU in that academic year. Students may apply for required course waiver by submitting undergraduate transcripts for the Institute to review.</p> <p>3. Regulations for seminar courses are as follows: (1) 'Seminar on Business and Management' course is required for one semester. (2) 'Lectures on Business' is required for two semesters.</p>
Notes	<p>1. The regulations are formulated in compliance with the MBA Program Regulations of Institute of Business and Management, NYCU.</p> <p>2. Ph.D. Professional Courses.</p>

經營管理研究所博士班

107 學年度

最低修業年限	二年							
應修學分數	36 學分(不含先修及研討課程學分，非本所開設之課程最多採計 6 學分，但外籍生則非本校開設之課程最多採計 6 學分)。擔任教學獎助生應修習「教學實務」課程，至多只採計 1 學分為畢業學分。							
直升博士生應修學分數	78 學分(不含先修及研討課程學分，非本所開設之課程最多採計 12 學分，但外籍生則非本校開設之課程最多採計 12 學分)。擔任教學獎助生應修習「教學實務」課程，至多只採計 1 學分為畢業學分。							
應修(應選)課程及符合畢業資格之修課相關規定	<p>1.先修課程：「經濟學」、「會計學」及「統計學」等三科。若未曾修過先修課程或其免修申請未獲通過者，經所方同意得以本所開授之選修課程認列為先修課程，惟該學科學分數不得計入畢業學分(36 學分)。</p> <p>2.博士生必修「論文研討」課程三學期。方法類必修課程包括「研究方法」、「統計方法與資料分析」、「多變量分析」及「計量經濟學」；專業選修課程則由「策略管理」、「組織與人力資源管理」、「行銷」、「財務」、「資訊管理」以及「決策科學」等六組領域中各任選一門課程；主修領域進階課程則須選修至少三門。上述各學分須內含修習「博士班專業課程」三門 9 學分(本院各系所所開授之博士班專業課程均予承認並列入「博士班專業課程」學分之計算)，且皆須於申請博士學位考試前修畢且及格。除「博士班專業課程」外曾於入學前修習通過之課程可申請免修，但不得抵免。課程體系表附於後。</p> <p>3.博士生擇定指導教授後，除因出國參加交換學生或赴國外研究或畢業之學年度免修外，每學年應選修「個別研究」課程至少一次。</p> <p>4.博士生通過論文計劃書口試後，在完成博士學位考試前，每學年應就研究進度(含投稿過程中之相關資料)提出公開報告，報告時間由所方統一安排。</p> <p>5.博士生在完成博士學位考試前，應通過托福(TOEFL)測驗(舊制(Paper-based)成績 550 分(含)以上或後制之對等分數以上)、或全民英檢測驗(中高級(含)以上)、或多益(TOEIC)測驗成績 750 分(含)以上、或選修通過本校語言中心開設之博士班學生英語訓練課程。</p>							
備註	<p>1.本修課規定係依據本所博士班研究生修業規章訂定。</p> <p>2.博士班研究生課程體系表：</p> <p>(1) 先修課程 (Basic Prerequisite Courses)： 經濟學(Economics)、會計學(Accounting) (管理會計(Management Accounting))、統計學(Statistics)</p> <p>(2) 研討類課程 (Seminar Courses)： 論文研討(Seminar on Business & Management)、個別研究(Individual Study)</p> <p>(3) 方法類課程 (Research Methodology Courses)： 研究方法(博)(Research Methods)、統計方法與資料分析(Statistical Methods and Data Analysis)、多變量分析(Multivariate Analysis)、計量經濟學(博)(Econometrics)</p> <p>(4) 專業課程(Functional-Area Courses)：</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 25%;">領域</th> <th style="width: 25%;">基礎課程</th> <th style="width: 50%;">進階課程</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">策略管理 (Strategic Management)</td> <td style="text-align: center;">策略管理(博) (Strategic Management)</td> <td>策略與科技(Strategic and Technology)▲、賽局論(博) (Game Theory)▲、法律的經濟分析(Economic Analysis of Law)、財經法律(Financial and Economic Laws)、全球科技策略(Global Technology Strategy)、科技管理(Technology Management)、企業經營績效管理(The Business Performance Management)、標竿管理實務專題(Benchmarking Projects in Management)、全球企業管理(Global Business</td> </tr> </tbody> </table>		領域	基礎課程	進階課程	策略管理 (Strategic Management)	策略管理(博) (Strategic Management)	策略與科技(Strategic and Technology)▲、賽局論(博) (Game Theory)▲、法律的經濟分析(Economic Analysis of Law)、財經法律(Financial and Economic Laws)、全球科技策略(Global Technology Strategy)、科技管理(Technology Management)、企業經營績效管理(The Business Performance Management)、標竿管理實務專題(Benchmarking Projects in Management)、全球企業管理(Global Business
領域	基礎課程	進階課程						
策略管理 (Strategic Management)	策略管理(博) (Strategic Management)	策略與科技(Strategic and Technology)▲、賽局論(博) (Game Theory)▲、法律的經濟分析(Economic Analysis of Law)、財經法律(Financial and Economic Laws)、全球科技策略(Global Technology Strategy)、科技管理(Technology Management)、企業經營績效管理(The Business Performance Management)、標竿管理實務專題(Benchmarking Projects in Management)、全球企業管理(Global Business						

				Management)、管理個案分析(Analysis of Management Cases)、產業競爭環境與策略(Global Markets, National Politics and Industrial Competitive Strategies)、科技產業分析(Science & Technology Industry Analysis)、網路策略：方法與應用(Network Strategies: Method and Application)、管理專題：決策、執行、變革、領導 (Management Special Topics: Decision-making, Execution, Change & Leadership)、企業經營與社會責任(Business Management and CSR)、產業組織之實證研究(Empirical Industrial Organization)、策略性變革管理(Strategic Change Management)、科技金融產業創新與轉型策略(Fin Tech, Industrial Innovation and Transformation Strategy)、管理原理(Principles of Management)、創業與創新管理(Entrepreneurship and Innovation Management)、契約與談判(Contract and Negotiation)、科技創新與創業 (Technology Entrepreneurship)
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備註				
	領域	基礎課程	進階課程	
組織與人力資源管理 (Organizational Behavior & Human Resource Management)	組織行為(博) (Organizational Behavior) / 人力資源管理 (Human Resource Management)	領導與統御(Leadership)▲、組織變革(Organizational Change)▲、組織理論(博)(Organizational Theory)▲、認知與行為神經學(博)(Cognitive and Behavioral Neurosciences)、習慣領域與決策(Habitual Domains and Decision Making)、管理技能發展專題研討 (Selected Topics on Management Skills)、企業倫理(Business Ethics)、企業社會責任(Corporate Social Responsibility)、日本式經營管理(Japanese Business and Management)、勞資關係(Industrial Relations)、薪酬管理(Compensation Management)、職業生涯規劃(Career Development)、溝通學 (Communications)、管理個案分析(Analysis of Management Cases)、組織與人力資源管理(Organization and Human Resources Management)、組織設計與管理(Organization Design and Management)		
行銷 (Marketing)	行銷管理 (Marketing Management)	消費者決策科學(博)(Consumer Decision Science)▲、行銷研究專題研討(Marketing Research Seminar)▲、消費者行為：理論與實務(Consumer Behavior Theories & Practices)、科技行銷(Technology Marketing)、系統晶片(SOC)行銷管理(SOC Marketing Management)、整合行銷傳播(Integrated Marketing Communication)、廣告學(Advertising)、顧客關係管理(Customer Relationship Management)、休閒產業行銷(Leisure Industry Marketing)、企業公共關係(Corporate Public Relations)、數位行銷(Digital Marketing)、行銷理論(Marketing Theory)、數位行銷策略(Digital Marketing Strategy)、商用數據科學(Business Data Analytics)、服務業管理(Service Industry Management)		
財務 (Finance)	財務管理 (Financial Management)	國際財務管理(International Financial Management)▲、財務計量(博)(Financial Econometrics)▲、金融市場(Financial Markets)、投資計畫評估(Capital Project Evaluation)、資本投資決策分析(Decision Analysis for Capital Investment)、中國經濟研究(China Economy Studies)、衍生性金融商品分析(Analysis of Financial Derivatives)、綠色經濟與永續發展(Green Economy)		

			and Sustainable Development)、經濟學：一種看世界的方法 (Economics: one way we see the world) 、財務管理與個案 (Financial Management and Case Study)、財務報表分析 (Financial Statement Analysis) 、管理經濟學(Managerial Economics)
	資訊管理 (Information Management)	資訊管理 (Information Management)	管理資訊系統研究專題(MIS Research Seminar)▲、商業智慧 (Business Intelligence)▲、電子商務(Electronic Commerce)、商業智慧個案分析(Business Intelligence Cases)、商業分析(Business Analytics)
	決策科學 (Decision Sciences)	決策科學 (Decision Science)	生產與作業管理(Production and Operations Management)▲、績效評估(博)(Performance Assessment)▲、賽局論(博)(Game Theory)、統計套裝軟體專題(博)(Special Topics in Statistical Software)、消費者決策科學(博)(Consumer Decision Science)、線性結構模式(Structural Equation Modeling)、科技政策與經濟分析(Science and Technology Policy and Economic Analysis)、階層線性模型(Hierarchical Linear Models)、平衡計分卡與管理實務(Balanced Scorecard and Management Practice)、經營策略與績效管理 (Business Strategies and Performance Management) 、成長模型(Growth Modeling)
<p>※課程名稱後面有註明(博)係指該課程為「博士班專業課程」。(PhD Professional Courses)</p> <p>▲可用以申請抵免該領域之基礎課程。(Can be used to apply for substituting for the required fundamental course in the corresponding field.)</p> <p>3. 「教學實務」課程採計畢業學分追溯適用本所在學博士生。</p>			

The Ph.D. Program
Institute of Business and Management
Academic Year 2018

Minimum Term of Study	Two Years
Minimum Credits	36 Credits (not including the credits from prerequisite or seminar courses. No more than 6 course credits are allowed from outside of the Institute. For foreign students, no more than 6 credits from institutions outside NCTU.) For teaching assistants, no more than 1 credit of the required 'Teaching Technique Practice' course will be counted towards graduation credits.
Minimum Credits (For Ph.D. students without a master degree)	78 Credits (not including the credits from basic prerequisite or seminar courses. No more than 12 course credits are allowed from outside of the Institute. For foreign students, no more than 12 credits from institutions outside NCTU.) For teaching assistants, no more than 1 credit of the required 'Teaching Technique Practice' course will be counted towards graduation credits.
Curriculum and Regulations	<ol style="list-style-type: none"> The prerequisite courses include 'Economics', 'Accounting', and 'Statistics'. If the student has not completed the prerequisites courses or the student's waiver application is rejected, , the student may take selective courses opened by the Institute to count towards prerequisite course requirements. However, the credits of such courses will not be counted towards the graduation requirement (36 credits). Students are required to complete the 'Seminar on Business and Management' course for three semesters. Students are also required to complete four fundamental courses on research methodology: 'Research Methods', 'Statistical Methods and Data Analysis', 'Multivariate Analysis', and 'Econometrics', six elective courses in the six specified

research fields: Strategic Management, Organizational Behavior & Human Resource Management, Marketing, Finance, Information Management, and Decision Sciences (one course for one field), and at least three concentration courses related to his/her major research field. The courses taken must include at least three Ph.D. professional courses (9 credits). The courses available include those offered by the Institute, as well as those offered by the College of Management. Students must take and complete the above mentioned courses before applying for their oral defense. Students who have completed prerequisite courses or electives prior to enrolment may apply for waiver but the credits of such courses cannot be counted as graduation credits.

3. After the student has selected a thesis advisor, he/she shall take 'Individual Research' at least once per academic year, except for students participating in overseas exchange programs, overseas research or has the course waived in the academic year of graduation.
4. After passing the Dissertation Proposal Defense and before taking the Doctoral Comprehensive Examination, the student is required to report his/her research progress (including related publishing information) every academic year. The presentation schedule is arranged by the Institute.
5. Before a doctoral candidate can apply for the Ph.D. dissertation defense examination, he/she must achieve a score of 550 or above in the paper-based TOEFL, or achieve the equivalent grade in other forms of TOFEL, high-intermediate (or above) in GEPT, or 750 or above in TOEIC. Alternatively, the student may complete and pass the doctoral English courses in the NCTU Language Center instead.

Notes

1. The regulations are formulated in compliance with the Institute of Business and Management PhD Program Requirements.
2. Course Listing for the Ph.D. Program
 - (1) Prerequisite Courses: 'Economics', 'Accounting' (or 'Management Accounting'), and 'Statistics'
 - (2) Seminar Courses: 'Seminar on Business & Management' and 'Individual Study'
 - (3) Research Methodology Courses: 'Research Methods', 'Statistical Methods and Data Analysis', 'Multivariate Analysis', and 'Econometrics'

Notes

(4) Functional-Area Courses:

Area	Fundamental Course	Concentration Course
Strategic Management	Strategic Management	Game Theory ▲, Strategy and Technology ▲, Analysis of Management Cases, Benchmarking Projects in Management, Business Management and CSR, Contract and Negotiation, Economic Analysis of Law, Empirical Industrial Organization, Entrepreneurship and Innovation Management, Financial and Economic Laws, Fin Tech, Industrial Innovation and Transformation Strategy, Global Technology Strategy, Global Business Management, Global Markets, National Politics and Industrial Competitive Strategies, Management Special Topics: Decision-making, Execution, Change & Leadership, Network Strategies: Method and Application, Principles of Management,

			Balanced Scorecard and Management Practice, Business Strategies and Performance Management, Consumer Decision Science, Game Theory, Growth Modeling, Hierarchical Linear Models, Special Topics in Statistical Software, Structural Equation Modeling, Science and Technology Policy and Economic Analysis
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※ PhD Professional Courses.

▲ Can be used to apply for substituting for the required fundamental course in the corresponding field.

3. 'Teaching Technique Practice' course will be taken into account for graduation and retrospective to all the current Ph.D. students.