

# 經營管理研究所碩士班

106 學年度

最低修業年限	一年
應修學分數	42 學分(含抵免學分、不含先修及研討課程學分，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(42 學分)。</p> <p>2.專業必修課程：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「資訊管理」等五門專業課程，另須自「統計方法與資料分析」、「多變量分析」、「行銷研究專題研討」、「產業組織之實證研究」、「商用數據科學」、「研究方法(博)」、「計量經濟學(博)」、「消費者決策科學(博)」、「財務計量(博)」、「績效評估(博)」及「賽局論(博)」等方法類課程中必選一門，且修習及格。若該學期本校有開設上述課程，則不得至外校選修。</p> <p>3.研討課程：</p> <p>(1)「論文研討」，必修兩學期，經學校選派赴國外或大陸地區(含香港、澳門)進行交換之學生(以下簡稱交換生)，得免修論文研討一學期；</p> <p>(2)「經營講座」，必修兩學期；</p> <p>(3)「個別研究」，擇定指導教授後必修兩學期。</p>
備註	<p>1. 本修課規定係依據本所碩士班研究生修業規章訂定。</p> <p>2. 不計入應修學分課程：論文研討、經營講座、個別研究。</p>

## The MBA Program Institute of Business and Management

Academic Year 2017

Minimum Term of Study	One Year
Minimum Credits	42 Credits (not including the credits of the basic prerequisites or seminars courses. Of the 42 credits, those earned from outside NCTU cannot exceed 6.)
Curriculum and Regulations	<p>1. The basic prerequisite courses of the MBA program include 'Economics', 'Accounting', and 'Statistics'.</p> <p>2. The required courses include 'Financial Management', 'Production and Operations Management', 'Marketing Management', 'Human Resource Management', 'Information Management' and one of the following method courses: 'Statistical Methods and Data Analysis', 'Multivariate Analysis', 'Marketing Research Seminar', 'Empirical Industrial Organization', 'Business Data Analytics', 'Research Methods', 'Econometrics', 'Consumer Decision Science', 'Financial Econometrics', 'Performance Assessment', and 'Game Theory'. These courses must be taken within NCTU, unless any of them is not provided in NCTU in a semester.</p> <p>3. The seminar courses include 'Seminar on Business and Management', 'Lectures on Business', and 'Individual Study'. Students are required to take and complete each of them for two semesters. Those attending student exchange programs abroad are allowed to waive the 'Seminar on Business and Management' course for one semester.</p> <p>4. Students who have completed the basic prerequisite courses or electives prior to enrolment may apply for waiver.</p>

Notes	1. The regulations are formulated in compliance with the Institute of Business and Management MBA Program Requirements. 2. Ph.D. Professional Courses
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## 經營管理研究所博士班

106 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)						
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)						
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，<u>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)</u>。</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 &amp; 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;"> <thead> <tr> <th style="width: 33%;">領域</th> <th style="width: 33%;">基礎課程</th> <th style="width: 33%;">進階課程</th> </tr> </thead> <tbody> <tr> <td>策略管理 (Strategic Management)</td> <td>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)</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)
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)					

			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)、 <b>管理原理(Principles of Management)</b>
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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(Organization Change)▲、組織理論(博)(Organizational Theory)▲ 認知與行為神經學(博)(Cognitive and Behavior 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(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(Organizational 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 Theory & 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 Economic 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	

		(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)
	<b>資訊管理 (Information Management)</b>	資訊管理 (Information Management)
	<b>決策科學 (Decision Sciences)</b>	決策科學 (Decision Science)
		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)
		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>		

**The Ph.D. Program**  
**Institute of Business and Management**  
Academic Year 2017

Minimum Term of Study	Two Year
Minimum Credits	36 Credits (not including basic prerequisite or seminar courses). Of the 36 credits, those earned from outside NCTU cannot exceed 6.
Minimum Credits (A Ph.D. student without a master degree)	78 Credits (not including basic prerequisite or seminar courses). Of the 78 credits, those earned from outside NCTU cannot exceed 12.
Curriculum and Regulations	<ol style="list-style-type: none"> <li>The basic prerequisite courses include 'Economics', 'Accounting', and 'Statistics'.</li> <li>Students are required to complete the 'Seminar on Business and Management' course for three semesters. Students are required to complete four fundamental courses on research methodology: 'Research Methods', 'Statistical Methods and Data Analysis', 'Multivariate Analysis', and 'Econometrics', six elective courses for the six specified fields: Strategic Management, Organizational Behavior &amp; 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 the College of Management. Students who have completed basic prerequisite courses or electives prior to enrolment may apply for waiver.</li> <li>Every student should take the 'Individual Study' seminar course at least once a year after selecting his/her advisor unless he/she participates in a student exchange program or does the research abroad. The students who plan to apply for the Ph.D. dissertation defense examination in a semester can waive the 'Individual Study' for that semester.</li> <li>Every student, after passing the oral examination of the doctoral research proposal, is required</li> </ol>

to report his/her research progress every 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 have shown a TOEFL score of at least 550 (213 for the new grading system) or a TOEIC score of a least 750, if his/her native language is not English and had the dissertation contents published in academic journals (at least one paper in SSCI or SCI journals).

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) **Basic 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
<b>Strategic Management</b>	Strategic Management	Game Theory ▲, Strategic and Technology ▲, Analysis of Management Cases, Benchmarking Projects in Management, Business Management and CSR, Economic Analysis of Law, Empirical Industrial Organization, Financial and Economic Laws, Fin Tech, Industrial Innovation and Transformation Strategy, Global Business Management, Global Markets, National Politics and Industrial Competition Strategies, Global Technology Strategy, Management Special Topics: Decision-making, Execution Change & Leadership, Network Strategies: Method and Application, <b>Principles of Management</b> , Science & Technology Industry Analysis, Strategic Change Management, Technology Management, The Business Performance Management
<b>Organizational Behavior &amp; Human Resource Management</b>	Organizational Behavior / Human Resource Management	Leadership ▲, Organizational Change ▲, Organizational Theory ▲, Analysis of Management Cases, Business Ethics, Career Development, Cognitive and Behavioral Neurosciences, Communications, Compensation Management, Corporate Social Responsibility, Habitual Domains and Decision Making, Industrial Relations, Japanese Business and Management, Organization and Human Resources Management, Organization Design and Management, Selected Topics on Management Skills
<b>Marketing</b>	Marketing Management	Consumer Decision Science ▲, Marketing Research Seminar ▲, Advertising, Business Data Analytics,

