

經營管理研究所碩士班

105 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。若該學年本校有開設上述課程，則不得至外校選修。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 2016

Minimum Term of Study	One and a half years
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 NYCU unless such courses are not provided in 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

105 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)							
逕博應修學分數	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。</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系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(Prerequisites)：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(Seminars)：論文研討(Seminar on Business & Management)、博士論文研討(Doctoral Research Seminar)、個別研究(Individual Study)</p> <p>(3) 方法類課程(Research Methodology)：研究方法(博)(Research Methods)(Ph.D.)、計量經濟學(博)(Econometrics)(Ph.D.)、多變量分析(Multivariate Analysis)、統計方法與資料分析(Statistical Methods and Data Analysis)</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: 25%;">領域</th> <th style="width: 30%;">基礎課程</th> <th style="width: 45%;">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) (Ph.D.)</td> <td>策略與科技▲(Strategic and Technology)、賽局論(博)▲(Game Theory)(Ph.D.)、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</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) (Ph.D.)	策略與科技▲(Strategic and Technology)、賽局論(博)▲(Game Theory)(Ph.D.)、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
領域	基礎課程	進階課程						
策略管理 (Strategic Management)	策略管理(博) (Strategic Management) (Ph.D.)	策略與科技▲(Strategic and Technology)、賽局論(博)▲(Game Theory)(Ph.D.)、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)
	組織與人力資源管理 (Organizational Behavior & Human Resource Management)	組織行為(博) (Organizational Behavior)(Ph.D.) / 人力資源管理 (Human Resource Management)	領導與統御 ▲(Leadership)、組織變革 ▲(Organizational Change)、認知與行為神經學(博)(Cognitive and Behavioral Neurosciences)(Ph.D.)、組織理論(博)(Organizational Theory)(Ph.D.)、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)
	行銷 (Marketing)	行銷管理 (Marketing Management)	消費者決策科學(博)▲(Consumer Decision Science)(Ph.D.)、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)
	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)(Ph.D.)、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)

	<p>決策科學 (Decision Sciences)</p>	<p>決策科學 (Decision Science)</p>	<p>生產與作業管理▲ (Production and Operations Management)、績效評估(博)▲(Performance Assessment)(Ph.D.)、賽局論(博)(Game Theory)(Ph.D.)、統計套裝軟體專題(博)(Special Topics in Statistical Software)(Ph.D.)、消費者決策科學(博)(Consumer Decision Science)(Ph.D.)、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)</p> <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) ▲修習該課程方可申請抵免該領域課程之基礎課程。(Only the marked courses can be waved as the required fundamental course in each field.)</p> <p>3.不計入應修學分課程：論文研討、博士論文研討、個別研究 4.上述「應修(應選)課程及符合畢業資格之修課相關規定」第3點之相關條文亦從寬適用於91年度至100學年度入學之全體博士生。</p>
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The Ph.D. Program, Institute of Business and Management Academic Year 2016

Minimum Term of Study	Two Year
Minimum Credits	36 Credits (Not including prerequisites or seminars. In 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 prerequisites or seminars. In the 78 credits, those earned from outside NCTU cannot exceed 12.)
Curriculum and Regulations	<ol style="list-style-type: none"> 1. The prerequisites include 'Economics', 'Accounting', and 'Statistics'. 2. Students are required to complete three semesters of the 'Seminar on Business and Management' course. 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 mentioned above (one course for one field), and at least three concentration courses related to her/his major research field. The above credits must contain at least three courses (9 credits) of the Ph.D. professional courses. The courses available include those offered by the institute as well as those offered the College of Management. Students who have completed prerequisites or electives prior to enrolment may apply for waiver. 3. PhD student should take Individual Study(PhD) every semester once at least after deciding the advising professor unless the student take an exchange abroad program, do the research abroad, or have the waiver for graduated semester. 4. Every student, after passing the oral examination of the doctoral research proposal, is required to report his/her research progress every school year. The report schedule will be arranged by the Institute. 5. Before a doctoral candidate can apply for the Ph.D. dissertation defense

examination, she/he 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 her/his native language is not English and had the dissertation contents published in academic journals (one paper in SSCI, SCI, or TSSCI journals or two papers in others).

- Notes
- The regulations are formulated in compliance with the Institute of business and management Doctors Program Requirements.
 - Course Listing for the Ph.D. Program**
 - Prerequisites:** ‘Economics’, ‘Accounting’ (or ‘Management Accounting’), and ‘Statistics’
 - Seminars:** ‘Seminar on Business & Management’, ‘Doctoral Research Seminar’, and ‘Individual Study’
 - Research Methodology:** ‘Research Methods (Ph.D.)’, ‘Econometrics (Ph.D.)’, ‘Multivariate Analysis’, and ‘Statistical Methods and Data Analysis’
 - Functional-Area Courses:**

Area	Fundamental Course	Concentration Course
Strategic Management	Strategic Management (Ph.D.)	▲ Strategic and Technology, ▲ Game Theory (Ph.D.), Economic Analysis of Law, Financial and Economic Laws, Global Technology Strategy, Technology Management, The Business Performance Management, Benchmarking Projects in Management, Global Business Management, Analysis of Management Cases, Global Markets, National Politics and Industrial Competitive Strategies, Science & Technology Industry Analysis, Network Strategies: Method and Application

Area	Fundamental Course	Concentration Course
Organizational Behavior & Human Resource Management	Organizational Behavior (Ph.D.) / Human Resource Management	▲ Leadership, ▲ Organizational Change, Cognitive and Behavioral Neurosciences (Ph.D.), Organizational Theory (Ph.D.), Habitual Domains and Decision Making, Selected Topics on Management Skills, Business Ethics, Corporate Social Responsibility, Japanese Business and Management, Industrial Relations, Compensation Management, Career Development, Communications, Analysis of Management Cases
Marketing	Marketing Management	▲ Consumer Decision Science (Ph.D.), ▲ Marketing Research Seminar, Consumer Behavior Theories & Practices, Technology Marketing, SOC Marketing Management, Integrated Marketing Communication, Advertising, Customer Relationship Management, Leisure Industry Marketing, Corporate Public Relations, Digital Marketing, Marketing Theory
Finance	Financial Management	International Financial Management, ▲ Financial Econometrics (Ph.D.), Financial Markets, Capital

			Project Evaluation, Decision analysis for Capital Investment, China Economy Studies, Analysis of Financial Derivatives, Green Economy and Sustainable Development, Economics: one way we see the world, Financial Management and Case Study, Financial Statement Analysis, Managerial Economics
	Information Management	Information Management	▲ MIS Research Seminar, ▲ Business Intelligence, Electronic Commerce, Business Intelligence Cases, Business Analytics
	Decision Sciences	Decision Science	▲ Production and Operations Management, ▲ Performance Assessment (Ph.D.), Game Theory (Ph.D.), Special Topics in Statistical Software (Ph.D.), Consumer Decision Science (Ph.D.), Structural Equation Modeling, Science and Technology Policy and Economic Analysis, Hierarchical Linear Models, Balanced Scorecard and Management Practice, Business Strategies and Performance Management

※ PhD Professional Courses.

▲ Only the marked courses can be waved as the required fundamental course in each field.

3. 'Seminar on Business & Management', 'Doctoral Research Seminar', and 'Individual Study' are not included in the minimum credits

4. The relevant article of the regulation 3 above is also valid for all the PhD students Who entered the institute from 2002 to 2011.