

亞洲大學 Asia University

112 學年度經營管理學系博士班全英語授課課程規劃 Course Plan 2023-2024 for Doctoral Program of the Department of Business Administration - Taught Fully in English

系別:經營管理學系博士班

Ph. D. Program in Department of Business Administration

畢業總學分：36 學分

Credits for Graduation:36

112. 04. 26 校課程委員會通過

Approved by the University Curriculum Committee on 26/04/2023

112. 10. 04 校課程委員會通過(修改)

Approved by the University Curriculum Committee on 04/10/2023 (Revised)

類別 Category	科目名稱 Course Title	英文名稱 English Course Title	修課 年級 Year of the Program	修課 學期 Semester	學分數 Credits	每週上課時數 Hours per week		備註 Remarks
						講授 Lecture	實驗 Experiment	
(18) Required Credits, as Determined by the Dept.	管理理論研討	Seminar on Management Theory	1 st	1 st	3	3		
	產業策略與發展研討	Seminar on Industrial Strategy and Development	1 st	1 st	3	3		
	高等數量方法	Advanced Quantitative Methods	1 st	2 nd	3	3		
	研究方法	Research Methodology	1 st	1 st or 2 nd	3	3		
	博士論文	Ph.D. Dissertation	2 nd -4 th	1 st or 2 nd	3	3		
	博士論文	Ph.D. Dissertation	2 nd -4 th	1 st or 2 nd	2	2		
	博士論文	Ph.D. Dissertation	2 nd -4 th	1 st or 2 nd	1	1		
(18) Elective Credits, as Determined by the Dept.	統計方法與資料分析	Statistics and Data Analysis	1 st	1 st	3	3		
	供應鏈管理專題	Special Topics on Supply Chain Management	1 st	2 nd	3	3		
	科技與創新管理	Technology and Innovation Management	1 st	2 nd	3	3		
	創新與創業管理專題	Special Topics in Innovation and Entrepreneurship Management	1 st	2 nd	3	3		
	國際企業策略理論	International Business Strategy Theory	2 nd	1 st	3	3		
	策略性人力資源管理 專題	Special Topics on Strategic Human Resource Management	2 nd	1 st	3	3		
	永續經營管理	Sustainable Business Management	1 st	2 nd	3	3		

行銷研究	Marketing Research	1 st	2 nd	3	3		
跨文化管理	Cross-Cultural Management	2 nd	1 st	3	3		
作業管理	Operations Management	2 nd	1 st	3	3		
顧客關係管理與電子商務專題	Special Topics on Customer Relationship Management and Electronic Commerce	2 nd	2 nd	3	3		
產業競爭策略專題	Special Topics on Competitive Strategy	2 nd	2 nd	3	3		
高等計量經濟學	Advanced Econometrics	2 nd	2 nd	3	3		
大數據與資料採礦	Big Data and Data Mining	2 nd	2 nd	3	3		
管理經濟	Managerial Economics	2 nd	2 nd	3	3		
大數據行銷專題	Special Topics on Marketing of Big Data	1 st	2 nd	3	3		
健康產業管理技術專題	Special Topics on Management of Health Industry	2 nd	1 st	3	3		
智慧科技技術專題	Special Topics on Smart Technology	2 nd	2 nd	3	3		
健康產業服務行銷專題	Special Topics on Service Marketing of Health Industry	2 nd	2 nd	3	3		

註：

Notes.

1. 博士班最低畢業學分為 36 學分(含論文)：(一)必修 18 學分(含畢業論文 6 學分)(二)專業選修 18 學分。

The Ph.D. program requires a minimum of 36 graduate credits, including 18 required (including dissertation course credits) and 18 electives course credits as determined by the Department.

2. 學生需透過「臺灣學術倫理教育資源中心」線上平台修習指定課程 6 小時，並於課程總測驗成績達及格標準，始得申請學位考試。

Ph.D. students must take 6 hours of courses on the online platform of "Center for Taiwan Academic Research Ethics Education" and pass the general test score of the courses before they are eligible to apply for the doctoral degree examination.

3. 原則上承認學生修習本校他系所開之兩門博士班課程 6 學分，其中最多抵免一門必修相關課程為上限，若有其他特殊狀況須經學術委員會同意。

In principle, students are allowed to take a maximum of TWO doctoral courses (a total of 6 credits) delivered by other departments of the Asia University, of which no more than ONE doctoral course (3 credits) can be a required course. In addition, some other exceptional circumstances MUST be reviewed and approved by the BA Department Academic Committee on a case-by-case basis.

4. 學生須完成「教學增能實作」，即 12 小時教學相關訓練與演練活動（附表十二至十四），始得申請學位考試。

Ph.D. students must complete a "Teaching Practicum" covering a total 12 hours of pedagogical training and drills (see Appendices 12 to 14) before they are eligible to apply for the doctoral degree examination.