

亞洲大學 Asia University

113 學年度博士班全英語課程規劃表

Academic Map for English-Taught Doctoral Program in Academic Year 2024-2025

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

113.05.08 校課程委員會通過

Approved by the University Curriculum Committee on May 08, 2024

類別 Category	科目名稱 Course Title	科目 代號	英文名稱 English Course Title	修課 年級 Yr. 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	實習(驗) Practicum/ Experiment	
校定 必修 6 學分 University -required courses 6 credits	博士論文(I)		Ph.D. Dissertation(I)	2 nd -4 th	1 st or 2 nd	1	1		
	博士論文(II)		Ph.D. Dissertation(II)	2 nd -4 th	1 st or 2 nd	2	2		
	博士論文(III)		Ph.D. Dissertation(III)	2 nd -4 th	1 st or 2 nd	3	3		
所定 必修 9 學分 Program- required Courses 9 credits	研究方法		Research Methodology	1 st	1 st	3	3		
	管理理論研討		Seminar on Management Theory	1 st	1 st	3	3		
	高等數量方法		Advanced Quantitative Methods	1 st	2 nd	3	3		
策略發展 至少選修 二門 Strategy and Development Field Courses	產業策略與發展研討		Seminar on Industrial Strategy and Development	1 st	1 st	3	3		
	企業經濟與智慧管理 專題		Special Topics on Business Economy and Smart Management	1 st	2 nd	3	3		
	高等計量經濟學		Advanced Econometrics	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		
智慧健康 至少選修 二門 Smart Health Technology Field Courses	大數據行銷專題		Special Topics on Marketing of Big Data	1 st	2 nd	3	3		
	科技管理與商業智慧		Technology Management and Business intelligence	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		

所定其他 選修 15 學分 Other Elective Courses 15 credits	供應鏈管理專題	Special Topics on Supply Chain Management	1 st	1 st	3	3		
	質性與個案研究方法	Qualitative and Case Study Methods	1 st	1 st	3	3		
	統計方法與資料分析	Statistics and Data Analysis	1 st	1 st	3	3		
	科技與服務創新專題	Special Topics on Technology and Services Innovation	1 st	2 nd	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		
	管理經濟	Managerial Economics	1 st	2 nd	3	3		
	數量方法產業應用	Applications of Quantitative Methods in Industry	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		
	跨文化管理	Cross-Cultural Management	2 nd	1 st	3	3		
	大數據分析與商業智慧	Big Data Analysis and Business Intelligence	2 nd	2 nd	3	3		
	數位行銷傳播與廣告 效果專題	Special Topics on Marketing Communication and Advertising Effect	2 nd	2 nd	3	3		
	新興市場企業國際化 策略	Internationalization Strategy of Emerging Markets	2 nd	2 nd	3	3		

備註：Notes.

1. 博士班最低畢業學分為 36 學分：含校定必修 6 學分，所定必修 9 學分，組別選修 6 學分，所定其他選修 15 學分。
The Ph.D. program requires a minimum of 36 graduate credits, including 6 credits for university-required courses, 9 credits for program-required courses, 6 credits for professional field-elective courses, and 15 credits for other elective courses.
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。上述規定抵免一門必修相關課程須為：(1)相同課程名；或(2)相同課程內容；或(3)相同課程性質。
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. ONE required course allowed in other departments must be that with: (1) the same course name; or (2) the same course contents; or (3) the same course nature.
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.