

亞洲大學

經營管理學系

**ASIA UNIVERSITY**

**DEPARTMENT OF BUSINESS**

**ADMINISTRATION**

碩士班研究生手冊

**MASTER'S STUDENT  
HANDBOOK**

入學時間：民國 113 年 09 月/114 年 2 月

Enrollment Time: Sep. 2024/Feb

2025 Revised: Aug. 31, 2023

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亞洲大學 經營管理學系 碩士班課程規劃表 (113學年度入學適用)

Master Program Curriculum Plan for Department of Business Administration, Asia University

(Applicable for Fall 2024 Enrollees)

畢業總學分：36 學分

校課程委員會通過次別：1131

Credits of Graduation : 36

Approved in the 1131 University Curriculum Committee meeting

類別 Category		科目名稱 Course Title	英文名稱 English 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	實作(驗) Practice (laboratory)	實習 Intern	
校定必修3學分 University Required 3 Credits		碩士論文	Master Thesis	一 1 <sup>st</sup>	上或下 1 <sup>st</sup> or 2 <sup>nd</sup>	3	3	0	0	
必修9學分 Program Required 9 Credits		研究方法	Research Methodology	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
		行銷管理	Marketing Management	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
		生產與作業管理	Production and Operations Management	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
選修24學分 Program Elective 24 Credits	行銷與企業管理類 Marketing & Business administration Field Courses	消費者行為研究	Consumer Behavior Research	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
		產業策略與發展研討	Seminar on Industrial Strategy and Development	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
		統計方法與資料分析	Statistics and Data Analysis	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
		策略管理	Strategic Management	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
		服務與創新管理	Service Innovation and Management	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
		電子商務	Electronic Commerce	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	休閒遊憩管理類 Leisure & Recreation Management Field Courses	休閒理論與行為	Leisure and Recreation Theory and Behavior Research	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
		觀光餐旅創新管理	Tourism Hospitality and Innovational Management	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
		企業組織與管理	Business Organization and Management	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
		休憩發展趨勢	Leisure and Recreation Industry	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
		質性研究方法	Qualitative Research Methods	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
		運動與健康管理	Sports and Health Management	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	

類別 Category	科目名稱 Course Title	英文名稱 English 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	實作(驗) Practice (laboratory)	實習 Intern	
Other Professional Elective Courses 其他專業選修課程	全球供應鏈管理	Global Supply Chain Management	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
	全球產業競爭策略	Competitive Strategy in Global industries	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
	質化研究與個案分析	Qualitative Research and Case Analysis	一 1 <sup>st</sup>	上 1 <sup>st</sup>	3	3	0	0	
	永續經營管理	Sustainable Business Management	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	行銷研究	Marketing Research	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	國際商務溝通	International Business Communication	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	零售流通實務	Retail and Distribution Practice	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	社群經營實務	Community Management Practice	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	移地教學與見習	Off-site Teaching and Shadowing	一 1 <sup>st</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	跨文化管理	Cross-Cultural Management	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
	全球行銷規劃與品牌策略	Global Marketing Planning and Brand Strategy	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
	企業資源規劃與問題診斷	Enterprise Resource Planning and Problem Diagnosis	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
	人工智慧產業應用	Artificial Intelligence in Industrial Applications	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
	大數據分析與商業智慧	Big Data Analysis and Business Intelligence	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
	智慧科技技術專題	Special Topics on Smart Technology	二 2 <sup>nd</sup>	上 1 <sup>st</sup>	3	3	0	0	
	企業文化與倫理	Enterprise Culture and Ethics	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	組織與人力資源管理	Organization and Human Resources Management	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	數位轉型與創新	Digital Transformation and Innovation	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	企業組織變革與管理	Organizational Change and Management	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	知識管理	Knowledge Management	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	財務報表分析	Financial Statement Analysis	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	
	公司治理與企業經營法律實務	Corporate Governance and Legal Practice of Business Administration	二 2 <sup>nd</sup>	下 2 <sup>nd</sup>	3	3	0	0	

備註：

Note:

1. 畢業學分數 36 學分，含校定必修 3 學分，所定必修 9 學分，所定選修 24 學分。

Graduation requires 36 credits, including 3 credits for university-required courses, 9 credits for program-required courses, and 24 credits for program-elective courses.

2. 碩士生可上修本所博士班學分，以三科目 9 學分為限。

Master's students may take doctoral program credits from our department, with a maximum limit of three courses or nine credits.

3. 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。

Master's 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.

4. 研究生需要在畢業前至少參與 2 次系活動，以提昇研究生彼此間認識、並增進研究生凝聚力。

Master's students are required to participate in at least 2 departmental events/activities before graduation in order to enhance their mutual understanding and enhance peer cohesion.

5. 原則上承認學生修習本校他系所開之兩門碩士班課程 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。

Master's students are allowed to take up to two master courses (6 credits) from other departments within Asia University, with a maximum exemption of one required relevant course. Any other special cases require approval from the Academic Committee.

## 亞洲大學經營管理學系 – 碩士班研究生修業流程表

### Study Chart - Registration to Graduation

Process		Due Date	Attached Form
1	Registration	Before the school deadline!	
2	Course Selection	Before the school deadline!	
3	Select Advisor	By the end of the 1 <sup>st</sup> Semester	<a href="https://webs.asia.edu.tw/stdinfo/">https://webs.asia.edu.tw/stdinfo/</a> P.12
4	Proposal Presentation	By the end of 3 <sup>rd</sup> Semester	<a href="https://webs.asia.edu.tw/stdinfo/">https://webs.asia.edu.tw/stdinfo/</a> P.13
5	Final Defense Application	By the end of 4 <sup>th</sup> Semester and <u>at least two months</u> after the proposal meeting.	<a href="https://webs.asia.edu.tw/stdinfo/">https://webs.asia.edu.tw/stdinfo/</a> <b>P.16</b>
6	Final Defense Presentation	The 4 <sup>th</sup> semester ( <u>at least two months</u> after the proposal meeting and before the end of the 4 <sup>th</sup> semester)	<ul style="list-style-type: none"> <li>▪ Score sheet</li> <li>▪ Rating summary table</li> <li>▪ Written approval</li> <li>▪ Oral record sheet</li> <li>▪ Paper printed</li> <li>▪ Examination fees</li> </ul>
7	Complete uploading your advisor's approved Thesis (follow library instructions)	By the end of 4 <sup>th</sup> Semester	
8	Certificate of 6 hours of academic research ethics courses	By the end of 4 <sup>th</sup> Semester	<a href="https://reurl.cc/V1v4vR">https://reurl.cc/V1v4vR</a>
9	School Graduation Procedure	By the end of 4 <sup>th</sup> Semester	
10	Master's Degree Certificate	By the end of 4 <sup>th</sup> Semester	

## 亞洲大學經營管理學系

### 論文口試作業流程

Asia University, Department of Business Administration

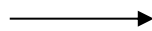
### Thesis Application Process

#### Thesis Proposal Defenses Deadline :

Any time during or *before the end* of the *3<sup>rd</sup> semester*, but *no later than* of the end in the *3<sup>rd</sup> semester*.

#### Thesis Final Defenses Deadline : *By the end of 4<sup>th</sup> Semester*

Before Defense



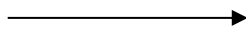
繳交論文口試相關資料(線上申請) : **P.14**

Submit the following relevant documents for Thesis Defense online

<https://webs.asia.edu.tw/stdinfo/>

There MUST be a period of **at least two months** separation between the **proposal meeting** date and **final defense meeting**.

Defense



準備論文口試相關資料：

Prepare the following relevant documents for Defense Committee Membership.

1. 碩士班研究生學位考試評分表(3 copies) P.19  
*Thesis Defense Evaluation Form*

2. 碩士班研究生學位考試評分總表(1 copies) P.20  
*Report of IMBA Thesis Defense*

3. 碩士班畢業論文口試記錄表(3 copies) P.21  
*Record Form for Master's Thesis Defense*

4. 論文口試委員會審定書(1 copies) P.25  
*Thesis Defense Committee Approval Page Format*

5. 考試委員印領單據(3 copies) P.26  
*Thesis Defense Committee Receipt*

\* After defense Summit to Department office:

After Defense



1. 審定書  
*Department chairman's signature*
2. 授權書  
*Authorization*
3. 上傳論文  
*Load the thesis to school library.*

1. It is ***your responsibility*** to keep track of deadlines and submission of forms. Any delay from your part may result in **delaying your graduation.**
2. You MUST submit a copy of the thesis to each member of the Defense Committee at least **ten days prior** to the Thesis Proposal Defense (TPD) and Final Defense (FD) dates set by your advisor.
3. Also, you MUST hand in all other necessary forms to the department office and your advisor on time.
4. Please finish The Thesis Defense by January 31/July 31 (depending on your graduation date), including uploading the thesis to the school library website.
5. You MUST present your Thesis Proposal orally in a public seminar before you can be allowed to present your Final Defense.
6. Any changes to the above dates and rules **MUST be agreed by your advisor** and the **Chairperson** of the Department of Business Administration.



## 亞洲大學經營管理學系

## Asia University, Department of Business Administration

## 碩士班研究生基本資料表

## Personal Information Sheet

姓名 (Student's Name)		學號 (Student ID)		二吋近照 (Photo)	
入學年度 (Year Enrolled)	年 (Year)	月 (Month)	畢業學校 (Last School Attended)		
指導教授 (Advisor's Name)					
論文題目 (Dissertation Title)					
聯絡電話 (Phone Number)		E-mail			

**亞洲大學管理學院經營管理學系**  
**Asia University, College of Management**  
**Department of Business Administration**

**IMBA 碩士班研究生修業規則**

Rules & Regulations Concerning the IMBA Program

中華民國九十九年十二月二十二日九十九學年度第一學期第七次系務會議修正通過  
Revised Jan. 22 on the 7<sup>th</sup> Department Academic Affairs Council of the 1<sup>st</sup> semester of the academic year  
2011-2012

中華民國一百零六年六月十四日一百零五學年度第二學期第六次系務會議修正通過  
Revised Jun. 14 on the 6<sup>th</sup> Department Academic Affairs Council of the 2<sup>nd</sup> semester of the academic year  
2016-2017

**第一條 修業年限：**IMBA 碩士生修業期限為 1-4 年，不得延長。

**Article 1 - Time Limit:**

The IMBA students have a time limit ranging from 1 to 4 years of the date of initial enrollment in the program to complete all requirements for the IMBA degree.

Extension of time is not allowed.

**第二條 畢業學分：**畢業最低學分為 36 學分，總畢業學分數為 36 學分(含校、院定必修核心課程 12 學分與院定選修課程 24 學分)

**Article 2 - Coursework:**

The IMBA program requires a minimum of 36 graduate credits. The required credits are as follows: Graduation requirement: 36 credits (including 12 credits of Required Courses and 24 credits of Elective Courses).

**第三條 選課、修課與學分抵免：**

1. 碩士生必須依循本校選課作業程序辦理每學期選課事宜，每學期選修學分上下限，依本校研究所選課準則辦理。
2. 碩士生先修課程學分數不列入畢業學分計算。
3. 學分不得抵免。

**Article 3 - Adding/Dropping Courses & Transfer of Credit:**

1. Master's students shall follow the school administration procedures for dropping and adding courses during the registration period, upon the limits to the number of graduate credits taken per semester regulated by the graduate school.
2. Prerequisite courses will not count toward the required 36 graduate credits.
3. No transfer credit is accepted.

**第四條 指導教授：**碩士生於入學第一學期內應擇定指導教授，並提出線上申請。指導教授若為二位以上至少一人須為本系、本校管理學院專任教授、副教授或助理教授，否則須經主任同意。指導教授除因離職得由主任同意更換指導教授外，因故需更換時，須獲原指導教授與新指導教授雙方之同意，並向系提出線上申請。

**Article 4 - IMBA Advisor(s):**

A master's student should choose his/her thesis advisor(s) during his/her first semester of the IMBA program, and submit Online. The student may choose to work with two co-advisors. Co-advisors **MUST** be faculty of Asia University and holding a full-time position at the rank of professor, associate professor, or assistant professor. At least one of the co-advisors shall be a faculty member of the Department of Business Administration or the College of Management of Asia University. Choosing any advisors from outside the faculty of the College of Management of Asia University requires approval by the Department Chair. Should a change of advisor become necessary, the student **MUST** submit *Online* to demonstrate the approval of both the former advisor(s) and new advisor(s).

**第五條 論文計畫書：**碩士生須於本系指定時間內提交論文計畫書，並須公開發表論文計畫內容，若未及於指定時間內提交者，經系主任同意後，至少應於學位口試前兩個月提交論文計畫書並自行辦理公開發表，由指導教授及考核委員負責審查，未通過者不得參加學位考試。

**Article 5 - Thesis Proposal:**

A master's student must submit a thesis proposal within the Department appointed due date (*Study Guide 3*), and present the proposal orally in a public seminar. If the student could not submit his/her thesis proposal on schedule, he/she must submit as well as to conduct a formal proposal presentation on his/her own in a public setting, at least two months before the final oral examination. If the student fails to submit *Thesis Proposal Evaluation Form (Form 4)* or complete the proposal defense, examined by the thesis advisor and committee, he/she is not allowed to present a thesis defense.

**第六條 學位考試：**碩士學位考試委員會置委員三人，並指定其中一人為召集人。

**Article 6 - Thesis Defense:**

The Thesis Defense Committee must consist of 3 members holding a full-time position at the rank of professor, associate professor, or assistant professor. One of the members serves as the convener, and one of them **MUST** be outside of the faculty of Asia University.

**第七條 畢業申請：**碩士生已通過論文口試者，應於一個月內遵照口試委員之意見加以修正，經指導教授及主任簽核，並完成登錄『博碩士論文電子檔案上網授權書』後，繳交完整論文，方得依本校離校程序規定，領取碩士學位證書。

**Article 7 - Graduate Application for Degree:**

Master's students who have passed the Thesis Defense should, within a month, make a satisfactory revision of the thesis that follows the comments and requirements specified

by the Thesis Defense Committee. The final thesis must be approved and signed by the thesis advisor(s) and Department Chair (*Study Guide 2*). Finally, the graduate students must complete the *Thesis Authorization of Electronic Thesis and Dissertation System (Form 5)* at Asia University Library and National Library, respectively; and turn in a bound copy of the thesis to the AU Library and a copy to the Department Office. The graduate students will not receive a Master's Degree Diploma until they have completed all of the school leaving campus processes.

**第八條 適用對象：**本修業規則若逢修正，適用對象為修正通過後之次一學年度起入學之碩士生。

**Article 8 - To Whom the Rules and Regulations Apply to:**

In the case of revision, the last amended rules and regulations apply to the master's students who enroll in the IMBA program in the subsequent academic year(s) after the procedures amendment.

**第九條 附 則：**

1. 本修業規則未盡事宜，悉依本校碩士學位授予作業規章辦理之。
2. 本修業規則經系務會議通過，報院、校核備後實施，修正時亦同。

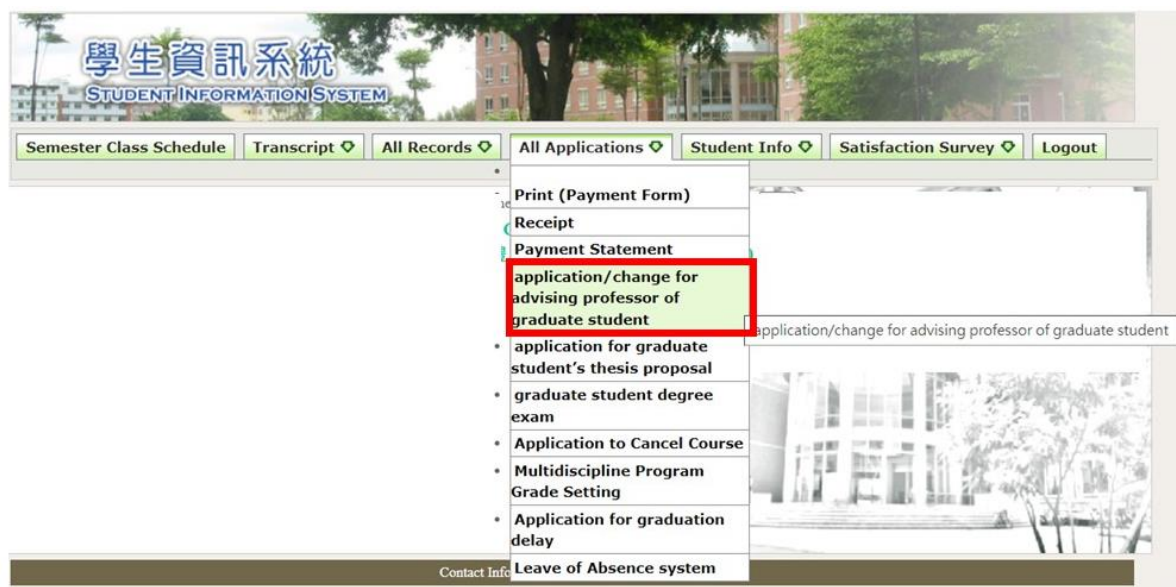
**Article 9 - Addendum:**

1. In case of any dispute about the abovementioned contents, rules, and regulations, all parties involved should refer to the relevant master's degrees awarding policies and procedures set up by the Asia University.
2. The Academic Affairs Council has approved the abovementioned rules and regulations and reported to the College of Management and University for implementation. In the case of revision, the procedures remain the same.

## Study Guide 5

研究生申請/變更指導教授 <https://webs.asia.edu.tw/stdinfo/>

### (Application/Change for advising professor of graduate student)



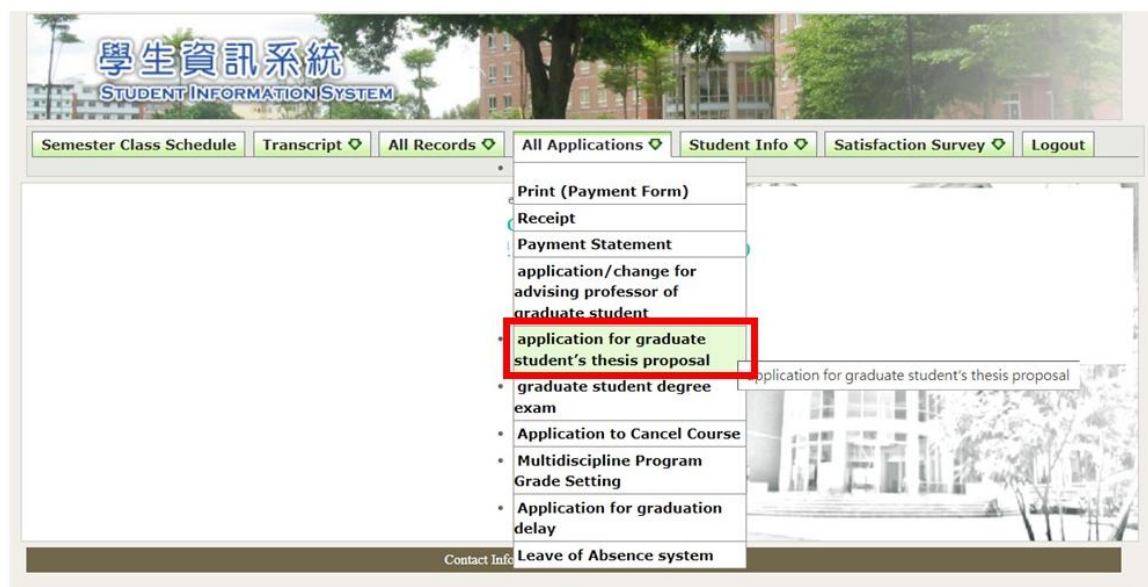
1 SA9F02 ×			
研究生找(或變更)指導教授申請 application/change for advising professor of graduate student			
※申請資料 application information			
姓名 name		學號 student ID number	
學制 educational system	研究所碩士班	學院 college	管理學院
系所 department	經營管理學系	班級 class	A
預計研究領域/題目 anticipated research/thesis topic			
指導教授 supervisor	<input type="text" value="輸入姓名(keyword)搜尋"/> <div> <input type="text" value="系所(department)"/> <input type="text" value="姓名(name)"/> </div>		
送出(submit)/修改(revise)申請			
※線上申請狀態 status of online application 尚未申請(has not applied yet)			

## Study Guide 6

### 研究生前三章計畫書

(Application for graduate student's thesis proposal)

<https://webs.asia.edu.tw/stdinfo/>



1 SA9F03 *			
研究生學位論文計畫書申請 application for graduate student's thesis proposal			
※申請資料 application information			
姓 名 name		學 號 student ID number	
學 制 educational system	研究所碩士班	學 院 college	管理學院
系 所 department	經營管理學系	班 級 class	A
論文題目 thesis topic			
論文題目(英文) thesis topic(english)			
<input type="button" value="送出(submit)/修改(revise)申請"/>			
※線上申請狀態 status of online application 尚未申請(has not applied yet)			

**亞洲大學經營管理學系**  
**Asia University**  
**Department of Business Administration**

**碩士生申請學位考試作業流程**

**Application Procedures for Master's Degree Examination**

本系為激發碩士生學習與研究潛能，豐碩研究成果，特依據本系碩士班研究生修業規則，明訂本系碩士生申請學位考試資格作業流程，相關注意事項如下：

In order to provoke master's students potential to learn and conduct research as well as increase their research performance, the Department of Business Administration hereby, upon the *Rules & Regulations Concerning IMBA Program*, establishes the following application procedures for Master's Degree Examination, described as below.

一、碩士生申請學位考試之前需修滿規定學分，通過學校畢業學分審核作業。

A master's student must complete all of the required and elective courses. (*Study Guide 1*) All of the earned graduate credits must be reviewed and approved by the school.

二、提出論文口試需經指導教授同意並請指導教授於畢業論文口試申請線上審核。

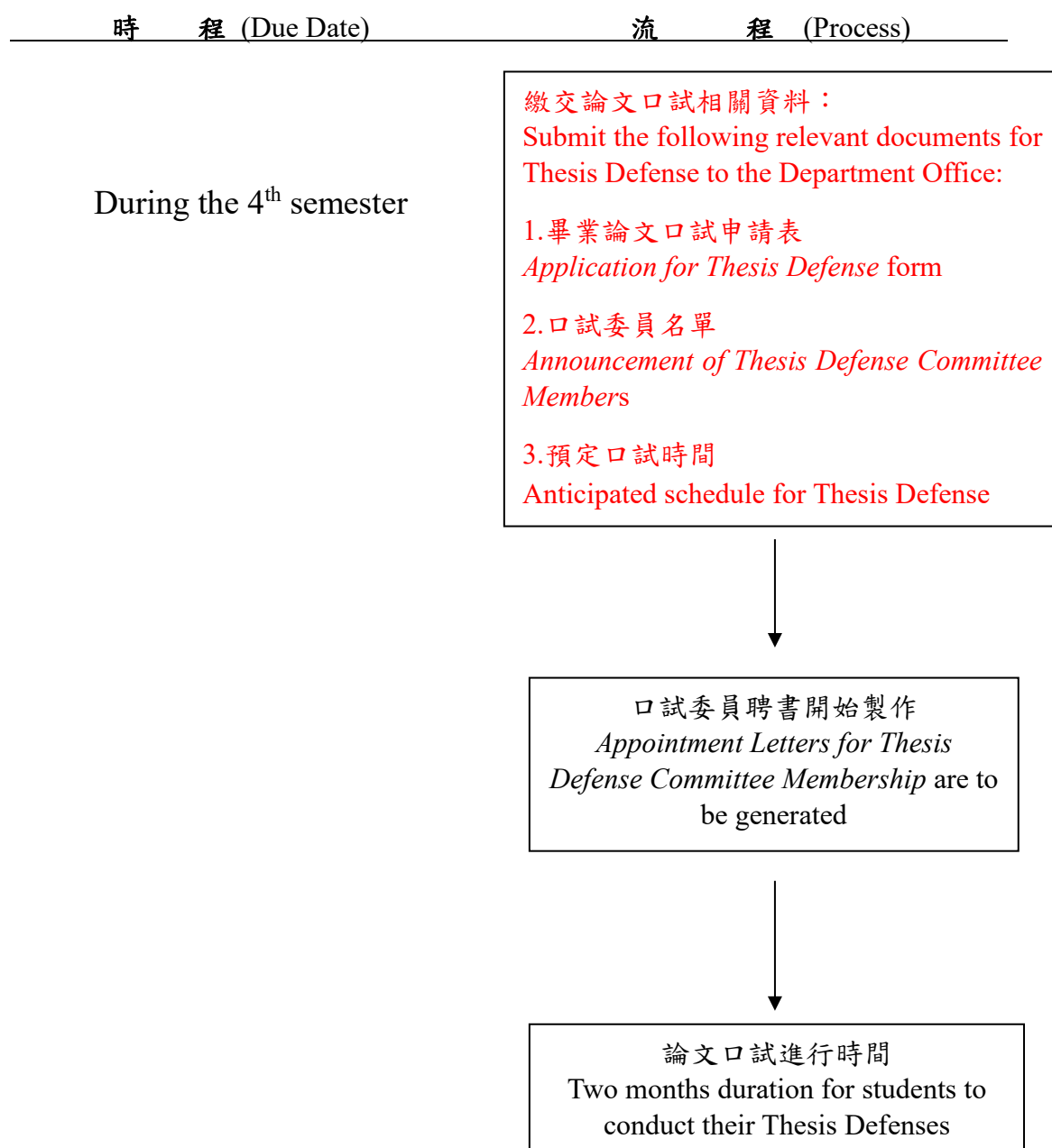
The application to final defense should submit Online, and must be approved by the thesis advisor.

三、繳交畢業論文口試申請表之同時，一併提出口試委員名單及預定口試時間，但須經指導教授同意。

While applying for Thesis Defense, the student must submit online and anticipated oral presentation schedule. All of these must be agreed by his/her advisor.

#### 四、作業流程：

##### Thesis Defense Application Process

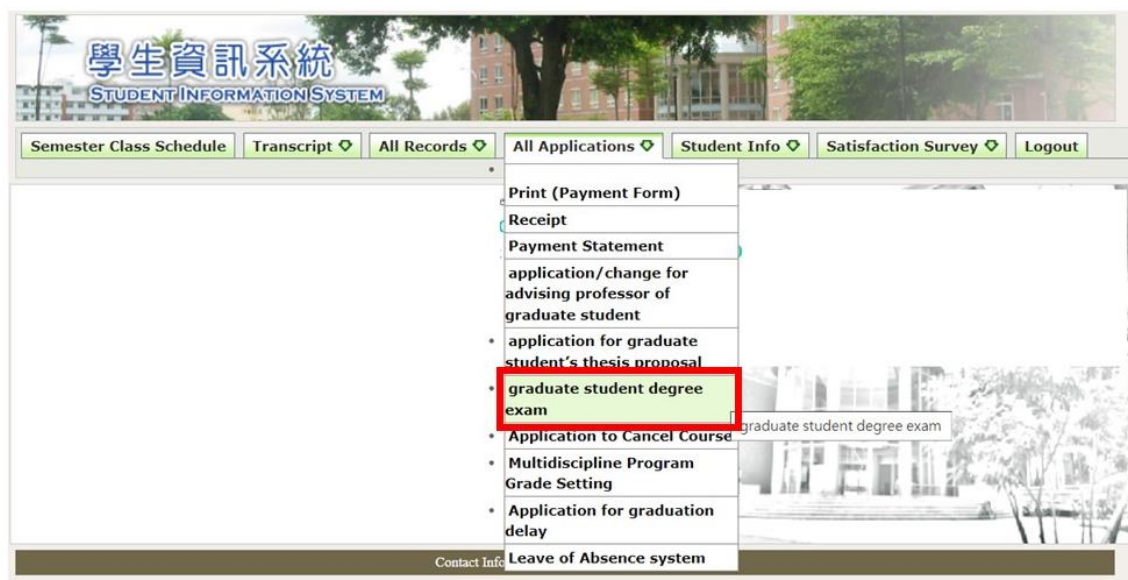




## 研究生學位口試

### Mater Student Final Defense Application

<https://webs.asia.edu.tw/stdinfo/>



1 SA9F04 ×			
研究生學位考試申請 application for graduate student degree exam			
※申請資料 application information			
姓名 name		學號 student ID number	
學制 educational system	研究所碩士班	學院 college	管理學院
系所 department	經營管理學系	班級 class	A
論文類型 thesis type			
論文題目 thesis topic			
論文題目(英文) thesis topic(english)			
論文比對率 thesis similarity rate			
口試地點 oral defense location			
口試時間 oral defense time			
送出(submit)/修改(revise)申請			
※線上申請狀態 status of online application 尚未申請(has not applied yet)			

College of Management, Asia University				
Learning Goal: 專業能力 Professional Skill		Program: MBA		
Learning Objectives:	1. 研究生應能描述其專業領域之高階專業知識與技能，以有助於其職業及(或)進階的持續學習 Graduates should be able to describe high professional knowledge and skills in their fields of expertise in order to facilitate their career and/or continue with advanced studies.			
	2. 研究生應能展現其進階能力，以一般及專業之管理技能與知識來處理進階問題 Graduates should be able to demonstrate their advanced capacity to address advanced problems in general, as well as their disciplines management-specific skills and knowledge.			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D1. 具備本學科之進階專業知識 Demonstrate mastery of advanced knowledge in the subject-area	僅有表面的本學科進階專業知識；將其轉化成從事研究的預備知識能力較弱 Demonstrates surface cognitive understanding of advanced theoretical concepts and terminologies in the subject-area; and has slightly weak ability to transfer them into prerequisite knowledge for conducting research	具備一般性本學科進階專業知識。能嘗試將其轉化成從事研究的預備知識 Achieves a general cognitive understanding of advanced theoretical concepts and terminologies in the subject-area; and has attempted to transfer them into prerequisite knowledge for conducting research	充分具備本學科之進階專業知識。能將其有效地轉化成從事研究的預備知識 Achieves a thorough cognitive understanding of advanced theoretical concepts and terminologies in the subject-area; and has ability to effectively transfer them into prerequisite knowledge for conducting research	
D2. 具備整合跨學科進階專業知識之能力 Demonstrate ability to integrate the advanced discipline knowledge across subject areas	整合跨學科進階專業知識之能力較弱 Has slightly weak ability to integrate the advanced discipline knowledge across subject areas	能適切地整合一些跨學科進階專業知識 Is able to moderately integrate the advanced discipline knowledge across some subject areas	能有效地整合許多跨學科進階專業知識 Is able to effectively integrate the advanced discipline knowledge across many subject areas	

College of Management, Asia University				
Learning Goal:	專業能力 Professional Skill			Program: MBA
Learning Objectives:	<p>1. 研究生應能描述其專業領域之高階專業知識與技能，以有助於其職業及(或)進階的持續學習 Graduates should be able to describe high professional knowledge and skills in their fields of expertise in order to facilitate their career and/or continue with advanced studies.</p> <p>2. 研究生應能展現其進階能力，以一般及專業之管理技能與知識來處理進階問題 Graduates should be able to demonstrate their advanced capacity to address advanced problems in general, as well as their disciplines management-specific skills and knowledge.</p>			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D3. 具備本學科相關領域時事議題之創新思辯能力 Demonstrate ability to think creatively and innovatively in current issues related to the subject area	對本學科相關領域時事議題的創新思維稍顯不足 Slightly lacks ability to think creatively and innovatively in current issues related to the subject area	對本學科相關領域時事議題，偶有一些創新思維 Occasionally thinks creatively and innovatively in current issues related to the subject area	對本學科相關領域時事議題，時常展露創新思維 Often thinks creatively and innovatively in current issues related to the subject area occasionally	
D4. 具備運用專業知識定義問題並進行決策之能力 Demonstrate ability to apply the advanced discipline knowledge to define problems and make decisions	運用專業知識綜觀證據和所有相關情境因素的能力較弱；定義或說明問題的癥結點及提出解決方法有困難 Has slightly weak ability to apply the discipline knowledge to overview all relevant evidences and factors connected with a particular situation; is unable to define problems clearly; has difficulties in addressing problem clues and in providing clear solutions	能適切地運用一些專業知識綜觀證據和相關情境因素，找出可能的問題所在；針對問題做出的決策能大致符合問題表面因素 Is able to moderately apply some discipline knowledge to overview evidences and factors relevant to a particular situation in order to define possible problems; moderately identifies superficial-level factors and/or strategies/solutions that are linked to the problems	能充份地應用專業知識綜觀證據和所有相關情境因素，明確洞悉問題所在；並針對問題做出的決策能滿足、符合不同面向/層面的因素 Is able to comprehensively apply the discipline knowledge to overview all relevant evidences and factors connected with a particular situation; clearly defines problems and properly identifies multiple-aspect factors and/or strategies/solutions that are linked to the problems	

College of Management, Asia University				
Learning Goal:		專業能力 Professional Skill		Program: MBA
Learning Objectives:	1. 研究生應能描述其專業領域之高階專業知識與技能，以有助於其職業及(或)進階的持續學習 Graduates should be able to describe high professional knowledge and skills in their fields of expertise in order to facilitate their career and/or continue with advanced studies. 2. 研究生應能展現其進階能力，以一般及專業之管理技能與知識來處理進階問題 Graduates should be able to demonstrate their advanced capacity to address advanced problems in general, as well as their disciplines management-specific skills and knowledge.			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分
	Needs Improvement_1	Acceptable_2	Superior_3	Score
D5. 具備運用各種資源進行自主學習之能力 Demonstrate ability to engage in independent learning through the use of various kinds of resources	運用不同資源進行自主學習的能力較弱 Has slightly weak ability to engage in independent learning through the use of different resources	能適切地運用一些資源進行自主學習 Is able to moderately engaged in independent learning through the use of some resources	能充分地運用各種資源進行自主學習 Is able to fully engaged in independent learning through the use of various kinds of resources	
D6. 具備判斷不同情境個案中所需有效領導方式之能力 Demonstrate ability to identify effective leadership styles, skills, and practices for different situations	判斷不同組織情境和有效領導之間關係的能力較弱 Has slightly weak ability to identify effective leadership styles, skills, and practices for different situations	能適切地判斷一些組織情境和有效領導之間的關係 Is able to moderately identify effective leadership styles, skills, and practices for some situations	能清楚且全面地判斷各式組織情境和有效領導之間的關係 Is able to clearly and comprehensively identify effective leadership styles, skills, and practices for various situations	
College of Management, Asia University				
Learning Goal:		口語溝通能力 Oral Communication skill		Program: MBA
Learning Objectives:	1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護 Graduates should be able to explain their ideas and defend their position using different modes of media and communication 2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識 Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分
	Needs Improvement_1	Acceptable_2	Superior_3	Score
D1. 與主題相關 Relevance to the subject	部分報告內容與主題無關 Content is <b>partially</b> relevant to the subject	報告內容與主題 <b>大致</b> 相關 Content is <b>mostly</b> relevant to the subject	報告內容完全切合主題 Content is exactly relevant to the subject	

College of Management, Asia University				
Learning Goal: 口語溝通能力 Oral Communication skill		Program: MBA		
Learning Objectives:		<p>1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護 Graduates should be able to explain their ideas and defend their position using different modes of media and communication</p> <p>2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識 Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field</p>		
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分 Score
	Needs Improvement 1	Acceptable 2	Superior 3	
D2. 報告技巧 Delivery skill	報告節奏不太順暢，許多時候表達不太清楚或不連貫；少與聽眾互動、會做出讓聽眾分散注意力的肢體動作；講話時會顯得不自在。給聽眾繁多的訊息，報告時間的控制上需要改進。 Presentation does not flow smoothly; it is choppy and disjointed many times. Student maintains little contact with audience members, and engages in physical movement that distracts from his/her message. Student seems uncomfortable. Much of the information is delivered. Time management needs improvements	報告節奏大致通順，但偶爾在表達上似乎會有點不太清楚或不連貫；講話時偶爾會顯得有點不自在，但會嘗試跟聽眾互動；會使用一些肢體動作來強調想表達的訊息。 Presentation generally flows but a few times seems choppy and disjointed. Student seems slightly uncomfortable at times but strives to maintain contact with audience members throughout the presentation, and engages in physical movement that reinforces his/her message	報告節奏非常順暢，表達流利、清晰，並能與聽眾積極互動。能用自己的方式吸引聽眾的注意力，並掌控好報告的時間。可以成為其他報告者的楷模。 Presentation flows very smoothly. Student is unusually fluent in his/her use of language, speaks clearly to be heard, and maintains frequent contact with audience members. Presents him/her self in a way that keeps the audience's attention, and has good time management. Could be used as a model for other presenters	
D3. 組織性 Organization	內容聆聽起來會有些吃力。有些論點不是很清楚，內容架構有點雜亂無章。 Listeners follow presentation with some efforts. Some arguments are not clear. Organization seems somewhat haphazard	內容組織上大致有條理、架構分明，僅在少許內容上比較沒那麼清楚 Presentation is generally clear and well organized. A few minor points may be confusing	內容組織上條理清晰分明、極具邏輯統整性。聽眾容易領會內容 Presentation is clear, logical, and very well organized. Listener can follow line of reasoning	
D4. 報告工具 Presentation tool	未使用適當之報告工具，或內容有些許錯誤 Uses inappropriate reporting tools or the content includes a few errors	使用適當的報告工具，但內容有少許錯誤 Uses appropriate reporting tools, but the content includes few errors	使用適當的報告工具，且內容沒有任何錯誤 Uses appropriate reporting tools, and content is free from any error	

College of Management, Asia University				
Learning Goal:		口語溝通能力 Oral Communication skill		
Program: MBA				
Learning Objectives:	1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護 Graduates should be able to explain their ideas and defend their position using different modes of media and communication			
	2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識 Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分
	Needs Improvement _1	Acceptable _2	Superior _3	Score
D5. 服裝儀容 Attire	服裝儀容邋遢 Dressed sloppily	服裝儀容整潔 Well-groomed	服儀整潔且正式 Well-groomed and formal attire	
D6. 問題回覆 Reply to questions	完全無法回答或只能回答少部分與報告主題相關問題 Fails to answer or can only answer few questions of related issues	能回答大部分與報告主題相關問題，但未能精確地將其與課程中其他相關議題聯結 Answers most questions of related issues but fails to accurately link them with other topics of the course	能回答全部語報告主題相關問題，且能精確地將其與課程中其他相關議題聯結 Answers all questions of related issues and accurately links them with other topics of the course well	

College of Management, Asia University				
Learning Goal:		寫作溝通能力 Written Communication skill		Program: MBA
Learning Objectives:	1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護 Graduates should be able to explain their ideas and defend their position using different modes of media and communication 2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識 Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分 Score
	Needs Improvement _1	Acceptable _2	Superior _3	
D1. 文章架構 Structure of content	文章結構不甚完整；部分段落起承轉合不順，讀者不易理解文意 Statements of the article fail to construct a clear organizational structure, and the connections of some	文章結構完整；少部分段落起承轉合不順，但讀者能理解大部分的文意 Statements of the article construct a clear organizational structure, but the connections of a few paragraphs are	文章結構完整；全文起承轉合流暢，讓讀者感到興趣且易於閱讀 Statements of the article construct a clear organizational structure, and the connections of all paragraphs are	

College of Management, Asia University					
Learning Goal:		寫作溝通能力 Written Communication skill		Program: MBA	
Learning Objectives:		1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護 Graduates should be able to explain their ideas and defend their position using different modes of media and communication 2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識 Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field			
學習成果 Dimensions (Learning Outcomes)		評量標準 Criteria & Standards			評 分 Score
		Needs Improvement _1	Acceptable _2	Superior _3	
		paragraphs are abrupt, so that the article is not easy to understand for readers	abrupt. Readers could understand most parts of the article	smooth, so that the article is easy to read and interesting for readers	
D2. 內容發展 Statement development		段落中心主旨的陳述太泛、太廣或不夠精細，以致偏離主題重點與發展方向。作者會提供訊息、佐證及個人見解來支持論點或立場，但其中有一些是不太相關的 Uses declarative sentences to state the main idea, but they are somewhat too vague or undefined to connect to the topic and direct the body of the essay. The author gives information, evidences and insights to support the argument or stance, though some of them are not entirely relevant.	段落中心主旨陳述能大致表達出主題的重要性及發展方向。作者會提供訊息、佐證及個人見解來支持論點或立場，但其中有少部分是不太相關的 Uses declarative sentences to approximately state the main idea that addresses the importance of the topic and directs the body of the essay. The author gives information, evidences and insights to support the argument or stance, though a few of them are not entirely relevant.	段落中心主旨陳述能明確、精準地表達出主題的重要性及發展方向。作者會提供強而有力的訊息、佐證及個人見解來支持論點或立場 Uses declarative sentences to clearly and concisely state the main idea that addresses the importance of the topic and directs the body of the essay. The author gives strong information, evidences and insights to support the argument or stance	
D3. 語言使用 Language		有一些語辭、用語、文法、拼字、標點符號等使用上的錯誤，以致偶爾會影響到內容的解讀 Paper has some errors in wording, terminology, grammar, spelling and punctuation that communication of content is impaired at times	有少數語辭、用語、文法、拼字或標點符號等使用上的錯誤，但大致不影響到內容的解讀 Paper has a few errors in wording, terminology, grammar, spelling and punctuation but readability is not impaired to a great degree	大體上沒有語辭、用語、文法、拼字或標點符號等使用上的錯誤，讀者能流暢無礙的閱讀內容 Paper is largely free of errors, it flows well and reads smoothly	
D4. 引用來源 Citation		很少引用文獻，或有一些引用上的錯誤 Rare citations are included or some of	少部分引用文獻不完整，或有些微引用上的錯誤 Few citations are not complete or	完整且正確地引用文獻 Citations are correct and compete	

College of Management, Asia University				
Learning Goal:		寫作溝通能力 Written Communication skill		Program: MBA
Learning Objectives:	1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護 Graduates should be able to explain their ideas and defend their position using different modes of media and communication 2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識 Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分
	Needs Improvement _1	Acceptable _2	Superior _3	Score
	them are incorrect	incorrect		
D5. 報告格式 Reporting Form	部分地方符合相關寫作規範，在一些段落間可發現一些不一致性 Writing format is partially inconsistent with normal norms and among sections	大致符合相關寫作規範，但在少數段落間仍可發現一些不一致性 Writing format is generally consistent with normal norms but slightly inconsistent among sections	完全符合相關寫作規範，且各段落間有一致性 Writing format is fully consistent with normal norms and among sections	
College of Management, Asia University				
Learning Goal:		分析與問題解決能力 Analysis & Problem-solving skills		Program: MBA
Learning Objectives:	1. 研究生應能使用各種精確與有用的分析及問題解決技能。學生應能使用基礎的分析思維及問題解決技能於其領域之基礎問題。 Graduates should develop accurate and useful analytic and problem-solving skills. 2. 研究生應能瞭解與其領域相關之進階問題，並能夠使用其專業知識與技能來分析經濟及商業問題。 Graduates must be able to understand problems related to their fields and should be able to analyze economic and business problems using their professional knowledge and skills. 3. 研究生應能夠處理研究活動。 Graduates are capable of participating in research activities.			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評 分
	Poor _1	Satisfactory _2	Excellent _3	Score
D1. 能夠定義問題，並瞭解問題之關鍵 Define the problem & understanding the crux of problems	清楚定義問題的能力較弱，且對於問題之關鍵瞭解有限 Demonstrates lower ability to define the problem clearly and has limited knowledge of the crux of	定義問題的能力一般，對於問題之關鍵有一些瞭解 Demonstrates general ability to define the problem clearly and has some knowledge of the crux of	清楚地定義問題的能力優異，充份瞭解問題之關鍵 Demonstrates excellent ability to define the problem clearly and has full knowledge of the crux of	



College of Management, Asia University					
Learning Goal:		分析與問題解決能力 Analysis & Problem-solving skills		Program: MBA	
Learning Objectives:		1. 研究生應能使用各種精確與有用的分析及問題解決技能。學生應能使用基礎的分析思維及問題解決技能於其領域之基礎問題。 Graduates should develop accurate and useful analytic and problem-solving skills.			
		2. 研究生應能瞭解與其領域相關之進階問題，並能夠使用其專業知識與技能來分析經濟及商業問題。 Graduates must be able to understand problems related to their fields and should be able to analyze economic and business problems using their professional knowledge and skills.			
		3. 研究生應能夠處理研究活動。 Graduates are capable of participating in research activities.			
學習成果 Dimensions (Learning Outcomes)		評量標準 Criteria & Standards			評 分 Score
		Poor_1	Satisfactory_2	Excellent_3	
		problems	problems	problems	
D2. 能夠將學術文獻連結至特定的研究問題 Relate the academic literature to the specific research problems		將文獻連結至特定的研究問題的能力較弱 Demonstrates lower ability to relate the academic literature to the specific research problems	將此文獻連結至特定的研究問題的能力一般 Demonstrates general ability to relate the literature to the specific research problems	將此學術文獻連結至特定的研究問題的能力優異 Demonstrates excellent ability to relate the academic literature to the specific research problems	
D3. 搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理) Gather and understand information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning)		搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)的能力較弱 Demonstrates lower ability to gather and understand information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning)	搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)的能力適中 Demonstrates adequate ability to gather information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning)	搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)的能力優異 Demonstrates excellent ability to gather and understand information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning).	
D4. 能夠評估潛在解決方案，並選擇最適方案 Be able to evaluate potential solutions and choose the		評估潛在解決方案並選擇最適方案的能力較弱 Demonstrates lower ability to evaluate potential solutions and	評估潛在解決方案並選擇最適方案的能力一般 Demonstrates general ability to evaluate potential solutions and	評估潛在解決方案並選擇最適方案的能力優異 Demonstrates excellent ability to evaluate potential solutions and	

College of Management, Asia University					
Learning Goal:		分析與問題解決能力 Analysis & Problem-solving skills		Program: MBA	
Learning Objectives:		1. 研究生應能使用各種精確與有用的分析及問題解決技能。學生應能使用基礎的分析思維及問題解決技能於其領域之基礎問題。 Graduates should develop accurate and useful analytic and problem-solving skills.			
		2. 研究生應能瞭解與其領域相關之進階問題，並能夠使用其專業知識與技能來分析經濟及商業問題。 Graduates must be able to understand problems related to their fields and should be able to analyze economic and business problems using their professional knowledge and skills.			
		3. 研究生應能夠處理研究活動。 Graduates are capable of participating in research activities.			
學習成果 Dimensions (Learning Outcomes)		評量標準 Criteria & Standards			評 分
		Poor_1	Satisfactory_2	Excellent_3	Score
optimized solution		choose the optimized solution	choose the optimized solution	choose the optimized solution	
D5. 對於問題之發現，能夠分析並提出其觀點 Analyze and advance opinions about the problem findings		對於問題發現、分析並提出其觀點的能力較弱 Demonstrates lower ability to analyze and advance opinions about the problem findings	對於問題發現、分析並提出其觀點的能力一般 Demonstrates general ability to analyze and advance opinions about the problem findings	對於問題發現、分析並提出其觀點的能力優異 Demonstrates excellent ability to analyze and advance opinions about the problem findings	
D6. 能夠透過團隊合作來解決問題 Be able to solve problems through team works		透過團隊合作來解決問題的能力較弱 Demonstrates lower ability to solve problems through team works	透過團隊合作來解決問題的能力適中 Demonstrates general ability to solve problems through team works	透過團隊合作來解決問題的能力優異 Demonstrates excellent ability to solve problems through team works	
College of Management, Asia University					
Learning Goal:		倫理觀 Ethics		Program: MBA	
Learning Objectives:		1. 研究生應能確認及處理進階之倫理議題，此即成為有效率之專業經理人所必須 Graduates should be able to recognize and address advanced ethical issues required by effective professional executives.			
		2. 研究生需知曉以高度倫理及承擔責任的方式來處理一般管理及企業營運，得以增加組織價值 Graduate students need to be aware of how highly ethical and personally responsible conduct in general management and enterprise operations adds value to the organization			
學習成果 Dimensions (Learning Outcomes)		評量標準 Criteria & Standards			評分 Score
		Needs Improvement_1	Acceptable_2	Superior_3	

D1. 企業倫理與企業社會責任重要性之認知 Awareness of the importance of business ethics and corporate social responsibility	對於企業倫理與企業社會責任的重要性有淺略表面的認知 Has superficial awareness to the importance of business ethics and corporate social responsibility.	對於企業倫理與企業社會責任的重要性有一般性的認知 Has general awareness to the importance of business ethics and corporate social responsibility	對於企業倫理與企業社會責任的重要性有強烈的認知 Has strong awareness to the importance of business ethics and corporate social responsibility	
D2. 察覺企業倫理議題之能力 Ability to perceive business ethics issue	察覺企業倫理議題的能力較弱 Has lower ability to perceive business ethics issue.	察覺企業倫理議題的能力一般 Has general ability to perceive business ethics issue.	察覺企業倫理議題的能力優異 Has excellent ability to perceive business ethics issue.	
D3. 商業情境中道德兩難判斷之能力 Ability to assess ethical dilemmas in business contexts	判斷商業情境中道德兩難的能力較弱 Has lower ability to assess ethical dilemmas in business contexts	判斷商業情境中道德兩難的能力一般 Has general ability to assess ethical dilemmas in business contexts properly	判斷商業情境中道德兩難的能力優異 Has excellent ability to perceive ethical dilemmas in business context	
D4. 了解不道德行為之衝擊與後果 Understanding of impacts and consequences of unethical behavior	對於不道德行為之衝擊與後果有些微的瞭解 Has a little understanding of impacts and consequences of unethical behavior	對於不道德行為之衝擊與後果有一般性的瞭解 Has a general understanding of impacts and consequences of unethical behavior in some extend	對於不道德行為之衝擊與後果有充分的瞭解 Has a full understanding of impacts and consequences of unethical behavior	
D5. 意識研究主題相關的倫理議題 Aware of ethical issues related to the research topic	對所研究的主題，能表面意識到相關的倫理議題 Has superficial awareness to ethical issues related to the research topic	對所研究的主題，能清楚意識到並能適切指出相關的倫理議題 Has clear awareness to ethical issues related to research topic and properly point them out.	對所研究的主題，能全盤瞭解並能詳細明確的闡述相關的倫理議題 Has a comprehensive understanding of ethical issues related to the topic, and identify and explain them precisely.	
D6. 進行研究時能展現合乎道德與負責任的行為 Demonstration of ethical and responsible behavior when conducting research	進行研究時，偶而能展現一些基本的道德與負責任的行為 Demonstrates basic ethical and responsible behavior occasionally when conducting research.	進行研究時，經常能展現合乎道德與負責任的行為 Demonstrates standard ethical and responsible behavior frequently when conducting research.	進行研究時，總是能展現合乎標準的道德與負責任的行為 Demonstrates standard ethical and responsible behavior all the time when conducting research.	

College of Management, Asia University				
Learning Goal: 國際觀 Global Perspective		Program: MBA		
Learning Objectives:	1. 研究生應能察覺全球化之議題，並知曉跨文化議題及國際化之重要，以及其對於一般管理及企業營運之效率的潛在影響 Graduate students must be capable of perceiving global issues and be aware of intercultural issues and international concerns, as well as the potential influences of globalization on general management and business operations. 2. 研究生應能察知管理決策之全球化意涵，並總是能將其納入制定決策時之考量 To be able to not only appreciate the global implications of management decisions but must always consider them in making decisions.			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D1. 察覺全球化議題之能力 (例如全球化重要性或全球經營環境) Ability of perceiving global issues	對於全球化議題之察覺能力尚待加強 Ability of perceiving global issues needs improvement	對於全球化議題之察覺能力表現尚可，但具備主動學習精神 Ability of perceiving global issues is fair but willing to learn	對於全球化議題之察覺能力表現傑出，且具備主動學習精神 Ability of perceiving global issues is excellent and willing to learn	
D2. 全球性的產業發展趨勢的瞭解 Understanding global trends of industry development	對於全球性的產業發展趨勢的瞭解能力尚待加強 Understanding of global trends of industry development needs improvement	對於全球性的產業發展趨勢的瞭解能力表現尚可，但具備主動學習精神 Understanding of global trends of industry development is fair but willing to learn	對於全球性的產業發展趨勢的瞭解能力表現傑出，且具備主動學習精神 Understanding of global trends of industry development is excellent and willing to learn	
D3. 跨文化議題及國際化重要性之分析能力 (例如全球文化價值觀或消費者態度) Ability to analyze intercultural issues and international concerns	對於跨文化議題及國際化重要性之分析能力尚待加強 Ability to analyze intercultural issues and international concerns needs improvement	對於跨文化議題及國際化重要性之分析能力表現尚可，但具備主動學習精神 Ability to analyze intercultural issues and international concerns is fair but willing to learn	對於跨文化議題及國際化重要性之分析能力表現傑出，且具備主動學習精神 Ability to analyze intercultural issues and international concerns is excellent and willing to learn	
D4. 制定管理決策時需具備全球化思維 Global implications of management decisions	對於制定管理決策時需具備全球化思維能力尚待加強 Ability of global implications of management decisions needs improvement	對於制定管理決策時需具備全球化思維能力表現尚可，但具備主動學習精神 Ability of global implications of management decisions is fair but willing to learn	對於制定管理決策時需具備全球化思維能力表現傑出，且具備主動學習精神 Ability of global implications of management decisions is excellent and willing to learn	

College of Management, Asia University				
Learning Goal: 國際觀 Global Perspective		Program: MBA		
Learning Objectives:	1. 研究生應能察覺全球化之議題，並知曉跨文化議題及國際化之重要，以及其對於一般管理及企業營運之效率的潛在影響 Graduate students must be capable of perceiving global issues and be aware of intercultural issues and international concerns, as well as the potential influences of globalization on general management and business operations. 2. 研究生應能察知管理決策之全球化意涵，並總是能將其納入制定決策時之考量 To be able to not only appreciate the global implications of management decisions but must always consider them in making decisions.			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D5. 全球化對於一般管理影響之理解(例如規畫、組織、用人、領導或控制) Understanding of influences of globalization on general management	對於全球化對於一般管理影響之理解能力尚待加強 Understanding of influences of globalization on general management needs improvement	對於全球化對於一般管理影響之理解能力表現尚可，但具備主動學習精神 Understanding of influences of globalization on general management is fair but willing to learn	對於全球化對於一般管理影響之理解能力表現傑出，且具備主動學習精神 Understanding of influences of globalization on general management is excellent and willing to learn	
D6. 全球企業營運效率之理解(例如產、銷、人、研或財) Understanding of effectiveness of global business operations	對於全球企業營運效率之理解能力尚待加強 Understanding of effectiveness of global business operations needs improvement	對於全球企業營運效率之理解能力表現尚可，但具備主動學習精神 Understanding of effectiveness of global business operations is fair but willing to learn	對於全球企業營運效率之理解能力表現傑出，且具備主動學習精神 Understanding of effectiveness of global business operations is excellent and willing to learn	

(口委各1份，共3份)

Total 3 for Thesis Defense

Committee per each

## 亞洲大學 學年度第 學期碩士班研究生學位考試評分表

## Asia University Department of Business Administration

## Thesis Defense Evaluation Form

Academic year \_\_\_\_\_, \_\_\_\_\_ semester

系 所 別 (Department, Graduate School)		姓 名 (Name)		學 號 (Student ID)	
論 文 題 目 (Thesis Title)					
項 目 (Items)	評 語 (Comments)	得 分 (Scores)	備註(Remarks) 一、學位考試成績評分以七十分為及格，一百分為滿分。考試成績以出席委員評定分數平均決定之。 (Average score of 70% and above passing score) 二、學位考試成績評定，博士班須有三分之一以上委員評定為不及格者，以不及格論。評定以一次為限。 (Doctoral students must have also 1/3 passing score from committee members) 三、學位考試成績評定不及格，而其修業年限尚未屆滿者，得於次學期或次學年申請重考，重考以一次為限；重考成績仍不及格者，應令退學。 (If failed, must apply for re-examination upon approval of the department and the chairperson)		
研究方法 (Research Methods)		( 20% )			
資料來源(Citations, References)		( 20% )			
文字與結構 (Wording and Structures)		( 20% )			
心得創見或發明 (Originality or Creativity or Novel Inventions)		( 40% )			
評 語 (Other Comments)	Committee Member Signature:	總成績(Total Score)			
		( 100% )			

**亞洲大學 學年度第 學期碩士班研究生學位考試評分總表**

**Asia University**  
**Department of Business Administration**  
**Thesis Defense Report**

**Academic year \_\_\_\_\_, \_\_\_\_\_ semester**

系 所 別 (Department, Graduate School)		姓 名 (Name)		學 號 (Student ID)	
論 文 題 目 (Thesis Title)					
考 試 日 期 (Date of Final Oral Examination)	年 (Year)	月 (Month)	日 (Day)	考 試 地 點 (Location of Final Oral)	本 校 教 室 (Asia University, Room_____)
指 導 教 授 ( 簽 章 ) (Advisor Signature)				評 語 (Comments)	<input type="checkbox"/> 通 過 (Pass)  <input type="checkbox"/> 修正後通過 (Pass after Revisions)  <input type="checkbox"/> 不通過 (No Pass)
召 集 人 ( 簽 章 ) (Convener Signature)					
考 試 委 員 ( 簽 章 ) (Committee Member Signature)					

# 研究所碩士班

(Graduate Program)

## 論文口試委員會審定書

### Thesis Defense Committee Approval Page Format

本校經營管理學系\_\_\_\_\_君所提  
論文

\_\_\_\_\_合於碩士資格水準，業經本  
委員會評審認可。

(Thesis Title)

by (Name of Student) \_\_\_\_\_, enrolled in the  
Master's program at the  
Department of Business Administration is approved by the Thesis  
Committee.

口試委員：

(Signature of Committee Members)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

指導教授：

(Signature of Advisor)

\_\_\_\_\_

系所主任：

(Signature of Dept. Chair)

教授

中華民國 年 月 日

(Republic of China) (Year) (Month) (Day)



# 亞洲大學 Asia University

(口委各 1 份・共 3 份)  
Total 3 for Thesis Defense  
Committee per each

## 研究生學位考試委員戶籍資料表

系所別 Institute	經管系	研究生 Graduate Student		學 號 Student Number	
考試委員 Exam Commissioner		身份證 字 號 ID Number			
詳 細 戶籍地址 Detailed Permanent Address					
電 話 TEL					
銀行名稱	銀行		分行 【限本人戶名帳號】		
銀行帳號	【必填】				
備 註 Remarks	※提供非國泰世華銀行帳戶者，匯款需自行負擔匯款手續費。				

## 亞洲大學研究生學位考試費印領單據 Asia University Graduate Degree Exam Fee Printed Receipt

項 目 Item	金 額 Amount of Money	簽 章 Signature
指導教授指導費 Advisor Fee		
論 文 考 試 費 Thesis/Dissertation Exam Fee		
考試委員交通費 Exam Commissioner Transportation Fee		
合 計 Total		

注意事項：1.每位考試委員，須各填寫一張（請詳填）。  
2.論文相關考試費用。請研究生逕至系所詢問。  
3.考試結束後，請立即將此表於交回各系所。

### Notice:

1. Each exam commissioner should fill out one form (Please fill out in detail).
2. As for the fees related to Degree Exam, the graduate student should ask the institute by himself/herself.
3. After the exam is over, please return this form to the institute immediately.

# Thesis/Dissertation Submission Checklist

## 1. Thesis and Dissertation System

- ☐ Chinese and English names of graduate students
  - If international graduate students don't have Chinese name, please input English name.
- ☐ Thesis and dissertation title in English and Chinese(if have)
- ☐ Advisor(s) name and email(s)
- ☐ Chinese and English names of defense committee members in separate columns (including Advisor)
- ☐ Date of defense which is the same with the date of approval letter
- ☐ Degree
- ☐ Academic year of graduation
- ☐ Page count (either the last page number of thesis/dissertation or total PDF pages will be ok.)
- ☐ Chinese /English Keyword in separate columns
- ☐ Chinese / English Abstract
- ☐ Table of Content (list of table & list of figure included)
  - ☐ Page number check
- ☐ Reference
- ☐ Upload full text PDF with watermark and scanned approval letter of defense attached
- ☐ Set the electronic full text open access date
  - Print out the authorization form at the step 3 of the submission.
  - The authorization form signed by the advisor and the student. The signature by typed, signature file or stamp is invalid.
  - Upload the signed authorization form to the system before clicking "Submit".
  - Students should also hand in this form when submit thesis hard copy to library.
- ☐ If you need to apply for delayed disclosure of thesis/dissertation,
  - i. Delayed disclosure is only for 3 reasons allowed: thesis/ dissertation

pertaining to the national secret, applying for patents, and withheld according to the law. Postponement maximum: 2 years

- ii. Fill 「Asia University Thesis Dissertation Delayed Disclosure Application Form」 & National Central Library 「Application for Embargo of Thesis/Dissertation」 ( download from thesis system )
- iii. Provide approval documents for delayed disclosure
- iv. Provide thesis/dissertation delayed disclosure approval committee minutes

- ☐ If applying for patent, all option & Reason for Delayed Disclosure in 「Asia University Thesis Dissertation Delayed Disclosure Application Form」 & National Central Library 「Application for Embargo of Thesis/Dissertation」 should be included, and students need to scan and upload these 2 signed forms to thesis system at the step 2, and set the public date.

## 2. Hardcopy

- ☐ 2 thesis/dissertation copies
- ☐ Cover color (paper type: Cloud blue 、 glue mount & glue film
- ☐ Title page
- ☐ Approval Letter of thesis/dissertation defense
- ☐ English Abstract
- ☐ Acknowledgement- According to personal needs, the location is in accordance with the regulations
- ☐ Table of Content (list of table & list of figure included)
- ☐ Page number check
- ☐ Hardcopy without watermark
- ☐ The thesis/dissertation should not contain personal information, such as email, phone number, address, ID number, etc.

**Signature of the graduate:**

**Department:**