

亞洲大學 經營管理學系 企業經濟與策略博士班與

智慧健康先進管理技術博士學位學程課程規劃表 (112學年度入學適用)

Doctoral Program in Business Economics and Strategy and Doctoral Degree Program in Intelligent Healthcare Advanced Management Technologies for Department of Business Administration, Asia University
(Applicable for Fall 2023 Enrollees)

畢業總學分：36 學分

112.04.26 校課程委員會通過(修訂)

Credits of Graduation : 36

Approved by the University Curriculum Committee on 2023.04.26(Revised)

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(中文) Remarks (in Chinese)	備註(英文) Remarks (in English)
						講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
(15) 必修15學分 Required Credits	社會科學研究方法	Social Science Research Method	一 1 st	上 1 st	3	3	0	0		
	管理理論研討	Seminar on Management Theory	一 1 st	上 1 st	3	3	0	0		
	企業經濟與智慧管理 專題	Special Topics on Business Economy and Smart Management	一 1 st	下 2 nd	3	3	0	0		
	涵養教育與學術倫理	Literacy Series and Academic Integrity	二-四 2 nd -4 th	上、下 1 st or 2 nd	0	0	0	0	畢業前至少參與4次系 活動	Students are required to participate in at least four (4) departmental activities prior to graduation.
	博士論文	Ph.D. Dissertation	二-四 2 nd -4 th	上、下 1 st or 2 nd	6	0	0	0		

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						Hours per week				
						講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
策略發展 至少選修二門 Strategy and Development Field Courses Elective Credits (At least take 2 courses)	高等計量經濟學	Advanced Econometrics	二 2 nd	下 2 nd	3	3	0	0		
	產業策略與發展研討	Seminar on Industrial Strategy and Development	一 1 st	上 1 st	3	3	0	0		
	產業競爭策略專題	Special Topics on CompetitiveStrategy	二 2 nd	下 2 nd	3	3	0	0		
	策略性人力資源管理 專題	Special Topics on Strategic Human Resource Management	二 2 nd	上 1 st	3	3	0	0		
智慧健康 至少選修二門 Smart Health Technology Field Courses Elective Credits (At least take 2 courses)	大數據行銷專題	Special Topics on Marketing of Big Data	一 1 st	下 2 nd	3	3	0	0		
	智慧科技技術專題	Special Topics on Smart Technology	二 2 nd	下 2 nd	3	3	0	0		
	健康產業服務行銷專 題	Special Topics on Service Marketing of Health Industry	二 2 nd	下 2 nd	3	3	0	0		
	科技管理與商業智慧	Technology Management andBusiness intelligence	二 2 nd	上 1 st	3	3	0	0		
其他選修 Other Elective	供應鏈管理專題	Special Topics on Supply Chain Management	一 1 st	上 1 st	3	3	0	0		
	質性與個案研究方法	Qualitative and Case Study Methods	一 1 st	上 1 st	3	3	0	0		
	科技與服務創新專題	Special Topics on Technology and Services Innovation	一 1 st	下 2 nd	3	3	0	0		
	數位行銷傳播與廣告 效果專題	Special Topics on Marketing Communication and Advertising Effect	二 2 nd	上 1 st	3	3	0	0		

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						Hours per week				
						講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
	數量方法產業應用	Quantitative method applied in industry	二 2 nd	上 1 st	3	3	0	0		
	管理經濟	Managerial Economics	二 2 nd	下 2 nd	3	3	0	0		
	新興市場企業國際化策略	Internationalization Strategy of Emerging Markets	二 2 nd	下 2 nd	3	3	0	0		

備註：

Remarks：

1. 博士班最低畢業學分為36學分(含論文)：(一)必修15學分(含畢業論文6學分)(二)專業選修21學分。

The minimum graduation requirement for the doctoral program is 36 credits (including the dissertation), consisting of:

(1) 15 required credits (including 6 credits for the doctoral dissertation), and

(2) 21 professional elective credits.

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。

Students must complete six (6) hours of designated courses through the online platform of the Taiwan Academic Integrity Education Resource Center and achieve a passing score on the final assessment before applying for the 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, up to six (6) credits from two doctoral-level courses offered by other departments or institutes of this university may be recognized. Among these, a maximum of one course may be applied toward required courses. Any special cases must be approved by the Academic Committee.

4. 學生須完成「教學增能實作」，即15小時教學相關訓練與演練活動，始得申請學位考試。

Students must complete the “Teaching Enhancement Practicum,” which consists of 15 hours of teaching-related training and practice activities, before applying for the degree examination.

系所主管簽章：

Signature of Department Chair:

學院院長簽章：

Signature of College Dean: