亞洲大學 經營管理學系 博士班課程規劃表 （115學年度入學適用）

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

(Applicable for Fall 2026 Enrollees)

畢業總學分：33 學分
Credits of Graduation：33

校課程委員會通過次別：1143
Approved in the 1143 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(中文) Remarks (in Chinese)	備註(英文) Remarks (in English)
							講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
校定必修6學分 (6) University Required Credits		博士論文(I)	Ph.D. Dissertation(I)	二~四 2nd ~ 4th	上、下 1st、2nd	1	1	0	0		
		博士論文(II)	Ph.D. Dissertation(II)	二~四 2nd ~ 4th	上、下 1st、2nd	2	2	0	0		
		博士論文(III)	Ph.D. Dissertation(III)	二~四 2nd ~ 4th	上、下 1st、2nd	3	3	0	0		
必修6學分 (6) Required Credits		研究方法	Research Methodology	一 1st	上 1st	3	3	0	0		
		管理理論研討	Seminar on Management Theory	一 1st	下 2nd	3	3	0	0		
選修6學分 (6) Elective Credits	策略發展 至少選修二門 Strategy and Development Field Courses Elective Credits (At least take 2 courses)	產業策略與發展研討	Seminar on Industrial Strategy and Development	一 1st	上 1st	3	3	0	0		
		企業經濟與智慧管理專題	Special Topics on Business Economy and Smart Management	一 1st	下 2nd	3	3	0	0		
		高等計量經濟學	Advanced Econometrics	二 2nd	上 1st	3	3	0	0		
		產業競爭策略專題	Special Topics on Competitive Strategy	二 2nd	下 2nd	3	3	0	0		

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							講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
	智慧健康 至少選修二門 Smart Health Technology Field Courses Elective Credits (At least take 2 courses)	智慧科技技術專題	Special Topics on Smart Technology	一 1st	上 1st	3	3	0	0		
		大數據行銷專題	Special Topics on Marketing of Big Data	一 1st	下 2nd	3	3	0	0		
		科技管理與商業智慧	Technology Management and Business intelligence	二 2nd	上 1st	3	3	0	0		
		健康產業服務行銷專題	Special Topics on Service Marketing of Health Industry	二 2nd	下 2nd	3	3	0	0		
其他選修15學分 Other Elective 15 Credits		供應鏈管理專題	Special Topics on Supply Chain Management	一 1st	上 1st	3	3	0	0		
		質性與個案研究方法	Qualitative and Case Study Methods	一 1st	上 1st	3	3	0	0		
		統計方法與資料分析	Statistics and Data Analysis	一 1st	上 1st	3	3	0	0		
		科技與服務創新專題	Special Topics on Technology and Services Innovation	一 1st	下 2nd	3	3	0	0		
		永續經營管理	Sustainable Business Management	一 1st	下 2nd	3	3	0	0		
		行銷研究	Marketing Research	一 1st	下 2nd	3	3	0	0		
		管理經濟	Managerial Economics	一 1st	下 2nd	3	3	0	0		
		數量方法產業應用	Applications of Quantitative Methods in Industry	二 2nd	上 1st	3	3	0	0		
		策略性人力資源管理專題	Special Topics on Strategic Human Resource Management	二 2nd	上 1st	3	3	0	0		
		跨文化管理	Cross-Cultural Management	二 2nd	上 1st	3	3	0	0		

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						講授 Lecture	實作(驗) Practice (laboratory)	實習 Intern		
	大數據分析與商業智慧	Big Data Analysis and Business Intelligence	二 2nd	下 2nd	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 2nd	下 2nd	3	3	0	0		
	新興市場企業國際化策略	Internationalization Strategy of Emerging Markets	二 2nd	下 2nd	3	3	0	0		
	高等數量方法	Advanced Quantitative Methods	二 2nd	下 2nd	3	3	0	0		

備註：
Remarks：

1. 博士班最低畢業學分數 33 學分，含校定必修 6 學分，所定必修 6 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 33 graduate credits, including 6 credits for university-required courses, 6 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.

5. 博士生需要在畢業前至少參與 4 次系活動，以建立博士生專業知識、教學研究、教育服務之涵養教育養成訓練。

Ph.D. students are required to participate in at least 4 departmental events/activities before graduation in order to train and cultivate doctoral students' professional knowledge, teaching research, and education services.

系所主管簽章：
Signature of Department Chair:

學院院長簽章：
Signature of College Dean: