

MCU Department of Business Administration
Ming Chuan University 2024-2025PHD-IB Curriculum

Courses				Credits	Hours	1st Year		2nd Year		3rd Year		Note
						Fall	Spring	Fall	Spring	Fall	Spring	
MCU-Required Courses 校定必修	English Thesis Writing and Presentation I	97715	英文論文寫作與簡報(一)	2	2			2				
	English Thesis Writing and Presentation II	97716	英文論文寫作與簡報(二)	2	2				2			
Professional Required Courses 專業必修	Social Science Research Methods (E)	B1177	社會科學研究方法(英)	3	3	3						
	Seminar on International Business Strategy (E)	B1178	國際企業經營策略專題研討(英)	3	3			3				
	Qualitative Research Methods (E)	B1185	質化研究方法(英)	3	3	3						
	Quantitative Research Methods(E)	B1184	量化研究方法(英)	3	3		3					
Required Courses 必選修課程	Independent Studies (E)	B1717	獨立研究(英)	1	3	<p>1. While writing thesis, candidates for doctor's degree should take "Independent Studies" each semester (1 credit/ 3 hours), and make a verbal report in compliance with research progress (the date of making the report is arranged by the Department.)</p> <p>2. This course is worth 1 credit per semester.</p> <p>依據銘傳大學企業管理學系博士班修業規則第九條規定：博士生進行論文撰寫期間，每學期均應選修「獨立研究」課程。本科目每學期學分數為1學分。</p>						
IB Elective Courses 國際企業管理組專業選修	International Business Management Theory (E)	B1111	國際企業理論(英)	3	3				3			Required for IB section 國際組必修
	Global Business Value Innovation (E)	B1211	全球企業價值創新(英)	3	3						3	<p>1. Choose at least 1 of the 3 Courses.</p> <p>2. With the approval of the director, up to 2 subjects can be taken in Chinese-taught courses in the doctoral program of BA department.</p> <p>三科選修至少選一科經主任同意，可選修本系博士班中文授課課程最多2科。</p>
	Digital Business and Marketing Mode Research (E)	B1311	數位商務與行銷模式研究(英)	3	3		3					
	Electronic Commerce and Technology Innovation Management (E)	B1411	電子商務與科技創新管理(英)	3	3					3		
Professional Required Courses 必修課程學分數				16								
Required Courses 必選修課程學分數				4								
Elective Courses 選修課程學分數				9								
Total合計				29								

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Special Note:

1. The pre-required courses include “Operations Management,” “Marketing Management,” and “Human Resources Management,” (to choose 2 courses among the above 3 courses). Those who do not have credits of pre-required courses should take exams for instead.
2. The total required and elective credits for PhD program are more than 29. PhD students for graduation should pass oral defense and meet professional capability requirements.
3. Students should meet the requirements of Ming Chuan University Guidelines for Taking Academic Ethics Education Course prior applying for the Oral Examination for Thesis Plan.
4. This course outline can be applied retroactively to students who entered from 2024 academic year.

修課特殊規定：

1. 博士生於碩士研究時期至少應修作業管理、行銷管理、人力資源管理等 3 科中擇 2 科以上。否則應於入學後補修，未補修者必須通過基礎學科檢定考試(進修實施細則第四條)。
2. 本系博士班必須修滿及格必修暨選修課程達 29 學分以上，完成博士論文，通過本校研究生學位考試規則規定之各項考試及符合本系博士班研究生進修實施細則之規定，始可畢業。
3. 學生於提計畫書口試前須符合本校學術倫理教育修業實施要點
4. 本必選修科目表之選修課程，可追溯至 113 學年度以前入學學生適用。