

2024

National Chin-Yi University of Technology
Department of Business Administration
Master's manual of foreign postgraduate study

113 學年度入學研究生適用

企業管理系彙編

版本：2024/09/01



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National Chin-Yi University of Technology
Department of Business Administration

Year of 2024 Class schedule

班級名稱：First grade / Second grade

上課節次	星期一	星期二	星期三	星期四	星期五
第 2 節 09:10~10:00		選修 Elective(1&2)	選修 Elective(First grade)	必修 Required(Second grade)	選修 Elective(First grade)
第 3 節 10:10~11:00		國際財務管理/ International Financial Management	行銷管理/ Marketing Management	策略管理/ Strategy Management	財務管理/ Financial Management
第 4 節 11:10~12:00		林麗嬌/ Li-Chiao Lin M217 英語/English	曹文琴/ M204 中文/Chinese	林鈞鏗/ Chun-Chien Lin 郭欣慈/ Vivi Kuo M204 英語/English	陳俊洪 M218 中文/Chinese
第 5 節 13:10~14:00	選修 Elective(1&2)	選修 Elective(1&2)		選修 Elective (First grade)	
第 6 節 14:10~15:00	人力資源管理 / Human Resource Management	服務業管理/ Services Management		商管科技趨勢研究 / Commercial Technology and Trend	
第 7 節 15:10~16:00	李安悌 M114 中文/Chinese	劉晉宏 M204 中文/Chinese	選修 Elective(1&2)	林水順 鄭皓帆 M204 中文/Chinese	
第 8 節 16:10~17:00		必修 Required (First grade)	消費者行為/ Consumer Behavior		
第 9 節 17:10~18:00		書報討論/ Seminar 郭欣慈 M204 中文/Chinese	陳瑞龍/ Jui-Lung Chen M206A 英語/English		

國立勤益科技大學 113 學年度企業管理系碩士班學分計畫表
Curriculum Planning of 2024 Master's Degree in Department of Business Administration

112.11.07 系課程會議通過
112.11.08 系務會議通過
112.11.23 院課程會議審議通過
112.12.07.校課程委員會會議及 112.12.21.臨時教務會議審議通過

科目	Subjects	上學期 First Semester		下學期 Second Semester	
		學分 Credits	學時 Hour	學分 Credits	學時 Hour
必修科目 (14 學分) Required Courses (14 credits)					
第一學年 First Year					
書報討論	Seminar	2	2		
研究方法	Research Method			3	3
第二學年 Second Year					
策略管理	Strategy Management	3	3		
論文	Master Thesis	3	3	3	3
專業選修科目 Department Required Courses					
第一學年 First Year					
專業選修課程					
行銷管理	Marketing Management	3	3		
財務管理	Financial Management	3	3		
國際企業管理	International Business Management	3	3		
商管科技趨勢研究	Commercial Technology and Trend	3	3		
管理經濟	Managerial Economics	3	3		
管理會計	Managerial Accounting	3	3		
物流管理	Logistics Management	3	3		
服務業管理	Services Management	3	3		
人力資源管理	Human Resource Management	3	3		
金融科技與創新	Financial Technology and Innovation	3	3		
數位轉型與創新	Digital Transformation and Innovation	3	3		
生產與作業管理	Production and Operations Management			3	3
組織行為	Organizational Behavior			3	3
行銷研究	Marketing Research			3	3
★服務業行銷	Services Marketing			3	3
國際行銷	International Marketing			3	3
零售管理	Retailing Management			3	3
投資學	Investments			3	3
管理資訊系統	Management Information Systems			3	3
企業融資規劃	Business Loaning Planning			3	3
科技管理	Technology Management			3	3
商管科技個案研討	Commercial Technology and Case Study			3	3
應用統計	Applied Statistics			3	3
管理決策分析	Management Decision Analysis			3	3
管理心理學	Management Psychology			3	3
★創新行銷	Innovative Marketing			3	3
品牌管理	Brand Management			3	3
金融機構與管理	Financial Institutions and Management			3	3
會計資訊與資本市場	Accounting Information and Capital Market			3	3
第二學年 Second Year					
專業選修課程					
企業倫理	Business Ethics	3	3		
★策略性行銷	Strategic Marketing	3	3		
通路策略與管理	Logistics Strategy and Management	3	3		
網站規劃與管理	Website Planning and Management	3	3		
團隊學習	Team Learning	3	3		
時間序列分析	Time Series Analysis	3	3		
國際財務管理	International Financial Management	3	3		

財務理論	Theory of Financial Management	3	3		
★創新個案	Innovation and Case Study	3	3		
專案管理	Project Management	3	3		
供應鏈管理	Supply Chain Management	3	3		
★資料探勘	Data Mining	3	3		
企業營運管理	Business Operations Management	3	3		
質性研究	Qualitative Methods	3	3		
績效管理	Performance Management	3	3		
消費者行為	Consumer Behavior	3	3		
綠色行銷	Green Marketing	3	3		
組織與領導	Organizational Leadership	3	3		
★多元文化與實務	Multicultural Theory and Practice	3	3		
品牌管理個案研討	Case Study of Brand Management	3	3		
校外實務研究(暑期)	Extracurricular Internship Practical Study (Summer)	3	3		
校外實務研究(一)	Extracurricular Internship Practical Study (I)	3	3		
海外研習	Overseas study	3	3		
★電子商務	Electronic Commerce			3	3
顧客關係管理	Customer Relationship Management			3	3
廣告策略管理	Advertisement Strategy Design			3	3
期貨與選擇權	Futures and Options Markets			3	3
財務個案分析	Case Study of Financial Management			3	3
★商業英文會議簡報	Business English Presentation			3	3
校外實務研究(二)	Extracurricular Internship Practical Study (II)			3	3

備註 Note :

1. 畢業至少應修 47 學分：必修 14 學分(含論文 6 學分)，選修 33 學分 (專業選修至少 24 學分)。

Before graduation, each student should complete at least 47 credits, includes 14 required credits (Thesis 6) and 33 elective credits (at least 24 credits should be completed in department elective courses).

2. 大學(專)時未曾修習行銷管理、財務管理、人力資源管理及生產與作業管理等科目者，必須選修未曾修習之相關科目且成績必須及格，學生可至本校大學部修課，但大學部修課學分不計入碩士班畢業學分。(科目名稱相似者須經系務會議認定核可)。另外籍學生可選修上述四門管理相關課程但需由論文指導老師及系主任審核同意。

Student who has not studied subjects of Marketing Management, Financial Management, Human Resource Management, and Operation Management...etc. at college must study the related elective subject without previous study and must pass. Student may study at university of this school. But the course credit acquired will not be credited into graduate credits (similar name of subject must be affirmed and approved by Meeting of Department Affairs). Besides, foreign student may study related elective courses of preceding 4 management-related subjects but review and consent from faculty advisor and department head are required.

3.★課程為管理學院外籍生共同選修之全英文授課。

Common elective curriculum is fully instructed in English for foreign students at School of Management.

4. 學生應於申請學位考試前至「教育部臺灣學術倫理教育資源中心」網路平臺完成學術研究倫理教育課程，至少 6 小時課程。

Students need to complete the academic research ethics education course for at least 6 hours before the final defence application.

5. 相關畢業門檻之規定依企業管理系碩士班研究生修業規則辦理。

Related provisions of graduate credits shall proceed in accordance with Regulations Governing Master's Department of Business Administration.

Guidelines for Studying Master Program in the Department of Business Administration

(for new students in academic year 2024)

Approved by Department Affairs Meeting on 2024.04.17

Article 1 This rule is based on our School Articles and Master Program Examination Guidelines.

Article 2 Study period is from 1 to 4 years.

Article 3 The credits for graduation, mandatory courses, elective courses, and catch up courses enrolled students required are executed in accordance with Credits Program for enrollment year.

Article 4 The minimum credits (thesis writing included and catch up courses excluded) for each semester are 3 and the maximum credits are 17. The credits for fall semester at 1st academic year shall be approved by Director and the rest semesters by advisor.

Article 5 Mandatory courses shall be taken by semesters listed in the Credits Program. Elective courses are subject to enrolled students, course requirement and loading of teaching teacher.

Article 6 Graduation shall meet following requirements:

1. Requirement for taking courses.
2. Requirement for thesis writing.
3. Publish at least one paper under the name of our school with written approval from advisor and formal review process.
4. Complete at least 1 item in each of two types of activities below.

I . Management Practice Activities:

- (1) Participate management competition outside school.
- (2) Related elective courses of industry practice.
- (3) Carry out a related event with department affairs in the way of team leadership.
- (4) Edit business administration case.

II . Language Related Activities: at least 1 item below shall be met:

1. (1)English Test: at least at least 1 item below shall be met: TOEIC (550 or above), 1st level of CSEPT (230), 2nd level of CSEPT (240), IELTS (4 or above), paper-based TOEFL (457 or above), computer-based TOEFL (137 or above), NETPAW (B1), CEFR (B1Threshold), G-TELP (Level3), GET(B1), GEPT (Intermediate), three paper tests of FLPT (195), oral test of FLPT (S-2), BULATS (ALTE Level 2), or Cambridge (Preliminary English Test).
- (2) Mandarin Test: Elementary mandarin test is limited to foreign student only.
2. Inter-cultural Experience Activity based on the purpose other than credits. The detail guidelines will be regulated additionally.
3. Participate seminar abroad and present paper by English. Advisor shall be listed as one of writers. The country where the seminar was held shall be non-Chinese speaking country. Photos and English full name of seminar were required for identification.
4. English paper to academic journal. Advisor shall be listed as one of writers. Document for identification shall be attached with approval of advisor.
5. Take English courses with 6 credits and hours. It shall be approved by advisor and shall not be included in the credits for graduation.

Article 7 Credit transfer shall be made in accordance with Credit Transfer Regulation in our school.

- Article 8 Graduate student shall elect any teacher including assistant Professor and above as the faculty advisor of thesis by end of 9th week in 2nd semester of 1st academic year (by end of 2nd week in 1st semester of 1st academic year for graduate student of advanced research). And a Letter of Consent shall be filled for thesis supervision to be submitted to Department Office for record.
- Article 9 In principle, advisor can be replaced but limited to one time only with consent of former and new advisor and application before the end of February and August each year in accordance with the related regulations of “Graduate Students Replace Advisor”.
- Article 10 The number of master to be instructed by teacher of this department in every session is limited to 2 persons (including jointly instructed graduate student of this department and the instructed graduated student of this student by teacher of other department/school). Admissions to foreign student are limited to 2 persons. Admissions to additional student shall be approved by Meeting of Department Affairs.
- Article 11 Thesis Plan shall be submitted to department office for filing and reference by graduate students with approval and signature of advisor four months before degree examination.
- Article 12 Master degree examination (oral test) shall be held after graduate students completed all required courses and credits during study period as well as filled degree examination application and review with transcript for all semesters, identification for seminar or thesis publication and thesis draft, approval of advisor, Chair and department affairs meeting, and approval of Academic Affairs Office and Principal.
- Article 13 The master degree examination shall be held during May-July and November- January. Graduate students shall submit application three weeks before examination.
- Article 14 Based on Article 7 of Method of Study for Bachelor's and Master's Degrees of the university, graduate student of advanced research who is admitted to graduate school and has studied Master courses of this department at college for 5 subjects with scores of each subject up to 70 points and above may apply for offset course credits of Master upon approval by Department Course Committee, and may study course credit of thesis in 1st grade of Master.
- Article 15 The related school regulations shall prevail this guideline for any conflict between them.
- Article 16 This guideline and any amendments thereto shall be exercised after approved by department affairs meeting.

Guidelines for Cross-Cultural Activities Conducted by the Department of Business Administration, National Chin-Yi University of Technology

- Article 1. These Guidelines are stipulated in accordance with items 2 Subparagraph 5 of Paragraph 1 of Article 6 of the Guidelines for Completing a Graduate Program in the Department of Business Administration.
- Article 2. Students may participate in cross-cultural activities, such as cross-cultural seminars, internships, volunteer opportunities, visits, and government programs, for at least 54 hours. Such activities will not be accredited without valid certificates or proof of participation.
- Article 3. Students who apply to waive the Cultural Diversity & Practice course should, within one month of completion of their activities, submit a 5-minute video in electronic format summarizing their achievements and an integrated paper documenting the results and details of their cross-cultural experience, including the country visited, duration of the trip, city visited, feedback on cultural experience, stories arising from cross-cultural experience focusing on foreign humanity or history, specific cultural setting and society, analysis of cultural similarities and differences, cross-cultural communication skills like verbal or non-verbal communication, and misunderstandings and conflict resolution. Submittals will be reviewed by the International Exchange Committee.
- Article 4. Students applying to participate in cross-cultural experience but not for the purpose of gaining academic credits should apply to waive the requirement prior to taking the Master's degree thesis defense. A 5-minute video in electronic format summarizing the achievements and an integrated paper documenting the results of cross-cultural experience will need to be submitted for review by the International Exchange Committee. Those who pass the review will meet the graduation language requirement for the Master's degree program.
- Article 5. These Guidelines as well as any amendments hereto shall be promulgated upon approval by a department-level meeting.

Certificate of Advisor's Agreement on Guiding Dissertation

I agree to be the advisor of the MBA student _____ and willing to provide guidance regarding to course selections before graduation and the dissertation.

Signed by Advisor:

Signed by Co-advisor:

Signature of Student :

Date: / / /

(Please submit to the department office after signed)

National Chin-Yi University of Technology
Department of Business Administration
Master Program
Dissertation Proposal

Topic : _____

Student :

Reg. No. :

Advisor :

Approved and Signed :

Date :

/

/

/

The Receipt of MBA Dissertation Proposal, Department of Business Administration, National Chin-Yi University of Technology

A copy of the MBA dissertation proposal is submitted by the students.

Student Name : _____ Reg. No. : _____

Topic : _____

Received Date : / / /

Signature of Student :

The Receipt of MBA Dissertation Proposal, Department of Business Administration, National Chin-Yi University of Technology (For Student)

A copy of the MBA dissertation proposal is submitted.

Student Name : _____ Reg. No. : _____

Received Date : / / /

Dept. Office :

Stamp :

National Chin-Yi University of Technology

Application Form of Master's Degree Examination

The student who has completed all courses and credits (including courses of this semester), as well as the first draft of the dissertation, would like to apply for the Master's Degree Examination on _____semester of _____. The following is the first draft of the dissertation (abstract included) and the grade report.

To:

Advisor : _____ (Signed)

Head of Department (Director) : _____

Student Name : _____

Department : _____

Registration No. : _____

Dissertation Topic : _____

List of Examiners

NAME OF EXAMINER	INTERNAL OR EXTERNAL	TITLE	ADDRESS (AND PHONE)	CERTIFICATE NO. (or department)	NOTE

National Chin-Yi University of Technology

Master's Degree Qualification Assessment Form

Department: _____ Name: _____ Registration No.: _____

1. Incomplete subjects (including this semester required subjects) until the first semester of the last academic year, except for dissertation credit

Subjects	Credit	Subjects	Credit
Incomplete credit until the first semester of the last academic year : Required subjects:() credits; Optional subjects: ()credits			

2. Academic Research Ethics Education Course

Completed

Incomplete

The above information is filled out as the same in transcript by student personally

Signature of Student _____ Date: _____

-----The following section would be filled out by examiners ----not for students -----

3. Assessment Result :

(1) Credit Review

Item	Total credit earned	Required subjects	Optional subjects	Credit from retaken subjects
Result	1.Total credit earned: _____	1.In total _____	1.Credits earned from the department offered subjects: _____	Retaken subject/credit: _____/____
	2. Incomplete Required subjects _____		2. Credits earned from another department offered subjects and	_____/____

	Optional subjects _____		have been approved by the department: _____ 3. In total: _____ credit	_____ _____/_____ _____
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- The student has completed all courses and credits (including all programs and retake subjects this semester)
- The student has not completed all courses and credits (including all programs and subjects retaken this semester)

(2) Published Research Results

- Has published in conference or journals
- Not published yet

(3) First draft of Dissertation (**Checked by the advisor**)

- Completed
 - The thesis title and the content of the first draft correspond to the professional field
- Incomplete
 - The thesis title and the content of the first draft do not correspond to the professional field

(4) Academic Research Ethics Education Course

- Completed
- Incomplete

(5) Management Practice Activities :

- Participate management competition outside school.
- Related elective courses of industry practice.

- Carry out a related event with department affairs in the way of team leadership.
- Edit business administration case.

(6) Language Related Activities: at least 1 item below shall be met:

- English Test : at least at least 1 item below shall be met: TOEIC (550 or above), 1st level of CSEPT (230), 2nd level of CSEPT (240), IELTS (4 or above), paper-based TOEFL (457 or above), computer-based TOEFL (137 or above), NETPAW (B1), CEFR (B1Threshold), G-TELP (Level3), GET(B1), GEPT (Intermediate), three paper tests of FLPT (195), oral test of FLPT (S-2), BULATS (ALTE Level 2), or Cambridge (Preliminary English Test).
 - Mandarin Test: Elementary mandarin test is limited to foreign student only.
 - Cultural experience events which are not for credit purpose. Please refer to the related rules.
 - Overseas conference and present in English (please provide information about the advisor, country- not speaking Mandarin, photo, full report in English).
 - Contributors to scholarly journals (please provide information about the advisor and certificate).
- Signature of Advisor:** _____ **Date:** _____
- Take English Program with 6 credit and 6 school hours, which is excluded from graduation credits with a subject assigned by advisors.

(Class title/Credit : _____/____; _____/____)

Signature of Advisor: _____ **Date:** _____

(7) Exemption or retake Marketing Management, Financial Management, Human Resource Management, Production and Operations Management

- Exemption of Management courses (for domestic students only)
- Retake Management courses and completed (for domestic students only)

□ Retake Management related courses and completed (for international students only)

Marketing Management: _____

Financial Management : _____

Human Resource Management : _____

Production and Operations Management : _____

Signature of Advisor: _____ **Date:** _____

Dept. Office: _____

Advisor: _____

Department Head (Director) : _____

國立勤益科技大學碩士學位考試成績表

系所別：

姓名：

學號：

指導教授：

論文題目：

考試日期：

考 試 委 員	評 分
平 均 分 數	

請確實勾選本學位論文符合系(所)專業領域 是 否
，並將各委員之評分表附於表後。

系主任（所長）簽章：_____

國立勤益科技大學碩士學位考試評分表

系所別	姓名	學號
論文題目： _____ _____		
具體評語或建議：		
<input type="checkbox"/> 是 <input type="checkbox"/> 否 符合本系(所)專業領域之學位論文		
評分(請大寫)：(70分以上為及格) (壹、貳、參、肆、伍、陸、柒、捌、玖、零)		<input type="checkbox"/> 及格 <input type="checkbox"/> 不及格
考 試 委 員	(請簽章)	
考 試 日 期		

所 戳

國立勤益科技大學
研究所碩士班
論文口試委員會審定書

本校_____碩士班_____君

所提論文_____

_____，合於碩士資格水

準，業經本委員會評審認可。

口試委員：_____

指導教授：_____

系主任：_____

中華民國_____年_____月