

Ming Chuan University
Department of Business Administration
2018-2019PhD Course Outline

Courses		Credits	Hrs	1 st Year		2 nd Year		3 rd Year		Note
				Fall	Spring	Fall	Spring	Fall	Spring	
Professional Required Courses	English Thesis Writing and Presentation (1)	2	2			2				
	English Thesis Writing and Presentation (2)	2	2				2			
	Social Science Research Methods	3	3	3						
	Seminar on Management Theory	3	3		3					
	Quantitative Research Methods	3	3	3						
	Qualitative Research Methods	3	3		3					
Required Courses	Independent Research	1	3	While writing thesis, candidates for doctor's degree should take "Independent Research" 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 graduate school of management).						
Elective Courses (Choose 1 Major from the 3)	Marke ting Mgt.	Seminar on Marketing Management	3	3			3			Required for Marketing Mgt.
		Seminar on Consumer Behavior	3	3				3		Choose 1 of the 3 Courses
		Seminar on Marketing Research	3	3					3	
		Seminar on Strategic Marketing	3	3						
	Organi zation Mgt.	Seminar on Organizational Behavior	3	3				3		Required for Organization Mgt.
		Seminar on Human Resource Management	3	3			3			Choose 1 of the 3 Courses
		Seminar on Inspiration and Leadership	3	3					3	
		Seminar on Organization Theory	3	3						
Indust rial Mgt.	Seminar on Industrial Organization	3	3			3			Required for Industrial Mgt.	
	Seminar on Business Diagnosis and Analysis	3	3				3		Choose 1 of the 3 Courses	
	Seminar on Strategic Management	3	3							
	Seminar on Knowledge Management	3	3							
Total Credits	Professional Required Courses	16		1. 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. 2. The pre-required courses include "Production and Operations Management," "Marketing Management," "Financial Management," "Human Resources Management," "Information Management," "Strategy Management," and "Knowledge Management" (to choose 4 courses among the above 7 courses). Those who do not have credits of pre-required courses should take exams for instead. 3. This course outline can be applied retroactively to students who entered from 2018 academic year. 4. 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.						
	Required Courses	4								
	Elective Courses	9								
	Total	29								