

Ming Chuan University  
Department of Business Administration  
2020-2021 PhD Course Outline

Courses		Credits	Hrs	1 <sup>st</sup> Year		2 <sup>nd</sup> Year		3 <sup>rd</sup> 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					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					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	<b>16</b>		<p>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.</p> <p>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.</p> <p>3. This course outline can be applied retroactively to students who entered from 2020 academic year.</p> <p>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.</p>						
	Required Courses	<b>4</b>								
	Elective Courses	<b>9</b>								
	Total	<b>29</b>								