

國立政治大學 商學院

National Chengchi University
College of Commerce



企業管理學系博士班 108學年度課程手冊

PhD & DBA Program,
Department of Business Administration
Curriculum Guide



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Introduction to the College of Commerce

The College of Commerce, National Chengchi University was established in 1958, and leads Taiwan in the development of advanced business administration programs with the best teachers and rigorous teaching and research spirit. It has cultivated elite talent for academic research and business administration with an equal emphasis on theory and practice, and has made significant contribution to the rapid development and transformation of Taiwan economy and society. The College of Commerce currently has eight departments and an independent graduate institute, three professional MBA programs and 16 college-level research centers. Key directions for future development include “FinTech and Innovation,” “Innovation, Entrepreneurship, and Organizational Innovation,” “Corporate Social Responsibility, Business Ethics, and Sustainable Development” and “IoT, Supply Chain, and e-Commerce Integration.”

Elite Teachers

The College of Commerce currently has 151 full-time teachers, 90% of which have a Ph.D from a world class university. The outstanding research and academic performance of elite teachers have allowed numerous teachers to win academic research awards from the Ministry of Education (MOE) and the Ministry of Science and Technology (MOST), and hold important positions, such as the convener of a business related field under the MOST, or the editor-in-chief, vice editor-in-chief, and editor of a specific field, for TSSCI journals. Furthermore, many professors serve crucial roles in industry and government, including government officials, consultants, or committee members and company supervisors or directors.

Distinguished Alumni

Thanks to the rigorous professional training and cultivation by the College of Commerce, as well as the extraordinary performance of alumni in their professions, alumni of the College of Commerce have significant influence in industry, government, and academia. As a result, domestic industry has had a preference for graduates from the College of Commerce, including Chou Chun-Chi, Chairperson of Sinyi Realty Inc., Samuel Yin, Chairperson of Ruentex Financial Group, Song Wen-Chi, Former Chairperson of Taipei 101, Lin Hsin-I, Former Vice Premier, Lin I-Fu, Yin Chi-Ming, and Ho Mei-Yieh, Former Ministers of Economic Affairs, and Cheng Ting-Wang, Wu Si-Hua, and Edward Chow, Former Presidents of National Chengchi University are all alumni of the College of Commerce.

International Certification and Recognition

The College of Commerce, NCCU is the only college of commerce in Taiwan to pass all three international accreditations - AACSB, EUQIS, and AACSB Accounting. Only seven colleges of commerce worldwide have pass all three accreditations. This shows that the quality, learning resources, international development, and corporate cooperation of the College of Commerce, NCCU has widely gained international recognition. The College of Commerce became the 65th member of the Partnership in International Management (PIM) in October 2018. Members of the PIM include Cornell University Samuel Curtis Johnson Graduate School of Management, Imperial College Business, and National University of Singapore Business School, symbolizing that the level of internationalization at the College of Commerce, NCCU is on par with top tier colleges of commerce around the world.

Talent Cultivation and Industry-Academia Collaboration Project

The College of Commerce, NCCU closely works with the industrial sector and maintains good and close relationships with major corporations. This not only helps broaden students’ horizons, but also gives them an opportunity to apply what they learned in practice. It utilizes industry resources in course design, so that courses are closer to practice, or transforms a company's experience into a case study, which helps improve

teaching quality. Teachers can also apply the case studies in their research to create greater academic capabilities.

To increase the depth of industry-academia collaboration, the College of Commerce established the [Cross Elite Company Platform] in 2015. Linking together benchmark enterprises in different industries around Taiwan through a membership. The “Horizon Broadening Forum” held each quarter gives teachers and students an opportunity to engage in in-depth interactions with the industrial sector, so that students will have a better grasp of corporate practices, while building a stronger partnership between the College of Commerce, NCCU and different companies.

Innovation in Teaching

The College of Commerce adopted the assurance of learning (AOL) assessment method in coordination with the Association to Advance Collegiate Schools of Business (AACSB), in order to maintain elite levels of the international accreditation. The College strengthens students’ core competencies, knowledge, and skills to ensure the learning effectiveness and quality assurance of higher education.

The College of Commerce, NCCU is always been a pioneer in the case study teaching method in Taiwan. It began to actively promote participatory teaching in 2005, and has selected over 50 seed instructors to participate in the Global Colloquium on Participant-Centered Learning (GloColl) in Harvard Business School. The College is promoting participatory teaching in courses, and hopes to inspire more creative ideas and diverse perspectives through active teacher-student interactions in class.

To train bilingual students with an expertise in international business administration, the College of Commerce, NCCU offered the first English Taught Program (ETP) in Taiwan in 2000. In response to trends and society's needs, the College offered numerous programs, such as the Supply Chain Management Credit Program, Big Data Analysis Program, and FinTech Expertise Program, to help cultivate experts in different fields for society.

International Exchange

The College of Commerce, NCCU has exerted great efforts in different aspects of internationalization, and established the Office of International Affairs in 1999 to actively promote international cooperation and exchange. At present, the College has 139 sister schools and recommends or is recommended over 500 exchange students from foreign universities every year. The College launched five dual degree programs with Purdue University in 2019, including IMBA, MBA, master's programs of the Department of Accounting and Department of Management Information Systems, and the Department of Finance.

The College is also actively promoting international academic exchange, and co-organizes international conferences with renowned universities in the Asia-Pacific, such as the Chinese University of Hong Kong and Nanyang Technological University. The College is also frequently visited by famous professors and journal editors from overseas. The College began co-organizing the “Cross-Strait Business School Academic Forum” with Sun Yat-Sen Business School, Renmin Business School, and Xiamen University School of Management in 2018. The four schools take turns hosting the forum, which will benefit long-term partnerships between the College and international academic institutions.

Introduction to the Doctoral Program of the Department of Business Administration



The Department of Business Administration established the first doctoral program in 1976 to improve the quality of domestic business administration teachers, and also cultivate talent for research on business administration theory and practices. Alumni of the doctoral program can be found in industry, government, and academia, and are employed in public and private universities, research institutions, and enterprises, and they are recognized for their excellent performance.

The Department's doctoral program provides rigorous and solid training, and schedules a speech during the class advisor meeting with all doctoral students each week to encourage learning and participation in academic activities. Contents of the speeches are on academic research in each field, and aim to broaden the horizons of doctoral students and improve their understanding of developments in each field. Doctoral students in the program have achieved excellent research performance, publishing most papers in SSCI, SCI, and TSSCI journals, often winning the “MOST incentives for PhD candidates completing doctoral dissertations in humanity studies and social sciences” and “Graduate Student Study Abroad Program.” This is an extraordinary achievement compared with doctoral programs of departments of business administration around Taiwan.

The doctoral program was divided into the Academic Division (Ph.D) and Industry Division (DBA) in 2016. The College of Commerce planned the first doctoral program industry division (DBA) recognized by the MOE, and is implemented by each department. The division’s training integrates theory and practice to cultivate high level practical talent that can lead transformation and innovation in industries and companies.

Introduction to Courses of the Doctoral Program of the Department of Business Administration

Educational Objectives

The doctoral program of the Department of Business Administration aims to improve the quality of domestic business administration teachers, and also cultivate talent for research on business administration theory and practices. The program provides rigorous and solid training, and uses the case study teaching method to enhance professional knowledge and skills. Core competencies of the Department's doctoral program are as follows:

1	Research ability
1-1	Cultivate research approaches and abilities
1-2	Ability to identify, analyze and solve problems
1-3	Emerging issues in business management and creative thinking ability
1-4	Independent thinking, innovative research, thesis writing and professional publication abilities
2	Teaching ability
2-1	Case-study comparison and reform of domestic enterprises
2-2	Application and thorough analysis of international management case-studies and literature
2-3	International perspective enabling persistent and innovative business management education
2-4	Outstanding educators with professional knowledge in the field of management studies
2-5	Ability to utilize and integrate expertise in fields related to business management
2-6	Possession of business ethics and social responsibility values
3	Academic exchange capacity
3-1	Equip students with international language and communication ability
3-2	Ability to participate in international academic exchanges
4	Teamwork skill
4-1	Professional ethics, communication, coordination, and teamwork capacity
4-2	Ability to plan, implement, lead and manage research projects

Courses of the Academic Division (Ph.D)

Specialty divisions are established under the academic division of the Department's doctoral program, including strategic management, operations and supply chain management, electronic businesses, marketing management, organizational behavior, human resource management, and international business administration. Students are required to major in one specialty division and may minor in several specialty divisions. Required courses of the Academic Division include “Academic Ethics” (common required course of the college), “Social Science Research Methodology,” and remaining course requirements are based on the requirements of each specialty division.



Courses of the Industry Division (DBA)

All courses of first year doctoral students in the Industry Division are mainly required courses integrated by the college. Students they take courses in each field of study based on their specialty division. The design of integrated courses allow doctoral students in the Industry Division to not only gain in-depth knowledge of a specific field, but also gain the diverse background knowledge of business administration required by modern day executives through group courses.

College-level Core Courses	<ul style="list-style-type: none"> Academic Ethics, Research Boot Camp, Basic Theory of Commerce and Application, Qualitative and Case Study Research Methodology, Commercial Applications of Quantitative Method, Business Theory Development, Research Publication Camp
Group courses	<ul style="list-style-type: none"> Courses offered by departments participating in the DBA degree program
Required courses	<ul style="list-style-type: none"> Business Administration Specialty Courses
Elective Courses	<ul style="list-style-type: none"> Students may take elective courses of the Industry Division, required elective courses of the Industry Division, or courses of the Academic Division.

※ Doctoral students must provide the reason for taking courses in other departments to the class advisor, the department chair, or advisor, and may make adjustments according to recommendations.

Graduation requirements

Academic Division (Ph.D)

Graduation credits	24
Required courses	4 credits
Qualifying Exam	<ol style="list-style-type: none"> 1. Qualifying Exam 2. Total points from research paper publications <ol style="list-style-type: none"> (1) Students that select five out of seven prerequisite courses need a total of 20 points. (2) Students that select four out of seven prerequisite courses need a total of 25 points. 3. Degree Examination <ol style="list-style-type: none"> (1) Oral defense of the first three chapters (2) Preliminary oral defense of the dissertation (3) Oral defense of the dissertation <p>※Please apply for the oral defenses above in accordance with the Department of Business Administration Academic Division Guidelines for Implementing Ph.D Candidacy Examinations.</p> <p>※Please calculate points of paper publications in accordance with the Classification of Journals for the Academic Division of the Doctoral Program of the Department of Business Administration.</p>

Industry Division (DBA)

Graduation credits	34
Required courses	13 credits
Qualifying Exam	<ol style="list-style-type: none"> 1. Qualifying Exam: <ol style="list-style-type: none"> (1) College-level Qualifying Exam (2) Department-level Qualifying Exam 2. Total points from research paper publications reaches 10 points 3. Degree Examination <ol style="list-style-type: none"> (1) Oral defense of the first three chapters (2) Preliminary oral defense of the dissertation (3) Oral defense of the dissertation <p>※Please apply for the oral defenses above in accordance with the Guidelines for Doctoral Students in the Industry Division of the Department of Business Administration.</p> <p>※Please calculate points of paper publications in accordance with the Rules on Research Results Point Calculation for Doctoral Students in the Industry Division of the Department of Business Administration.</p>

Curriculum Planning

Academic Division (Ph.D)

First semester of first year					
(*Some courses are offered once every two years. The semester that courses are offered will be based on the announcement that year)					
Course ID	Specialty Division	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
35552-001		Ⓞ Case Study Teaching Method: Theory and Practice (1)	Friday 234	3	3-6 hours
355641-001	Strategic Management, International Business Administration	Ⓞ International Businesses Theory	Tuesday EFG	3	3-6 hours
355711-001	Human Resource Management	Ⓞ Strategic Human Resource Management	Tuesday 234	3	3-6 hours
355722-001	Marketing Management	Ⓞ Marketing Theory	Wednesday 567	3	3-6 hours
355650-001	Marketing Management	Ⓞ Marketing Research Methodology	Thursday 567	3	3-6 hours

※Required courses ⓄElective Courses

Note 1: The actual class schedule shall be based on the announcement by the Curriculum Section, Office of Academic Affairs.

Note 2: Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

Second semester of first year

(※Some courses are offered once every two years. The semester that courses are offered will be based on the announcement that year)

Course ID	Specialty Division	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
300006-001		※ Academic Ethics	Friday FGH	1	3 hours
355011-001		※ Social Science Research Methodology	Thursday 234	3	3-6 hours
355819-001	Strategic Management, International Business Administration Marketing Management, Operations and Supply Chain Management Human Resource Management	◎ Seminar on Quantitative Method (1)		3	3-6 hours
355625-001	Strategic Management, International Business Administration Human Resource Management	◎ Seminar on Management Theory		3	3-6 hours
355536-001	Strategic Management	◎ Seminar on Business Strategy (1)		3	3-6 hours
355534-001	Strategic Management, International Business Administration	◎ Seminar on Corporate Issues (1)		3	3-6 hours
355630-001	International Business Administration	◎ Seminar on International Business Administration		3	3-6 hours
355668-001	Marketing Management	◎ Seminar on Consumer Behavior		3	3-6 hours
355703-001	Marketing Management	◎ Marketing Quantitative Method		3	3-6 hours
355656-001	Human Resource Management	◎ Human Resource Research Methodology (1)		3	3-6 hours

※Required courses ◎Elective Courses

Note 1: The actual class schedule shall be based on the announcement by the Curriculum Section, Office of Academic Affairs.

Note 2: Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

First semester of second year

(※Some courses are offered once every two years. The semester that courses are offered will be based on the announcement that year)

Course ID	Specialty Division	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
	Strategic Management	◎ Seminar on Business Strategy (2)	Thursday 234	3	3-6 hours
355772-001	Strategic Management, International Business Administration	◎ Seminar on Strategic Management (1)		3	3-6 hours
355582-001	Human Resource Management	◎ Seminar on Organizational Behavior		3	3-6 hours
355641-001	Strategic Management, International Business Administration	◎ International Businesses Theory	Tuesday EFG	3	3-6 hours
355574-001		◎ Case study teaching method: Theory and Practice (2)	Friday 234	3	3-6 hours

Second semester of second year

(※ Some courses are offered once every two years. The semester that courses are offered will be based on the announcement that year)

Course ID	Specialty Division	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
300006-001		※ Academic Ethics	Friday FGH	1	3 hours
355011-001		※ Social Science Research Methodology	Thursday 234	3	3-6 hours
355819-001	Strategic Management, International Business Administration, Marketing Management, Operations and Supply Chain Management, Human Resource Management	◎ Seminar on Quantitative Method (1)		3	3-6 hours
355625-001	Strategic Management, International Business Administration	◎ Seminar on Management Theory		3	3-6 hours

	Human Resource Management				
355605-001	Marketing Management	⊙ Independent Research on Marketing Management - Brand Marketing		3	3-6 hours
355749-001	Human Resource Management	⊙ Seminar on Human Resource Management		3	3-6 hours

※ Required courses ⊙ Elective Courses

Note 1: The actual class schedule shall be based on the announcement by the Curriculum Section, Office of Academic Affairs.

Note 2: Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

Industry Division (DBA)

(Early enrollment by one semester)				
Course ID	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
355101-001	※ Research Boot Camp	3 days with 27 hours in total	1.5	1.5 hours
355102-001	※ Basic Theory of Commerce and Application	14 classes with 54 hours in total	3	3-6 hours

First semester of first year				
Course ID	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
355103-001	※ Qualitative and Case Study Research Methodology	9 classes with 36 hours in total	2	5 hours
355104-001	※ Commercial Applications of Quantitative Method	9 classes with 36 hours in total	2	2-4 hours
355105-001	※ Business Theory Development	9 classes with 36 hours in total	2	2-4 hours

Second semester of first year				
Course ID	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
300006011	Academic Ethics	Second Semester Friday FGH (Temporary)	1	3 hours
355502-001	⊙ Strategic Management Theory	14 classes with 54 hours in total	3	3-6 hours
355501-001	⊙ Business Innovation and Intellectual Property Strategy	14 classes with 54 hours in total	3	3-6 hours

※ Required courses ⊙ Elective Courses

Note 1: The actual class schedule shall be based on the announcement by the DBA program.

Note 2: Please carefully read the class schedule and guidelines for the Industry Division of the Department of Business Administration's doctoral program before taking courses.

First semester of second year				
Course ID	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
	⊙ Case study teaching method: Theory and Practice	Friday 234	3	3-6 hours
355531-001	⊙ Corporate Diagnosis and Tool Development	14 classes with 54 hours in total	3	3-6 hours
355532-001	⊙ Technology and Innovation Management	14 classes with 54 hours in total	3	3-6 hours

Second semester of second year				
Course ID	Course Name	Duration (Temporary)	Credits	Estimated learning time outside of class each week
355503-001	⊙ Seminar on Corporate Consultant Cases	14 classes with 54 hours in total	3	3-6 hours
355504-001	⊙ Corporate Diagnosis and Decision-making	14 classes with 54 hours in total	3	3-6 hours
355107-001	※ Research Publication Camp	27 hours in total	1.5	2-4 hours

※ Required courses ⊙ Elective Courses

Note 1: The actual class schedule shall be based on the announcement by the DBA program.

Note 2: Please carefully read the class schedule and guidelines for the Industry Division of the Department of Business Administration's doctoral program before taking courses.

Overview of Courses

300006001	Academic Ethics (Required)	1 credit	College of Commerce Ph.D	
[Course Objectives]	By teaching business ethics concepts and academic ethics principles, this course aims to cultivate academic talent with the ability to determine value, and attaches importance to the spirit of business ethics and principles of research ethics. As a result, doctoral students will be able to implement ethical concepts in their field of expertise when they become teachers of business administration in the future. It will strengthen the elements of business ethics in teaching contents and cause the students to uphold academic ethics when engaging in research.			
[Course Content]	Contents of this course cover two aspects: Business ethics and academic ethics. Aspects of business ethics include ethical dialectical training, introduction to theories of ethics, business ethics case analysis and discussion, and sustainability activities. Academic ethics includes guidelines for writing academic papers and citation and quotation, principles and procedures for reviewing research ethics in social sciences, and application for and regulations on MOST projects.			
[Remarks]				

355011001	Social Science Research Methodology (Required)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	This course is offered in response to the need of doctoral students to engage in theoretical research. This type of research is based on scientific research methodology. Hence, its contents are systematically discussed according to typical scientific research procedures. Compared with theory, greater emphasis is placed on the relationship between research and methodology. Main topics include the logic and nature of scientific research, theory construction and research, hypothesis development and testing, measurement theory and method, research design and implementation, and data analysis and interpretation.			
[Course Content]	<ol style="list-style-type: none"> 1. Introduce to Social Science Research 2. The Meaning of Theory and Its Role in Research 3. Theory Construction & Paradigm 4. Research Problems and Hypothesis 5. Constructs, Variables, and Relations 6. Measurement and Scaling Methods 7. Research Design (1) 8. Research Design (2) 9. Qualitative Research 10. Case Study Research 11. Survey Research 12. Data Analysis 13. Comparative Research 14. Research Ethics 15. Presentation and Style: The Chicago Manual 			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355819001	Seminar on Quantitative Method (1) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	This course is designed to provide students with theories and application psychometrics, causal modeling, and other business research related methods. Students will have chances to become familiar with LISREL 8 and to write a publishable paper by the end of the semester.			
[Course Content]	<ol style="list-style-type: none"> 1. What is Scientific Research 2. Experimental Design & Multivariate Analysis 3. Reliability 4. Validity 5. Variable Relationships 6. Individual project Presentation 7. The Concept of Structural Equation Modeling 8. LISREL Applications: CFA vs. EFA 9. Re-specification of Model and Path model 10. LISREL Application: SEM with Latent Variables 11. Reflective VS. Formative indicators and Two group path 12. LISREL Applications: Multiple Group Analysis 			
[Remarks]				

355625001	Seminar on Management Theory (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	<ol style="list-style-type: none"> 1. Understand basic concepts and main developments in management theory. 2. Establish the thinking structure of management theory. 			
[Course Content]	<ol style="list-style-type: none"> 1. The Evolution of Strategic Management 2. Behavior theory of the firm 3. Transaction costs Theory 4. RBV and dynamic capabilities 5. The Theory of the Growth of the Firm 6. Agency theory 7. Interorganizational collaboration 8. Competitive dynamics 9. Competition and cooperation/ Co-opetition 10. New Theory of Strategic Management 			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

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35536001	Seminar on Business Strategy (1) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	This course is a seminar on theory designed for doctoral students. The classification structure in “The Nature of the Strategy” is used to systematically discuss management strategies and new issues in management in the new economy (post-capitalism). This course specifically focuses on new issues in management strategies derived from globalization and high-tech in recent years, such as the Earth is flat, social innovation, public-private partnership, big data, sharing economy, and network community, which are organizational strategies or cross-sector management challenges brought by global trends and technological advancement. By systematically reading the latest literature and books on strategy and observing management practices in the industry, this course expects students to conclude the nature of modern business administration strategy, and use actual cases to explain the implications of different strategy applications.			
[Course Content]	This course will involve discussions on theories related to strategy, organization, technology, society, and humanities, case discussions, and reports on special topics. Topics and contents of discussions in the course include: <ul style="list-style-type: none"> • The nature of strategic thinking in a new economy • The theoretical foundation of business strategy • Discussion of industry cases and theory analysis • Theory induction, integration, analysis, and application • Research methodology and the conception and analysis of research problems • Communication and presentation techniques 			
[Remarks]				

	Seminar on Business Strategy (2) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	A social enterprise is an organization that uses a business model to resolve a certain social or environmental issue, such as providing socially responsible or environmentally friendly products/services, creating employment opportunities for the underprivileged, or purchasing products/services provided by the underprivileged or marginalized. The organization may be a for-profit or non-profit organization, and also have revenue and profit. The profits are mainly reinvested in the social enterprise to continue solving the social or environmental issue. Social enterprises do not aim to maximize profits for investors or owners. “Social innovation” is a new idea, concept, strategy, and even organization and system derived from social needs, such as: hygiene and health, education, community development, and work environment (Wikipedia). Concretely speaking, social innovation is an action that aims to meet the various needs of society. The objective of this course is to introduce concepts related to social enterprise and social innovation, and allow participants to experience the process of resolving a small social issue through the course and project. On this basis, participants understand different academic theories and management practices through class discussions and field cases. More importantly, this action-oriented learning process will develop the knowledge system, practical abilities, and humanistic care needed by participants in social innovation.			
[Course Content]	The social enterprise and social innovation course covers the determination of social issues and proposal of solutions using individual or collective action. It focuses on the proposal of new concepts of the world, how to co-create with others, and collective practices. Social enterprises and social innovation both involve the connection between different fields and different aspects of society. This course includes theory discussions, field observations, and practices related to technology, economy, society, and humanities. Topics and contents of discussions in the course include: <ul style="list-style-type: none"> • Social issues and social innovation • Innovation and entrepreneurship derived from social issues • Cross-sector collaboration and practices of different organizations in society • Understanding and practices of different markets in social scenarios • Organization and mobilization of actors • Ethics, attitude, and behavior of social innovation and entrepreneurship 			

	<ul style="list-style-type: none"> • Connection between actors and tasks in communities • Field study and research methodology • Teamwork and presentation techniques • Humanistic care and social practices
[Remarks]	

- ※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.
- ※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355772001	Seminar on Strategic Management (1) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	To strengthen PhD students' skill of writing academic papers in the area of strategic management.			
[Course Content]	Each student has to present a proposal based on literature review on recent papers on SMJ AMJ AMR or JIBS in each week. We would like to discuss proposals during the class and give some suggestion and comments for the future research.			
[Remarks]				

355641001	International Businesses Theory (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The intention of the course is not to familiarize students with the current literature on international business or international management, but rather to lay them a solid theoretical foundation for academic research in international business.			
[Course Content]	<p>Overview of course objectives and topics covered</p> <p>Trade theories</p> <p>Theoretical developments in the 1960's</p> <p>Theoretical developments in the 1970's</p> <p>Political aspects</p> <p>Entry strategies</p> <p>Recent developments</p>			
[Remarks]				

355630001	Seminar on International Business Administration (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The course provides a forum for discussion of various issues related to international management and strategy. The topics include the following: headquarters-subsiary relationships, cultural and political environments of multinational firms, international knowledge management, and other international strategy related issues.			
[Course Content]	<p>External (cultural, institutional and political) environments of MNEs</p> <p>Headquarters-subsiary relationships</p> <p>International Knowledge Management</p> <p>Emerging Market Firms</p> <p>China Outward FDI</p> <p>Business Groups</p> <p>Internationalization of State-owned Enterprises</p>			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355749001	Seminar on Human Resource Management (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	Develop the theoretical foundation and empirical method for conducting academic research on human resource management			
[Course Content]	How to choose meaningful research topics Theoretical perspective Strategies International Performance Issues with the methodology for human resource management and performance research Behavior Organizational climate Wisdom System Project: Psychological ownership and employment relationship			
[Remarks]				

355582001	Seminar on Organizational Behavior (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The purpose of this class is to provide doctoral graduate students with an in-depth understanding to topics of organizational behavior. Through lectures, assignments, discussion, and writing up a research proposal, students are expected to gain skills and abilities relevant to independently conducting original research projects in the area of organizational behavior.			
[Course Content]	Theory Introduction to OB Research Job Performance Organizational Commitment and Identification Important theories in OB: Exchange, Justice, and LMX OCB & DB Personality & TAT POS Creativity Leadership & Abusive supervision Organizational Politics			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355711001	Strategic Human Resource Management (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	Strategic human resource management (SHRM) is an important study issue in human resource management research. The objectives of this course are to make students deeply understanding the concepts, approaches, theoretical bases, major study issues, and research methods of SHRM research. Hope students will have the abilities to conduct SHRM research.			
[Course Content]	The Concept of SHRM Theoretical Basis of SHRM (1) Theoretical Basis of SHRM (2) HRM and Organizational Performance Mediating Mechanism of HRM-Performance Linkage Internal and External Fit in SHRM Research (1) Internal and External Fit in SHRM Research (2) Flexibility in SHRM Research HRM and Employment Relationship Multi-level issues in SHRM Executive SHRM Cultural difference and HRM Progress and Prospect of SHRM			
[Remarks]				

355656001	Human Resource Research Methodology (2) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	This course assists doctoral students in obtaining the concepts and techniques for empirical quantified research on OB/HR.			
[Course Content]	The course is roughly divided into four parts: (1) Measurement and statistical analysis (2) Research design (3) Generalizability of research results (4) Other issues.			
[Remarks]	Prerequisite courses include: Research Methodology and Multivariate Analysis (including factor analysis) courses from a master's program.			

- ※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.
- ※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355720001	Operation and Supply Chain Management Research Methodology (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	Enhance the journal writing ability in hope of getting published ASAP			
[Course Content]	Read literature on logistics and introduce the latest research methodology.			
[Remarks]				

355539001	Operation and Supply Chain Strategies (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The topics covered in this class will consist of two modules. The first one is an introductory module to the analysis of inventory, and will begin with the discussion of the inventory system with certain demands, including EOQ, EPQ, all unit discount order quantity, and incremental discount order quantity. Then, we focus on the uncertain demand case in the second week. Next we study a case to combine the theory with practice and play an ordering game to recognize the differences of max-max, max-min ordering policy. The second module accounting for two third of the class includes MRP, ERP, JIT, quality, variability, scheduling, TOC (theory of constraint), queueing, purchasing, and decision making.			
[Course Content]	[Module I Inventory management] 1. Introduction 2. Inventory Management with Deterministic demand 3. Inventory Management with Stochastic Demand [Module II Important Concepts/Theories in Production] 4. MRP/JIT/ERP 5. MRP/JIT 6. Quality 7. Scheduling			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355586001	Seminar on Operation and Supply Chain Management Research (1) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The objective of this course is for doctoral students to systematically understand and discuss issues in operations and supply chain management, establish the framework of a paper that can be published, design the study, and write the paper, so that students will complete the first draft of a paper that can be published by the end of the semester.			
[Course Content]				
[Remarks]				

355585001	Seminar on Operation and Supply Chain Management Research (2) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The objective of this course is for doctoral students to systematically understand and discuss issues in operations and supply chain management, establish the framework of a paper that can be published, design the study, and write the paper, so that students will complete the first draft of a paper that can be published by the end of the semester.			
[Course Content]				
[Remarks]				

355584001	Seminar on Operation and Supply Chain Management Research (3) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The objective of this course is for doctoral students to systematically understand and discuss issues in operations and supply chain management, establish the framework of a paper that can be published, design the study, and write the paper, so that students will complete the first draft of a paper that can be published by the end of the semester.			
[Course Content]				
[Remarks]				

355583001	Seminar on Operation and Supply Chain Management Research (4) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The objective of this course is for doctoral students to systematically understand and discuss issues in operations and supply chain management, establish the framework of a paper that can be published, design the study, and write the paper, so that students will complete the first draft of a paper that can be published by the end of the semester.			
[Course Content]				
[Remarks]				

- ※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.
- ※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355722001	Marketing Theory (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The objective of this course is for doctoral students to systematically understand and discuss issues in marketing theory and development.			
[Course Content]	I. MARKETING THEORY AND THOUGHT II. STRATEGIC MARKETING AND THE FUTURE			
[Remarks]				

355650001	Marketing Research Methodology (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The purpose of this course is to familiarize you with: <ul style="list-style-type: none"> • the design, administration, and limitations of survey research; • the basics of qualitative research, observational research, and experimentation in marketing; • the basics of sampling in survey research; and • the logic and presentation of scholarly research, especially in reviews of the extant literature by meta-analysis. 			
[Course Content]	This course will cover some of the major processes in the marketing research, such as questionnaire design, sampling, and data collection. However, it is not the major concern as how to conduct the marketing research, instead, to explore the research opportunities in the survey research. This is an independent study in the doctoral level. Students are expected to independently work on a research project. Therefore, each student should conduct a research relate to survey literature. Potential topics include but not limit to, theories form consumer behavior and cognitive psychology are perfectly welcome to serve as the foundation of your research. In addition, survey issues in the internet context are also a popular one.			
[Remarks]				

355605011	Independent Research on Marketing Management - Brand Strategies (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	This course is an independent study in the doctoral level. Students are expected to independently work on a research project.			
[Course Content]	Brand Extension Family Brand (Brand Portfolio) Brand Alliance			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D Candidacy Examinations” before taking courses.

355703001	Marketing Quantitative Method (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	The objective of the course is to provide a solid base of knowledge in multivariate data analysis as well as training in statistical computer software skill. In addition, how the multivariate data analysis is used for the research problems will be discussed. The course objectives are fulfilled through class lectures, reading discussions, exercises practices, tests and term projects			
[Course Content]	Introduction Examining Your Data & Multiple Regression Analysis Factor Analysis & Canonical Analysis Conjoint Analysis Multiple Discriminant Analysis and Logistic Analysis Anova and Monova, Cluster Analysis Multidimensional Scaling & Correspondence Analysis Structural Equation Modeling (1) Structural Equation Modeling (2) Categorical Data Analysis (1) Categorical Data Analysis (2) Hierarchical linear Modeling (1) Hierarchical linear Modeling (2) SAS data mining session			
[Remarks]				

355668001	Seminar on Consumer Behavior (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2	3 hours
[Course Objectives]	This course is an independent study in the doctoral level. The topics of this semester are the advanced issues in information process, pricing, and classical theories. Students are expected to independently work on a research project. Therefore, each student should conduct a research relate to marketing or consumer behavior by the end of the semester.			
[Course Content]	Introduction, Research Motivation and Experimental Design Theories of Attitude and the Role of Marketing Theory Similarity Prospect Theory and Mental Accounting Assimilation-Contrast Effects Longitudinal Experimental Design Moderators and Mediators Regulatory Goals Heuristic/Systematic Model (HSM) Elaboration Likelihood Model (ELM) Involvement Product Knowledge Range Theory Accessibility-Diagnosticity in Brand Extension Consumer Perception Naive Theory			
[Remarks]				

- ※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.
- ※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D. Candidacy Examinations” before taking courses.

35552001	Case study teaching method: Theory and Practice (1) (Elective)	3 credits	Business Administration Academic Division Year 1, Year 2 Business Administration Industry Division Year 1, Year 2	3 hours
[Course Objectives]	<ol style="list-style-type: none"> 1. Introduces basic concepts and methods for hosting interactive case studies. 2. Uses actual drills for students to understand what teachers are thinking and techniques for asking questions during case study teaching. 3. Introduces the relationship between case study teaching and principles, knowledge structure, qualitative research, and theory development. 4. Uses actual drills for students to understand how to host discussions, the thinking behind the development of academic propositions, and techniques for asking questions. 5. Introduction to the concepts and methods for preparing teaching notes (TN) 			
[Course Content]	<ol style="list-style-type: none"> 1. Case discussions 2. Workshop and real-time observation, feedback, and review using video recording equipment, including inviting students from master's and undergraduate programs to become students for doctoral students. 			
[Remarks]				

355101001	Research Boot Camp (Required)	3 credits	Business Administration Industry Division Year 1, Year 2	3 days with 27 hours in total
[Course Objectives]	This course is designed to provide students with basic concepts regarding scientific research methods, approach, and framework development in the business related fields. Students will have chances to become familiar with basic research-orient thinking and develop their own tentative frameworks by the end of the course.			
[Course Content]				
[Remarks]				

355102001	Basic Theory of Commerce and Application (Required)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	This course mainly helps students understand the attributes, writing method, and development trends in Harvard Business Review, in hopes of publishing similar articles that combine theory with practice. The course will be taught by five teachers, who will select 2-4 classic articles from Harvard Business Review on: strategy, innovation, human resources/organization, international corporations, entrepreneurship and startups, and strategic marketing. Besides reading and discussing the articles during class, the writing method and style are analyzed to help students gain an in-depth understanding.			
[Course Content]				
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the guidelines for the Industry Division of the Department of Business Administration's doctoral program and the class schedule of DBA courses that year before taking courses.

355103001	Qualitative and Case Study Research Methodology (Required)	2 credits	Business Administration Industry Division Year 1, Year 2	9 classes with 36 hours in total
[Course Objectives]	<p>(1) Introduce basic concepts and methods for qualitative research and case study.</p> <p>(2) Help students gain a more in-depth understanding of the course (even DBA education) through reading representative qualitative research results.</p> <p>(3) Use drills from an actual research project for students to understand the thinking and techniques of qualitative research.</p> <p>(4) Introduces relationship between qualitative research and principles, knowledge structure, case study teaching, and theory development.</p> <p>(5) Students better understand the meaning and value of qualitative research and case study through small research projects.</p>			
[Course Content]	This course uses literature discussion and actual drills as the main teaching methods. Besides letting students gain a basic understanding of qualitative research and case study methods, it also generates a preliminary theoretical structure and propositions based on the formulation of research problems, interviews, and data interpretation.			
[Remarks]				

355104001	Commercial Applications of Quantitative Method (Required)	2 credits	Business Administration Industry Division Year 1, Year 2	9 classes with 36 hours in total
[Course Objectives]	<p>This course develops students' ability to solve quantified problems. After taking this course, students should understand basic concepts and principles of quantitative research design, fully understand and use basic statistics to solve problems, understand concepts of multivariate analysis, and gain the ability to interpret multivariate analysis reports.</p> <p>This course is designed for students who never took statistics or are unfamiliar with statistical analysis. Actual drills help student quickly and effectively understand basic concepts of statistics, and apply them to work and reading academic papers.</p>			
[Course Content]				
[Remarks]				

355105001	Business Theory Development (Required)	2 credits	Business Administration Industry Division Year 1, Year 2	9 classes with 36 hours in total
[Course Objectives]	<p>This course continues the learning of classic business models, structures, and processes worldwide from "Basic Theory of Commerce and Application" in the previous semester, and hopes to further develop students' ability to develop original business models, structures, and processes. The main learning method in this course is to observe and learn from the experience of senior professors at the College of Commerce, NCCU in developing business models, structures, and processes. During the course, students first learn the business models, structures, and processes they will be observing, and then professors pass on their experience from developing the models, structures, and processes, so that students can learn through doing. When this course ends, students should have basic abilities for developing business models, structures, and processes.</p>			
[Course Content]				
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the guidelines for the Industry Division of the Department of Business Administration's doctoral program and the class schedule of DBA courses that year before taking courses.

355107001	Research Publication Camp (Required)	3 credits	Business Administration Industry Division Year 1, Year 2	27 hours in total
[Course Objectives]	This course allows students to practice the process from conception to execution of research through the process of actually writing a paper, including the formulation of a research topic, data exploration, literature review, selection of research methodology, expected results, and description of contribution. The paper writing and publication process aims to give doctoral students of the Industry Division the ability to combine basic theories with their industry experience, and develop an innovation and applicable business model and structure.			
[Course Content]	In the last phase of required courses for the Industry Division, students already have prior knowledge from the previous four semesters. This course aims to help students become familiar with the process of writing research papers and elements of a paper on this basis. Students are expected to produce research results by practicing actually writing a paper. This course lets students find their own advisor for their research topic, and systematically develop research results through interactions with their advisor and independent search for literature and research methodology. Research results will be published in the Research Publication Camp.			
[Remarks]				

355502001	Strategic Management Theory (Elective)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	In academic research, strategy is the study of superior performance in competitive interactions. In business, it is the collection, organization and conduct of activities that guide or explain what an organization does and how well it does it. The primary objective of this seminar is to help doctoral students develop a knowledge and understanding of the major theories, issues and contributions in the field of strategic management. Due to time constraint, each meet will aim to discuss two papers and the students are encouraged to read relevant and new papers by themselves.			
[Course Content]				
[Remarks]				

355501001	Business Innovation and Intellectual Property Strategy (Elective)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	<p>I. Let all students gain a basic understanding of intellectual property rights and related laws and regulations, and combine intellectual property with management and strategy, so that companies can apply their intellectual property to actual operations and further create value.</p> <p>II. Fields discussed in this course include:</p> <ul style="list-style-type: none"> Youth micro start-ups Local creative businesses Youth and middle age biographical entrepreneurship Product, customer segment, and innovation in value chain positioning Customer experience innovation High added value innovations in traditional industries: Small things into gold Aesthetic economics and experiential economics innovation Lifestyle and lifestyle business innovation Youth entrepreneurship and terroir capital activation strategies Community development and spatial production innovation 			
[Course Content]				
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus

provided by the lecturer offering the course that year.

- ※ Please carefully read the guidelines for the Industry Division of the Department of Business Administration's doctoral program and the class schedule of DBA courses that year before taking courses.

355531001	Corporate Diagnosis and Tool Development (Elective)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	<p>This course aims to develop students' practical abilities in corporate diagnosis. After taking this course, students should understand basic concepts and principles of corporate diagnosis, and be able to use qualitative and quantitative tools in corporate diagnosis practices.</p> <p>This course is designed for students who have basic concepts of statistics and understand quantitative analysis. Actual drills will be carried out to help student quickly and effectively understand diagnosis tools, and apply them to work and reading academic papers.</p>			
[Course Content]	<p>This course is a continuation of the Commercial Applications of Quantitative Method. Students apply quantitative and qualitative analysis and decision-making tools to corporate diagnosis practices by learning from the experience of others. Students participate in a corporate diagnosis project during class and develop related tools. They carry out corporate diagnosis after collecting empirical and quantitative analysis results, and propose recommendations for decision-making in practice.</p>			
[Remarks]				

355532001	Technology and Innovation Management (Elective)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	<p>This course hopes to let students gain an in-depth understanding of “technology innovation” and “innovation in humanities” related concepts, methods, and management through reading and discussing academic and practical articles. For technology innovation, this course discusses important topics, such as development cycle, technology communication, dual structure management, knowledge management, open innovation, disruptive innovation, and service innovation. For innovation in humanities (the importance of this topic is highlighted by the effects of new technology, new value, and new generation), the core value emphasizes human-based, creation, and common good, and takes the form of education, culture, health, and regional sustainability. These topics will be discussed in depth during this course.</p> <p>Students can learn about important literature and cases of technology innovation and innovation in humanities from this course. Students can attempt to link the literature and cases to their own practical experiences. Furthermore, they can also lay the foundation for further research.</p>			
[Course Content]	<p>The theme of this course is “Technology and Innovation Management,” and the course was specifically designed for students in the Industry Division (DBA). Contents of this course include two parts:</p> <p>(I) In-depth discussion of technology and innovation management related theories.</p> <p>(II) In-depth discussion of the contents and form of “innovation in humanities,” a concept that is an extension of technology and innovation management. This course discusses key issues in technology innovation and innovation in humanities from the context of academic development.</p>			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the guidelines for the Industry Division of the Department of Business Administration's doctoral program and the class schedule of DBA courses that year before taking courses.

355503001	Seminar on Corporate Consultant Cases (Elective)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	The goal is to transform the students from business executives to those who are able to solve managerial problems for others. To reach this goals, students with be asked to read papers about how to offer consulting services as well as comment on the reports prepared by some management consulting firms.			
[Course Content]	Treating management consulting as a profession, this course introduces the practices and philosophy of management consulting to students. Guest speakers from the management consulting industry will be invited for experience sharing.			
[Remarks]				

355504001	Corporate Diagnosis and Decision-making (Elective)	3 credits	Business Administration Industry Division Year 1, Year 2	14 classes with 54 hours in total
[Course Objectives]	<ol style="list-style-type: none"> 1. Let students understand theories on business administration and diagnosis. 2. Let students understand the thinking and tools for business administration and diagnosis. 3. Let students understand applications of technology and innovation management in corporate diagnosis and decision-making. 4. Develop students' ability to carry out research projects on corporate diagnosis and decision-making and give consultant reports. 			
[Course Content]	This course introduces theories on business administration analysis, diagnosis procedures, and decision-making and analysis; allows students to learn knowledge on corporate diagnosis, decision-making, and analysis through case discussions; lets students understand developments in practical and academic applications through literature review, and further inspires research on business administration practices.			
[Remarks]				

※ [Course Objectives] and [Course Content] are for reference only, and shall be based on the syllabus provided by the lecturer offering the course that year.

※ Please carefully read the guidelines for the Industry Division of the Department of Business Administration's doctoral program and the class schedule of DBA courses that year before taking courses.

Department of Business Administration Doctoral Program Academic Division Course Checklist

College of Commerce, National Chengchi University							
Department of Business Administration Doctoral Program Academic Division (24 graduation credits)							
Name: _____							
Student No.: _____ Specialty division selected when applying for the entrance exam: _____							
College-level elective courses (1 credit)				Prerequisite Course of the Specialty Division			
Course Name	Credits	Score		Course Name	Credits	Score	
Academic Ethics	1		<input type="checkbox"/>	1. _____	_____	_____	<input type="checkbox"/>
Department-level elective courses (3 credit)				2. _____	_____	_____	<input type="checkbox"/>
				3. _____	_____	_____	<input type="checkbox"/>
				Elective Courses of the Specialty Division			
Social Science Research Methodology	3		<input type="checkbox"/>	Course Name	Credits	Score	
Common Prerequisite Courses (select five out of seven or four out of seven courses)				1. _____	_____	_____	<input type="checkbox"/>
				2. _____	_____	_____	<input type="checkbox"/>
				3. _____	_____	_____	<input type="checkbox"/>
				4. _____	_____	_____	<input type="checkbox"/>
				5. _____	_____	_____	<input type="checkbox"/>
				6. _____	_____	_____	<input type="checkbox"/>
Elective courses of other departments							
Course Name	Credits	Score		Course Name	Credits	Score	

- ※ Please carefully read the “Guidelines for the Academic Division of the Doctoral Program of the Department of Business Administration” and the “Guidelines for Implementing Ph.D. Candidacy Examinations” before taking courses.
- ※ Doctoral students must provide the reason for taking courses in other departments to the class advisor, the department chair, or advisor, and may make adjustments according to recommendations.

Department of Business Administration Doctoral Program Industry Division Course Checklist

College of Commerce, National Chengchi University							
Department of Business Administration Doctoral Program Industry Division (34 graduation credits)							
Name: _____							
Student No.: _____							
College-level elective courses (13 credit)				Required courses			
Course Name	Credits	Score		Course Name	Credits	Score	
Academic Ethics	1	_____	<input type="checkbox"/>	1. _____	_____	_____	<input type="checkbox"/>
Research Boot Camp	1.5	_____		2. _____	_____	_____	<input type="checkbox"/>
Basic Theory of Commerce and Application	3	_____		Elective courses of the department and division			
Qualitative and Case Study Research Methodology	2	_____		Course Name	Credits	Score	
Commercial Applications of Quantitative Method	2	_____		1. _____	_____	_____	<input type="checkbox"/>
Business Theory Development	2	_____		2. _____	_____	_____	<input type="checkbox"/>
Research Publication Camp	1.5	_____					
Group courses							
Course Name	Credits	Score		Elective courses of other departments			
1. _____	_____	_____	<input type="checkbox"/>	Course Name	Credits	Score	
2. _____	_____	_____	<input type="checkbox"/>				
3. _____	_____	_____	<input type="checkbox"/>				

※ Please carefully read the guidelines for the Industry Division of the Department of Business Administration's doctoral program and the class schedule of DBA courses that year before taking courses.

※ Doctoral students must provide the reason for taking courses in other departments to the class advisor, the department chair, or advisor, and may make adjustments according to recommendations.

National Chengchi University College of Commerce Study Plan

Department of Business Administration - Doctoral Program

Name: _____

Student No.: _____

Course Name	Class time	Required/Elective/Prerequisite	Semester Credits
___ Semester of Academic Year ___			
_____	_____	Required <input type="checkbox"/> Elective <input type="checkbox"/> Prerequisite <input type="checkbox"/>	_____
_____	_____	Required <input type="checkbox"/> Elective <input type="checkbox"/> Prerequisite <input type="checkbox"/>	_____
_____	_____	Required <input type="checkbox"/> Elective <input type="checkbox"/> Prerequisite <input type="checkbox"/>	_____
_____	_____	Required <input type="checkbox"/> Elective <input type="checkbox"/> Prerequisite <input type="checkbox"/>	_____
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_____	_____	Required <input type="checkbox"/> Elective <input type="checkbox"/> Prerequisite <input type="checkbox"/>	_____

Department of Business Administration

Teacher

Name	Title	Highest degree	Expertise	Department
Peng Tzu-Ju	Professor Department Chair Director of the MBA program	National Chengchi University Ph.D. in Business Administration	Strategic management, cooperation strategy, intellectual capital management, medical management	Department of Business Administration
Seetoo Dah-Hsian	Honorary professor	Northwestern University Ph.D. in Business Administration	Strategic management, organization theory and management, case study teaching method	Department of Business Administration
Tang Kwei	Chair Professor	Purdue University Ph.D., Krannert School of Management	Data mining, supply chain management, quality management	Department of Business Administration
Wu Se-Hwa	Professor	National Chengchi University Ph.D. in Business Administration	Technology business management strategy, industry and competition analysis, seminar on knowledge management	Department of Business Administration
Hornng Shun-Ching	Professor	Northwestern University Ph.D. in Marketing	Marketing management and strategy, marketing research, brand strategy, service marketing	Department of Business Administration
Yu Chwo-Ming	Professor	University of Michigan Ph.D. in Business Administration	International business administration, entrepreneurship management	Department of Business Administration
Lou Yung-Chien	Professor	University of Illinois at Urbana Champaign Ph.D. in Marketing	Marketing management, consumer behavior, price promotion, non-profit marketing	Department of Business Administration
Lin Yeh-Yun	Professor	University of Texas at Austin Ph.D. in Human Resource Management	Business administration, human resource management, intellectual capital, corporate social responsibility	Department of Business Administration

Bei Lien-Ti	Professor CEO of Sinyi School	Purdue University Ph.D. in Consumer Behavior and Retail Management	Consumer behavior, consumer psychology, marketing management, brand management	Department of Business Administration
Han Tzu-Shian	Professor	University of Minnesota Ph.D. in Human Resource Management	Human resource management, industrial relationship, organization theory	Department of Business Administration
Tsai Wei-Chi	Professor Dean of the College of Commerce	University of Minnesota Ph.D. in Human Resource Management	Human resource management, organizational behavior, recruiting and screening, corporate training	Department of Business Administration
Huang Jia-Chi	Professor Vice Dean of the College of Commerce	Graduate Institute of Business Administration, National Taiwan University Ph.D. in Organizational Behavior and Human Resource Management	Human resource management, organizational behavior, team profile and management	Department of Business Administration
Wu Lei-Yu	Professor	National Chengchi University Ph.D. in International Trade	International business, strategic management, strategic marketing, sales and customer relationship management, entrepreneurship	Department of Business Administration
Hu Chang-Ya	Professor	University of Georgia Ph.D. in Psychology	Human resource management, organizational behavior, measurement tools	Department of Business Administration
Huang Kuo-Feng	Professor	University of London Ph.D. in Business Administration	Strategic management, technology management, international business	Department of Business Administration
Huang Ping-Der	Associate Professor	University of Illinois Ph.D. in Vocational and Technical Education	Human resource management, corporate social responsibility, leadership, non-profit organizations	Department of Business Administration
Lee Yih-Yuh	Associate Professor	Kansas State University Ph.D. in Industrial Engineering	Lean management, operations management, quality management and six sigma, multi-criteria decision-making	Department of Business Administration

Hornng Shwu-Min	Associate Professor	Arizona State University Ph.D. in Industrial Engineering	Operations management, supply chain management, e-commerce	Department of Business Administration
Lo Ming-Shiow	Associate Professor	University of Melbourne Ph.D. in Management and Marketing	Supply chain management, operations management, electronic business administration	Department of Business Administration
Chen Li-Ming	Associate Professor	University of Florida Ph.D. in Industrial and System Engineering	Supply chain incident management, production management and inventory control, dynamic pricing and revenue management	Department of Business Administration
Pai Pei-Yu	Associate Professor	Warwick Business School Ph.D. in Marketing and Strategic Management	Online community participation behavior, consumer decision-making behavior, customer relationship management	Department of Business Administration
Fu Jyun-Ying	Assistant Professor	Imperial College London Ph.D. in Innovation and Entrepreneurship	Corporate governance, entrepreneurship	Department of Business Administration
Guo Shiau-Ling	Assistant Professor	Purdue University Ph.D. in Strategic Management	Organization cooperation strategy, franchising, contract formation	Department of Business Administration

國立政治大學 商學院
National Chengchi University
College of Commerce

