

# 朝陽科技大學企業管理系

Department of Business Administration , Chaoyang  
University of Technology

## 國際班研究生手冊

## MBA HANDBOOK



## Official Team 行政團隊

Position	Name	E-mail	Extension	Office
Chairperson	Shu-Chin Huang	schuang2@ cyut.edu.tw	7061	T2-719
			4303	T2-931
Teacher	I-Tung Shih	mlshyu@mail.cyut.edu.tw	4842	T2-907
Assistant	Hua-Jung Lee	hjlee@cyut.edu.tw	7065	T2-719
Assistant	Su-Fung Huang	sophia@cyut.edu.tw	7063	T2-719

## Faculty 師資陣容

Name	Title	Speciality
Shu-Chin Huang	Associate Professor	"Marketing Management, Consumer Behavior; Public Relations, Creativity Training Techniques
Kuei-kuei Lai	Professor	Patent Analysis, Value Proposition and Business Model, Service Science and Management Engineering, Technology Roadmap and Technology Forecasting, Technology Analysis and Strategic Management.
Chung-Jen , Fu	Professor	Financial Analysis, Management Accounting, Cost Accounting
Yung-Ming Cheng	Professor	Strategic Management, International Business Management, Industry Analysis, Marketing Management, Human Resource Management, Business Research Methods.
Pao-Hui Huang	Professor	Financial management, Education Management, Money and Banking
Hsiao-Chung Wu	Associate Professor	e-commerce, patent analysis
Wen-Hua Yang	Associate Professor	Statistics, Operations Management, Scheduling, Innovative Business Modelling
Chwen-Li Chang	Associate Professor	Human Resource Management, Organization Development, Training & Human Resource Development

<b>Name</b>	<b>Title</b>	<b>Speciality</b>
Meng-Jang Lin	Associate Professor	Marketing Management ,Consumer Behavior .Retailing Management, Logistics Management
Shin-Yuh Liu	Associate Professor	Human Resource Management, Organization Development, Training & Human Resource Development
Mao-Lien Hsu	Associate Professor	Information Management, Management of Technology, Customer Relationship Management
Tieh-Chun Chang	Associate Professor	Human Resource Management, Organization Development, Training & Human Resource Development
Wei-Chun Ko	Associate Professor	Consumer research, Advertising management, Marketing research
Yueh-Chin Chen	Associate Professor	case study, Strategy Management, venture creation.
Wen Shin Huang	Assistant Professor	Consumer research, Advertising management, Marketing research
Chung-Cheng Lee	Assistant Professor	Innovative Business Modeling, Corporate Financing, Financial Engineering.
Chung-Li Chou	Assistant Professor	Operations Management, e-Business strategy and management, Aerospace technology and software quality management, total quality management
Wen-Kuei Wu	Assistant Professor	Marketing Management, Advertising, Personal Selling, Sales management

<b>Name</b>	<b>Title</b>	<b>Speciality</b>
An-Chin Cheng	Assistant Professor	Innovation Management, Management of Technology, Service Science, Project Management, Electronic Commerce, Patent Analysis and Management, Technology Assessment
Huei-Hwa Lai	Assistant Professor	Corporate finance, Investment Analysis
Hsueh-Fang Hsu	Assistant Professor	Consumer Behavior; Service Quality
Wuai-Wei Lo	Assistant Professor	Mathematical modelling, Decision support systems, Soft computing, Risk assessmentt
Chiu, Kuei-Chien	Instructor	E-Marketing, Cross Media Marketing, News Gathering & Editing

## The rule you have to know.....

Number	Item	Instruction	Remarks
1	Credits	<ul style="list-style-type: none"> <li>● Core courses: 18 credits</li> <li>● Elective courses: Minimum elective 12 credits</li> <li>● Academic Paper: 6 credits</li> <li>● Total requirement: 36 credits</li> </ul>	
2	Thesis Advisor	<ul style="list-style-type: none"> <li>● Every student need to find one or two thesis advisors from the full-time faculty in the college of management.</li> <li>● Application deadline: before the end of second semester in freshman year</li> </ul>	
3	Thesis Proposal Oral Defense	<ul style="list-style-type: none"> <li>● <b>Guidelines of Master's Thesis Proposal Oral Defense Application Submission</b> <ul style="list-style-type: none"> <li>■ A graduate student is required to submit the master's thesis proposal and the proposal oral defense application form to the department office one week prior to the date of proposal oral defense examination.</li> <li>■ Typically the master's thesis proposal should include at least research motivation and objective, literature review, proposed methodology, expected results and contribution to body of knowledge, and approximate time by which each stage will be completed, etc.</li> <li>■ A graduate student's academic advisor(s)/renewed advisor(s) should propose the written comments to determine whether</li> </ul> </li> </ul>	

		<p>the graduate student need to resubmit the master's thesis proposal oral defense application, if the graduate student completes the procedure for modifying the title of master's thesis or changing the academic advisor(s) after the master's thesis proposal oral defense examination has been passed.</p> <p>● <b>Guidelines of Master's Thesis Proposal Oral Defense Examination</b></p> <ul style="list-style-type: none"> <li>■ The master's thesis proposal oral defense examination committee is composed of a Chair (the major advisor) and at least two assistant professors.</li> <li>■ The master's thesis proposal oral defense examination is divided into two outcomes: passed and failed, and the master thesis proposal oral defense examination outcome form should be submitted to the department office to aggregate the files and keep the records to future reference.</li> </ul> <p>The graduate student is then entitled to defend the master's thesis after passing the proposal oral defense examination. The master's thesis defense date should be scheduled no earlier than three months after thesis proposal oral defense examination has been completed.</p>	
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4	Research Ethics Education	<ul style="list-style-type: none"> <li>● Every student need to finish the Research Ethics Education before academic degree examination.</li> </ul>	<a href="https://ethics.moe.edu.tw/">https://ethics.moe.edu.tw/</a>
5	Academic Degree Examination	<ul style="list-style-type: none"> <li>● Two sessions optional for graduate students' degree examination application on their 2<sup>nd</sup> or later academic year: <ul style="list-style-type: none"> <li>■ The First Session: a month before the day of exam. Last day of exam is 01/31</li> <li>■ The second Session: a month before the day of exam. Last day of exam is 07/31.</li> </ul> </li> <li>● The Master Degree Graduation Examining Committee must consist of three to five members. Over one-third of the committee members should be from outside of the school.</li> </ul>	
6	Grading Form	<ul style="list-style-type: none"> <li>● Please follow the graduation procedures and thesis format form for information and it can be downloaded on the degree examination webpage.</li> <li>● Grades for degree examination should be sent to registration office within a month for the process of verification for graduation and making the graduate certificate.</li> </ul>	



Department of Business Administration  
 Chaoyang University of Technology Graduate Course Requirement  
 (for the students of day division admitted in the 2021 academic year)

Code	Core courses	Credit
05304	Seminar (I)	3
00042	Strategic Human Resource Management	3
03511	Operation Strategic and Management	3
01415	Research Methods	3
02402	Strategic Information Management	3
05170	Marketing Management Research	3
<b>Total:</b>		<b>18</b>
Code	Elective courses	Credit
00996	Investment Management	3
05840	Topics in Financial Management	3
07810	Topics on Marketing Management and Research	3
04047	Advanced Multinational Financial Management	3
02354	Intelligent Finance Information System	3
01232	Financial Institutions and Markets	3
02360	Futures and Options	3
05305	Seminar (II)	3
05839	Financial Data Analysis	3
01711	Financial Theory	3
07289	Project Management	3
01582	Microeconomic Analysis	3
03441	Macroeconomic Analysis	3
02159	Organizational Learning Management	3
03512	Creative Idea Generation and Management	3
03513	Service Industry Operation Management	3
03514	Leadership Development Seminar	3
<b>Total:</b>		<b>51</b>
<b>University Requirements</b>		
<b>Core courses</b>		<b>6 courses 18 credits</b>
<b>Elective courses</b>		<b>Minimum elective 12 credits</b>
<b>Total requirement</b>		<b>36credits</b>

朝陽科技大學企業管理系  
Department of Business Administration  
Chaoyang University of Technology

碩士學位論文指導教授同意書  
Thesis advisor Application Form

姓名 (簽名) Signature of Student		填表日期 Date of Application	
		學號 Student ID	
主修領域 Major Field			

指導教授：\_\_\_\_\_ (簽章)

Signature of Advisor

系主任：\_\_\_\_\_ (簽章)

Signature of Chairperson

院長：\_\_\_\_\_ (簽章)

Signature of Dean

## **Guidelines of CyutBA Master's Thesis Proposal Oral Defense Application Submissions and Examination**

### **Guidelines of Master's Thesis Proposal Oral Defense Application Submission**

1. A graduate student is required to submit the master's thesis proposal and the proposal oral defense application form to the department office one week prior to the date of proposal oral defense examination.
2. Typically the master's thesis proposal should include at least research motivation and objective, literature review, proposed methodology, expected results and contribution to body of knowledge, and approximate time by which each stage will be completed, etc.
3. A graduate student's academic advisor(s)/renewed advisor(s) should propose the written comments to determine whether the graduate student need to resubmit the master's thesis proposal oral defense application, if the graduate student completes the procedure for modifying the title of master's thesis or changing the academic advisor(s) after the master's thesis proposal oral defense examination has been passed.

### **Guidelines of Master's Thesis Proposal Oral Defense Examination**

1. The master's thesis proposal oral defense examination committee is composed of a Chair (the major advisor) and at least two assistant professors.
2. The master's thesis proposal oral defense examination is divided into two outcomes: passed and failed, and the master thesis proposal oral defense examination outcome form should be submitted to the department office to aggregate the files and keep the records to future reference.

The graduate student is then entitled to defend the master's thesis after passing the proposal oral defense examination. The master's thesis defense date should be scheduled no earlier than three months after thesis proposal oral defense examination has been completed.

**Department of Business Administration, Chaoyang University of Technology**

**Master Thesis Proposal Oral Defense Examination Application Form**

applicant's name		Student ID number		Contact telephone numbers	
Date of application		Expected date of proposal oral defense examination (mm-dd-yyyy HH:mm ~HH mm)		Location of proposal oral defense examination	
Thesis Topic					
	Whether the master's thesis topic is in accordance with the Department's educational objectives and professionalism: (checked by the Advisor) <input type="checkbox"/> YES <input type="checkbox"/> NO				
Reviewers	Name	Affiliation		Position	
Advisor(s)	( signature )				

Note: Please submit the master's thesis proposal and the proposal oral defense application form to the department office one week prior to the date of proposal oral defense examination, and the master thesis proposal oral defense examination outcome form should be submitted to the department office to aggregate the files and keep the records to future reference.

**Department of Business Administration, Chaoyang University of Technology**  
**Master Thesis Proposal Oral Defense Examination Outcome Form**

Applicant's name		Student ID number		Contact telephone numbers	
Date of application		Date of proposal oral defense examination <small>(mm-dd-yyyy HH:mm ~ HH mm)</small>		Location of proposal oral defense examination	
Thesis Topic					
Opinions	Whether the thesis/dissertation topic is in accordance with the Department's educational objectives and professionalism: <input type="checkbox"/> YES <input type="checkbox"/> NO				
Proposal Oral Defense Examination Outcome (Please check)	Passed			Failed	
Reviewers	( signature )				
	( signature )				
Advisor(s)	( signature )				
Department Chairperson	( signature )				

Note: According to the “Academic Rules and Regulations for the Master Degree Program, Department of Business Administration, Chaoyang University of Technology”, the master’s thesis defense date should be scheduled no earlier than three months after the dissertation/thesis proposal oral defense examination has been completed.

**朝陽科技大學 企業管理系 碩士論文計畫書審查評分表**  
**Test Scores of Master Thesis Proposal Oral Defense Examination**

學生姓名 Name		學 號 Student ID		考試日期 Test Date	
論文題目 Title					
評分 Score	碩士論文題目是否符合系教育目標與專業領域：(請勾選) Whether the thesis/dissertation topic is in accordance with the department's educational objectives and professionalism <input type="checkbox"/> 符合 YES <input type="checkbox"/> 不符合 NO 分數 Score				
建議 Suggestion					
委員簽章 Signature (committee)			日 期 Date		