

Strategy Management Track Course Selection Policy

Strategic Management
Former Business Policy

Course in the Master's Program

Core Courses:

Seminar in Theory of Strategic
Management

Seminar in Special Topics in Strategic_
added in fall semester of 2005

Seminar in Special Topics in
Organization (I) _ added in fall semester of 2005

Seminar in Special Topics in
Organization (II)_ added in fall semester of 2005

Theory of International Business _ added in
fall semester of 2005

Seminar on Organizational Behavior

Seminar on Business Problems

Seminar on Industrial Economics
_Dr. Tan, Department of International Business

Seminar in Special Topics in
Quantitative Method (I)

Seminar in Special Topics in
Management Theory

Courses in the Doctoral Program

Note:

1. Major: Take at least five courses.
2. Minor: Take the “Strategic Management” course in the master’s program and two core courses in the doctoral program.
3. For students taking this track as a minor, the minor qualification exam shall be the same as those taking it as a major.

International Business Management Track Course Selection Policy

International Marketing
Management

International Business
Management

International Financial
Management

Course in the Master's Program

Seminar in Special Topics in Strategic

Theory of International Business_ added in
fall semester of 2005

Seminar in International Marketing

Seminar in International Business
Management_ added in fall semester of 2005

Seminar in International Finance

Seminar in International Business I_
added in fall semester of 2005

Seminar in Special Topics in
Management Theory

Seminar in International Business II_
added in fall semester of 2005

Courses in the Doctoral Program (1)

Seminar in Business Problems

Seminar on Organization Theory I_
added in fall semester of 2005

Seminar in Special Topics in
Quantitative Method (I)

Courses in the Doctoral Program (2)

Note:

1. Major: Take at least two prerequisite courses (not including courses in undergraduate programs), at least four courses among Courses in the Doctoral Program (1), and at least one course among Courses in the Doctoral Program (2).

2. Minor: Prerequisite courses such as “International Business Management,” “Seminar on International Business Theory,” and “Seminar on International Business Management” are required. If “Seminar on International Business Theory” has already counted for credits in other expertise tracks, select another course among Courses in the Doctoral Program (1).

3. Students taking this track as a minor shall take the minor qualification exam, the subject tested on being “Seminar on International Business Theory”.

Operations and Supply Chain Management Track Course Selection Policy

Statistics (or Applied Statistics)

Operations and Supply Chain
Management (Operations Management)

Prerequisite Courses in the Master's Program

Research Methodology in Operations
and Supply Chain

Operations and Supply Chain Strategy

Seminar in Operations and Supply Chain Management (1) – Digital Trend and
Sustainability of Supply Chain

Seminar in Operations and Supply Chain Management (2) – Supply Chain Risks

Seminar in Operations and Supply Chain Management (3) – Operations and Supply Chain
Strategy

Seminar in Operations and Supply Chain Management (4) – Supplier Management and
Supply Chain Resilience

Courses in the Doctoral Program

Note: The prerequisite courses must be completed, take at least four major courses must be completed, of which the Research Methodology in Operations and Supply Chain are compulsory in order to apply for the qualification exam.

Marketing Management Track Course Selection Policy

Marketing Management

Consumer Behavior

Marketing Research

Prerequisite Courses in the Master's Program

Marketing Theory (fall semester)

Research Methodology for Marketing (fall semester) *Note: This course is offered once every two years.*

Seminar in Special Topics in Quantitative Method (I)

Note: This course is offered once every two years. 2020 fall: Former Marketing Quantitative Methods

Seminar in Consumer Behavior (spring semester_other)

Note: This course is offered once every two years.

Special Topics in Marketing Management

Independent Study for Marketing Seminar—
(Subtitle)

Seminar in Special Topics in Quantitative Method (II) (Starting from spring semester 2020) 2020 fall:

Former Seminar on Quantitative Methods I

Courses in the Doctoral Program

Note:

1. Students majoring in marketing shall take at least six courses in the doctoral program. Prior to 2020 fall semester, it was Marketing Quantitative Methods, and from 2020 spring semester onwards, “[Seminar on Quantitative Methods I](#)” became mandatory. Among them,

students shall take at most two independent research courses (i.e., “Special Topics in Marketing Management” and “Independent Study for Marketing Seminar”).

2. Students taking marketing as a minor shall take prerequisite courses “Marketing Management 2+Strategic Marketing 1” in the master’s program and at least three courses in the doctoral program. “Marketing Theory” and “Seminar on Quantitative Methods I” are required, and students may select one of the other four courses.

3. Students taking this track as a minor shall take the minor qualification exam, the subjects tested on being “Marketing Theory” and “Seminar on Quantitative Methods I”.

Human Resource Management Track Course Selection Policy

1. Students taking this track as their major shall complete the six required courses as listed before participating in the qualification exam.
2. The subjects, questions, and forms of the qualification exams shall be determined by the instructors based on the individual situations of the students. For Research Method, the exams include (1) “Social Science Research Method” by professor Shi-Chun Hsu (2) “Human Resource Research Method” or “Seminar on Quantitative Methods I” (choose one of the two).
3. The prerequisite courses in the master’s program shall depend on the individual course-taking situations. In addition, it shall comply with the joint regulations of the Department’s doctoral programs.
4. Students taking this track as a minor shall take three doctoral courses in this track (including required and elective courses), and shall attend the qualification exams on two of the three self-selected courses (each subject accounts for 50%, the full score being 100). The chairperson of the track shall invite question drafting committee members to draft questions. One shall obtain a minor qualification for this track upon passing the minor qualification exam.
5. Since this track allows students to have more freedom of learning and extensive academic exchanges, most of the courses are taught by multiple teachers taking turns in order to realize diverse learning.
6. This track combines resources from other tracks or related departments (such as the Graduate Institute of Labor Research, the Department of Psychology, and other departments of the College of Commerce) as much as possible to provide students with resources for their research.

© Doctoral Program – Common Required Courses

Course Offering Year and Semester	Subject
Spring Semester of First Year	Research Methods of Social Sciences

© Doctoral Program – Courses of the Human Resource Management Track

Course Offering Year and Semester	Subject
Fall Semester of First Year	(Required) Strategic Human Resource Management
	(Required) Seminar in Special Topics in Management Theory (offered once every two years)
Spring Semester of First Year	(Required) Seminar in Organizational Behavior (offered once every two years)
	(Required) Human Resource Research Methodology(I) (offered once every two years) or (Required) Seminar in Special Topics in Quantitative Method (I)
Fall Semester of Second Year	(Required) Human Resource Management Seminar (offered once every two years)
Electives	(Elective) Seminar in Special Topics in Organizational Behavior: Group Dynamics and Team (Elective) Human Resource Research Methodology(II) (Elective) Seminar on Organization Theory and Human Resource Management (Elective) Seminar on Organizational Change

© Prerequisite Courses in the Master’s Program for the Human Resource Management Track (Pick three among two)

Department	Subject
MBA	Organization Theory and Management
MBA	Human Resource Management
MBA	Organizational Behavior Other than those who are exempted from this course, if the Department does not offer the course in the academic year, one may (1) Replace it with a test, or (2) Take courses of other departments upon approval by the chairperson of this track.