

110 Ph.D. Program in Management, Da-Yeh University

Ph.D. Program in Management Curriculums

Total Credits : 42

Category		Required/ Optional	Course Title	Credits	Lecture	Remarks
University Required (6 credits)		Required	PhD Thesis	3	0	
		Required	PhD Thesis	3	0	
		Required	Academic research ethics education	0	0	
Department Required (18 credits)	Academic Research Basic Course	Required	Seminar on Social Science Research Methods(1)	3	3	
		Required	Seminar on Social Science Research Methods(2)	3	3	
		Required	Business and Research Ethics	3	3	
		Required	Analyzing and Writing Articles for SSCI Publication	3	3	
	Management Skills Course	Required	Integration of Problem Analyzing and Solving	3	3	
		Required	Business negotiation	3	3	
Optional Required (18 credits)	Management Core Courses	Optional	Marketing Management Case Studies	3	3	At least 3 courses are required
		Optional	Financial Management Case Studies	3	3	
		Optional	Human Resource Management Case Studies	3	3	
		Optional	Production and Operation Management Case Studies	3	3	
		Optional	Strategy Management Case Studies	3	3	
	Management Elective Courses	Optional	Big Data Analysis Method and Application	3	3	
		Optional	Seminar on Service Marketing	3	3	
		Optional	Seminar on Consumer Behavior	3	3	
		Optional	Seminar on Organizational Behavior	3	3	
		Optional	Seminar on Corporate Governance	3	3	
		Optional	Seminar on Investment Management	3	3	
		Optional	Seminar on Operations Management	3	3	
		Optional	Seminar on Competitive Strategy	3	3	
		Optional	Seminar on Leadership	3	3	
		Optional	Seminar on Medical Management	3	3	
		Optional	Seminar on Culture Industry	3	3	
Optional	Seminar on Digital Transformation	3	3			

42 credits, including ;

1. University Required : 6 credits
2. Department Required : 18 credits
3. Optional Required : 18 credits