

**Chang Jung Christian University Ph.D. Program in Business and Operations Management, College of
Management Curriculum List**

(Curriculum Guides,2019 Academic Year)

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obligatory / elective course	No.	course name(ch)	course name	grade	semester	credit	hours/week		Remark
							instruction	parctice	
dep. course-obligatory	BP00046	經營管理理論與實務研討	Theory and Practice in Administrative Management Seminar	1	1	3	3	0	
	BP00005	校園學術倫理數位課程	Academic Ethics	1	1	0	0	2	
	BP00006	經營管理專題研討 I	Administration Management Seminar I	1	1	0	2	0	
	BP00047	企業研究方法	Business Research Method	1	2	3	3	0	
	BP00007	經營管理專題研討 II	Administration Management Seminar II	1	2	0	2	0	
	BP00003	高等數量方法	Advanced Quantitative Methods	2	1	3	3	0	
	BP00008	經營管理專題研討 III	Administration Management Seminar III	2	1	0	2	0	
	BP00048	高等質性研究方法	Advanced Qualitative Research Method	2	2	3	3	0	
	BP00009	經營管理專題研討 IV	Administration Management Seminar IV	2	2	0	2	0	
dep. course-elective	BP00049	人力資源管理專題研討	Human Resource Management Seminar	1	1	3	3	0	
	BP00042	作業管理專題研討	Seminar in Operations Management	1	1	3	3	0	
	BP00036	策略管理專題研討	Strategies Management Seminar	1	1	3	3	0	
	BP00037	多變量分析專題研討	Multivariate Analysis Seminar	1	1	3	3	0	
	BP00014	組織行為與管理專題研討	Organizational Behavior And Management Seminar	1	2	3	3	0	
	BP00029	行銷策略專題研討	Seminar: Marketing Strategy	1	2	3	3	0	
	BP00035	決策理論專題研討	Decision Theory Seminar	1	2	3	3	0	
	BP00038	多層次研究方法	Multi Level Research Methods	1	2	3	3	0	
	BP00012	產業分析專題研討	Seminar : Industry and Competitive Analysis	1	2	3	3	0	
	BP00050	倫理與社會責任專題研討	Ethics and Social Responsibility Seminar	2	1	3	3	0	
	BP00043	供應鏈管理專題研討	Seminar in Supply Chain Management	2	1	3	3	0	
	BP00021	會計研究專題研討	Accounting Research Seminar	2	1	3	3	0	
	BP00039	結構方程模式	Structural Equation Model	2	1	3	3	0	
	BP00031	品牌管理專題研討	Brands Management Seminar	2	1	3	3	0	
	BP00051	創新管理專題研討	Innovative Management Seminar	2	2	3	3	0	

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dep. course-el ective	BP00052	顧客關係管理專題研討	Customer Relationship Management Seminar	2	2	3	3	0	
	BP00053	財務金融專題研討	Finance Management Seminar	2	2	3	3	0	
	BP00040	隨機模式專題研討	Random Model Seminar	2	2	3	3	0	
	BP00016	領導學專題研討	Leadership Seminar	2	2	3	3	0	
	BP00041	企業倫理	Business Ethics	2	2	3	3	0	
	BP00033	顧客行為專題研討	Seminar on Customer Behavior	2	2	3	3	0	
	BP00013	企業管理顧問實務	Management Consulting Practice	2	2	3	3	0	
obligatory 18 elective course 21 credit sum 39									