

商業智慧學院博士班 113學年度入學課程結構規劃表  
2024 Curricula for the Ph.D. Program in Business Intelligence School

課程類別 Course Category		一年級 1st Academic Year						二年級 2nd Academic Year						三年級 3rd Academic Year						
		第一學期			第二學期			第一學期			第二學期			第一學期			第二學期			
		Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2			
		課程名稱	學分數	時數	課程名稱	學分數	時數	課程名稱	學分數	時數	課程名稱	學分數	時數	課程名稱	學分數	時數	課程名稱	學分數	時數	
Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours			
必修課程(12) Required		商業智慧研究(一) Research in Business Intelligence 1	3	3	商業智慧研究(二) Research in Business Intelligence 2	3	3								論文 Thesis	6	6	論文 Thesis	6	6
選修 Elective	共同選修課程 Common Elective Courses		商務經營管理策略 Business Strategy	3	3	行銷與市場分析 Marketing and Market Analysis	3	3												
	甲組(智慧商務) Groups A(Intelligent Commerce)	方法論課程 Methodology Courses	研究方法 Research Methodology	3	3	人工智慧專題 Seminar in artificial intelligence	3	3	智聯網應用系統 Artificial intelligence and IoT application systems	3	3									
		專業選修課程 Professional Courses	多變量分析 Multivariate Analysis	3	3	智慧商務專題 Seminar in intelligent commerce	3	3	資料探勘研究 Advanced Data Mining	3	3	雲端運算專論 Selected Topics in Cloud Computing	3	3	智聯網創新應用研究 Innovative Research in Artificial Intelligence of Things	3	3			
	乙組(觀光與餐旅管理) Groups B(Tourism and Hospitality Management)	方法論課程 Methodology Courses	深度學習 Deep Learning	3	3	機器學習專題 Seminars in Machine Learning	3	3	商業資料分析 Business data analysis	3	3	電子商務研究 The Research for Electronic Commerce	3	3						
			雲端商務應用 Applications of cloud commerce	3	3	商業智慧研究 Advanced Business Intelligence	3	3	AI金融數據分析 AI Financial Data Analysis	3	3	智慧零售 Smart Retailing	3	3						
			企業創新研究 Business Innovation Research	3	3	網路行銷研究 Internet Marketing Research	3	3	網路行銷研究 Internet Marketing Research	3	3	質性研究 Qualitative Study	3	3						
		專業選修課程 Professional Courses	數位轉型與創新 Transformation and Innovation	3	3	財務應用專題 Seminar On Financial Application	3	3												
			智慧製造 Smart Manufacturing	3	3															
	選修 Elective	方法論課程 Methodology Courses	研究方法 Research Methodology	3	3	多變量分析 Multivariate Analysis	3	3	質性研究 Qualitative Study	3	3									
			計量方法 Quantitative Method	3	3							行銷研究 Marketing Research	3	3						
方法論 Methodology			3	3																
乙組(觀光與餐旅管理) Groups B(Tourism and Hospitality Management)		專業選修課程 Professional Courses	餐旅業組織行為 Hospitality Organizational Behavior	3	3	觀光暨餐旅產業財務管理研究 Ourism and Hospitality Financial Management	3	3	觀光與文化研究 Tourism and Culture Studies	3	3	餐旅管理個案研討 Case Study in Hospitality Management	3	3						
			餐旅業多元文化人力資源管理 Global Hospitality Human Resource Management	3	3	觀光暨餐旅產業全面品質管理 Total Quality Control in Tourism and Hospitality	3	3	觀光暨餐旅行銷問題研討 Marketing Issues in Tourism and Hospitality	3	3	美食觀光研究 The Study of Gastronomic Tourism	3	3						
		方法論課程 Methodology Courses	觀光餐飲業作業管理 Tourism/Hospitality Operations Management	3	3	觀光暨餐旅消費者行為研究 Tourism and Hospitality Consumer Behavior	3	3	特殊興趣觀光 Special Interests Tourism	3	3	觀光暨餐旅產業現代議題研討 Contemporary Issues in Tourism and Hospitality Industries	3	3						
			特別節慶活動管理研討 Topics On Event Management	3	3	觀光專業理論 Tourism Theory	3	3	主題旅館及渡假區開發及管理 Theme Hotel and Resort Management	3	3									
		專業選修課程 Professional Courses	觀光發展與地方創生 Tourism Development and Regional Revitalization	3	3	遊憩活動企劃與管理 Recreation Programming and Management	3	3	觀光暨餐旅政策與策略議題研討 Tourism and Hospitality Policy and Strategy Issues	3	3									



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Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours			
			Financial Information Security	3	3	trading strategy design	3	3												
						金融資訊專題 Introduction and Information Topic Discussion	3	3												
選修 Elective	丁組(財政稅務) Groups D(Public Finance and Taxation)	方法論課程 Methodology Courses	財經研究方法			研究方法														
			Research Methodologies in Finance	3	3	Research Methodology	3	3												
			財金計量 Introduction To Financial Econometrics	3	3	計量經濟學 Introductory Econometrics	3	3												
		專業選修課程 Professional Courses	財政理論	3	3	租稅法研究 Legal Analysis of Taxation Law	3	3	財產稅制度 Property Tax System	3	3	地方財政制度 Local Public Finance	3	3						
			租稅理論			財政稅務專題研究 Study On Contemporary Public Finance and Taxation Issues	3	3	管理會計理論研討 Seminar in management accounting theory	3	3	審計理論研討 Seminar in auditing theory	3	3						
			Taxation Theory	3	3	財務理論 Finance Theory	3	3	空間計量經濟學 Spatial Econometrics	3	3	公司治理研討 Seminar on Corporate Governance	3	3	公司理財研討 Deliberation in Corporate Finance	3	3			
				財務報表分析 Financial Statement Analysis	3	3														
				投資管理研討 Seminar in investment management	3	3														

【修課規定】

- 一、畢業總學分數為36學分。
- 二、必修12學分，選修24學分。
- 三、學生修讀所屬學院之「學院共同課程」應認列為本系專業課程學分；修讀所屬學院之「學院跨領域課程」或其他學院開課之課程，則認列為外系課程學分。
- 四、系所訂定條件（學程、檢定、證照、承認外系學分及其他）：
  - （一）必修課程：1.各組共同必修課程：商業智慧專題研討(一)、(二)兩門6學分。2.論文6學分（以提出論文之該學期為準）。
  - （二）選修課程：1.依入學資格於甲、乙、丙、丁四組之學術領域中選修。2.各組選修課程24學分（包含方法論課程兩門6學分）。3.跨組修課至多承認6學分。4.外系（所）修課至多承認三學分。5.外籍生修課規定，不受此限，由系所認定。
- 五、符合商業智慧學院博士班研究生修業規則規範。

Course Regulations

- 1.The total number of credits required for graduation is 36 credits.
- 2.Required credits: 12 credits; Elective credits: 24 credits.
- 3.Courses taken within the student's affiliated college for "College Common Courses" will be recognized as credits for the major; courses taken for "Interdisciplinary Courses" or courses offered by other colleges will be recognized as credits for external courses.
- 4.Conditions set by the department (program, assessments, certifications, recognition of external credits, and others):
  - (1) Required Courses:
    - A.Common required courses for each group: Two courses of "Business Intelligence Seminar (I)" and "Business Intelligence Seminar (II)" totaling 6 credits.
    - B.Thesis: 6 credits (based on the semester in which the thesis is submitted).
  - (2) Elective Courses:
    - 2-1.Electives must be chosen from the academic fields of Groups A, B, C, and D based on admission qualifications.
    - 2-2.A total of 24 elective credits from each group (including two methodology courses totaling 6 credits).
    - 2-3.A maximum of 6 credits can be recognized for cross-group courses.
    - 2-4.A maximum of 3 credits can be recognized for courses from external departments.
    - 2-5.Regulations for international students regarding course selection are not subject to these limits and will be determined by the department.
- 5.Must comply with the Graduation Regulation for Ph.D. Program in Business Intelligence School.