# 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

				Academic Year	line Th.D. Trogram in Bush		三年級 3rd Academic Year 第一學期 第二學期													
課程類別 Course Category			第一學	期		第二學期			第一學	第一學期			第二學期				第一學期			
			Semeste	er 1		Semeste	er 2		Semeste	er 1		Semester	r 2		Sem	nester 1		Sen	nester 2	
	Course Category		課程名稱	學分數	時數	課程名稱	學分數	時數		學分數	時數		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		Course Name	Credits			Credits			Credits	Hours	Course Name	Credits		Course Name		
	v //5 2明 49 (12)		商業智慧研究(一)			商業智慧研究(二)									論文			論文		
	必修課程(12)		Research in Business	3	3	Research in Business	3	3								6	6		6	6
	Required		Intelligence 1			Intelligence 2									Thesis			Thesis		
	1 - m 16 m 1- 0		商務經營管理策略			行銷與市場分析	l	1	1			-			•			•		l.
	共同選修課程 Com			3	3	Marketing and Market	3	3												
	Courses		Business Strategy			Analysis														
<u> </u>			研究方法			人工智慧專題			智聯網應用系統											
			<b>一月九月</b> 石						Artificial intelligence											
		方法論課程 Methodology	Research Methodology	3	3	Seminar in artificial intelligence	3	3	and IoT application systems	3	3									
		Courses	多變量分析 Multivariate Analysis	3	3															
			智慧商務專題			資料探勘研究			雲端運算專論			智聯網創新應用研究								
			Seminar in intelligent	3	3		3	3	Selected Topics in	3	3	Innovative Research in	3	3						
選修			commerce	3	3	Advanced Data Mining	3	3	Cloud Computing	3	3	Artificial Intelligence of Things	3	3						
医lective	田仙(知慧玄政)	專業選修課程 Professional Courses	深度學習			機器學習專題			商業資料分析			電子商務研究								
Elective	甲組(智慧商務) Groups A(Intelligent Commerce)		Dan Lannina	3	3	Seminars in Machine	3	3	Duningan data analonia	3	3	The Research for	3	3						
			Deep Learning			Learning			Business data analysis			Electronic Commerce								
			雲端商務應用			商業智慧研究			AI金融數據分析			智慧零售								
			Applications of cloud	3	3	Advanced Business	3	3	AI Financial Data	3	3		3	3						
			commerce			Intelligence			Analysis			Smart Retailing								
			企業創新研究			網路行銷研究			1 III al joid			質性研究								
			Business Innovation	3	3	Internet Marketing	3	3					3	3						
			Research	3	3	Research	3	3				Qualitative Study	3	3						
			數位轉型與創新	2	2	財務應用專題	2	2												
			Transformation and	3	3	Seminar On Financial	3	3												
			Innovation			Application														
			智慧製造	3	3															
			Smart Manufacturing																	
			研究方法			多變量分析			質性研究											
		方法論課程 Methodology Courses	Research Methodology	3	3	Multivariate Analysis	3	3	Qualitative Study	3	3									
						Widitivariate / tharysis			•											
			計量方法	3	3				行銷研究	3	3									
			Quantitative Method	3	3				Marketing Research	3	3									
			方法論	3	3															
			Methodology	3	3															
			kg . t. 186 1 . 18. 1 - 14			觀光暨餐旅產業財務			also to the site of the			ko vi ki an in ha an vi								
			餐旅業組織行為			管理研究			觀光與文化研究			餐旅管理個案研討								
			Hospitality	3	3		3	3	m	3	3	a a 1 + ==	3	3						
			Organizational			Ourism and Hospitality			Tourism and Culture			Case Study in Hospitality								
			Behavior			Financial Management			Studies			Management								
			餐旅業多元文化人力			觀光暨餐旅產業全面			觀光暨餐旅行銷問題											
			資源管理			配元宣令水座系至山 品質管理			概元宣食水行納问起 研討			美食觀光研究								
			貝源官理 Global Hospitality	3	3	西貝官廷 Total Quality Control	3	3	Marketing Issues in	3	3		3	3						
			Human Resource	5	3	in Tourism and	J	J	Tourism and	5	5	The Study of	J	5						
			Management			Hospitality			Hospitality			Gastronomic Tourism								
			ivianagement						Hospitality			<b>翻小既叔北文业和小兴</b>								
			觀光餐飲業作業管理			觀光暨餐旅消費者行			特殊興趣觀光			觀光暨餐旅產業現代議								
				2	2	為研究	2	2	- · · · · -	2	2	題研討	2	2						
			Tourism/Hospitality	3	3	Tourism and	3	3	Special Interests	3	3	Contemporary Issues in	3	3						
			Operations			Hospitality Consumer			Tourism			Tourism and Hospitality								
			Management			Behavior						Industries								
			特別節慶活動管理研			觀光專業理論			主題旅館及渡假區開											
			討	3	3	20/0 7 水イ上 四	3	3	發及管理	3	3									
			Topics On Event Management	5	J	Tourism Theory	J	J	Theme Hotel and Resort Management	3	3									
	乙組(觀光與餐旅管理)		觀光發展與地方創生			遊憩活動企劃與管理			觀光暨餐旅政策與策 略議題研討											
	Groups B(Tourism and		Tourism Development	3	3	Recreation	3	3	Tourism and	3	3									
Elective	Hospitality		and Regional			Programming and			Hospitality Policy and											
	Management)		Revitalization			Management			Strategy Issues											
ı l	ivianagement)	I	Kevitanzation			ivianagement			Strategy Issues											

## 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			Academic Year			+級 2nd	Academic Year	三年級 3rd Academic Year									
			第一學期 Semester 1			第二學	第一學期			第二學其			一學期		第二學期			
		Course Category				Semeste			Semester 1			Semester		Semester 1		Semester 2		
					時數	課程名稱		時數		學分數			學分數		課程名稱	學分數 時數	課程名稱	學分數
		專業選修課程 Professional	全球觀光發展趨勢研	Credits	Hours	Course Name 海洋觀光暨水域遊憩 開發與管理	Credits	Hours	Course Name 智慧觀光地管理專題 研討	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits Hours	Course Name	Credits
		Courses	Seminar in Global Tourism Development Trends	3	3	Water-based Recreation Development and Management	3	3	Seminar on Smart Tourism Destination Management	3	3							
			智慧旅遊與觀光專題 研討 Topics in Smart Tourism	3	3	餐旅連鎖管理研究 Franchise Management	3	3										
			觀光餐旅品牌行銷			全球觀光餐旅發展實 務研討 Practicum Global												
			Tourism and Hospitality Brand Marketing	3	3	Tourism and Hospitality Development 觀光社群媒體行銷策	3	3										
						略研討 Social Media Marketing Strategies in Hospitality and Tourism	3	3										
						智慧觀光與餐旅服務 專題研討 Seminar on Intelligent Tourism and Hospitality Services	3	3										
			研究方法			時間序列分析			財務工程(一)									
			所充力法 Research Methodology	3	3	Time Series Analysis	3	3	財務工程(一) Financial Engineering (1)	3	3							
		Methodology	多變量分析 Multivariate Analysis	3	4	金融資訊管理 Introduction of Information	3	3										
			計量方法 Quantitative Method	3	3	Management												
			金融程式設計 Financial Programming Design	3	3	計算智慧 Computing Intelligence	3	3	金融投資與程式交易 Investment and Program Trading	3	3	財務工程(二) Financial Engineering (2)	3	3				
			金融大數據專題	2	2	人工智慧與機器學習	2	2	財務波動性與風險值 之研究	2	2	財金論文研討	2	2				
			Financial Big Data Topic	3	3	Artificial Intelligence and Machine Learning	3	3	Volatility and Value- at-Risk in Financial Empirical Study	3	3	Financial Papers Discussion	3	3				
医修	丙組(金融資訊)		國際金融分析 International Finance	3	3	財經資料庫程式設計 Financial Database	3	3	財經研究方法研討 Research Methodologies in	3	3	高頻交易專題 High-Frequency	3	3				
ective	Groups C(Finance and Information)		Analysis 金融風險管理			Programming Design 程式交易實作			Finance 區塊鏈應用研究			Tranding Implementation 機器人商務開發						
		專業選修課程 Professional	Financial Risk Management	3	3	Program Trading Pratice	3	3	Research of Bolckchain Application	3	3	Robot Business Development	3	3				
		Courses	OBU與銀行融資			固定收益證券			財經資料科學研究方 法研討 Discussion on			財金研究應用						
			OBU and Finance of Bank	3	3	Fixed-income Securities	3	3	scientific research methods of financial data	3	3	Financial Research Applications	3	3				
			衍生性金融商品 Financial Derivatives 金融資訊安全	3	3	行為財務學 Behavioral Finance 交易策略設計	3	3										

#### 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

			1	一年	kB 1ct/	Academic Year	124 Curricu	ia ior i	he Ph.D. Program in Busi			Academic Year				= 任紹 3rd	Academic Year		
		第一學期 第二學期						第一學		第二學期				第二學期					
	課程類別		Semester 1			Semester 2			Semester 1			Semester 2			ester 1	Semester 2			
	Course Category	課程名稱		時數	課程名稱	學分數	時數			時數	課程名稱		<b>寺數</b>	課程名稱	學分數 時數		學分數	時數	
			Course Name		Hours			Hours		Credits	Hours			lours		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											
			財經研究方法			研究方法													
		方法論課程 Methodology Courses	Research Methodologies in Finance	3	3	Research Methodology	3	3											
			財金計量			計量經濟學													
			Introduction To Financial Econometrics	3	3	Introductory Econometrics	3	3											
		專業選修課程	財政理論	_		租稅法研究	3	3	財產稅制度			地方財政制度		_					
、肥 /女	丁組(財政稅務)		Public Finance Theory	3	3	Legal Analysis of Taxation Law			Property Tax System	3	3	Local Public Finance	3 3	3					
選修 Elective	Groups D(Public		租稅理論			財政稅務專題研究 Study On			管理會計理論研討			審計理論研討							
	Finance and Taxation)		Taxation Theory	3	3	Contemporary Public Finance and Taxation Issues	3	3	Seminar in management accounting theory	3	3	Seminar in auditing theory	3	3					
		Professional	財務理論			空間計量經濟學			公司治理研討			公司理財研討							
		Courses	Finance Theory	3	3	Spatial Econometrics	3	3	Seminar on Corporate Governance	3	3	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:
- $2\text{--}1. Electives \ must be \ chosen \ from \ the \ academic \ fields \ of \ Groups \ A, \ B, \ C, \ and \ D \ based \ on \ admission \ qualifications.$
- 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.