

Chung Yuan Christian University
Department of Business Administration
Academic Guidelines for Graduate Students

July /21st, 2021 Passed by the 3rd Academic Affairs Meeting, spring semester, Academic Year 2020-2021.
July/20th, 2022 Revised by the 2nd Academic Affairs Meeting, spring semester, Academic Year 2021-2022.

Article 1 This Academic Guidelines of the department are formulated in accordance with the “CYCU Regulation Governing the Determination of Each Degree’s Name, Conferral of Degrees, and Alternatives to Submission of a Master's Degree Thesis or Doctoral Dissertation”.

Article 2 The Chinese and English names for the Master’s degrees awarded by this department are as follows:

The title of the department in Chinese & English	Degree conferring	
	Name of Chinese & English	Abbreviation
企業管理學系	商學碩士	
Department of Business Administration	Master of Business Administration	M.B.A.

Article 3 Please refer to Appendix I for the Table of Curriculum & Credit for Master.

Article 4 Master's students must pass the thesis proposal review before they can apply for the degree examination.

Article 5 Credit transfer

- I. Master's students may apply for credit transfer for the master's level credits completed in our Department prior to enrollment; the transfer may be conducted in accordance with the university's regulations on credit transfer review for students."
- II. Students who have previously taken the courses 'Organizational Behavior' or 'Organizational Theory and Management' during their undergraduate studies and achieved a grade of 80 or above (inclusive) may be exempt from taking the course upon approval from the instructor. However, the credits for the exempted course will not be counted towards the total completed credits.

Article 6 Course Selection Guidelines

- I. For the recognition of elective course credits, students must complete the 'Elective Course Approval Form.' After obtaining approval from the supervising professor, the form is submitted to the Department Chair for final approval."
- II. Students may take courses offered by the doctoral program, which will be recognized as elective credits."
- III. Students may take courses offered by other departments and in the Department’s in-

service master's program, up to a maximum of 6 credits, which will be recognized as elective credits. However, these courses cannot have the same name or content as courses offered by our Department in the current semester."

IV. Students in the Business Management (BM) Group and Arts Management (AM) Group must include at least half of their elective credits from the professional elective courses offered by their respective groups in order to fulfill the graduation credit requirements."

Article 7 BM Program's Regulations for Thesis Guidance and Oral Defense Examination

- I. Master's students should decide on their thesis advisor within the first semester of enrollment, and their thesis advisor should determine the thesis topic. The thesis may be substituted with a technical report.
- II. After having decided on an advisor, master's students should submit a course selection plan to the advisor. Once the advisor approves of the plan, it shall be submitted to the Department for review.
- III. Thesis proposal review for master's students is conducted according to the regulations specified in our Department's thesis proposal oral examination guidelines.
- IV. The thesis should include chapters of abstract, literature review, research methodology, findings, conclusion and discussion, etc.
- V. The content of the technical report should include the conceptualization and description of technology research and development, theoretical foundation, interpretation and analysis of methods and techniques, contributions and result achievements, and other derivative accomplishments. Its topic and content should align with the Department's professional field and the criteria for assessment should adhere to one of the following regulations:
 - A. Results should include patents, technology transfer, or innovative research and development.
 - B. Research achievements should make significant contributions to industry-academia collaboration, technology applications, or practical improvement projects.
 - C. Case studies should present a comprehensive analysis and unique insights into professional technology fields.
- VI. Advisors should, in principle, be full-time faculties of the Department, at the assistant professor level or above.
- VII. Both the Thesis Proposal Review and Degree Examination shall be conducted orally; the same applies to those who substitute a technical report for the thesis.
- VIII. Degree Examination Committee members shall be recommended by the advisor and should include at least one external examiner. The members' qualifications should comply with the CYCU Guideline on Oral Defense Examination for Master's

students.

Article 8 AM Program's Regulations for Thesis Advisors and Oral Defense Examination

- I. Master's students should decide on their thesis advisor within the first semester of enrollment, and their thesis advisor should determine the thesis topic. The thesis may be substituted with a professional practical report, with the topic and content aligned to the Department's professional field; the professional practical report research scope or content should be based on practical disciplines.
- II. After having decided on an advisor, master's students should submit a course selection plan to the advisor. Once the advisor approves of the plan, it shall be submitted to the Department for review.
- III. Thesis proposal review for master's students is conducted according to the regulations specified in our Department's thesis proposal oral examination guidelines.
- IV. The thesis should include chapters of the abstract, literature review, research methodology, findings, conclusion and discussion, etc.
- V. Contents of the professional practical report should include the conceptualization and description of professional practical achievements, theoretical foundation, interpretation and analysis of methods and techniques, contributions and result achievements, etc.
- VI. Advisors should, in principle, be full-time faculties of the Department, at the assistant professor level or above.
- VII. Both the Thesis Proposal Review and Degree Examination shall be conducted orally; the same applies to those who substitute a professional practical report for the thesis.
- VIII. Degree Examination Committee members shall be recommended by the advisor, and should include at least one external examiner. The members' qualifications should comply with the CYCU Guideline on Oral Defense Examination for Master's students.

Article 9 Thesis specialization area recognition

- I. The thesis topic should align with the Department's professional field, including General Management, Marketing Management, Financial Management, Strategic Management, Human Resources Management, Technology Management, Production Management, Information Management, Art Management, etc.
- II. When master's students apply for the thesis proposal review, the oral exam committee will determine if the thesis proposal aligns with the Department's professional field, and will return the review form after the oral defense examination. If the oral exam committee determines that the thesis proposal is not consistent with the Department's professional field, the graduate students shall revise it to align with the Department's professional field.

III. When master's students apply for the thesis proposal review for the current semester, they should submit to the Department their thesis topic, professional field, and a brief description of the proposal for the professional field review.

Article 10 Academic Ethics of Theses, Technical Reports, and Professional Practice Reports

- I. Before the oral defense examination, a similarity report of the thesis proposal must be submitted. According to CYCU rules, the comparison system should detect a similarity ratio for the core content of the thesis below 15%.
- II. Any student found to have outsourced their thesis or tempered with its data and has concrete evidence proving such actions shall be handled in accordance with the CYCU Guidelines for Violations of Academic Ethics in Doctoral and Master's Degree Theses.

Article 11 Graduation Requirements

- I. Requirements (fulfilling ONE of the following)
 - A. English proficiency: Students should have achieved a total score of 650 for TOEIC or above, written a thesis in English, or taken two courses given in English from our department.
 - B. Practicality: Students should have taken all practical courses provided by our department.
 - C. Digital technology skills: Students should have taken two courses in digital technologies provided by our department.
- II. Students should have fulfilled one of the following items during their years of study and provide verification before graduation.
 - A. Students should have issued a journal(s) or a conference paper(s) in the name of the CYCU Department of Business Administration and provide proof of such publications. Students must have obtained approval from advisors or course directors before the submission.
 - B. Students should have participated in off-campus entrepreneurship, innovation, case studies, or thesis competitions, and provide proof of such publications.
 - C. Students should have participated in an off-campus exhibition and enclose a certificate of participation. Students must have obtained approval from advisors or course directors before the submission.

Article 12 All other relevant matters not covered in these policies shall be governed by the "CYCU Academic Policies" and relevant regulations.

Article 13 This guideline has been carried out in the review of the Academic Affairs Meeting. Any revision to this guideline will follow the same procedures.
This regulation is applicable to Graduate students enrolled from the academic year 2022-2023.

CYCU Department of **Business Administration Master** **【BM Division】**

Table of Curriculum & Credit

(Applicable to students enrolled in the 2023-2024 academic year)

Course Name	Characteristic	Credits	Renewal subjects & conditions for continued study	
			Course Name	Limitation
Compulsory Course	Research Methods	Half	3	
	Organization Theory and Management	Half	3	
	Organizational Behavior	Half	3	
	Special Topics on Business Ethics	Half	2	
	Strategy Management	Half	3	
	Thesis	Full	6(3,3)	
Total		14		

Structure table of Graduation Credits

Category	Credits	Instruction : The School Regulations : 1. From the academic year 2016, foreign graduate students are eligible for graduation by taking Mandarin courses and passing the TOCFL test to obtain a Basic Certificate or pass the school's Chinese Language Proficiency Test. 2. For the courses and grades issues, please consult the related regulations according to "CYCU Academic Policies".
1、Compulsory Course	14	
2、Elective Course	20	
3、General Education for Graduate students	2	
Minimum credits required for graduation (exclude thesis/dissertation)	36	

July/6th, 2022. Passed by the University Council at its 3 meeting, spring semester, Academic Year 2021-2022.

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CYCU Department of **Business Administration Master** **【AM Division】**

Table of Curriculum & Credit

(Applicable to students enrolled in the **2023-2024** academic year)

Course Name		Characteristic	Credits	Renewal subjects & conditions for continued study	
				Course Name	Limitation
Compulsory Course	Research Methods	Half	3		
	Artistic Aesthetics	Half	3		
	Culture Intermediaries and Culture Industry	Half	3		
	Special Topics on Business Ethics	Half	2		
	Strategy Management	Half	3		
	Thesis	Full	6(3,3)		
Total			14		

Structure table of Graduation Credits

Category	Credits	Instruction : The School Regulations : 1. From the academic year 2016, foreign graduate students are eligible for graduation by taking Mandarin courses and passing the TOCFL test to obtain a Basic Certificate or pass the school's Chinese Language Proficiency Test. 2. For the courses and grades issues, please consult the related regulations according to “CYCU Academic Policies”.
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