

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

July/17th, 2024 Revised by the 2nd Academic Affairs Meeting, spring semester, Academic Year 2023-2024

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 Ph.D. 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	企業管理學博士	
Department of Business Administration	Doctor of Philosophy	Ph.D.

Article 3 Please refer to Appendix I for the Table of Curriculum & Credit for Ph.D. students.

Article 4 Doctoral students must pass the Doctoral qualification exam, their thesis proposals must be reviewed, and they must have earned the number of points required for graduation before they proceed to apply for their thesis defense examination.

Article 5 Course Selection Guidelines of the Business Management Program (BM)
In addition to taking required courses, doctoral students must comply with the following rules:

- I. Rules for compulsory courses: Students must select three courses from the following list of six-course options: Seminar on Marketing Theory, Seminar on Organization Development, Seminar on Organizational Behavior, Seminar on Human Resources Management, Seminar on Technology Management , and Seminar on Technology Laws.
- II. Conditions students must meet to continue taking the Independent Research course:
 - A. The student must have completed the following courses in order: Independent Research (一), Independent Research (二), and Independent Research (三).
 - B. Those who have published at least one academic journal article in domestic or international academic seminars may take the Independent Research (二) course; those who have published at least one academic journal article in international academic seminars or at least one level 4 journal or above can take the Independent Research course (三). Journal articles must be jointly published by doctoral students and their advisors during the academic years.

III. Course Selection Restrictions:

- A. Compulsory courses for the Department's doctoral students are limited to courses in our Doctoral program. If for any reason students need to take courses in other departments or graduate schools, they must first acquire approval from the Department Chair before they proceed.
- B. Elective courses should be chosen from courses offered by our Doctoral program or the Doctoral programs in Business

Article 6 Course Selection Guidelines for the Educational Administration and Leadership Program (EDAL)

Aside from completing required courses, Doctoral students must comply with the following rules:

- I. Guidelines for compulsory and elective courses: Students in the department must select 7 elective credits, choosing 3 courses from the following 4 courses: Seminar on Career Psychology , Seminar on Inquiry-Based Learning and Teaching, Seminar on Artificial Intelligence and Learning Technology Leadership and Seminar on Educational Quality in School.
- II. Conditions for continuation of Independent Research courses: no conditions.
- III. Course Selection Restrictions
 - A. Doctoral students shall take compulsory courses given only by our Doctoral program. Should for any reason the need arises for doctoral students to take courses in other departments or graduate schools, an approval from the chair must be acquired before students proceed.
 - B. Elective courses should be chosen from courses offered by our Doctoral program or the Doctoral programs in Business.

Article 7 Course Selection Guidelines of the Art Management Program (AM)

In addition to completing all enlisted courses, Doctoral students must also comply with the following rules:

- I. Course selection guidelines: 6 elective subjects are required, which PhD students have to select them given by the Art Management Program.
- II. Conditions for continuation of Independent Research courses:
 - A. Sequential completion of Independent Research(I), (II), (III) is required.
 - B. To proceed to Independent Research(II), the student must have published at least one academic conference paper domestically or internationally, or have taken a course offered by the Arts Administration Group of the Master's Program in this Department under the guidance of the supervisor. To enroll in Independent Research(III), the student must have published at least one academic conference paper internationally or a paper classified as academic level four or above, or have organized an exhibition or curated an event. The above-mentioned papers must be co-published during the doctoral program

with the guidance professor. For regulations on exhibitions or curation, please refer to the "CYCU Department of Business Administration Doctoral Program Academic Paper Publication Points Evaluation Table."

III. Course Selection Restrictions:

- A. Doctoral students shall take compulsory courses given only by our Doctoral program. Should for any reason the need arises for doctoral students to take courses in other departments or graduate schools, an approval from the chair must be acquired before students proceed.
- B. Elective courses should be chosen from courses offered by our Doctoral program or the Doctoral programs in Business.

Article 8 Graduation requirements

- I. Credits shall be completed in accordance with the requirements of the Doctoral program.
- II. Pass the Qualifying Exam
 - A. The procedures and regulations related to the qualifying examination are governed by the "Guidelines for the Qualifying Examination of Doctoral Candidates in the Department of Business Administration at Chung Yuan Christian University."
 - B. Those who do not pass the Qualifying Examination within four years after admission (not including suspension of studies) shall be subject to dismissal.
- III. Students should pass the review of graduation points.
 - A. Review of graduation points: before applying for an oral defense examination (the second phase), cumulative points for the publication for relevant research papers should be 9 points or above. Students must also meet at least one of the following requirements:
 - 1. Academic journal: publish at least one academic paper in a level 4 or above journal.
 - 2. Case studies: publish at least one level 1 case study
 - 3. Patent: file at least two invention patents classified as level 1 patents.
 - B. For detailed point calculation methods, please refer to the Review Form for Dissertation Publication for Doctoral Program, Department of Business Administration, Chung Yuan Christian University.
 - C. Upon application for the graduation point's review, it is mandatory to provide an acceptance letter and proof of publication in databases. Research outcomes should be co-authored during the doctoral program by the doctoral student of Chung Yuan Christian University with full-time or adjunct professors from the university, and approval by the doctoral committee is required as well for point calculations. The earned points shall be distributed evenly among all authors, however, the advisor and doctoral program teaching faculty shall be excluded from the calculation. For research results co-authored with the advisor, a

minimum of 6 points shall be accredited.

- D. Students must pass the two-phase review of their doctoral thesis.
 - 1. Phase I: Thesis proposal review
 - 2. Phase II: Doctoral defense examination

Article 9 Thesis advisors and defense examination

I. Thesis advisors

- A. After enrolling in the Doctoral program, Doctoral students may request one (or more) full time faculty member(s) from their group to serve as their thesis advisor(s). The doctoral student must confirm the name of the advisor no later than one year before the Thesis Proposal Review and submit the advisor application form. If there should be two or more advisors, the priority order shall be determined based on the order of advisors' signatures on the application form.
- B. Lecturers shall not advise on doctoral theses. Assistant professors must co-advise doctoral theses with another associate (or above ranking) professor; assistant professors may not serve as the primary (first ranking) thesis advisor.
- C. Each faculty member of the Department may only gain one point per academic year for advising doctoral students (one point per doctoral student advised; points shall be evenly distributed among all co-advisors; calculations shall be based on the academic year of the doctoral students' enrollment). If there should be special circumstances where advising points exceed the limit, an approval must be acquired from the doctoral committee.
- D. The thesis advisor shall be responsible not only for providing thesis guidance, but also for mentoring and assisting doctoral students in selecting courses and meeting graduation requirements, etc.
- E. Once the thesis advisor has been confirmed, changes may not be made at will. If there should be special reasons for a change in advisor, the change must be reviewed and approved by the doctoral committee and consented by the Department Chair before any replacement in advisor is made.

II. Thesis defense examination

- A. Before applying for the thesis proposal review, the student must have completed the required courses, passed the qualifying examination, and submitted a similarity report of the proposal. Only when the university's detection system finds a similarity percentage below 25% may the student be eligible for the thesis proposal review application.
- B. The thesis proposal review and thesis defense exam must be carried out in different semester.
- C. The thesis proposal review and thesis defense exam shall be scheduled at the discretion of the advisor. The advisor shall provide a suggested list of examination committee members, and the Department Chair shall appoint them. The examination committee members must be Associate Professors or above, but

the advisor may be exempt from this rule. Aside from the thesis advisor, there should be at least 50% professors and 50% external committee members on the examination committee. When there is only one advisor, the committee should be comprised of 5-7 members; when there are two advisors, the committee should have 7 members.

D. In principle, the exam committee members for the thesis defense exam shall be the same as those appointed for the Thesis Proposal Review. If there should be special reasons for a change in committee members, the number of replacements may not exceed one third of total committee members. A written report seeking the Department Chair's approval is required for any such changes.

E. For the Art Management Program, a thesis may be substituted for by works and proof of achievements, along with a written report. The written report should include creation or exhibition concepts, case descriptions, theoretical rationales, the interpretative and analytical methods and techniques, contributions and outcomes of the work and achievements, as well as other accomplishments. The review criteria for each art category are shown in Table 2 attached.

Article 10 Thesis specialization area recognition

- I. The thesis topic and content should align with professional and relevant files of our Department. The following are our Department's area of expertise: Human Resources Management, Technology and Innovation Management, Educational Administration and Leadership, technology education, Art Management, and other business and management related fields.
- II. During the doctoral student's thesis proposal review, the exam committee shall determine whether the thesis proposal is consistent with the Department's expertise and submit its evaluation form after the oral defense examination. If the exam committee determines that the thesis proposal is not consistent with the Department's expertise, the doctoral student shall revise it accordingly.
- III. When a doctoral student submits his/her thesis proposal review in any given semester, they should provide a document package including the thesis title, area of expertise, and other brief contents, all of which shall be submitted to the Department for a expertise-relevance check.

Article 11 Academic Ethics

- I. Before the defense examination, a similarity report of the thesis proposal must be submitted. The CYCU's designated system shall then check the similarity of the thesis' core contents. Similarity must be below 15% for those who study in the BM Program; and similarity must be below 25% for those who study in the EDAL and the AM Program. Only when such conditions are met, may the doctoral students apply for the thesis examination.
- II. Any student found to have outsourced their thesis or have tampered with its data and

has been verified with concrete evidence shall be handled in accordance with the academic integrity rules for doctoral and master's programs.

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 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 2024-2025.

CYCU Department of **Business Administration Ph.D. (BM)****Table of Curriculum & Credit**(Applicable to students enrolled in the 2024~2025 academic year)

Course Name	Characteristic	Credits	Renewal subjects & conditions for continued study	
			Course Name	Limitation
Compulsory Course	Quantitative research methods	Half	3	
	Qualitative research methods	Half	3	
	Special Topics in Business Ethics	Half	2	
	Seminar on Special Topics	Half	1	
	Independent Research (I)	Half	1	
	Independent Research (II)	Half	1	Have taken Independent Research (I)
	Independent Research (III)	Half	1	Have taken Independent Research (II)
	Seminar on Strategy Management	Half	3	
	Seminar on Organization Theory and Management	Half	3	
	Thesis	Full	12(6,6)	
Total			18	
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	18			
2、Elective Course	10			
3、General Education for Graduate students	2			
Minimum credits required for graduation (exclude thesis/dissertation)	30			

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CYCU Department of **Business Administration Ph.D. (EDAL)****Table of Curriculum & Credit**(Applicable to students enrolled in the 2024~2025 academic year)

Course Name	Characteristic	Credits	Renewal subjects & conditions for continued study	
			Course Name	Limitation
Compulsory Course	Quantitative research methods	Half	3	choose two from three
	Qualitative research methods	Half	3	
	Educational Research Methodology	Half	3	
	Independent Research (I)	Half	1	
	Independent Research (II)	Half	1	
	Independent Research (III)	Half	1	
	Seminar on Strategy Management	Half	3	
	Seminar on Organization Theory and Management	Half	3	
	The Issues of Leadership Innovation and Management of Education	Half	3	
	Brain-Compatible Teaching and Learning Theory	Half	3	
	Thesis	Full	12(6,6)	
Total		21		
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	21			
2、Elective Course	7			
3、General Education for Graduate students	2			
Minimum credits required for graduation (exclude thesis/dissertation)	30			

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CYCU Department of **Business Administration Ph.D. (AM)****Table of Curriculum & Credit**(Applicable to students enrolled in the **2024~2025** academic year)

Course Name	Characteristic	Credits	Renewal subjects & conditions for continued study	
			Course Name	Limitation
Compulsory Course	Quantitative research methods	Half	3	choose one from three
	Qualitative research methods	Half	3	
	Educational Research Methodology	Half	3	
	Special Topics in Business Ethics	Half	2	
	Performing Arts Industry Lectures	Half	1	
	Practical Applications of Intellectual Property Rights in the Art Industry	Half	3	
	Independent Research (I)	Half	1	Have taken Independent Research (I)
	Independent Research (II)	Half	1	Have taken Independent Research (II)
	Independent Research (III)	Half	1	
	Seminar on Strategy Management	Half	3	choose two from four
	Seminar on Organization Theory and Management	Half	3	
	The Issues of Leadership Innovation and Management of Education	Half	3	
	Brain-Compatible Teaching and Learning Theory	Half	3	
	Thesis	Full	12(6,6)	
Total			18	

Structure table of graduation credits

Category	Credits	Instruction :
1、Compulsory Course	18	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、Elective Course	6	
3、General Education for Graduate students	6	
Minimum credits required for graduation (exclude thesis/dissertation)	30	

		2. For the courses and grades issues, please consult the related regulations according to “CYCU Academic Policies”.
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The scope and criteria for reviewing works and achievements as a substitute for the doctoral thesis

Scope	Categories and required documents
Art	<p>I. Doctoral students shall hold two or more solo exhibitions during the doctoral program. The works exhibited cannot be the same.</p> <p>II. To be more specific about the exhibitions, one of them shall be regarded as a substitute for the doctoral thesis review, which requires systematic creativity and include works related to a specific research topic. Students shall notify the Department one month in advance of the exhibition. The number of exhibited works should meet the following rules and should be categorized accordingly:</p> <ul style="list-style-type: none"> A. Graphic works (such as painting, printmaking, photography, mixed media works, etc.) at least twenty pieces with no restrictions regarding the size or materials used. B. 3D works (such as sculpture, mixed media works, etc.): at least ten pieces with no restrictions regarding the size or materials used C. Comprehensive works (such as installation art, digital art, multimedia art, action painting, etc.): at least five pieces with no restrictions regarding the size or materials used. <p>III. The submitted materials should include the catalogue or DVD of the solo exhibition, exhibition materials and collections from public/private art and exhibition institutions or awards received, and provide relevant discussions with a systematic creative ideology</p>
Music	<p>I. Creations</p> <ul style="list-style-type: none"> A. Submit at least three representative works from the following: <ul style="list-style-type: none"> 1. Orchestration (such as symphonies, symphonic poems, concertos, etc.), oratorio, opera or other similar works. 2. Chamber music (ensembles of four or more people) 3. Choral or rearranged songs; solos 4. Other similar works B. The length of total performances shall not be less than 70 minutes and should include at least one piece from the aforementioned first and second types of work. C. The submitted materials should include sheet music, proof of public performances, and a performance DVD. <p>II. Performances (vocal) or conducting:</p> <ul style="list-style-type: none"> A. Five or more different and distinct pieces of music with representative public performance shall be submitted. Solos, accompaniments, pieces of music merely played by traditional stringed and woodwind instruments, being or playing oratorio conductors or major players in oratorio, being or playing opera directors and major actors in opera are accepted. B. Applicants submitting performance (vocal) as substitutions should include a minimum of three solo concerts; the length of each concert shall not be less than 60 minutes.

	<p>C. Concert materials submitted should include details of programs, proof of public performance and complete recordings of the performance in a DVD/CD, and a written report interpreting one of the concerts is required and shall be regarded as a creative report.</p>
Dance	<p>I. Creation</p> <p>A. Submit materials on at least three distinct and representative works, including solo to group dances performed by four to five or more dancers.</p> <p>B. The total length of the aforementioned dance performances shall not be less than 80 minutes.</p> <p>C. Submitted materials shall include proof of performance, complete recordings of live performances (panoramic stills and videos), working tapes and an explanation of the creative process and the form and content of each dance performance.</p> <p>II. Performance</p> <p>A. Submit materials on at least three or more distinct and representative solo dances or performances as a dancer shall be submitted.</p> <p>B. The total length the dances above shall be no less than 80 minutes.</p> <p>C. The submitted materials should include the performance content, performance certificates, and a full-length DVD of the live performance.</p>
Folk art	<p>I. Playwright</p> <p>A. Submit proof of the original script performance (including program list), performance recording on CD/DVD, and the complete play script.</p> <p>B. The length of the aforementioned performance shall be no less than 70 minutes.</p> <p>II. Director</p> <p>A. Submit proof of performances in the category of performing arts directed by the applicant (including program list and performance recordings on CD/DVD) and provide the complete director's script.</p> <p>B. The length of the aforementioned performance shall be no less than 70 minutes.</p> <p>III. Music compilation</p> <p>A. Submit proof of the performance of at least one play with different and representative music scores (including program lists), and performance recordings on CD/DVD and provide the complete script and music scores.</p> <p>B. The length of the aforementioned plays shall be no less than 70 minutes.</p> <p>IV. Actor:</p> <p>A. Submit proof of participation as the main performer in at least three public performances of folk arts or Quyi (including program lists), performance recordings on CD/DVD, and provide the complete script and music scores.</p> <p>B. The length of the aforementioned parts of each actor shall be no less than 70 minutes.</p>
Drama	<p>I. Scriptwriting: submit three or more original scripts that have been published or performed. For the latter, include proof of performance (including program lists), performance recordings on CD/DVD, and provide the complete script.</p>

	<p>II. Director: Submit proof of directing at least two drama performances (including program lists), performance recordings on CD/DVD, and provide the complete script.</p> <p>III. Acting: Submit proof of performing in at least three drama productions as the main character (including program lists), performance recordings on CD/DVD, and provide the complete script.</p> <p>IV. Theater design (including stage, lighting, costumes, make-up, technical, and music): Submit proof of design for three or more original professionally technical designs, along with proof of performance (including program lists), performance recordings on CD/DVD, and provide the complete script.</p> <p>V. The length of each drama shall be no less than 80 minutes.</p>
<p>Movie</p>	<p>I. Feature film (duration of 70 minutes or more):</p> <p>A. The categories of work substituting the thesis and materials to be substituted for each category are listed below:</p> <p>Article1 Scriptwriter: submit the film copy for which the applicant served as the screenwriter, along with the original screenplay of the film.</p> <p>Article2 Director: submit the film copy for which the applicant served as the director along with a written storyboard script or a script containing a storyboard illustration.</p> <p>Article3 Producer: submit the film copy for which the applicant served as the producer along with a complete production proposal.</p> <p>Article4 Cinematographer: submit the film copy for which the applicant served as the cinematographer along with lighting, lens, and other design drawings.</p> <p>Article5 Sound engineer: submit the film copy for which the applicant served as the sound engineer.</p> <p>Article6 Film editor: submit the film copy for which the applicant served as the film editor.</p> <p>Article7 Art designer: submit the film copy for which the applicant served as the art designer, along with design drawings.</p> <p>Article8 Performer: submit the film copy for which the applicant served as the performer, along with character analysis and script analysis report</p> <p>B. The submitted performances shall meet time requirements as stated in the following</p> <ol style="list-style-type: none"> 1. For applicants substituting a thesis with film productions: the submitted work must have been released within the last 5 years, and the total of length of all works shall be no less than 80 minutes. 2. For applicants substituting a thesis with film scripts: the submitted work must have been released within the last 5 years, and the total of length of all works shall be no less than 80 minutes. <p>II. Short film (duration of less than 70 minutes):</p> <p>A. For applicants substituting a thesis with film productions: the applicant should have been the creator of that short film, and should have produced at least six short films</p>

	<p>within the last five years.</p> <p>B. The submitted explanatory materials should include a film copy or digital video of the produced film.</p>
Design	<p>I. Environmental and spatial design (such as architectural design, urban design, interior design, landscape design): Submit materials for at least three representative individual and representative works or works that have participated in open competitions, or works related to specific topics. Provide relevant descriptions, pictures of works, multimedia files, or models</p> <p>II. Product design (including product design or craft designs): Submit materials for at least five representative works that have been put into production, or works that have participated in open competitions, or works related to specific topics. Provide relevant descriptions, pictures of works, multimedia files, or models.</p> <p>III. Visual communication design (including graphic design, 3D design, or packaging design): Submit materials for at least 15 individual and representative works, or works that have participated in open competitions, or works related to specific topics. Provide relevant descriptions, pictures of works, multimedia files, or models.</p> <p>IV. Multimedia design (such as website design, computer animation, digital games, etc.): Submit materials for at least 5 individual and representative works, or works that have participated in open competitions, or works related to specific topics. The length of the works is not limited; please provide relevant descriptions, pictures of works, multimedia files, or models.</p> <p>V. Fashion design (such as apparel design, textile design, fashion design, etc.): Submit materials for at least 10 individual and representative works, or works that have participated in open competitions, or works related to specific topics. The length of the works is not limited, please provide relevant descriptions, pictures of works, multimedia files, or models.</p>
Notes	<p>Works of all categories substituting for the thesis should adhere to the following rules:</p> <p>I. The works substituting for the thesis should comply with rules for publication or presentations during the doctoral student's study in the doctoral program.</p> <p>II. If the works are made by multiple students through collaboration, only one of them shall submit it for thesis substitution. Any person other than the submitter shall waive the right to submit the collaborative works as a substitution work for review. The submitter shall state his/her participation in writing and have it endorsed by the collaborator's signatures as proof.</p> <p>III. The submitted works for thesis substitution should include a written report on the creation or exhibition of the overall work. The content of this report should cover the following main items:</p> <p>A. The main creation concept(s) of the work or performance</p> <p>B. Theoretical rationale(s)</p> <p>C. Content and form</p>

D. Methodology and techniques (including the process of the creation)

- IV. For each work submitted as a thesis substitution and related materials (excluding the original work), must be submitted in three sets of identical copies. Supplementary materials that may be submitted at the time of review include albums or CDs of solo exhibitions, information covering the exhibition in public or private art centers or organizations, proof of collection or awards, proof of manufacturers or intellectual property rights, and creative and systemic description of works.
- V. Students using multimedia works as a substitution for their theses should submit a copy of the original work (playable video, computer program, computer files, etc.), comprehensive captions (explaining the content, installation, operation, etc.), and the required decoders and plug-in programs for playback.