

**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.

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 Pro. 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 Pro. Master Program students are divided into three groups: Senior Manager Group, Professional Manager Group, and Leadership Innovation and Liberal Arts Group. Please refer to Appendix I for the Table of Curriculum & Credit for Senior Manager Group and Professional Manager Group. Please refer to Appendix I for the Table of Curriculum & Credit for Leadership Innovation and Liberal Arts Group.

Article 4 Length of Study  
 I. Senior Manager Group and Professional Manager Group: the length of study is 2 to 6 years.  
 II. Leadership Innovation and Liberal Arts Group: the length of study is 1.5 to 6 years.

Article 5 Course waiver shall be proceeded on the basis of the Guidelines on Course Waiver Request, Chung Yuan Christian University. Those who apply for course waiver with general education courses must take at least half of the credits required for graduation in accordance with Article 3, and the length of study must not be less than a year.

Article 6 Thesis and Professional Field Recognition  
 I. Graduate students are required to select an advisor during their first year of enrollment. As a principle, the advisor should be a full-time assistant professor or above within the department. If a student's research field falls outside the professional field of the department's faculty, approval from the department chair is required to seek guidance from a non-departmental faculty member. However, joint guidance

from a full-time faculty member within the department is necessary.

- II. The Thesis should be consistent with the professional field of our department. The department's professional fields include: General Management, Marketing Management, Financial Management, Strategic Management, Human Resources Management, Technology Management, Production Management, Information Management, etc.
- III. Before graduate students apply for an oral defense examination, they should submit their thesis topic, the professional field of study, and an abstract for the department's professional field review. If the oral exam committee determines that the thesis proposal is not consistent with the professional field of the department, graduate students shall be required to revise it for alignment with the professional field.

#### Article 7 Substitute Thesis with Technical Report

Master's students may substitute their thesis with a technical report if their advisors agree.

- I. The technical report topic and content should be consistent with the professional field of our department, and its rationales should be innovative. It should meet one of the following requirements:
  - A. Results should include patents, technology transfer, or innovative research and development.
  - B. Achievements should make significant contributions in industry-academia collaboration, professional management applications, or practical improvement projects.
  - C. Case studies should present a comprehensive analysis and unique insights in professional technology or management fields.
- II. The content of the technical report should include core values of technology research and development, a case description, rationales, the interpretation and analysis of methodology, and other derivative achievements, etc.

#### Article 8 Substitute Thesis with Professional Practice Report

Master's students may substitute their thesis with a practice report if their advisors agree. The topic and content of that report should be in accord with the department's professional fields, and the research field or content should be based on practical applications.

The submitted achievements report should include the entirety of the professional practice report, its content should include practical achievements, case description, rationales, the interpretation and analysis of methodology, and other derivative achievements, etc.

#### Article 9 Academic Ethics of Thesis and Technical Reports

- I. Before the oral defense examination, a similarity report of 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 dissertation 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 10 All other relevant matters not covered in these policies shall be governed by the “CYCU Academic Policies” and relevant regulations.

Article 11 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 2021-2022.

CYCU Department of **Business Administration Pro. Master**  
**【Senior Manager Group and Professional Manager Group】**

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	Business Ethics and Social Responsibility	Half	2	
	Thesis	Full	6(3,3)	
	<b>Total</b>		<b>2</b>	
Structure table of graduation credits				
Category	Credits	Instruction :		
1、Compulsory Course	2	<b>The School Regulations :</b> 1. This Academic Guideline is in accordance with Academic Guidelines for Graduate students, the In-service Master Program of the Department of Business Administration, Chung Yuan Christian University. 2. Students may substitute their thesis with a technical report or professional practice report with the consent of their advisors.		
2、Elective Course	32			
Minimum credits required for graduation ( <b>exclude thesis/dissertation</b> )	34			

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CYCU Department of **Business Administration Pro. Master**  
**【Leadership Innovation and Liberal Arts Group】**

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	Leadership and Decision Making	Half	2	
	Thesis	Full	6(3,3)	
	<b>Total</b>			<b>2</b>
Structure table of graduation credits				
Category	Credits	Instruction :		
1、Compulsory Course	2	<b>The School Regulations :</b> 1. This Academic Guideline is in accordance with Academic Guidelines for Graduate students, the In-service Master Program of the Department of Business Administration, Chung Yuan Christian University. 2. Students may substitute their thesis with a technical report or professional practice report with the consent of their advisors.		
2、Elective Course	22			
Minimum credits required for graduation ( <b>exclude thesis/dissertation</b> )	24			

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