

長庚大學商管專業學院碩士學位學程以專業實務報告代替碩士學位論文準則

114年02月27日 113學年度第四次教務會議訂定通過

- 一、依據教育部「學位授予法」、「各類學位名稱訂定程序授予要件及代替碩士博士論文認定準則」、本校「學位授予辦法」暨「碩、博士學位考試實施辦法」，訂定「長庚大學商管專業學院碩士學位學程以專業實務報告代替碩士論文準則」（以下簡稱本準則）。
- 二、本準則適用於本校商管專業學院碩士學位學程(以下簡稱本學程)碩士班與碩士在職專班之學生。
- 三、本學程學生申請碩士學位考試，其研究領域或內涵以實務應用為主之類型者，得以專業實務報告代替碩士學位論文。學生之研究領域與內涵之類型，由指導教授認定之。
- 四、專業實務報告之設計規劃須符合研究與專業倫理之要求，其實際執行須與指導教授討論並同意後為之。
 - (一)報告主題應為待解決的新課題、已發生個案之成敗關鍵因素檢討與分析、或分析各種方案之利弊與決策，內容應包含專業實務成果理念與個案描述、學理基礎、方法技巧詮釋及分析、成果貢獻及其他衍生性成就，具體架構請參考附件一。
 - (二)研究方法可採觀察法、調查法或實驗法，包括但不限於田野調查、資料分析、文本分析、問卷調查、一對一訪談、焦點團體訪談或行動研究等方法，並進行量化或質性分析。
 - (三)報告內容應為第一手之資料蒐集，且為具原創性之獨立創作。若為學生職場之工作專案報告或研究報告，學生須為單一作者，且此工作專案或研究計畫必須處於尚未進行或進行中之狀態。
 - (四)報告之編輯格式應遵循本校教務處公告之「碩、博士學位論文格式規範」。
- 五、專業實務報告審查標準及程序，須符合本校碩士學位考試相關規定，並依本校「碩、博士學位考試實施辦法」辦理。
- 六、本準則未盡事宜，悉依教育部及本校相關規定辦理。
- 七、本準則經本學程所務會議、管理學院院務會議通過，提請教務會議核備後公布施行，修正時亦同。

專業實務報告內容參考架構

壹、以待解決的新課題為主題者(例如新產品或新市場開發、新通路建立)

內容架構可包含以下項目：

一、背景與問題

(一)產業分析與競爭現況(如屬公司內部之問題可省略)

(二)個案公司背景、面臨問題與問題分析

二、專題(案)目標(含資料收集方式)

三、解決方案與推理過程*

四、所依據之理論或實務典範(相關文獻整理或分析架構)*

五、解決方案之落實與執行方法

六、解決方案施行之結果與貢獻(或預期效益)

七、檢討與建議(或其他衍生性成果)

貳、以已經發生個案之成敗關鍵因素檢討與分析為主題者

內容架構可包含以下項目：

一、背景與問題

(一)產業分析與競爭現況(如屬公司內部之問題可省略)

(二)個案公司背景、面臨問題與問題分析

二、專題(案)目標(含資料收集方式)

三、解決方案與推理過程*

四、所依據之理論或實務典範(相關文獻整理)*

五、解決方案之落實與執行方法

六、執行結果與成效(成果貢獻)

七、成敗關鍵因素檢討與分析

八、建議

參、以分析各種方案之利弊與決策為主題者

內容架構可包含以下項目：

一、背景與問題

(一)產業分析與競爭現況(如屬公司內部之問題可省略)

(二)個案公司背景、面臨問題與問題分析

二、專題(案)目標(含資料收集方式)

三、制定多項解決方案及其比較分析*

四、各項解決方案所依據之理論或實務典範(相關文獻整理)*

五、解決方案選擇之推理過程

六、所選解決方案之落實與執行方法

七、所選解決方案之預期成果與效益(預期貢獻)

八、檢討與建議(或其他衍生性成果)

備註*：不同主題中的第三項與第四項，其順序可調整或合併

Guidelines for Replacing Master's Thesis with Professional Practice Report in the MBA and EMBA Programs of the School of Business, Chang Gung University

Approved on Feb. 27, 2025 by the First Academic Affairs Meeting of the 113 Academic Year

Article 1

The "Guidelines for Replacing Master Thesis with Professional Practice Report in the School of Business, Chang Gung University" (hereinafter referred to as "the Guidelines") are established in accordance with the Ministry of Education's "Degree Conferral Act," "Regulations on the Criteria for Conferring Academic Degrees and Alternatives to Master's Thesis or Doctoral Dissertation," Chang Gung University's "Degree Conferral Regulations," and Chang Gung University's "Implementation Rules for Master's and Doctoral Degree Examinations."

Article 2

The Guidelines apply to students enrolled in the master's and executive master's programs of the School of Business (hereinafter referred to as "the school") at this university.

Article 3

1. Students of the School applying for the master's degree examination, whose research field or content is primarily practice-oriented, may submit a professional practice report in lieu of a master's thesis. The determination of the type of research field and content shall be made by the student's advisor.

Article 4

The formatting and planning of the professional practice report must comply with the requirements of research and professional ethics, and its execution must be discussed and approved by the advisor

1. The report topic should focus on new unresolved issues, reviewing and analyzing the critical success or failure factors of existing cases, or evaluating the advantages and disadvantages of various solutions and decision-making processes. The content should include the conceptual basis of professional practice outcomes, a case study, theoretical foundations, interpretation and analysis of methods and techniques, contributions of the outcomes, and any other derivative achievements. The specific contents of the above-mentioned elements are provided in Appendix 1.
2. The research methods employed in the professional practice report may include observation, surveys, or experimental methods, including but not limited to field surveys, data analysis, text analysis, questionnaires, one-on-one interviews, focus group discussions, or action research, and should incorporate quantitative or qualitative analysis.
3. The report must be based on primary data collection and constitute an original and independent creation. If the content of the professional practice report derives from the student's workplace project or research report, the student must be the sole author, and the project or research plan must be in progress or have not been initiated.
4. The formatting of the professional practice report shall adhere to "Chang Gung University Thesis/Dissertation (Professional Practice Report) Format Guidelines." published by the Office of Academic Affairs.

Article 5

The standards and procedures for reviewing the professional practice report must comply with the relevant regulations for the master's degree examination and be carried out in accordance with the Chang Gung University's "Implementation Rules for Master's and Doctoral Degree Examinations."

Article 6

Matters not covered in the Guidelines shall be handled in accordance with relevant laws and regulations issued by the Ministry of Education and Chang Gung University.

Article 7

The Guidelines, upon approval by the departmental meeting of the School of Business, the meeting of the College of Management, and the Academic Affairs Meeting, shall be publicly announced and implemented. The same process shall apply to any amendments.

Note: In the event of any conflict, inconsistency, or ambiguity between the provisions of the English and Chinese versions of these guidelines, the Chinese version shall prevail.

Appendix 1:

References for the Professional Practice Report Framework

1. Reports Focusing on Unresolved New Issues

(For example, the development of new products or markets, or the establishment of new distribution channels)

The content framework may include the following elements:

1. Background and problem
 - 1.1 Industry analysis and current competitive landscape (can be omitted if the issue is internal to the company)
 - 1.2 Case company background, problems faced, and problem analysis
2. Project objectives (including data collection methods)
3. Solution and reasoning process*
4. Theories or practical paradigms upon which the solution is based (literature review or analytical framework) *
5. Implementation methods of the solution
6. Results and contributions of the implemented solution (or anticipated benefits)
7. Review and suggestions (or other derivative outcomes)

2. Reports focusing on the review and analysis of key success or failure factors in past cases

The content framework may include the following elements:

1. Background and problem
 - 1.1 Industry analysis and current competitive landscape (can be omitted if the issue is internal to the company)
 - 1.2 Case company background, problems faced, and problem analysis
2. Project objectives (including data collection methods)
3. Solution and reasoning process*
4. Theories or practical paradigms upon which the solution is based (literature review) *
5. Implementation methods of the solution
6. Execution results and effectiveness (outcome contributions)
7. Review and analysis of key success or failure factors
8. Suggestions

3. Reports focusing on the analysis of the advantages and disadvantages of various solutions and decision-making

The content framework may include the following elements:

1. Background and problem
 - 1.1 Industry analysis and current competitive landscape (can be omitted if the issue is internal to the company)
 - 1.2 Case company background, problems faced, and problem analysis
2. Project objectives (including data collection methods)
3. Formulation and comparative analysis of multiple solutions*
4. Theories or practical paradigms upon which each solution is based (literature review) *
5. Reasoning process for selecting the final solution
6. Implementation methods for the selected solution
7. Expected outcomes and benefits of the selected solution (anticipated contributions)
8. Review and suggestions (or other derivative outcomes)

* Note: The 3 and 4 items in different topics can be adjusted, or the two items can be combined.