輔仁大學品牌與時尚經營管理碩士學位學程

學生規章

Fu Jen Catholic University

MA Program in Brand and Fashion Management

Academic Regulations

For students admitted after 2017 academic year
適用106年(含)之後入學生

目錄

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MA Program in Brand and Fashion Management Academic Regulations

壹、學程設立及發展　Establishment and Organization

一、成立　Establishment

品牌與時尚經營管理碩士學位學程（MA Program in Brand and Fashion Management，英文簡稱 BFM）正式成立於民國 101 年 8 月 1 日，隸屬輔仁大學民生學院，是台灣時尚經營管理領域第一個全英語授課的碩士學位學程。

The MA Program in Brand and Fashion Management was officially established on August 1, 2012 within the College of Human Ecology. It was the very first master's program in the field of fashion management in Taiwan to offer courses taught exclusively in English.

二、碩士學位之授予　Degree Conferral

碩士學位候選人須在修業年限內修滿規定之學分和必修課程，並提出品牌與時尚經營管理相關領域之畢業論文，經審查委員會口試通過者，得授予文學碩士學位（Master of Arts，MA）。

Students in the program must earn the necessary credits and take all required courses within the time limit for degree completion. They must also submit a thesis related to the field of fashion management and pass the oral defense in order to receive their degree.

三、組織Organization

設學程主任一人，由校長聘任，負責學程行政、教學、研究等相關事務之統籌及發展。下設祕書一人綜理各班學生相關活動及事宜，包含：

1.舉辦各種學生活動，如新生座談會等。

2.學生義務工作之分配與規定。

3.輔導學生修課，審查畢業學分。

4.輔導學生實習及就業。

The program is led by a Director who has been appointed by the President. The Director is responsible for the administrative, educational, and research aspects of the program's overall planning and development. There is one Secretary who is responsible for matters related to the activities of all classes. The Secretary's duties include to:

(1)   Host student activities such as Orientation for New Students;

(2)   Assign and delegate student duties;

(3)   Guide students during course registration and help review their graduation credits;

(4)   Provide guidance for employment and internships.

四、教師 Faculty

師資陣容由輔仁大學校內跨系所的專兼任助理教授以上之教師，以及校外產業專家、學者所組成。經課程委員會通過後，由學程主任邀請授課，校內聘用之專任教師具有授課及指導研究生之權利與義務。

Faculty is composed of full and part-time instructors at the level of assistant

professor or higher. Faculty members are drawn from many different programs at the University and also include industry professionals and academics from other institutions. The Director will invite an instructor to serve on the faculty after the Curriculum Committee has approved the selection. Faculty members who are full-time instructors at the University have the duty to teach courses and supervise graduate students conducting research.

貳、修業及規範 Academic Regulations

一、修業年限 Time Limit for Degree Completion

學位學程修業年限為一年半至四年。在學中因故休學、變更、延長或中止研究計畫，須以書面方式填具表格，向本學程提出申請。

The program must be completed between one and a half and four years. A student must make a written application to the Program if they would like to transfer, take a leave of absence, delay completing their degree, or suspend their research plan.

二、學生義務 Student Duties

學生應協助籌辦並全程參與下列各項活動：

1 本學程各項招生推廣事宜，如研究所博覽會、招生說明會等。

2. 本學程主辦之各類學術會議，如研討會、個案研習營等。

3. 學生主辦之各類活動，如迎新、送舊、學程慶祝活動等。

Students must help to prepare and participate in the following activities:

(1) Activities related to student recruitment such as expos and information sessions for prospective students;

(2) Academic activities hosted by the Program such as seminars and training

camps;

(3) Student-led activities like welcoming new students, sending off old students, and anniversary celebrations of the Program.

三、課程 Curriculum

學生須修滿 28 學分始得畢業，包含論文必修 4 學分及專業選修課程至少 24 學分。必修課程不得跨班選課，特殊情形經學程主任核可者，不在此限。

Students must earn 28 credits in order to graduate (4 credits for the thesis and 24 credits from discipline-specific electives). Students may not take required courses that are hosted for another class. Under certain circumstances and after approval of the Director, this restriction does not apply.

四、修課規定 Course Regulations

1. 必修：論文 4 學分。
2. 選修：由學程規劃選修課程。
3. 應修：論文指導教授依學生背景、專長、及其論文研究內容、方向，得要求學生至校內外大學部、研究所修讀課程，學生應予接受。該學分不列入畢業學分。
4. 各科成績 100 分為滿分，70 分為及格。
5. 學生必須優先選擇本學程開設之課程，選修外所其他課程時應依規定填寫跨修申請單，經學程主任同意後，始得列入畢業學分，並以 3 學分為上限，共開課程不在此限；必修課程不得申請跨修。
6. 本學程學生必須於修滿一年級所開之必修課程後，始得申請研究計畫提審。
7. 修業期間之前兩個學期，每位學生至少需修習 9 學分；特殊狀況者，經學程主任核可，不在此限。

8. 本學程課程不開放旁聽。

9. 學生因特殊事故，如重病或當兵，得申請休學、延長休學或退學；申請當學期休學者，需於當學期依校方公告時程辦理，逾期不受理。

10.學生須遵守上課出席規範。

(1) Required: thesis (4 credits)

(2) Electives: selected in accordance with the program's curriculum

(3) Courses designated by adviser: An adviser may request a student to take courses at the undergraduate or graduate level from the University or another institution based on the student's background, expertise, and the subject or direction of their research. Students must take the courses, but credits earned will not count towards graduation requirements.

(4) The highest possible grade in a course is one hundred percent. Seventy percent is considered a pass.

(5) Students must give priority to registering in courses offered by the Program during course registration. Students must submit the Cross-Registration Form before taking a course offered by another program. Credits earned for such courses will only count towards graduation requirements if approved by the Director. No more than three credits may be earned from another program. These restrictions do not apply to courses co-hosted by the Program and another program. Required courses must not be taken at another program.

(6) Students must take all required courses for first-year students before submitting their thesis proposal.

(7) Students must take at least 9 credits per semester during their first two semesters in the program. Under certain circumstances and after approval of the Director, these restrictions do not apply.

(8) Courses are not open to guest students.

(9) A student may apply for a leave of absence, extended leave of absence, or to withdraw from the Program for legitimate reasons such as a serious illness or for military service. Students making such an application in the middle of a semester must do so by the deadline announced by the University. Late applications will not be accepted.

(10) Students must comply with attendance regulations.

五、學分抵免 Credit Transfers

學生於入學前三年內修習校內外研究所碩士班或本校碩士學分班課程取得之學分得申請抵免。申請抵免之科目需為全英語授課課程，學分數需多於或等於本學程課程，科目經學程主任核可，且成績需達 80 分，始可抵免。抵免學分以 9 學分為上限，必修學分不得抵免。於入學後首次註冊選課時，檢附學分證明書，連同填妥之抵免科目申請表，經學程主任簽章同意後，向註冊組申請抵免，但不得提高編級。

Students may transfer credit that was earned from a master's program or master's credit certificate program at the University or another institution within three years before their admission to the Program. Credits must have been earned in a course taught exclusively in English. Credits must be approved by the Director and be equal to or exceed the credits for the same course in the Program. A student must have earned a grade of at least eighty percent in order to transfer credits. A maximum of nine credits may be transferred. No credits for a required course may be transferred. Students must submit the credit certificate and the Credit Transfer Application Form when registering for courses for the first time after enrolling in

the Program. The documents will be submitted to the Registrar to complete the credit transfer after signed by the Director. However, students may not use transferred credit to skip to a higher year of study.

叁、畢業論文及學位 Thesis and Degree

一、畢業論文指導委員會 Thesis Advisory Committee

1. 碩士學位學程研究生得選擇曾於本學程任教之專任與兼任教授、副教授或助理教授(包含具博士學位或具升等助理教授資格者)為指導教授。兼任教師不得單獨指導,必須與專任教師共同指導。

   Students may select a full-time instructor, part-time instructor, associate professor, or assistant professor who has previously taught in the Program to serve as their supervisor (this includes Ph.D. holders and those who have been promoted to the position of assistant professor). A part-time instructor may not serve as a sole supervisor to a student; a full-time instructor must serve as co-supervisor.

2. 於學程授課之本校專任教師每年指導學程學生數上限 3 人,共同指導者學生數以 1/2 計算,外所學生數不列入計算。

   A full-time instructor may serve as supervisor to no more than 3 students in a single academic year. A student will be counted as 0.5 toward the 3-student limit if they are co-supervised. This limit does not apply to students the instructor supervises outside the Program.

3. 於學程授課之兼任教師每年指導學程學生數上限為 3 人,共同指導者學生數視同 1 人,非以 1/2 計算。

A part-time instructor may serve as supervisor to no more than 3 students in a single academic year. A student will be counted as 1 student, not 0.5.

4. 指導教授就該生之論文需求，選擇校內外老師或專家組成學位論文指導委員會。

The supervisor will establish a Thesis Advisory Committee composed of instructors at the University, instructors from another institution, or an outside expert based on the needs of the thesis.

5. 學生選擇指導教授後，不得無故更換，若有不可預見之困難，可能影響研究品質或進度時，應於提出學位論文考試申請前六個月向指導教授提出異動之請求，並經原任及新任指導教授簽字同意後，繳交學程辦公室備查。

Students may not change their thesis supervisor except for a valid reason. If a student meets with unforeseen difficulties which could impact the quality or progress of research, they may make an application to change their supervisor six months before their degree exam. The application form must be signed by both the original and new supervisor and then submitted to the office of the Program.

6. 學位論文指導委員會含指導教授（Supervisor）、共同指導教授（Co-supervisor）和指導顧問（Advisors），其角色與職務說明如下：

The Thesis Advisory Committee is composed of the Supervisor, Co-supervisor, and advisors. Their duties are as follows:

（1）指導教授及共同指導教授（Supervisor and Co-supervisor）的職責如下：

A. 督導論文的內容和品質。

B. 每個月應訂定固定時間與學生討論。

C. 在指導初期，如果發現研究生基礎課程，專業知識或經驗背景不足，應向學生及學程主任提出建議。

D. 如已核准之論文研究在進行中遭遇困難或發生違規情事應先告知學程主任。

E. 需於畢業論文認可頁中簽名。

(1) Supervisor and co-supervisor:

A. Monitor the content and quality of the thesis.

B. Establish a set time to talk about the thesis with the student once a month.

C. Make recommendations to the student and Director at the outset of research if the student lacks a foundational course, professional knowledge, or experience.

D. Inform the Director if there are any problems or violations of regulations during the course of research.

E. Sign the approval page of the thesis.

（2）指導顧問（Advisor）：

A. 提供論文研究專業知識、經驗和資訊。

B. 得列席口試審查會，但毋須於畢業論文認可頁中簽名。

(2) Advisor:

A. Provide professional knowledge, experience, and information related to the thesis.

B. May attend the oral defense, but does not need to sign the approval page of the thesis.

二、學位論文（研究計畫）提審申請 Thesis Proposal

1. 學生之研究內容為團隊研究計畫之部份者，得作為學位論文，唯該研究生之研究計畫必須能單獨分辨出來，並明確指出其研究範圍。

2. 學位論文（研究計畫）提審前已發表之相關研究，不得作為論文題目，但具衍伸性之研究，不在此限。

3. 申請時必須填研究計畫提審申請表。

4. 本所審查小組依下列要求考量申請資格:

（1）候選人須從事可行的研究計畫。

（2）候選人需有相關專長老師指導。

（3）候選人需有適當設備及參考資料可支持此研究計畫。

5. 研究生須通過「學位論文（研究計畫）提審」審核後，始可正式進行學位論文。

6. 畢業論文若基於保密理由，需於研究計畫提審時向學程提出申請，核准的保密時段原則上以不超過二年為限。

7. 研究生於研究計畫提審通過後欲更改研究方向或更換指導教授時，必須由審查小組召開會議決定，新、舊任指導教授必須迴避。

8. 研究生於研究計畫提審通過後欲更改研究方向及更換指導教授時，必須重新申請研究計畫提審。

9. 辦理研究計畫提審的時間以每學期的期中考週為原則。

   (1) If a student's research is part of a group research project, the student may use it as a thesis. However, their individual portion must be stand alone and clearly show the scope of research.

   (2) Any research that has already been published may not be used for the topic of the thesis. However, this restriction does not apply to research that is an extension of previously published works.

   (3) Students must complete the Thesis Proposal Form

   (4) The Review Committee will consider thesis proposals based on the following criteria:

1. The applicant has proposed a feasible research idea.

2. The applicant has an adviser with the requisite professional knowledge and abilities.

3. The applicant has sufficient resources and access to suitable facilities to conduct the research

(5) Students must pass the review process before officially starting their thesis.

(6) If the student would like the thesis to be kept confidential, they must specify their request on the thesis proposal. Theses may generally be kept confidential for up to two years.

(7) If a graduate student wishes to change supervisors or the direction of research after their thesis proposal has been approved, it must be decided by the Review Committee. The new and old supervisors must recuse themselves from the meeting.

(8) If a graduate student wishes to change their supervisor or the direction of research, they must submit a new thesis proposal.

(9) Research proposals are typically made during the week of mid-term exams.

三、畢業門檻Graduation Requirements

1. 需通過畢業論文口試。

Students must pass the oral defense.

四、學位論文口試委員會Oral Defense Committee

1. 本學程接受研究生學位論文考試申請後，由學程主任向校方推薦聘請校內

外與該論文有關之專家學者(包含具博士學位或具升等助理教授資格者)，共同組成「學位論文口試委員會」，包含論文口試委員三至五人，校外委員人數須佔三分之一以上(至少兩位)，所有指導教授為當然委員。

2. 參與學位論文口試之每位口試委員需完成學位論文評分表。

3. 第一次學位論文口試委員之費用由校方支付之，若未通過，第二次口試費用則由學生自行支付(新增)。

(1) After the Program accepts a student's application for the degree examination, the Director will request that the University hire academic specialists in the topic of the thesis from the University or an outside institution to serve as examiners on the Thesis Review Committee (this includes Ph.D. holders and those who have been promoted to the position of assistant professor). The Committee must include three to five examiners for the oral defense. At least one-third of examiners must be from another institution (i.e. at least two members). All supervisors are ex officio members.

(2) All oral examiners must complete the Thesis Review Form.

(3) The payment of Committee members for the first oral defense will be paid by the University. If a student does not pass the oral defense the first time, they are responsible for Committee member pay during the second defense.

五、學位論文考試Thesis Defense

1. 學生原則上於12月中辦理學位論文口試，並於預定口試日期前二個月提送口試申請單。

2. 學位論文考試分兩個部分：
（1）提交學位論文供口試委員初審

（2）口試

3. 本學程應通知研究生、所有指導教授及口試委員口試日期並公佈之。

4. 經指導教授與共同指導教授修改完之最後完整版論文，應於口試日 14 天前送交每位口試委員初審，否則口試日期得延後或停止辦理。

5. 論文需裝訂繳交審核，必須確保無法增加或減少頁數。

6. 在學位授與之前，本學程必須確定該論文已修正並經指導教授和共同指導教授核可後始得永久裝訂。

7. 本規則未盡事宜，依輔仁大學學則及相關規定辦理。

(1) Students will typically undergo an oral defense during mid-December. They must submit the Oral Defense Application Form two months in advance.

(2) There are two stages to the defense:

(1)Submission of copies of the thesis for Committee members to review.

(2)Oral defense

(3) The program will notify the student, all supervisors, and all Committee members of the date of the oral exam as well as make a general announcement.

(4) After reviewed by the supervisor(s), the final copy of the thesis must be provided to all Committee members 14 days before the oral defense, or else the defense may be delayed or cancelled.

(5) The thesis must be bound in order to ensure that no pages can be removed or added.

(6) Before the degree is conferred, the Program must ensure that the supervisor and co-supervisor have made the necessary amendments. The thesis may only be permanently bound after amended.

Any matters not covered in these regulations will be handled in accordance with

六、學位論文考試結果Exam Results

1. 口試後每位口試委員應對該研究生提出一份綜合成績報告及建議。

2. 口試後，學位論文口試委員會決議：

（1）論文通過。

（2）論文通過，然論文需做必要之修正。

（3）論文不及格，得重考一次。

3. 若有 1/2 以上口試委員評定不及格者，以不及格論。

4. 學位論文口試委員會做成決議後，若發現該論文有作弊抄襲或其它任何違規情事，本所得與口試委員會磋商，依規定採取必要措施。

5. 學位論文考試不及格者，需依口試委員會建議，將論文不足之處修正，於三個月後申請重考，重考以一次為限（需於修業年限內），重考之費用由學生本人自行負擔。

6. 學位論文考試通過後，全體口試委員應在論文認可頁上簽名，該認可頁由學程辦公室保管，俟論文修正，打字完稿經檢查無誤，經指導教授與學程主任簽名同意，並遞交離校程序單後，於論文裝訂時始得交給學生。

7. 若依學位論文口試委員會之決議，本學程決定不授予該研究生碩士學位且不准其重考，則口試委員會須繕寫一份聲明書，說明該論文不足之處及做成該決定之原因。此同意書將由本學程送交該研究生。

(1) After the oral defense, all Committee members must provide the student with suggestions and a comprehensive report breaking down their grade.

(2) After the oral defense, Committee members will make one of the following decisions:

(1) The thesis passes

(2) The thesis passes, but requires revisions

(3) The thesis fails, but the student may face re-examination once

(3) If more than one-half of Committee members give a failing grade, the thesis fails.

(4) If cheating or plagiarism is discovered after a decision on the thesis has been made, the Program may discuss it with Committee members and take necessary measures in accordance with regulations.

(5) If the thesis fails, the student must make the necessary revisions in accordance with the recommendations of the Committee members and then reapply for an exam within three months (re-examination must take place within the limit for degree completion). Re-examination is limited to one time. The student must assume expenses for the second defense.

(6) After a thesis receives a passing grade, all Committee members must sign the approval page of the thesis, which will be kept at the Program office. After the thesis has been revised, inspected for errors, and the supervisor and Director have approved, it will be passed to the administrative division that handles the leave-taking procedure at the University. It will be given to the student after it has been bound.

(7) If the Program decides neither to confer a degree nor allow a re-examination after the Committee's decision, the Committee must write an explanation stating the flaws in the thesis and the Committee's reasons for its decision. The Program will submit the written explanation to the student.

七、離校程序Graduation Procedure

1. 研究生於論文口試通過後，自行上網下載離所程序單，並辦理相關事宜。

2. 須辦妥各項應屆畢業生注意事項之手續，方可辦理離校。

(1) After a student has passed the oral defense, they must download the Graduation Application Form and complete all necessary procedures.

(2) A student must complete all necessary procedures before graduating from the University.

八、智慧財產權Intellectual Property Rights

1. 自畢業論文撰寫出之文章，於研討會、期刊、書籍等學術性場合發表時，應由畢業生與指導教授同時具名發表。並提供該篇文章抽印本兩份於學程存檔。

2. 學生在學期間研究成果，如專利、版權、發明、電腦軟體及其他智慧財產，但不含刊物文章和論文。無論其為學生單獨或師生聯合發展完成，歸屬及使用所有權按學校相關規定辦理。

(1) Any portions of the thesis that are presented at a seminar or academic event or published in a periodical or book must carry the names of both the student and supervisor. Two reprinted copies of the article must be submitted to the Program for record-keeping.

(2) The right to use and ownership of research results such as patents, copyrights, inventions, computer software, and other intellectual property will be handled in accordance with University regulations, regardless of whether it is the work of an individual student or in concert with an instructor. This regulation does not apply to theses and publications in periodicals.

肆、其他Additional Matters

1. 其它未盡事宜，請詳細參閱輔仁大學學生手冊中之相關規定。

2. 本規章視實際需要檢討修正，以最新規定為遵循標準。

3. 本規章自 106 學年度起入學新生正式實施。

1. Please see the Fu Jen Catholic University Student Handbook for any matters not covered in these Regulations.

2. These Regulations will be discussed and revised based on practical needs. Please refer to the most recent edition as accurate.

3. These Regulations apply to students who were admitted for the 2017-2018 academic year.