

College of Management

Fu Jen Catholic University

2019-2020 Course Catalog



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BBA Programs

- Business Administration
- Accounting
- Statistics and Information Science
- Finance and International Business
- Information Management
- Business Management - evening and weekend

Business Administration

● Course list

Undergraduate Program in Business Administration		Code	Classes	Credit hours	
Required common credit hours of the department	Accounting	02412	3	6	
	Economics	02457	3	6	
	Calculus	02390	3	6	
	Introduction to Business	05201	3	3	
	Introduction to Programming	24495	3	3	
	Statistics	02222	2	6	
	Statistics-Course in English	30268	1	6	
	Commercial Law	02056	3	3	
	Management-Course in English	16534	3	3	
	Managerial Mathematics	02632	2	3	
	Managerial Mathematics-Course in English	20020	1	3	
	Human Resources Management	01013	2	3	
	Human Resources Management-Course in English	23505	1	3	
	Marketing Management	01483	3	3	
	Financial Management	01983	3	3	
	Operations Management	11822	2	3	
	Operations Management-Course in English	30647	1	3	
	Cost Accounting	01449	2	3	
	Management Accounting	02629	2	3	
	Elective credit hours by Integrating courses	Information Management	02502	2	3
Information Management-Course in English		23455	1	3	
Seminar on Business Administration(I)		14212	22	2	
Seminar on Business Administration(II)		14213	22	2	
Business Policy		01389	4	3	
Quality Management		03021	1	3	
Global Supply Chain Management		15353	1	3	
Elective credit hours by sections	Discussion in Industrial Management	14211	1	3	
	Innovation Management -Course in English	19061	1	3	
	Financial Operating Management and Innovation	24869	1	3	
	Organization and Social Development	24864	1	3	
	Human resources management	Organization Development & Change	06935	1	3
	Performance Management and Talent Development	24862	1	3	
	Manpower planning and recruiting	20021	1	3	
Organizational Behavior-Course in English	21046	1	3		
Organizational Learning and Social Inquiry	19664	1	2		
Organizational Leadership and Social Innovation Practices	19663	1	2		
Labor Relationship and Compensation Management	24863	1	3		

		Social Enterprise Engagement	21048	1	3
		Family Business Management-Course in English	24339	1	3
		Introduction to Health Care Industry	30709	1	3
		Career Exploration and Planning	31493	1	2
		Corporate Social Responsibility and Sustainability	31494	1	3
	Financial management	Fixed Income Securities	10458	1	3
		International Financial Management	02093	1	3
		Investment	01579	1	3
		Macroeconomics	02891	1	3
		Financial Statement Analysis - Course in English	23851	1	3
		Corporate Governance	15470	1	3
	Marketing management	Marketing Research	01480	1	3
		Consumer Behavior	01951	1	3
		Promotional Strategy	14210	1	3
		Social Media Marketing-Course in English	31496	1	3
		Creative Thinking and Marketing Innovation	24865	1	3
		E-Commerce & Internet Marketing	10992	1	3
		Service Design	23502	1	3
		Project Management	02141	1	3
		International Marketing Management-Course in English	19331	1	3
		Chain Store Business Management	02252	1	2
		Entrepreneurial Management	11178	1	3
		Brand Strategy and Management	30711	1	3
		Effective Business Communication and Negotiation- Course in English	30884	1	3
		Fashion Business Management-Course in English	30970	1	3
		Operational management	Design of Operations Flow	24866	1
	Design of Operation Environment		24867	1	3
	Product/Service Design and Development		24868	1	3
	Introduction to Technology Management - Course in English		30007	1	3
	Business and Management Practice in Asia Pacific Region -Course in English		23503	1	3
	Introduction to Emerging Technology and Digital Business		31495	1	3
	Seminar of Healthcare Industry Management		31019	1	3

● Course objective and prerequisites

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general; 2. To understand the basic recording and reporting processes of accounting information system; 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses; 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions; 5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and 6. To understand how to develop and make planning of an accounting career. 			

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand functions. 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and firm make decision. 5. Understand various types of industry organizations and their characteristics. 6. Use Microeconomics theories to analyze the effects of public policy. 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's income. 9. Realize the meaning of production, saving, and investment. 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy. 			

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study; 2.To illustrate the main concepts by a variety of examples and exercises; and 3.To have an overall understanding in calculus. 			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers; 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D; 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling; 4.To integrate the factors of environment, management functions and business functions; and 5.To combine theory and practice. 			

Course Code	24495			
Course Name	Introduction to Programming	Credit	F	S
Course Objectives	<p>The objective of this course is to let the students learn to use a programming language to solve problems. The main contents of the course is the Python programming language, covering basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, as well as listings. Courses will also use some simple tools so that students can master the logics and problem solving ability as soon as possible.</p>			

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision -making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1.Statistics methods and concept and its relevance to the real world. 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation. 			

Course Code	30268			
Course Name	Statistics- Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to cultivate an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision-making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1. Statistics methods and concepts and its relevance to the real world. 2. Descriptive Statistics. 3. Basic notions of probability, random variable, and discrete and continuous probability distribution. 4. Sampling methods. 5. Statistical inference – interval estimation. 			

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance; and 2.To build the basis of further legal studies and examination skills on the commercial laws. 			

Course Code	16534			
Course Name	Management-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To know the basic knowledge of management; and 2.To know how to use planning, organizing, leading, and controlling in management practices. 			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector; 2.To develop mathematical models for problem solving and decision making; and 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Foresting. 			

Course Code	20020			
Course Name	Managerial Mathematics-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector; 2.To develop mathematical models for problem solving and decision making; and 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Foresting. 			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	<p>The main purposes of this course are</p> <ol style="list-style-type: none"> 1.To develop systematic knowledge of human resources management; 2.To enhance the capability of practicing theories into a real life; 3.To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations; and 4.To learn skills of teamwork and discussion. 			

Course Code	23505			
Course Name	Human Resources Management-Course in English	Credit	F	S
Course Objectives	<p>The main purposes of this course are:</p> <ol style="list-style-type: none"> 1. To develop systematic knowledge of human resources management; 			

	<p>2. To enhance the capability of practicing theories into a real life;</p> <p>3. To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations; and</p> <p>4. To learn skills of teamwork and discussion.</p>
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Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner. 			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital structure and dividend policy. 5. working capital management 			

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Objectives	<p>Operations Management have become global and shifted towards process management, and .inconceivable without modern information technology. The content includes both theory and practice of Operations Management. The objectives of this course are</p>			

	<p>1.To introduce operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations;</p> <p>2.To be problem-solving oriented in both the manufacturing and service sectors; and</p> <p>3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions.</p>
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Course Code	30647			
Course Name	Operations Management-Course in English	Credit	F	S
Course Objectives	<p>Operations Management have become global and shifted towards process management, and .inconceivable without modern information technology. The content includes both theory and practice of Operations Management. The objectives of this course are</p> <p>1.To introduce operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations;</p> <p>2.To be problem-solving oriented in both the manufacturing and service sectors; and</p> <p>3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions.</p>			

Course Code	01449			
Course Name	Cost Accounting	Credit	F	S
Course Objectives	<p>The purpose of this course is to introduce the contemporary cost accounting tools used in the nowadays business world. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing & management, balanced scorecard, life-cycle costing, etc.</p>			

Course Code	02629			
Course Name	Management Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <p>1. To introduce the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard, and etc; and</p> <p>2. To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.</p>			

Course Code	02502			
Course Name	Information Management	Credit	F	S

Course Objectives	This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving
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Course Code	23455			
Course Name	Information Management-Course in English	Credit	F	S
Course Objectives	This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and to provide students with additional projects for hands-on problem-solving.			

Course Code	14212			
Course Name	Seminar on Business Administration(I)	Credit	F	S
Course Objectives	<p>The goals of the course are</p> <ol style="list-style-type: none"> 1.To implement the goal of “learning by doing”; 2.To integrate all the knowledge of business administration; 3.To be problem-solving orientated; 4.To build competence of teamwork, communication, analysis, leading, and creation; and 5.To be responsible for completing one’s own work. 			

Course Code	14213			
Course Name	Seminar on Business Administration(II)	Credit	F	S
Course Objectives	<p>The goals of the course are</p> <ol style="list-style-type: none"> 1.To implement the goal of “learning by doing”; 2.To integrate all the knowledge of business administration; 3.To be problem-solving orientated; 4.To build competence of teamwork, communication, analysis, leading, and creation; and 5.To be responsible for completing one’s own work. 			

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To develop strategic thinking ability; 2.To train students in organizational learning ability; 3.To build up a complete concept of strategic management; 4.To integrate knowledge in relevant academic fields; and 5.To observe new business trends. 			

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	<p>This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and technical point of views.</p>			

Course Code	15353			
Course Name	Global Supply Chain Management	Credit	F	S
Course Objectives	<p>The main objectives of this course are to :</p> <ol style="list-style-type: none"> 1.Enable students to recognize and understand the global economic environment. 2.Understand what the global supply chain management is and how the global supply chain management operate. 3.Learn the globalization thinking based logistics, enterprise resource planning, and supply chain management. 4.Learn the design, control, operation, and management of the global supply chain management. 			

Course Code	14211			
Course Name	Discussion in Industrial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore various industries and the trends of them; 2.To explore competitions in various industries; 3.To explore the processes of strategic planning and implementing in various industries; and 4.To provide the contact opportunities for students and alumni. 			

Course Code	19061			
Course Name	Innovation Management - Course in English	Credit	F	S
Course	The objectives of this course are:			

Objectives	<ol style="list-style-type: none"> 1. to cover the major sources of innovation, the analytical models and the empirical explorations (verifications); 2. to concentrate on the principles and methodologies of designing and promoting innovation as well as policies within an international industrial economics context for high technology industries; 3. to provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks; 4. to draw benefits from overlaps with neighboring disciplines such as systems theory, clinometric and institutionalism; and 5. to apply the analyses of the interactions of innovation, strategy, market structure, competition intensity and speed of technology change in major high technology, network and increasing returns industries.
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Course Code	24869			
Course Name	Financial Operating Management and Innovation	Credit	F	S
Course Objectives	<p>The recent development of internet, social media, mobile technology, big-data analysis, and cloud computing has greatly reshaped the business models and realm of the banking industry. As indicated by Brett King (2012), banking is no longer a place you go, but something you do. Bank 3.0 was officially announced by the Financial Supervision Committee (FSC) in June 2014 as the most important endeavor in the future.</p> <p>The course will cover the following issues.</p> <ol style="list-style-type: none"> 1.How could the traditional banking businesses (such as saving & loans, wiring, and payment) be transformed into digitized and mobilized? 2.The change in banking personnel. 3.The strategies and thinking of banking industry. 4.The trend of international banking industry. <p>On top of these, the course aims to invite practitioners sharing their practices and experiences so as to give students a better understanding of the future banking industry and its requirement for persons aiming at this industry.</p>			

Course Code	24864			
Course Name	Organization and Social Development	Credit	F	S
Course Objectives	<p>The course starts with an overview of the concepts and history of the academic field of social development. The course enhances students' understanding of the role and impact of organization in the development of a society. Through analysis of selected cases, students gain knowledge about how businesses, nonprofit organizations, and social enterprises embedded in the civil society. The course explores the pressing issues on sustainability. Students are encouraged to apply systems thinking and critical thinking to those issues. The goals of this course are</p> <ol style="list-style-type: none"> 1.To familiarize students with the theories and models of social development; 2.To familiarize students with various types of organizations and their distinct role and function in the development of a society; 			

	3.To expose students to the pressing issues on sustainability; and 4.To encourage students to explore theory of change at the organizational level.
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Course Code	06935			
Course Name	Organization Development & Change	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the knowledge scope of OD/OC; 2. To familiar with the factors which lead organization change; 3. To be able to handle the principle, method and model to adjust the organization; 4. To study the case and induce the principle; 5. To establish the skill in solving the OD/OC problems; and 6. To set up the open mentality to face changes. 			

Course Code	24862			
Course Name	Performance Management and Talents Development	Credit	F	S
Course Objectives	<p>The current 21st century is now focused on talents development and integration plans aiming at organizational goals and work tasks as well as the goals of organizational members. Organizational members require a certain ability in the current period when a new task is planned. Moreover, supervisors make plans on members' personal growth and cultivation according to their planned ability in order to further assist organizational members to plan and develop their own ability assessment method. Thus, supervisors can indirectly cultivate the ability of organizational members systematically and effectively, and interactions between supervisors and organizational members can be used to develop one's own goals. Therefore, the training and talents cultivation regarding organizational goals as a guide and performance management as a feedback can echo with each other. As a result, the learning goals of this course include the following.</p> <ol style="list-style-type: none"> 1.To distinguish differences among knowledge, skills, competencies, and critical development experience; 2.To understand the formulation of organizational goals and the operation of talents cultivation; 3.To realize short-term and long-term talents cultivation; 4.To explore the evaluation model of human resource effectiveness; and 5.To be familiar with the implementation of succession planning. 			

Course Code	20021			
Course Name	Manpower planning and recruiting	Credit	F	S
Course Objectives	<p>The learning objectives of the course are formulated as follows:</p> <ol style="list-style-type: none"> 1.To reinforce concepts, skill and knowledge of manpower planning and recruiting; 2.To integrate the operating mechanism of management and human resource management; 			

	3.To learn problem-solving technique and to implement the goal of “learning by doing”; and 4.To build-up competence of teamwork mentality, analysis capability and creativity.
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Course Code	21046		
Course Name	Organizational Behavior-Course in English	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the basic knowledge of OB; 2.To learn the concept of individual behavior, group behavior, organization system, and other OB related issues; and 3.To learn and practice the OB knowledge and skills through examples in real business world. 		

Course Code	19664		
Course Name	Organizational Learning and Social Inquiry	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and 5.To be able to implement the selected project and achieve the set goals. 		

Course Code	19663		
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning; 2. To be able to build a team and cooperate with each other within the team; 3. To be able to manage the group dynamic of an organization; 4. To be able to implement the selected project and achieve the set goals; 5. To be able to run an organization to have high performance; and 6. To be able to have the vision and capacity to be a leader. 		

Course Code	24863		
Course Name	Labor Relationship and Compensation Management	Credit	F S
Course Objectives	<p>In work organizations, whether talent stays or leaves not only depends on the level of compensation but also interactions between labors and employers. In terms of the social system, the values generate differentiation. Administrative authority gradually weakens. The authority of expert knowledge gradually has a real effect. In this course, it is hoped that students can understand the basic theory of compensation management and demand theory so as to have a deeper understanding of their social and psychological implications and to explore the basis of</p>		

	compensation management, under the condition of procedure fairness, organizational justice, and elastic mechanism. Another goal is to promote students to understand theories of the labor relations, the qualitative and quantitative change of relation, and to be familiar with the processing procedure and cases of conflict management between labors and employers.
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Course Code	21048			
Course Name	Social Enterprise Engagement	Credit	F	S
Course Objectives	1. To adopt service learning pedagogy to provide students with hands-on, field experiences engaging in social enterprise operations and management; 2. To explore how social enterprises effectively balancing economic and social goals, and the strategies of managing multiple stakeholders to achieve the goals; and 3. To offer students the opportunity to work as a team and to apply managerial knowledge and tools to adequately address specific issues of social enterprises.			

Course Code	24339			
Course Name	Family Business Management-Course in English	Credit	F	S
Course Objectives	The course investigates the unique characteristics that allow family businesses to create inimitable competitive advantages that result in their outperformance of non-family businesses. The subject is designed to provide students to: <ol style="list-style-type: none"> 1. Understand the qualities which typify family businesses 2. Appreciate family businesses' unique capacities and potential for superior returns 3. Understand developmental needs of family members at various stages of the businesses 4. Develop the management and communication skills to build trust and understanding 5. Identify and cope with foreseeable obstacles of family business internationalization 			

Course Code	30709			
Course Name	Introduction to Health Care Industry	Credit	F	S
Course Objectives	The main purposes of this course are: <ol style="list-style-type: none"> 1. To understand the definition, terminology and industry policy of health industry. 2. To introduce industry scenario, operation practices, future opportunities in medical institution and health industry. 3. To provide practical cases of new ventures development in health industry. 4. To develop a business plan for new venture in health industry. 			

Course Code	31493			
Course Name	Career Exploration and Planning	Credit	F	S
Course Objectives	The purpose of this course is to cultivate student's inquiry into the analysis of related theories of career development and stress prevention. Therefore, the goal of this course is to facilitate students to be aware of occupational networking, plan career development track, and cognitive new entrants' adjustment process. Through this course, we look forward to assisting students in self-career reflection and stress adjustment, which in turn will contribute to the career development for students.			

Course Code	31494			
Course Name	Corporate Social Responsibility and Sustainability	Credit	F	S
Course Objectives	<p>The course aims to develop an understanding of corporate social responsibility (CSR) and sustainability in students. A number of important issues related to CSR and sustainability will be discussed. After taking this course, students are expected to:</p> <ol style="list-style-type: none"> 1. Understand the meaning of CSR 2. Explain the various types of CSR activities 3. Evaluate the benefits and costs associated with CSR activities 4. Understand the Sustainable Development Goals set by the United Nations and the ways of achieving these goals 5. Understand the impact business model 6. Evaluate the impact of B Corps 			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include:</p> <ol style="list-style-type: none"> 1. Introduction to fixed income products and innovation. 2. Basic bond valuation techniques with risk and return analysis. 3. Term structure of interest rates and their estimates. 4. Pricing of fixed income securities and their derivatives. 5. Bond immunization strategy. 6. Bond portfolio management. 7. Fixed income securities' risk management and innovation. 8. Bond related topics such as taxation of bonds, preferred stock, and real estate securitization. 			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To provide an analytical framework for understanding international financial 			

	<p>market;</p> <p>2.To enhance the capability of conducting research in the field of international financial management; and</p> <p>3.To explore the operation of international capital markets, currency and derivative markets, and the related theory of currency risk and foreign direct investment.</p>
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Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To explore the operation of capital markets and the related theory about investment; and</p> <p>2.To introduce the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc.</p>			

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Objectives	<p>The key objectives of this course are</p> <p>1.To understand how the macro-economy works and, more specifically, how monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations;</p> <p>2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues;</p> <p>3.To discuss some key issues of macroeconomics: short-run economic variations in output and employment, how the quantity of money affects output and inflation rate, the role of expectations, long-run economic growth, and the effects of macroeconomic policies; and</p> <p>4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today.</p>			

Course Code	23851			
Course Name	Financial Statement Analysis - Course in English	Credit	F	S
Course Objectives	<p>The objectives of the course are</p> <p>1.To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency; and</p> <p>2.To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial statements and the related information.</p>			

Course Code	15470			
Course Name	Corporate Governance	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To illustrate the differences between corporate governance and management from the perspective of locus of control, ownership structure, and board structure; 2.To introduce the nature, principles and mechanism of corporate governance; 3.To portray the international trends of corporate governance and shareholder activism; 4.To cover the related theories of corporate governance; 5.To introduce the corporate governance rating system and to provide evidence the influence of corporate governance on corporate performance and value; 6.To know how the listed companies adopt corporate governance and risk management in practices; and 7. To cover the issue of risk management and corporate governance in financial holding companies. 			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provides fundamental concepts and skills for conducting marketing research; and 2.To cover topics of problem definition, secondary data research, survey research, questionnaire design, sampling design, etc. 			

Course Code	01951			
Course Name	Consumer Behavior	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To discuss the process of consumer decision; 2.To understand the factors that influence the decision process, including personal factors, social factors, cultural factors, and situational factors; and 3.To focuses on the applications of consumer behavior theory to marketing activities. 			

Course Code	14210			
Course Name	Promotional Strategy	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 1. To discuss the fundamental theories and practices of promotional strategies; 2. To explore the concept and applications of integrated marketing communication (IMC); and 3. To cultivate creativity and application abilities via an IMC project. 			

Course Code	31496			
Course Name	Social Media Marketing-Course in English	Credit	F	S
Course Objectives	The increased popularity of social media, such as YouTube, Facebook, LinkedIn, and Line, has opened opportunities for new business models for the Internet marketing, often referred to as social media marketing. The aim of this course is to help students understand the features of social media and how to leverage the effects of social network on marketing projects. This course includes three parts: The first part is to introduce social media. The second part is to learn how to analyze the structures of a social network. The last part is to introduce the social commerce.			

Course Code	24865			
Course Name	Creative Thinking and Marketing Innovation	Credit	F	S
Course Objectives	This is a course about the theory of creativity and innovation. Through activities and evaluations, students will enhance their creativity in marketing fields. Also, discussions and practices will make students have a better understanding of the process and models of creativity. The curricular design helps students know how to manage teams with creativity. It is a foundation for them to engage in advanced jobs or research in marketing fields.			

Course Code	10992			
Course Name	E-Commerce & Internet Marketing	Credit	F	S
Course Objectives	From the business management and strategy perspectives, the course explores e-commerce and Internet marketing in theoretical, practical and case-based point of view. First, the course starts at the basics of e-commerce and discuss basic concepts including e-commerce, business model, infrastructure, payment system, security mechanism, ethics and legal issues; and then second to focus on e-commerce strategy based on different types of business; finally, using successful cases to explore the e-commerce strategy and Internet marketing mix.			

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	How to enhance customers' pleasurable shopping experience is a new challenge for stores. While experience is created by the interactions between customers and environment or users and online stores, enterprises could integrate communication, visual recognition, product presentation, web design, and new media to create value for customer experience. The aim of this course is to let students understand basic concept of service design. This course includes three parts: First part is to introduce experience marketing. Second part is to learn personalized service. The last part is to practice in innovative service design.			

Course Code	02141			
Course Name	Project Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the definition and process of project management; 2.To learn the technique and tool of project management; and 3.To possess the capability of project management. 			

Course Code	19331			
Course Name	International Marketing Management-Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to provide fundamental concepts and skills for global marketing management. The contents that will be covered in this course include</p> <ol style="list-style-type: none"> 1.regional trade organization,(EU, WTO, NAFTA, APEC, ASEAN, CIS, MERCOSUR), 2.international culture difference 3.business environment risk intelligence (BERI) 4.operation risk index (ORI) 5.remittance and repatriation factor (R Factor) 6.profit opportunity recommendation (POR), and 7.international marketing strategy. 			

Course Code	02252			
Course Name	Chain Store Business Management	Credit	F	S
Course Objectives	<p>The objective of this course is to train chain's professional manager and high-order executive</p>			

Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To organize all the prerequisites to formulate a good business plan; and 2.To achieve the functions of getting funding & pooling resources. 			

Course Code	30711			
Course Name	Brand Strategy and Management	Credit	F	S
Course Objectives	<p>The course objectives are for students to:</p> <ol style="list-style-type: none"> 1. Understand concepts of branding, brand positioning, brand strategies, brand management and best brand practice. 2. Practice brand analysis tools, and case studies of various brands. 			

Course Code	30884			
Course Name	Effective Business Communication and Negotiation-Course in English	Credit	F	S
Course Objectives	The purpose of this course is to (1) explore the major concepts, theories and dynamics of business communication and negotiation; and to (2) develop practical skills applicable to a broad range of contexts. This involves training in communication skills like active listening to others, formulating and delivering messages, engaging and influencing audience, and in creating advantageous negotiation outcomes.			

Course Code	30970			
Course Name	Fashion Business Management-Course in English	Credit	F	S
Course Objectives	The fashion industry is dynamic with its developments as reflected on the social, economic, and cultural changes. From both local and global contexts, this course introduces concepts and management principles with a fashion business focus. Coupled with case studies and discussions, students will gain a comprehensive understanding of fashion business management. Such understandings include concepts such as fashion history, aesthetics, marketing strategies, social media, visual merchandising, luxury goods, fast fashion and corporate social responsibility that involve ethical practices and sustainability.			

Course Code	24866			
Course Name	Design of Operation Flow	Credit	F	S
Course Objectives	The objective of this course is to teach operation flow design and management in various production systems. The production systems include: 1.project production, 2.job shop production, and 3.flow shop production. In addition, with the distinctive characteristics of the production system, the course also covers the following topics: 1.just in time, 2.automation, and 3.computer integrated manufacturing.			

Course Code	24867			
Course Name	Design of Operation Environment	Credit	F	S
Course Objectives	The objective of this course is to teach students how to design, plan, and manage individual working space in operation station. The topics being covered in this course include: 1.The selection of facilities 2.The design of man-machine interface 3.The design and plan of working space 4.The design and plan of working environment (light, color, and music...)			

Course Code	24868			
Course Name	Product/Service Design and Development	Credit	F	S
Course Objectives	The objective of this course is to teach the complete processes of product/service design and development. The processes include: customer requirement investigation, product/service idea generation, product/service prototype producing and testing, product/service groups development, and product/service upgrades and revision. In addition, through various learning management skills, the process design and development improve in terms of to achieve shorter duration, fewer mistakes, and lower costs.			

Course Code	30007			
Course Name	Introduction to Technology Management-Course in English	Credit	F	S
Course Objectives	The purpose of the course is to: 1. Develop an understanding on issues and concepts for managing technological innovation to firms. 2. Understand the structure and dynamics of high-tech businesses, including foundations of technological innovation, acquisition and application of technology, technological innovation strategy, high-tech industry development and entrepreneurship, and etc.			

Course Code	23503			
Course Name	Business and Management Practice in Asia Pacific Region -Course in English	Credit	F	S
Course Objectives	The subject is designed to provide students with the conceptual tools to understand: 1. The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific region. 2. The business activities and innovation systems across the economies in the Asia Pacific region, including Japan, Korea, China and ASEAN countries. 3. Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region. 4. The policy context of competitive advantage, dynamic learning and innovation in Asian businesses; the role of networks, market and non-market institutions.			

Course Code	31495			
Course Name	Introduction to Emerging Technology and Digital Business	Credit	F	S
Course Objectives	Information Technology is changing the world around us rapidly. This course will provide students an understanding of IT-enabled changes in the business environment, and how we should harness the power of technology to create value and be competitive in the digital economy. Main subjects we will cover in this course include: 1) History of technology, how technology impact business, society, and consumer behavior; and how technology will lead us to a different future;			

	<p>2) Understanding new technology, modern digital business concept and empirical example; and</p> <p>3) Understanding how to use technology to create value for organization, innovate business model, and ultimately build competitive advantage.</p>
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Course Code	31019		
Course Name	Seminar of Healthcare Industry Management	Credit	F S
Course Objectives	<p>Upon successfully completing this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge of the healthcare system, environment, business and management issues within health sector. 2. Make evidence-based decisions toward relevant business administration issues. 3. Integrate the skills learnt over other courses of study to produce team-based applied pieces of research in healthcare contexts. 4. Communicate effectively and influence individuals to take action in the pursuit of team goals. 		

Accounting

Course list

BBA Program in Accounting		code	classes	Credit hours
Required common credit hours	Introduction to Programming	24495	2	3
	Accounting	02412	2	6
	Accounting - Course In English (1 course selected from <u>2</u> courses)	18432	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Introduction to Business	05201	2	3
	Statistics	02222	2	6
	Intermediate Accounting (I)	07255	2	3
	Intermediate Accounting (II)	07256	2	3
	Advanced Accounting (I)	07257	2	3
	Advanced Accounting (II)	07258	2	3
	Cost & Management Accounting	06840	2	6
	Auditing (I)	07259	2	3
	Auditing (II)	07260	2	3
	Financial Management	01983	2	3
	Commercial Law	02056	2	3
	Civil Law	05630	2	3
	Tax Laws & Regulations	02328	2	3
Independent Study I	07344	9	3	
Independent Study II	07699	9	3	
Required Elective credit hours	Accounting Information System	02411	2	3
	Intermediate Accounting (III)	15521	2	3
	Database Administration	02490	2	3
	Financial Statement Analysis / Financial Statement Analysis - Course In English (1 course selected from <u>2</u> courses)	01982	1	3
		23851	1	3
6 elective credit hours (2 courses selected from 4 courses)	Marketing Management	01483	2	3
	Human Resources Management	01013	1	3
	Production and Operations Management	01370	1	3
	Management in Service Industries - Course In English	19620	1	3
6 elective credit hours (2 courses selected from 5 courses)	Managerial Mathematics	02632	1	3
	Seminar on Accounting for Specific Industries	16918	1	3
	Government Accounting & Auditing Laws	06223	1	3
	Tax Accounting	02329	1	3
	International Taxation	11063	1	3
Other elective credit hours of the department	Business English	02050	1	2
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
	Organizational Learning and Social Inquiry	19664	1	2
	Organizational Leadership and Social Innovation Practices	19663	1	2
	Security and Financial Market Regulations	08200	1	3
	Cost Management System	10997	1	3
	Public Finance	01981	1	3
	Investments	01579	1	3
	Service Learning-Tax Return (I)	17012	1	2

Service Learning-Tax Return (II)	17013	1	2
Innovative Entrepreneurship Competition Practice	16984	1	1
Seminar:International Accounting-Course in English	17781	1	3
Management Accounting - Course In English	19621	1	3
Tax Filing Practice	21640	1	2
Intermediate Accounting: US GAAP (I) -Course in English	31468	1	3
Intermediate Accounting: US GAAP (II) -Course in English	31469	1	3
Activity Value Management System	31761	1	3

● Course objective and prerequisites

Course Code	24495			
Course Name	Introduction to Programming	Credit	F	S
Course Objectives	The objective of this course is to let the students learn to use a programming language to solve problems. The main contents of the course is the Python programming language, covering basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, as well as listings. Courses will also use some simple tools so that students can master the logics and problem solving ability as soon as possible.			

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general; 2. To understand the basic recording and reporting processes of accounting information system; 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses; 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions; 5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and 6. To understand how to develop and make planning of an accounting career. 			

Course Code	18432			
Course Name	Accounting - Course In English	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the 			

	<p>governmental units, non-profit organizations and the society in general;</p> <p>2. To understand the basic recording and reporting processes of accounting information system;</p> <p>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses;</p> <p>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions;</p> <p>5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and</p> <p>6. To understand how to develop and make planning of an accounting career.</p>
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Course Code	02390						
Course Name	Calculus	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <p>1. To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study;</p> <p>2. To illustrate the main concepts by a variety of examples and exercises; and</p> <p>3. To have an overall understanding in calculus.</p>						

Course Code	02457						
Course Name	Economics	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <p>1. Realize the basic concepts of Microeconomics.</p> <p>2. Understand the meanings of supply and demand functions.</p> <p>3. Realize the meaning of elasticity and its application.</p> <p>4. Realize how individual consumer, household, and firm make decision.</p> <p>5. Understand various types of industry organizations and their characteristics.</p> <p>6. Use Microeconomics theories to analyze the effects of public policy.</p> <p>7. Realize the basic concepts of macroeconomics.</p> <p>8. Understand the meanings and measuring of Nation's income.</p> <p>9. Realize the meaning of production, saving, and investment.</p>						

	10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy.
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Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers; 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D; 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling; 4.To integrate the factors of environment, management functions and business functions; and 5.To combine theory and practice. 			

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision -making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1.Statistics methods and concept and its relevance to the real world. 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation. 			

Course Code	07255			
Course Name	Intermediate Accounting (I)	Credit	F	S
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> 1.To learn and evaluate current principles of financial accounting; 2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements; 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. 			

Course Code	07256			
Course Name	Intermediate Accounting (II)	Credit	F	S
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> 1.To learn and evaluate current principles of financial accounting; 2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements; 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. 			

Course Code	07257			
Course Name	Advanced Accounting (I)	Credit	F	S
Course Objectives	<p>The objective of this course is to provide theoretical and practical knowledge of advanced financial accounting. The contents that will be specifically covered include</p> <ol style="list-style-type: none"> 1.Combined corporate entities 2.Consolidated statements 3.Accounting for international operations and partnership 			

Course Code	07258			
Course Name	Advanced Accounting (II)	Credit	F	S
Course Objectives	<p>The objective of this course is to provide theoretical and practical knowledge of advanced financial accounting. The contents that will be specifically covered include</p> <ol style="list-style-type: none"> 1.Combined corporate entities 2.Consolidated statements 3.Accounting for international operations and partnership 			

Course Code	06840			
Course Name	Cost & Management Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the contemporary cost and management accounting tools used in nowadays business. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing & management, balanced scorecard, life-cycle costing, etc.</p>			

Course Code	07259			
Course Name	Auditing (I)	Credit	F	S
Course	The objectives of this course are:			

Objectives	<ol style="list-style-type: none"> 1. To introduce auditing theory framework and major content of statement of auditing standard; 2. To introduce skills of auditing practices; and 3. To improve decision-making ability of auditing judgments.
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Course Code	07260						
Course Name	Auditing (II)	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To introduce auditing theory framework and major content of statement of auditing standard; 2. To introduce skills of auditing practices; and 3. To improve decision-making ability of auditing judgments. 						

Course Code	01983						
Course Name	Financial Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital structure and dividend policy. 5. working capital management 						

Course Code	02056						
Course Name	Commercial Law	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance; and 2.To build the basis of further legal studies and examination skills on the commercial laws. 						

Course Code	05630			
Course Name	Civil Law	Credit	F	S
Course Objectives	The civil law is the basic norms of the property and identity relation among the fixed individuals, this course is with the instance with common daily life, adopt case teaching methodology, issue make learner system structure and important fixed content in civil law can have basic understand			

Course Code	02328			
Course Name	Tax Laws & Regulations	Credit	F	S
Course Objectives	After studying the principles, contents and application of tax law, the students will be able to build the basic knowledge of each tax law in Taiwan.			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
Course Objectives	The objectives of this course are 1.To obtain independent thinking ability; 2.To be able to read the literature; 3.To be able to write papers; and 4.To cultivate analytical skills in solving the practical problem.			

Course Code	07699			
Course Name	Independent Study II	Credit	F	S
Course Objectives	The objective of this course are 1.To find an interesting topic, define research question, collect data, and accomplish a research report; and 2.To be able to:(1) observe social environment and phenomenon.; (2) find an interesting topic as well as question.; (3) define a research question.; (4) understand the basic concept and methodology of research.; (5) collect and summarize data.; (6) write and accomplish a project report.			

Course Code	02411			
Course Name	Accounting Information System	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand the business environment and key concepts of Accounting Information systems; 2. To discuss the development process and implementation of Accounting Information systems; 3. To understand the internal controls and auditing techniques of Accounting Information systems;			

	4. To discuss the processes, data models, controls, and information requirement of transaction cycles; and 5. To discuss the other related problems of Accounting Information systems.
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Course Code	15521			
Course Name	Intermediate Accounting (III)	Credit	F	S
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> 1.To learn and evaluate current principles of financial accounting; 2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements; 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. 			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	<p>This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include database concepts, relational database design concepts, Structured Query Language (SQL), database administration. A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.</p>			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	<p>The objectives of the course are</p> <ol style="list-style-type: none"> 1.To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency; and 2.To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial statements and the related information. 			

Course Code	23851			
Course Name	Financial Statement Analysis - Course In English	Credit	F	S
Course Objectives	<p>The objectives of the course are</p> <ol style="list-style-type: none"> 1.To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency; and 			

	2.To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial statements and the related information.
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Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner. 			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	<p>The main purposes of this course are</p> <ol style="list-style-type: none"> 1.To develop systematic knowledge of human resources management; 2.To enhance the capability of practicing theories into a real life; 3.To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations; and 4.To learn skills of teamwork and discussion. 			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<p>Production is an essential function of a business unit. The objective of this course is to help students understand the whole concepts of production management and to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts and theoretical knowledge of Operations Management, 2. Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology to solve the real problems, 3. Obtain the ability for the further study and research. 			

Course Code	19620			
Course Name	Management in Service Industries - Course In English	Credit	F	S
Course Objectives	<p>The service sector in global economy now is growing rapidly. Most business students will find jobs within a service organization or participate in service activities within manufacturing organizations. However, the studies of "service operations management" is still in the process of development. Hence, sound management of service operations is not only of great interest, but also offers new and exciting opportunities for pioneers in both academic studies and practical business applications.</p> <p>In this course, we will analyze service systems from the viewpoint of the operations manager and try to understand and identify the essential elements influencing service activities and organizations. This course also tries to assist students in understanding where and in what ways the body of knowledge developed for manufacturing companies can be applied and what other approaches are necessary. An example of the topics discussed could be: what technologies, equipments, or business element a firm should invest in; where should the service/manufacturing be located; what kind of personnel is required for a particular activity or for the improvement of an activity's performance; what activity should be the benchmark in different service activities; how to quantify a service quality function and so on. Our goal is for you to master the material in this course and to transform the way you view and analyze service operations.</p>			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector; 2.To develop mathematical models for problem solving and decision making; and 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting. 			

Course Code	16918			
Course Name	Seminar on Accounting for Specific Industries	Credit	F	S
Course Objectives	<p>Although the basic features of accounting are common across different industries, the peculiar nature of some industries and business models do require unique accounting treatments and in some cases, even departure from general accounting principles. Besides, without knowledge about the business model and the characteristics of business activities and operating environments, accountants would not be able to make appropriate judgment and accounting choice and have awareness of risks inherent in specific industries. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a broad perspective for business and industrial sector; 2.To introduce the important accounting and auditing issues for specific industries, 			

	such as high-tech industry, construction industry, financial and banking industry, and retail industry, etc; and 3.To highlight practical issue by inviting practitioners, such as the partners of the auditing group of Taiwan KPMG.
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Course Code	06223			
Course Name	Government Accounting & Auditing Laws	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the accounting system in government and in NPO organizations; 2.To encourage the involvement in the certified public accounting/civil services; and 3.To facilitate the preparation for the examinations in Certified Public Accountant or Government Accountant and Auditor (Senior/Junior Civil Servants, Local Government Officials Exams). 			

Course Code	02329			
Course Name	Tax Accounting	Credit	F	S
Course Objectives	This course provides fundamental concepts for tax accounting and skills for tax planning .Topics include theory, practice and case study.			

Course Code	11063			
Course Name	International Taxation	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with the essentials of international taxation, including the fundamental concepts relevant to the interpretation and applications of international tax treaties, the principles of transfer pricing, international tax planning, corporate reorganizations and the anti-tax avoidance provisions.</p> <p>By the end of this course it is expected that the students will be able to identify and comprehend the major aspects of the international tax regimes. In addition, the students will be able to appraise and analyze different tax treatments of comparable structures, corporate tax avoidance strategies and anti-avoidance methods by governments, such as thin capitalization rule, legislation of controlled foreign corporation (CFC) and legislation of place of effective management (PEM).</p>			

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1.To improve the students' English presentation skills, communication skills, and interview skills; 2.To enhance the students' reading comprehension and writing skills through a variety of international business texts such as e-mails, faxes, memo, letters, notice, 			

	<p>advertisements, table and charts; and</p> <p>3.To familiarize the students with business English contexts and usages through business English conversations.</p>
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Course Code	05828			
Course Name	Organization Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and 5.To be able to implement the selected project and achieve the set goals. 			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning; 2. To be able to build a team and cooperate with each other within the team; 3. To be able to manage the group dynamic of an organization; 4. To be able to implement the selected project and achieve the set goals; 5. To be able to run an organization to have high performance; and 6. To be able to have the vision and capacity to be a leader. 			

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and 5.To be able to implement the selected project and achieve the set goals. 			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning; 2. To be able to build a team and cooperate with each other within the team; 3. To be able to manage the group dynamic of an organization; 4. To be able to implement the selected project and achieve the set goals; 5. To be able to run an organization to have high performance; and 6. To be able to have the vision and capacity to be a leader. 			

Course Code	08200			
Course Name	Security and Financial Market Regulations	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and knowledge of financial market regulations; and 2.To effectively apply the knowledge to practices. 			

Course Code	10997			
Course Name	Cost Management System	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build the concept of cost and cost management methodology 2.To be able to implement cost management system in ERP. 			

Course Code	01981			
Course Name	Public Finance	Credit	F	S
Course Objectives	<p>Public finance is the field of economics that analyzes government taxation and spending. Upon course completion, the students should be able to realize:</p> <ol style="list-style-type: none"> 1. The role of government. 2. How the government conduct its financial operations. 3. The effects of actual government taxing and spending activities on income and resource distribution. 			

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore the operation of capital markets and the related theory about investment; and 2.To introduce the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc. 			

Course Code	17012			
Course Name	Service Learning-Tax Return (I)	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To examine the income tax return; and 2.To learn the topics of financial accounting, tax law and tax accounting via service learning. 			

Course Code	17013			
Course Name	Service Learning-Tax Return (II)	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To examine the income tax return; and 2.To learn the topics of financial accounting, tax law and tax accounting via service learning. 			

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
Course Objectives	<p>Innovative Entrepreneurship Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development and Practice with the aim to evaluate their learning results. Innovative Entrepreneurship Competition Practice, which combines essentials from Management, Marketing, Financial Management etc., utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects through practical competition. This course intends to achieve the below objectives:</p> <ol style="list-style-type: none"> 1.Learn how to integrate basic management knowledge and demonstrate it in the competition practice. 2.Learn how to conduct entrepreneurial business management by creative development and activity. 3.Learn how to build an entrepreneurial business team and promote teamwork to achieve success. 4.Understand the real industrial scenarios and learn how to deal with it. 5.Experience and demonstrate entrepreneurship through competition. <p>Innovative Entrepreneurship Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on entrepreneurial start-ups. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an entrepreneurial business start-up.</p>			

Course Code	17781			
Course Name	Seminar: International Accounting-Course in English	Credit	F	S
Course Objectives	<p>This course examines the international dimension of financial reporting and analysis. It provides students with an in-depth look at the development of accounting and its related disciplines from an international perspective. The course comprises two sections: The first section will be a discussion of international accounting patterns, culture and development, comparative accounting and international harmonization. The second section will focus on practical issues, including the context of International Financial Reporting Standards, major issues in reporting and international financial analysis.</p>			

Course Code	19621			
Course Name	Management Accounting - Course In English	Credit	F	S
Course Objectives	The objective of this course is to make you a successful businessperson, whatever your field, by learning to use and interpret a company's internal financial and non-financial data. This will be accomplished by studying some of the basic context and skills that are needed to understand the data and by learning how to make effective decisions using that data. This course is an intensive study of managerial accounting concepts and their use in business decisions. We will examine the development and analysis of cost information for management used in decision-making, income determination, and performance evaluation.			

Course Code	21640			
Course Name	Tax Filing Practice	Credit	F	S
Course Objectives	The main objectives of this course are to: 1. Learn the tax law and various tax law requirements about reporting practices in Taiwan, including income tax, corporate income tax, value-added and non-value-added sales tax 2. Learn not only theoretical discussion of the tax laws, but also hands-on practices about tax report filing.			

Course Code	31468			
Course Name	Intermediate Accounting: US GAAP (I) -Course in English	Credit	F	S
Course Objectives	The objective of this course is to gain a better understanding of the financial accounting under the US GAAP essential to the preparation of financial statements with emphasis on the corporate form. Upon successful completion of this course, the student will have reliably demonstrated the ability to exercise appropriate judgment in selecting and presenting information; interpret and record the various accounting data; and evaluate and analyze emerging accounting issues.			

Course Code	31469			
Course Name	Intermediate Accounting: US GAAP (II) -Course in English	Credit	F	S
Course Objectives	The objective of this course is to gain a better understanding of the financial accounting under the US GAAP essential to the preparation of financial statements with emphasis on the corporate form. Upon successful completion of this course, the student will have reliably demonstrated the ability to exercise appropriate judgment in selecting and presenting information; interpret and record the various accounting data; and evaluate and analyze emerging accounting issues.			

Course Code	31761			
Course Name	Activity Value Management System	Credit	F	S
Course Objectives	<p>The main purposes of this course are:</p> <ol style="list-style-type: none"> 1.To introduce the basic concepts and theories of the activity value management system; 2.To facilitate students to explore the applications, case studies, and recent development in practices for the activity value management system; 3.To enhance students' capability of employing theories of activity value management in several real case companies; and 4.To enable students to design and apply the activity value management system for planning, controlling and decision making. 			

Statistics and Information Science

Course list

BBA Program in Statistics and Information Science		Code	Classes	Credit hours
Required common credit hours of the department	Statistics	02222	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Introduction to Business	05201	2	3
	Introduction to Programming	22495	2	3
	Mathematical Statistics	02743	2	6
	Linear Algebra	02766	2	4
	Programming Techniques	03056	2	3
	Advanced Programming Techniques	14761	2	3
	Application of Statistics Package	10931	2	2
	Management Information Systems	02631	2	3
	Database Administration	02490	2	3
	Survey Sampling-Course in English	24118	2	3
	Regression Analysis	01987	2	3
	Design of Experiment and Analysis	11218	2	3
	Data Mining-Course in English	21197	2	3
Independent Study I	07344	10	3	
Independent Study II	07699	10	3	
Elective credit hours by sections *	Multivariate Statistical Analysis-Course in English	19169	1	3
	Time Series Analysis-Course in English	20834	1	3
	Discrete Data Analysis-Course in English	21196	1	3
	Nonparametric Statistics	02303	1	3
	Biostatistics	05352	1	2
	Medical Statistics	05358	1	3
	Quality Control	01771	1	3
	Inference Statistics	06424	1	3
	Electronic Commerce-Course in English	17559	1	3
	Data Structures	02492	1	3
	Money and Banking	02249	1	3
	Marketing Management	01483	1	3
	Applied Statistical System Development -course in English	22143	1	3
	Datebase Practice	11099	1	3
	Financial Risk Management	20306	1	3
Data Exploration and Information Visualization	24327	1	3	
Elective credit hours of the department in other sections	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
	Practice of Statistical Decision	09626	1	3
	English Conversation	01846	4	8
	Applied Business English: Listening & Reading	19199	2	4
	Organizational Leadership and Social Innovation Practices	19663	1	2
	Organizational Learning and Social Inquiry	19664	1	2
Practice in Innovative Social Enterprises	21047	1	1	

● Course objective and prerequisites

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision -making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1.Statistics methods and concept and its relevance to the real world. 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation. 			

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study; 2.To illustrate the main concepts by a variety of examples and exercises; and 3.To have an overall understanding in calculus. 			

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of Microeconomics. 			

	<ol style="list-style-type: none"> 2. Understand the meanings of supply and demand functions. 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and firm make decision. 5. Understand various types of industry organizations and their characteristics. 6. Use Microeconomics theories to analyze the effects of public policy. 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's income. 9. Realize the meaning of production, saving, and investment. 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy.
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Course Code	02412						
Course Name	Accounting	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general; 2. To understand the basic recording and reporting processes of accounting information system; 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses; 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions; 5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and 6. To understand how to develop and make planning of an accounting career. 						

Course Code	05201						
Course Name	Introduction to Business	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers; 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D; 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling; 4.To integrate the factors of environment, management functions and business 						

	functions; and 5.To combine theory and practice.
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Course Code	24495			
Course Name	Introduction to Programming	Credit	F	S
Course Objectives	The objective of this course is to let the students learn to use a programming language to solve problems. The main contents of the course is the Python programming language, covering basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, as well as listings. Courses will also use some simple tools so that students can master the logics and problem solving ability as soon as possible.			

Course Code	02743			
Course Name	Mathematical Statistics	Credit	F	S
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of statistics that will be applied in the solution of problems in statistical theory and application for further study. The fundamentals of modern probability theory will be introduced first, followed by sampling distribution theory, and then the basic theory of statistical inference will be provided. The main concepts will be illustrated by a variety of examples and exercises.			

Course Code	02766			
Course Name	Linear Algebra	Credit	F	S
Course Objectives	There are two main objectives of this course: 1.To understand and build up the concepts of the linear algebra; and 2.To lean how to use Matlab software for solving the linear algebra problem at hand.			

Course Code	03056			
Course Name	Programming Techniques	Credit	F	S
Course Objectives	The first course of programming language for the student majoring Statistics should accomplish two goal : 1. Introduce students to the breadth of the discipline of computing, so that they come to understand the role of programming in the broader context of computing. 2.Introduce the methodologies and techniques of computer programming using C++, providing a complete introduction to the language.			

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course	Object-Oriented Programming (OOP) is a new approach to programming that			

Objectives	emphasized the modeling of objects through classes and inheritance. To facilitate the modeling of real world object, C++ provides not only multiple inheritance, but also operator overloading, template, and polymorphism. Standard Template Library (STL) gives programmer a easy way to overcome difficult problem, which is also achieved by OOP technique.
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Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To build basic ideas in operating software packages of statistics for the needs in managerial or analytical works; 2.To render examples or cases in daily life or in managerial applications along with statistics lectures; and 3.To be able to use the software packages such as SAS and SPSS. 			

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students to understand how the information technology (IT) supports organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration, and enabling business process restructuring. This course covers the practical, managerial-oriented approach, and how IT is being provided by information systems departments, vendors, service providers, supply chain partners, and end users.</p>			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	<p>This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include database concepts, relational database design concepts, Structured Query Language (SQL), database administration. A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.</p>			

Course Code	24118			
Course Name	Survey Sampling - Course in English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. Construct the basic concepts and theory of survey. 2. Teach the method of collecting data. 3. The questionnaire design. 4. Using cases or examples of practice application, this course make students 			

	learning in doing.
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Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Objectives	This course provides fundamental concepts and skills for regression analysis. Topics include model specifications, properties and related inferences. Procedures for building a linear regression model will be discussed thoroughly and actual data will be analyzed with statistical software.			

Course Code	11218			
Course Name	Design of Experiment and Analysis	Credit	F	S
Course Objectives	The objectives of this course are 1.To provides fundamental concepts and skills for design and analysis of experiment; 2.To cover the topics such as complete randomized design, factorial design, randomized block design, Latin Square design, and fractional factorial design. one-way and two-way ANOVA model; and 3.To discuss and analyze the real data with statistical software.			

Course Code	21197			
Course Name	Data Mining -Course in English	Credit	F	S
Course Objectives	The objectives of this course are as follows: 1.To understand DM concept; 2.To use DM Tools; 3.To understand DM methodology; and 4.To understand DM application.			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
Course Objectives	The objectives of this course are 1.To obtain independent thinking ability; 2.To be able to read the literature; 3.To be able to write papers; and 4.To cultivate analytical skills in solving the practical problem.			

Course Code	07699			
Course Name	Independent Study II	Credit	F	S
Course Objectives	The objective of this course are 1.To find an interesting topic, define research question, collect data, and accomplish			

	<p>a research report; and</p> <p>2.To be able to:(1) observe social environment and phenomenon.; (2) find an interesting topic as well as question.; (3) define a research question.; (4) understand the basic concept and methodology of research.; (5) collect and summarize data.; (6) write and accomplish a project report.</p>
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Course Code	19169			
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F	S
Course Objectives	<p>As data collection becomes more and more efficient and convenient, more features tend to be measured in each observation. This trend makes multivariate data analysis an important statistical technique nowadays. In this course, two objectives are the foundation for developing this course. First, the concept of multivariate data analysis methods, such as distance measure, multivariate control chart, principle component analysis, factor analysis, discrimination, classification, and clustering. The basic idea for each method will be introduced in the class, so that students will be familiar with the insight of methods. Second, the ability of performing real data analysis. How to use computer software, such as SPSS and R, to perform multivariate data analysis methods will also be introduced in this class.</p>			

Course Code	20834			
Course Name	Time Series Analysis-Course in English	Credit	F	S
Course Objectives	<p>Time series analysis is essential for today's world. Our objective is to develop competent skill in analyzing time series data for description, explanation, and forecast. This skill combines knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. The main topical coverage will be construction and interpretation of various time series approaches. These approaches involve: time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.</p>			

Course Code	21196			
Course Name	Discrete Data Analysis-Course in English	Credit	F	S
Course Objectives	<p>This course provides basic and essential methods for analyzing discrete- typed data. The major focus of this course is modeling of discrete- typed response techniques. In general, this course is designed into five sessions:</p> <ol style="list-style-type: none"> 1. The material in this part forms the heart of introductory methods used in univariate categorical data analysis. 2. This part surveys standard descriptive and inferential method for bivariate contingency tables. 3. This session introduces generalized linear models for binary data, in terms of Logistic regression; 4. Discusses log-linear models for poisson (count data). Both Session III and IV are instructed by unifying logistic regression and loglinear models with ordinary 			

	<p>regression and ANOVA models since these methods share many similar / different concepts.</p> <p>5. Detail user manuals written in SPSS setting to enhanced understanding of the context of statistical models. Supplement materials to cover topics in previous sessions.</p>
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Course Code	02303			
Course Name	Nonparametric Statistics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the modern nonparametric statistics that comprises a broad range of methods for data analysis, namely, rank based methods, permutation test, bootstrap, and curve smoothing; and 2. To be able to apply nonparametric methods in problem solving when the normal assumption is violated. 			

Course Code	05352			
Course Name	Biostatistics	Credit	F	S
Course Objectives	<p>The main purpose of biostatistics is to resolve the real problems generated from biological subjects. The conclusions are obtained through experimental studies or sampling. In this course three major topics: clinical trials, genetics and general medicine will be discussed. The lectures will emphasize on statistical concepts. Topics such as likelihood principles, regression methods, logistic regression and survival analysis will be introduced.</p>			

Course Code	05358			
Course Name	Medical Statistics	Credit	F	S
Course Objectives	<p>The main purpose of this course is to demonstrate how to use the developed statistical methodologies to resolve the problems generated from various medical subjects. Scientific conclusions are reached through experimental or sampling studies. In this course several major issues, which include preventive medicine, epidemiology, genetic counseling, forensic medicine, pharmaceutical industry, human genome studies, are introduced. The lectures will emphasize on the medical scenarios and related statistical methods based on Bayes theorem, likelihood principle, conditional probability setting and modeling.</p>			

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Objectives	<p>Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical method to quality and process improvement. This course will cover the foundation</p>			

	of modern approaches of quality control that may be applied to industries and business. Topical coverage will be: construction and interpretation of various control charts; specifications; tolerance limits; special types of control charts; process capability analysis; Excel (or SAS) in QC.
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Course Code	06424			
Course Name	Inference Statistics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To concentrate on the fundamental aspects of statistical inference, rather than the particular methods used in various disciplines; and 2.To provide a deeper understanding the theoretical part of statistical inference <p>The topics to be covered include point estimation, interval estimation and testing hypotheses.</p>			

Course Code	17559			
Course Name	Electronic Commerce–Course in English	Credit	F	S
Course Objectives	<p>The main objectives of this course are for students:</p> <ol style="list-style-type: none"> 1. To learn the fundamental concepts of electronic business; 2. To investigate the main issues of electronic commerce in terms of models. system framework, IT infrastructure and strategies of implementation with its cost benefit; 3. To learn how e-commerce is being conducted and managed; and 4. To assess its major opportunities, limitations, issues, and risks in this contemporary Internet business environment. 			

Course Code	02492			
Course Name	Data Structures	Credit	F	S
Course Objectives	<p>This course provides fundamental concepts of data structure and algorithms in computer science. Topics include introduction of basic data structures and basic algorithms, study of comparing data structures using different representation schemes, exploring different sorting and searching methods. The implementations and applications of data structures in a programming language are conducted.</p>			

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	<p>In this course, we provide an overview of the finance markets, with emphasis on the monetary and banking. Students are expected to understand the following questions after studying in this course:</p> <ol style="list-style-type: none"> 1. What role does the money play in the economy? 2. How are interest rates determined and how do they behave? 3. Why are the financial institutions important in the economics? 			

	4. What tools does central bank use to manipulate the money supply and interest rate?
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Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner. 			

Course Code	22143			
Course Name	Applied Statistical System Development -course in English	Credit	F	S
Course Objectives	<p>This is an advanced course aimed at applying JAVA technology to the development of practical statistical systems. In this course, students will learn programming skills related to (1) the SWING components (2) JDBC Database Access (3) 2D Graphics and (4) API for a Statistical Package. By the end of this course students will be able to develop statistical systems of basic applications for data analysis.</p>			

Course Code	11099			
Course Name	Datebase Practice	Credit	F	S
Course Objectives	<p>This course is designed to provide students with the knowledge and skills to perform the following tasks: (1) writing of basic SQL statements (DML/DDDL), and (2) writing of advanced SQL statements (includes an introduction to stored procedures).</p> <p>This course will be taught using a combination of classroom lectures and lab exercises. The database server for lab exercises will be a DB2 for UDB system on Windows platform. Students will utilize the facilities of the DB2 client to learn the knowledge and skills for performing the aforementioned tasks.</p>			

Course Code	20306			
Course Name	Financial Risk Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. Basic risk management training 2. Risk Management Strategy 3. Risk case study 			

	4. Quantitative based risk analysis
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Course Code	24327			
Course Name	Data Exploration and Information Visualization	Credit	F	S
Course Objectives	R is a relatively new statistical software; however, it gathers tremendous attentions in various fields due to its flexibility, capability, and lots of attractive features. The not-so-user-friendly property might be the key problem for the R beginner. Therefore, the goal of this course if to lead the students to be familiar with R; including its basic operations, environments, data types, basic functions and some programing skills. Hopefully, after taking this course, students can enjoy and be very confident of using R in their following data analysis task.			

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	The purposes of the subject course are 1.To provide a complete and general knowledge about the basic theory and practice of insurance; and 2.To gain practical knowledge and specialty through a deep understanding towards the status quo and the contents of insurance management.			

Course Code	04791			
Course Name	The Theory of Interest	Credit	F	S
Course Objectives	The objective of this course is to help students obtain basic concepts on interest and its related knowledge.			

Course Code	09626			
Course Name	Practice of Statistical Decision	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the fundamental concepts and skills for statistical decisions; and 2.To include case study for a better understanding its application on business. Topics to be covered include probability, modeling and its decision making, Bayesian decision making, Lagrange multiplier, decision making under certainty & uncertainty.			

Course Code	01846			
Course Name	English Conversation	Credit	F	S
Course Objectives	1.To enhance the students general English proficiency; and 2.To practice daily and academic language skills in listening and speaking.			

Course Code	19199			
Course Name	Applied Business English: Listening & Reading	Credit	F	S
Course Objectives	This remedial course is aimed at helping senior students with test-taking skills for standardized tests (esp. for TOEIC) in the hope of achieving more satisfactory results to meet the basic requirements of their English proficiency before graduation. The emphases of the courses will be on listening and reading.			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning; 2. To be able to build a team and cooperate with each other within the team; 3. To be able to manage the group dynamic of an organization; 4. To be able to implement the selected project and achieve the set goals; 5. To be able to run an organization to have high performance; and 6. To be able to have the vision and capacity to be a leader. 			

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and 5.To be able to implement the selected project and achieve the set goals. 			

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	<p>Innovative Social Enterprises Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development. To learn how social entrepreneurs with entrepreneurial spirit to carry out the meaning and value of social enterprise. Innovative Social Enterprises Competition Practice, which combines essentials from Management, Marketing, Financial Management etc., utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects through practical competition. This course intends to achieve the below objectives:</p> <ol style="list-style-type: none"> 1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice. 2. Learn how to conduct social enterprises business management by creative development and activity. 3. Learn how to build an social enterprises business team and promote teamwork to 			

	<p>achieve success.</p> <p>4. Understanding the value and development of social enterprises and learn how to deal with it.</p> <p>5. Experience and demonstrate entrepreneurship through competition.</p> <p>Innovative social enterprises Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an social enterprises start-up.</p>
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Finance and International Business

Course list

BBA in Finance and International Business		code	classes	Credit hours
Required common credit hours of the department	Economics	02457	2	6
	Calculus	02390	2	6
	Accounting	02412	2	6
	Introduction to Business Management	05201	2	3
	Introduction to Programming	24495	2	3
	Statistics	02222	2	6
	Introduction to Civil Law	01343	2	2
	Marketing Management	01483	2	3
	Macro-Economics	02891	2	3
	Micro-Economics	01910	2	3
	Financial Management	01983	2	3
	International Finance	02090	2	3
	Independent Study I	07344	12	3
	Independent Study II	07699	12	3
Required credit hours by sections	Investments	01579	1	3
	Futures and Options	03408	1	3
	Fixed Income Securities	10458	1	3
	International Business Management	02083	1	3
	International Co-opetition Strategy	15493	1	3
	International Marketing	02084	1	3
	International Marketing- Course in English	15149	1	3
	International Business Management- Course in English	19710	1	3
Selected credit hours of the department in other sections	Security Markets Studies	12883	1	2
	The Practice of International Trade	02100	1	3
	Commercial Law	02056	1	3
	International Service Management	08640	1	2
	Industry Analysis and Competitive Strategy	03132	1	3
	Technology and Innovation Management- Course in English	19996	1	3
	Chain Store Business Management	02252	1	1
	Organizational Learning and Social Inquiry	19664	1	0.4
	Organizational Leadership and Social Innovation Practices	19663	1	0.4
	Business Valuation and Case Study	22101	1	3
	Analysis For Global Industry	08314	1	3
	Practicum in Enterprises I	10852	1	3
	Practicum in Enterprises II	11370	1	3
	Decision Analysis	24103	1	3
	News Forum in Business and Finance-course in English	24254	1	3
	Financial Asset Management	31459	1	3
	Financial data Analysis and Intelligent Trading (I)	30936	1	3
	Financial data Analysis and Intelligent Trading (II)	30937	1	3
Case study in Management	12121	1	3	

	Fintech I: Robo- Advisory in Investment Management	31159	1	3
	Fintech II: Internet Finance	31160	1	3
	Globalization and Entrepreneurship- Course in English	30896	1	3
	Personal Finance and Wealth Management - Course in English	25138	1	3
	Distribution Channel & Strategy Management in Financial Industry	31787	1	2

● Course objective and prerequisites

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand functions. 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and firm make decision. 5. Understand various types of industry organizations and their characteristics. 6. Use Microeconomics theories to analyze the effects of public policy. 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's income. 9. Realize the meaning of production, saving, and investment. 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy. 			

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <ol style="list-style-type: none"> 1. To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study; 2. To illustrate the main concepts by a variety of examples and exercises; and 3. To have an overall understanding in calculus. 			

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and</p>			

	<p>reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general; 2. To understand the basic recording and reporting processes of accounting information system; 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses; 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions; 5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and 6. To understand how to develop and make planning of an accounting career.
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Course Code	05201			
Course Name	Introduction to Business Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers; 2. To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D; 3. To introduce management functions, including analysis, planning, organizing, leading, and controlling; 4. To integrate the factors of environment, management functions and business functions; and 5. To combine theory and practice. 			

Course Code	24495			
Course Name	Introduction to Programming	Credit	F	S
Course Objectives	<p>This course is developed for students to use programming language in problem solving. The main content of the course is the Python programming language that covers basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, Lists, Tuples, Dictionaries, Sets and other data structures. Some simple tools will also be used in this course so that students can master the programming ability in no time.</p>			

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision -making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1.Statistics methods and concept and its relevance to the real world. 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation. 			

Course Code	01343			
Course Name	Introduction to Civil Law	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the general principles of civil laws; 2.To identify relation among the fixed individuals; and 3.To cover the knowledge about common daily life and the knowledge and capability necessary for future jobs. 			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner. 			

Course Code	02891			
Course Name	Macro-Economics	Credit	F	S
Course Objectives	<p>The key objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand how the macro-economy works and, more specifically, how 			

	<p>monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations;</p> <p>2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues;</p> <p>3.To discuss some key issues of macroeconomics: short-run economic variations in output and employment, how the quantity of money affects output and inflation rate, the role of expectations, long-run economic growth, and the effects of macroeconomic policies; and</p> <p>4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today.</p>
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Course Code	01910		
Course Name	Micro-Economics	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <p>1.To analyze the behavior of individual economic units, including consumers, workers, and investors, owners of land and business firms, and how and why these units make economic decisions;</p> <p>2.To explore the issues on how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions; and</p> <p>3.To extensively cover the topics of game theory, strategic interactions of firms, the role and implications of uncertainty and asymmetric information, the pricing strategies of firms with/without market powers, and the design of policies taking into account of market efficiency and externalities.</p>		

Course Code	01983		
Course Name	Financial Management	Credit	F S
Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <p>1. The possible types and control mechanism of agency problems</p> <p>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting</p> <p>3. The concept of weighted average cost of capital</p> <p>4. Possible arguments that dictate the optimal capital structure and dividend policy.</p> <p>5. working capital management</p>		

Course Code	02090			
Course Name	International Finance	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 1. To provide an analytical framework for understanding modern international finance and open economy macroeconomics; and 2. To discuss the issues such as the foreign currency markets and international financial arbitrage, the fundamental international parity conditions, the performance of international monetary regimes-past to present, monetary and portfolio approaches to balance-of-payments and exchange-rate determination, rational expectations and monetary policy in the open economy, policy coordination, and monetary union. 			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To obtain independent thinking ability; 2.To be able to read the literature; 3.To be able to write papers; and 4.To cultivate analytical skills in solving the practical problem. 			

Course Code	07699			
Course Name	Independent Study II	Credit	F	S
Course Objectives	<p>The objective of this course are</p> <ol style="list-style-type: none"> 1.To find an interesting topic, define research question, collect data, and accomplish a research report; and 2.To be able to:(1) observe social environment and phenomenon.; (2) find an interesting topic as well as question.; (3) define a research question.; (4) understand the basic concept and methodology of research.; (5) collect and summarize data.; (6) write and accomplish a project report. 			

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore the operation of capital markets and the related theory about investment; and 2.To introduce the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc. 			

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Objectives	<p>The learning objectives of this course include:</p> <ol style="list-style-type: none"> 1.The basic characteristics of derivative contracts; 2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc. 3.Trading strategies of options. 4.Binomial tree pricing options. 5.Black-Scholes model. 6.Hedging when issue or buy an option. 7.Structured note. 8.Exotic options. 			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include:</p> <ol style="list-style-type: none"> 1. Introduction to fixed income products and innovation. 2. Basic bond valuation techniques with risk and return analysis. 3. Term structure of interest rates and their estimates. 4. Pricing of fixed income securities and their derivatives. 5. Bond immunization strategy. 6. Bond portfolio management. 7. Fixed income securities' risk management and innovation. 8. Bond related topics such as taxation of bonds, preferred stock, and real estate securitization. 			

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<p>International investment and industrial environment have been more capricious than ever before since 21st century when globalization, digitalization, and liberalization came to be the trend. In order to fertilize outstanding international-level talents with overall thinking, the objectives of this course are</p> <ol style="list-style-type: none"> 1.To profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management; 2.To broaden international views; 3.To synchronize with changes and development of the world; and 4.To strengthen international competence. 			

Course Code	15493			
Course Name	International Co-opetition Strategy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To address the fundamental competitive and cooperative strategies in international management; 2.To cover the four modules: international strategy, competitive strategy, cooperative strategy and co-opetition; and 3.To learn thinking in an interactive and participative context. 			

Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments; 2.To understand the process of implementing global marketing strategies; and 3.To adapt marketing activities to specific market needs. 			

Course Code	15149			
Course Name	International Marketing- Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments; 2.To understand the process of implementing global marketing strategies; and 3.To adapt marketing activities to specific market needs. 			

Course Code	19710			
Course Name	International Business Management- Course in English	Credit	F	S
Course Objectives	<p>International investment and industrial environment have been more capricious than ever before since 21st century when globalization, digitalization, and liberalization came to be the trend. In order to fertilize outstanding international-level talents with overall thinking, the objectives of this course are:</p> <ol style="list-style-type: none"> 1. To profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management; 2. To broaden international views; 3. To synchronize with changes and development of the world; and 4. To strengthen international competence. 			

Course Code	12883			
Course Name	Security Markets Studies	Credit	F	S
Course Objectives	<p>This course is provided for students who are unfamiliar with investment. The contents that will be covered in this course are</p> <ol style="list-style-type: none"> 1. To provide students with real experiences such as such as opening a trading account for real trading; 2. To conduct portfolio simulation via fictitious accounts; 3. To focus on specific industries and conduct both fundamental and technical analyses; and 4. To introduce five basic types of financial investments—money, stocks, bonds, options and futures with the focus on the risk-reward tradeoff, the determinants of valuation, and the practical issues of how to buy and sell these instruments. 			

Course Code	02100			
Course Name	The Practice of International Trade	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce customary practices, professional terms, and regulatory framework in field of international transactions; 2.To systematically integrate the aforesaid conventions, terms, and regulations and illustrate cases for business transactions in relation to different jurisdictions; 3.To possess basic knowledge of international trade practice and the ability to manage multiple effectively tasks in a pressured environment; and 4.To handle the whole transactions independently with adequate working experiences. 			

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance; and 2.To build the basis of further legal studies and examination skills on the commercial laws. 			

Course Code	08640			
Course Name	International Service Management	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce both theories and practices of international service business to senior students.</p>			

Course Code	03132			
Course Name	Industry Analysis and Competitive Strategy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the advantage of country competition; 2. To understand the development of industries; and 3. To conduct competition analyses and company strategies. 			

Course Code	19996			
Course Name	Technology and Innovation Management- Course in English	Credit	F	S
Course Objectives	<p>This course introduces the concepts and practices related to the management of technology and innovation. By the end of the course, students will understand various aspects of technology and how to manage innovation activities for businesses.</p>			

Course Code	02252			
Course Name	Chain Store Business Management	Credit	F	S
Course Objectives	<p>The objective of this course is to train chain's professional manager and high-order executive</p>			

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and 5.To be able to implement the selected project and achieve the set goals. 			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning; 2. To be able to build a team and cooperate with each other within the team; 3. To be able to manage the group dynamic of an organization; 4. To be able to implement the selected project and achieve the set goals; 5. To be able to run an organization to have high performance; and 6. To be able to have the vision and capacity to be a leader. 			

Course Code	22101			
Course Name	Business Valuation and Case Study	Credit	F	S
Course Objectives	The purpose of this course is to provide students with a better understanding of how to figure out the intrinsic value of a firm and, further, as a reference for investment or business M & A. Through classroom lecture, discussion, and case studies & competitions, the students not only learn the method of valuation but also realize the importance of macroeconomic environment, industry and corporate strategies.			

Course Code	08314			
Course Name	Analysis for Global Industry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To theoretically analyze the impetus of industrial globalization and explain industrial analysis tools used to anatomize global industry; 2. To introduce several industrial development trend, especially in the competitive strategies of global IC industry, PC industry, telecommunication industry, biotechnology and pharmaceuticals industry, cultural and creative industry, and retailing industry; 3. To provide a game-theoretic framework for understanding how firms compete in the industry; and 4. To emphasize how to design successful competitive strategies. 			

Course Code	10852			
Course Name	Practicum in Enterprises I	Credit	F	S
Course Objectives	<p>This objectives of this course are:</p> <ol style="list-style-type: none"> 1.To learn practical working techniques and business operations and to shorten the gap between theory and practice in financial and non-financial industries; 2.To learn business ethics and job discipline and to become a business person with integrity; and 3.To expand people network among industries and to benefit future career development. 			

Course Code	11370			
Course Name	Practicum in Enterprises II	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 1. To learn practical working techniques and business operations and to shorten the gap between theory and practice of financial and non-financial industries; 2. To learn business ethics and job discipline and to become a business person with integrity; and 3. To expand people network among industries and to benefit future career development by internship and result sharing, communication, performance review, mentoring-teach, and business visit. 			

Course Code	24103			
Course Name	Decision Analysis	Credit	F	S
Course Objectives	This course aims to introduce the fundamental concepts of decision analysis for management judgment through hands-on practice. This course provides students with systematic and objective approaches, such as Multivariate Regression, Analysis of Variance (ANOVA), Simple Multi-attribute Rating Technique (SMART), Analytic Hierarchy Process (AHP), and Decision Tree (DT). In order to make decisions under uncertainty, imparting such knowledge via detailed instruction and case studies to ensure students can further understand the implications and intricate effects of decision analysis on aspects of business-related activities.			

Course Code	24254			
Course Name	News Forum in Business and Finance-course in English	Credit	F	S
Course Objectives	This objectives of this course are 1.To get acquainted with and open discussions on the contemporary issues in business and financial news; and 2.To facilitate better abilities in financial news analysis and also enhance students in English listening, reading, and oral expressions.			

Course Code	31459			
Course Name	Financial Asset Management	Credit	F	S
Course Objectives	This objectives of this course are: 1. To provide students both a theoretical foundation and practical experience in the financial asset management. 2. To have a comprehensive understanding about how to implement risk management for financial assets, especially in respect of compliance and internal control system of financial institutes.			

Course Code	30936			
Course Name	Financial data Analysis and Intelligent Trading (I)	Credit	F	S
Course Objectives	This course is to cultivate students to be financial data analysts and intelligent traders, which can analyze financial data, devise futures trading strategies, set up an alarming radar, carry out performance back test, virtual trading and program trading by using some practical programs including excel VBA, Python and Multicharts. The features of this course are to cooperate with financial institutions, resources integration and co-teaching with industry mentors. We focus on actual practices to develop students' workplace competitiveness in the financial sector.			

Course Code	30937			
Course Name	Financial data Analysis and Intelligent Trading (II)	Credit	F	S
Course Objectives	This course is to cultivate students to be financial data analysts and intelligent traders, who can analyze financial data, devise multi-securities trading strategies, set up an alarming radar, carry out performance back test, virtual trading and program trading by applying Python, XQ, and R. It is required that students can submit a proposal by finding a topic, researching data by web crawler, performance back test, instant financial information analysis and program trading. Students can develop useful strategies or products to meet the needs of financial institutions.			

Course Code	12121			
Course Name	Case study in Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To consolidate the student’s ability of Logical Thinking; 2.To cultivate the student’s ability of assembling data analysis; and 3.To solve the problem and enunciation ability.			

Course Code	31159			
Course Name	Fintech I: Robo- Advisory in Investment Management	Credit	F	S
Course Objectives	The revolutionary changes of services brought by the fintech startups shape the future of financial service industry. The course is designed to focus on the analytical skills and implementation capability in robo-advisory in investment management via project-based learning approaches. The course consists of three sections: fundamental analysis of macroeconomics trends; investment planning and asset allocation; and investment strategy and performance evaluation. Students are required to complete one project for each of the three sections. In contrast to traditional quantitative analysis, students have to pay attention to unstructured data analysis for investment management as well. Students are expected to establish diverse analytical capabilities useful for the recent development of financial technology.			

Course Code	31160			
Course Name	Fintech II: Internet Finance	Credit	F	S
Course Objectives	This course is designed to be practice-oriented. We will introduce three topics related to Internet finance and mainly focus on “P2P lending”. First, we demonstrate the current prevalence of P2P lending and the related default risk evaluation methods. Then we further discuss the development of new default risk factors and appropriate model specifications for the P2P lending business. After the training of this course, students are expected to have fair knowledge of Internet finance and default risk evaluation methods.			

Course Code	30896			
Course Name	Globalization and Entrepreneurship- Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students the concepts of globalization trend and the knowledge of business entrepreneurship that is the motive engine of producing driving power for business growth. The course provides the knowledge of the linkage and the mutual impact between globalization and entrepreneurship. In addition, the course is designed to provide the roundtable discussions for enhancing students' abilities to implement critical thinking; sharing and debating the relevant issues in global business development and international financial environment. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the concepts of business entrepreneurship and globalization trend. 2. Understand the meanings and procedure of strategic innovations and how to start up a new business. 3. Understand the characteristics and evolution of world business development stages and industrial competitive structure for an entrepreneur. 4. Learn the management skill and management thinking for an entrepreneur in administering the innovative business in an effective manner. 			

Course Code	25138			
Course Name	Personal Finance and Wealth Management - Course in English	Credit	F	S
Course Objectives	<p>The purpose of this course is to illustrate the elegance of modern financial theory and its applications at the personal level. This class will explore the concepts of personal finance on both a philosophical and theoretical level.</p> <p>The class will trace the development of financial theory through history, in particular through the contributions of six Nobel Prize winners: Tjalling Koopmans, Robert Solow, Harry Markowitz, Eugene Fama, Daniel Kahneman and Robert Shiller. At the end of this course, students will understand the key concepts of personal finance and be capable of making smart financial decisions.</p> <p>Subjects to be covered include investment theory and investor behavioral, life-cycle financial planning, insurance theories and applications, and retirement planning. Several practical case studies such as Google, Microsoft, Alibaba, Toyota, Southwest Airlines and Coca Cola will be thoroughly reviewed from an investor's point of view.</p>			

Course Code	31787			
Course Name	Distribution Channel & Strategy Management in Financial Industry	Credit	F	S
Course Objectives	<p>The objectives of this course are to provide the students with basic financial concepts so they can understand the practice of three pillars of financial industry, namely, Insurance, Banking, and Security. The course will assist and evoke the students' understandings towards the followings:</p> <ol style="list-style-type: none"> 1. The market landscape of business 2. The major products 			

	<ol style="list-style-type: none">3. The distribution channels4. The key factors (like Source of profit) of business5. The future trend of business
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Information Management

Course list

BBA Program in Information Management		Code	Classes	Credit hours
Required common credit hours of the department	Operating System	01558	2	3
	Introduction to Programming	24495	2	3
	Advanced Programming Techniques	14761	2	3
	JAVA Programming Language	07390	2	4
	Front-end Web Design	24496	2	2
	Web Programming	16258	2	3
	Data Structures	02492	2	3
	Database Administration	02490	2	3
	Data Communication and Network	10681	2	3
	Management Information Systems	02631	2	3
	Innovation and Design Thinking	30499	2	2
	System Analysis and Design	01584	2	3
	Information System Project (I)	04317	11	2
	Information System Project (II)	04038	22	2
	Statistics	02222	2	6
	Introduction to Business	05201	2	3
	Calculus	02390	2	6
Economics	02457	2	6	
Accounting	02412	2	6	
Elective credit hours of the department in other sections	JAVA Programming Language	07390		3
	C Language	03094	1	3
	Financial Management	01983	1	3
	Marketing Management	01483	1	2
	Production and Operations Management	01370	1	3
	Enterprise Resources Planning	09289	1	3
	Enterprise Resources Planning-Course in English	13701	1	3
	Business Automation	10608	1	3
	Electronic Commerce	09514	1	3
	Introduction to Big Data	24498	1	2
	Big Data in Business Analytic	24499	1	2

Elective credit hours of the department in other sections	Algorithms	04619	1	3
	Discrete Mathematics	02933	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Internship	13859	1	4
	Managerial Mathematics	02632	1	3
	Data Security	04623	1	3
	Internet Marketing	10211	1	3
	Internet Marketing-Course in English	24497	1	3
	Financial Trading Systems	21429	1	3
	Digital Finance	24106	1	2
	Network Management	13587	1	3
	Supply Chain Management-Course in English	16985	1	3
	Organizational Learning and Social Inquiry	19664	1	2
	Knowledge Management System	18040	1	3
	Service Science	24500	1	3
	Organizational Leadership and Social Innovation Practices	19663	1	2
	Practice in Innovative Social Enterprises	21047	1	1
	Computer Graphics with Applications	20067	1	3
	Introduction to Cloud Application Platform	19322	1	3
	Cloud Application Programming	19411	1	3
	Mobile Service Application System	19709	1	3
Information System Project Management	11799	1	2	
Introduction to Information System-Course in English	13517	1	3	

● Course objective and prerequisites

Course Code	01558			
Course Name	Operating System	Credit	F	S
			3	
Course Objectives	The course aims to provide a description of the concepts that underlie operating systems. The essential topics in this course include process management, memory management, storage management, protection and security. In addition, the course uses examples of real-world operation systems to illustrate the fundamental concepts.			

Course Code	24495			
Course Name	Introduction to Programming	Credit	F	S
Course Objectives	This course is developed for students to use programming language in problem solving. The main content of the course is the Python programming language that covers basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, Lists, Tuples, Dictionaries, Sets and other data structures. Some simple tools will also be used in this course so that students can master the programming ability in no time.			

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course Objectives	To be confirmed.			

Course Code	07390			
Course Name	JAVA Programming Language	Credit	F	S
Course Objectives	This course is an introduction to JAVA programming language which is now one of the most popular programming languages. This course will cover programming basis such as: programming basics and variable data type, expression, condition, iteration, array, object and class.			

Course Code	24496			
Course Name	Front-end Web Design	Credit	F	S
Course Objectives	The aim of this course is to teach student foundational techniques of web design, including HTML5, CSS, and JavaScript. By using web design software(s), students will be asked to design their web pages or user interfaces (in-class assignments). More importantly, students will learn how to easily design web pages without taking much time on computer programming.			

Course Code	16258			
Course Name	Web Programming	Credit	F	S
				3
Course Objectives	The objective of this course is to let the students familiarize with the current tools and processes of designing a database backed web application. Multi-tier applications centered around MVC (Model View Control) model will be illustrated throughout the course with stepwise refined examples. Hands-on exercises applying html, jsp, servlet, and Web development tools such as Google Web Toolkit to develop a SaaS application will be conducted in the classroom. Programming loading in this course is medium.			

Course Code	02492			
Course Name	Data Structures	Credit	F	S
				3
Course Objectives	This course provides fundamental concepts of data structure and algorithms in computer science. Topics include introduction of basic data structures and basic algorithms, study of comparing data structures using different representation schemes, exploring different sorting and searching methods. The implementations and applications of data structures in a programming language are conducted.			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
				3
Course Objectives	This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include database concepts, relational database design concepts, Structured Query Language (SQL), database administration. A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.			

Course Code	10681			
Course Name	Data Communication and Network	Credit	F	S
				3
Course Objectives	The main purpose of this course is to help students have complete knowledge about data communications and networking. The course tries to let students understand deeply and broadly the operating principles of enterprise data communications and networking. Therefore, besides teaching the theories of data communications and networking, this course requires students to investigate enterprise real cases and have ability to design some programs of data communications and networking in order to understand their operating principles.			

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
				3
Course	The objective of this course is to provide the students to understand how the			

Objectives	information technology (IT) supports organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration, and enabling business process restructuring. This course covers the practical, managerial-oriented approach, and how IT is being provided by information systems departments, vendors, service providers, supply chain partners, and end users.
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Course Code	30499			
Course Name	Innovation and Design Thinking	Credit	F	S
Course Objectives	This course is developed for business innovation and design thinking curriculum. Upon completion of this course, students can be familiar with creativity, innovation connotation, methods of thinking, innovative thinking and design tools (software), business innovation thinking framework, cases of product innovation and software innovation, and putting proposals and ideas into practices.			

Course Code	01584			
Course Name	System Analysis and Design	Credit	F	S
Course Objectives	The objective of this course is to train students to be familiar with the various methods, tools, and techniques of analysis & design, to possess the ability of collecting and processing the user requirements. Topics include: methodologies, gathering requirements, behavioral modeling, structural modeling, dynamic modeling and design related issues.			

Course Code	04317			
Course Name	Information System Project (I)	Credit	F	S
Course Objectives	By using a real project, the objective of this course is to train students to have the ability for applying information techniques to solve the problems of organizational management or individual business. Students enrolled in this course will obtain experiences for developing information systems (IS), especially including planning, analysis, development, implementation, etc. Finally, students of each team need demonstrate their IS and then provide an innovative marketing plans for finding business opportunity of IS in this course.			

Course Code	04038			
Course Name	Information System Project (II)	Credit	F	S
Course Objectives	The objective of this course is to train students to have the ability for applying information techniques to solve the problems of organizational management or individual business. Students enrolled in this course will obtain experiences for developing information systems (IS), especially including planning, analysis,			

	development, implementation, etc. Finally, students of each team need demonstrate their IS and then provide an innovative marketing plans for finding business opportunity of IS in this course.
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Course Code	02222			
Course Name	Statistics	Credit	F	S
			3	3
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision -making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1.Statistics methods and concept and its relevance to the real world. 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation. 			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
			3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers; 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D; 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling; 4.To integrate the factors of environment, management functions and business functions; and 5.To combine theory and practice. 			

Course Code	02390			
Course Name	Calculus	Credit	F	S
			3	3
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus</p>			

	<p>such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study; 2.To illustrate the main concepts by a variety of examples and exercises; and 3.To have an overall understanding in calculus.
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Course Code	02457			
Course Name	Economics	Credit	F	S
			3	3
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand functions. 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and firm make decision. 5. Understand various types of industry organizations and their characteristics. 6. Use Microeconomics theories to analyze the effects of public policy. 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's income. 9. Realize the meaning of production, saving, and investment. 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy. 			

Course Code	02412			
Course Name	Accounting	Credit	F	S
			3	3
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general; 2. To understand the basic recording and reporting processes of accounting information system; 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses; 4. To understand how to analyze and interpret accounting information to help 			

	<p>investors, creditors and business managers to make economic decisions;</p> <p>5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and</p> <p>6. To understand how to develop and make planning of an accounting career.</p>
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Course Code	03094			
Course Name	C Language	Credit	F	S
				3
Course Objectives	Teach students how to program with C language.			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
				3
Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital structure and dividend policy. 5. working capital management 			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
				2
Course Objectives	<p>The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner. 			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
				3
Course Objectives	<p>Production is an essential function of a business unit. The objective of this course is to help students understand the whole concepts of production management and to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts and theoretical knowledge of Operations Management, 2. Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology to solve the real problems, 3. Obtain the ability for the further study and research. 			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
				3
Course Objectives	<ol style="list-style-type: none"> 1. To help managers to effectively manage sales/distribution, production, R/D, finance, and HRM functions via ERP implementation; 2. To avoid mass coordination caused by different departments under the powerful data processing ability of ERP, so the performance of whole supply chain could be enhanced; 3. To provide complete theoretical rationale and practices training to systematically appreciate the details of eight modules of ERP; and 4. To enhance student's information processing capability via practical, fast lecturing method. 			

Course Code	13701			
Course Name	Enterprise Resources Planning-Course in English	Credit	F	S
				3
Course Objectives	<p>The objective of this course is to provide the students hands-on experiences on enterprise resources planning. This course covers fundamental concepts and skills for operation and production management procedures. Topics include core management data and fundamental managerial functions such as inventory management, purchase management, distribution management, manufacturing management, material requirement planning, master production scheduling, and accounting. A SOA-ERP system in the cloud is used for operational practice and case study. Comprehensive presentation of the SOA-ERP system is required for each student. Programming loading in this course is none.</p>			

Course Code	10608			
Course Name	Business Automation	Credit	F	S
				3
Course Objectives	<p>To improve the literacy and interest of business automation by introducing the business automation systems, technologies.</p>			

Course Code	09514			
Course Name	Electronic Commerce	Credit	F	S
				3
Course Objectives	In this course we provide the fundamental theory of electronic commerce including electronic commerce models, electronic store, evaluation model, and mobile commerce. In practice, we will introduce some cases in Taiwan to learn business model and experience.			

Course Code	24498			
Course Name	Introduction to Big Data	Credit	F	S
Course Objectives	<p>This course provides fundamental knowledge and applications of big data for students. They are trained to use big data tools and techniques in data processing and decision-making analysis. In particular, it focuses on development of big data solutions for business.</p> <p>This course also focuses on demonstrating how effectively the popular tools such as NoSQL technologies can be for problem solving. Upon completing the course, the student will be able to store, manage, process and analyze massive amounts of unstructured data.</p>			

Course Code	24499			
Course Name	Big Data in Business Analytic	Credit	F	S
Course Objectives	<p>There is growing demand for data-analytics professionals in businesses, public agencies, and nonprofit organizations for powering enterprises to new levels of competitiveness. This course explores the rapidly developing fields of Big Data for intelligent use of data to maximize the utilization of data and optimize the efficiency of decision making in the context of various fields. Basically, this course is to explore the usage of big data so as to gain useful predictions and insights. Topics may include basic concepts of data manipulations, analytic, and communications. The course helps students learn what is desired from big data, and how big data analytic adds value to business. Students can gain data science knowledge and techniques via in-depth case studies, readings and experiences, and most updated technology exploration.</p>			

Course Code	04619			
Course Name	Algorithms	Credit	F	S
				3
Course Objectives	<ol style="list-style-type: none"> 1. Understand basic concepts of algorithms; and 2. Learn various designs of algorithms in order to use computers to solve problems more efficiently. 			

Course Code	02933			
Course Name	Discrete Mathematics	Credit	F	S
			3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand mathematical induction, functions, and relationships, etc; and 2.To learn the applications of discrete mathematics. 			

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
				3
Course Objectives	<p>This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns.</p>			

Course Code	13859			
Course Name	Internship	Credit	F	S
				4
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 1.To learn practical working techniques; 2.To have professional capability in order to coordinate moral relationship and practical applications; and 3.To shorten on job training and reserve potential experts for enterprises. 			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
			3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector; 2.To develop mathematical models for problem solving and decision making; and 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting. 			

Course Code	04623			
Course Name	Data Security	Credit	F	S
			3	
Course Objectives	<ol style="list-style-type: none"> 1.Understand basic concepts of data security, 2. Learn principles and applications of cryptography and Internet security. 			

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
			3	
Course	The objectives of this course are			

Objectives	1.To investigate related knowledge and techniques of internet marketing; 2.To cultivate the ability of conducting marketing research; and 3.To articulate plans and strategies for internet marketing.
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Course Code	24497			
Course Name	Internet Marketing-Course in English	Credit	F	S
Course Objectives	<p>The main objectives of this course are:</p> <p>1.to investigate related knowledge and techniques of internet marketing;</p> <p>2.to cultivate the ability of conducting internet marketing project (i.e., Google Adwords / Analytics; SEO); and</p> <p>3.to articulate plans and strategies for internet marketing (i.e., Facebook; Micro Movie).</p>			

Course Code	21429			
Course Name	Financial Trading Systems	Credit	F	S
Course Objectives	<p>The main objectives of this course are: to introduce the theory of internet finance, financial trading systems, program trading. This course will focus on the topics of the e-securities, e-financial investment, program trading, trading strategy, electronic ordering system, and money management. Therefore, students will understand the nature of financial trading, as well as how to apply information technology to solve problems of financial trading, and finally be able to establish useful trading systems.</p>			

Course Code	24106			
Course Name	Digital Finance	Credit	F	S
Course Objectives	<p>Digital finance (e-finance) is an interdisciplinary integration of information technology and finance. The main objective of this course is to enable students to learn the content and structure of digital finance, including e-finance transaction technology, trading structure and electronic powers contract, and to explore technical and management issues. Course content includes e-banking, e-securities and e-insurance, e-payment, electronic-investment, P2P lending, crowd funding, electronic power contracts, finance big data analysis, and e-finance supervision and security.</p>			

Course Code	13587			
Course Name	Network Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To provide the fundamental theory of LAN wiring and network management;</p> <p>2. To introduce some cases in Taiwan to learn network planning of LAN.</p> <p>The contents that will be covered in this course include</p> <p>1. structured cabling system of LAN;</p>			

	2. LAN wiring design of office 3. cost estimation of LAN wiring 4. wiring testing and diagnostic equipment 5. SNMP network management and installation of Domain Name Server.
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Course Code	16985						
Course Name	Supply Chain Management-Course in English	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	1.To guide students familiar with the inter-company supply chain operation model; 2.To explore how to integrate the supply chain with information technology to promote the competence of the company; and 3.Through case study to develop the capability of students for supply chain integration.						

Course Code	19664						
Course Name	Organizational Learning and Social Inquiry	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and 5.To be able to implement the selected project and achieve the set goals.						

Course Code	18040						
Course Name	Knowledge Management System	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td>3</td> </tr> </table>	F	S		3
F	S						
	3						
Course Objectives	The main objective of the course is to help students have a comprehensive understanding of the knowledge management system (KMS). Accordingly, this course covers essential theories and techniques to develop the KM applications for effective knowledge reuse and sharing. Basically, we will introduce the model and theories of Information Retrieval, Text analytic and Web mining techniques in detail. Furthermore, the advanced content management, search and e-discovery solutions with the aid of the above techniques for building commercial IR systems, enterprise search system or KM applications are also included in the class. To sum up, the learning objectives in this course are including: 1.To understand the key concepts of KM and KMS; 2.To learn the information retrieval, Text analytic and Web mining related techniques applied in the KMSs; 3.To investigate the KM search solutions applies in the business environment that can help users put knowledge into action; and 4.To provide latest information about best practices for enterprise search, enterprise content management, and e-discovery.						

Course Code	24500			
Course Name	Service Science	Credit	F	S
Course Objectives	In the service and experience economy age, service science can motivate the service industry to identify the opportunity of service innovation, improve service quality, enhance customer satisfaction, and increase business profitability. This course provides senior students with a better understanding of concepts, knowledge, and technology of service science and service design. Issues such as a further exploration of the service model and strategy and realizing the systematic services innovation are also covered.			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning. 2. To be able to build a team and cooperate with each other within the team. 3. To be able to manage the group dynamic of an organization. 4. To be able to implement the selected project and achieve the set goals. 5. To be able to run an organization to have high performance. 6. To be able to have the vision and capacity to be a leader. 			

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	<p>Innovative Social Enterprises Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development. To learn how social entrepreneurs with entrepreneurial spirit to carry out the meaning and value of social enterprise. Innovative Social Enterprises Competition Practice, which combines essentials from Management, Marketing, Financial Management etc., utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects through practical competition. This course intends to achieve the below objectives:</p> <ol style="list-style-type: none"> 1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice. 2. Learn how to conduct social enterprises business management by creative development and activity. 3. Learn how to build an social enterprises business team and promote teamwork to achieve success. 4. Understanding the value and development of social enterprises and learn how to deal with it. 5. Experience and demonstrate entrepreneurship through competition. <p>Innovative social enterprises Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on. This course gives students an alternative to their future career choice</p>			

	which shifts the graduation-and-employment career pattern to an social enterprises start-up.
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Course Code	20067			
Course Name	Computer Graphics with Applications	Credit	F	S
				3
Course Objectives	This course will introduce the basic concepts of 3D computer graphics, including 2D and 3D transformations, modeling and representation, lighting, coloring, texturing, interactive input, and the use of 3D graphics engines. Software used includes OpenGL (Java version), Unreal Development Kit (UDK) and other relevant graphics software. This course will combine theory and application of computer graphics to implement a 3D computer system in E-commerce.			

Course Code	19322			
Course Name	Introduction to Cloud Application Platform	Credit	F	S
			3	
Course Objectives	This course provides students concepts of cloud computing and various cloud platforms including Amazon's EC2, Google's GAE, Microsoft's Azure, and TCloud's Elaster CAP. Students are required to research each platform online and practice them if possible by deploying a Hello World application onto them, and hand in the comparison reports including each platform's architecture, feature, pricing, etc. Each student also needs to use and report existing cloud applications. Programming loading in this course is none.			

Course Code	19411			
Course Name	Cloud Application Programming	Credit	F	S
				3
Course Objectives	This course provides students the concepts of cloud application programming. Students develop parallel processing applications and/or big data applications by using Hadoop technologies, such as MapReduce, HBase, HDFS, etc. As for the client side UI, students can apply the skills learned in the Web Programming and Mobile Business Application System courses. Programming loading in this course is high.			

Course Code	19709			
Course Name	Mobile Service Application System	Credit	F	S
				3
Course Objectives	The main objectives of this course are for students to learn the basic concepts of objective-C & foundation framework; and combine cloud computing and Web service to implement a mobile service application system.			

Course Code	11799			
Course Name	Information System Project Management	Credit	F	S
Course Objectives	In the competitive information industry, a well-managed information system is a critical factor for success. The objective of this course is not only to introduce theories of information system and project management but also to apply theories into practices. Furthermore, this course will pinpoint the problems in the process of applying theories into practices and inspire students for future research directions.			

Course Code	13517			
Course Name	Introduction to Information System-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the essentials of information system and its role and influence in business and management; and 2. To study the five guides of Information System: IT in the organization, the Web revolution, organization applications, managerial and Decision Support Systems, and the implementing and managing of IT. 			

Business Management –Evening and Weekend

Course list

Undergraduate Program in Business Administration		Code	Classes	Credit hours
Required common credit hours of the program	Introduction to Business	05201	2	4
	Accounting	02412	2	4
	Economics	02457	2	4
	Calculus	02390	2	3
	Statistics	02222	2	3
	Work Study And Process	21846	2	3
	Management and Social Innovation	21844	2	3
	Operations Management	11822	2	3
	Marketing Management	01483	2	3
	Human Resources Management	01013	2	3
	Financial Management	01983	2	3
	Information Management	02502	2	3
	Quality Management	03021	2	3
	Industrial Innovation (I)	20330	2	2
	Industrial Innovation (II)	20331	2	2
	Industrial Innovation (III)	21375	2	2
	Industrial Innovation (IV)	21376	2	2
	Industrial Innovation (V)	22545	2	2
	Industrial Innovation (VI)	22546	2	2
	Industrail Innovation (VII)	22660	2	2
Industrail Innovation (VIII)	22661	2	2	
Seminar On Business Management(I)	21847	20	1	
Seminar On Business Management(II)	22176	19	1	
Business Policy	01389	2	4	
Elective credit hours of the program	Financial Market	01758	1	3
	Tax Accounting	02329	1	2
	Intermediate Accounting(I)	07255	1	3
	Intermediate Accounting(II)	07256	1	3
	Electronic Commerce and Entrepreneurship	19414	1	3
	Investments	01579	1	3

	Advanced Accounting(I)	13472	1	2
	Advanced Accounting(II)	18143	1	2
	Study of Contemporary Economic Problems	18805	1	2
	Introduction to Financial Derivatives	18806	1	2
	Corporate Finance Case Studies	18807	1	2
	Introduction to Civil Law	01343	1	2
	Financial Statement Analysis	01982	1	2
	Company Law	00021	1	2
	International Financial Management	02093	1	2
	Investment in Securities	02350	1	2
	Strategy Innovation	18797	1	2
	Project Management and Innovation	19450	1	2
	Practical Planning for Marketing Innovation	20192	1	2
	Financial Service Innovation	21845	1	2
	Cultural Creativity And Experiential Economy	18798	1	2
	Channel Establishment and Innovation	21425	1	2
	Auditing(I)	07259	1	3
	Auditing(II)	07260	1	3
	Enterprise Resources Planning	09289	1	2
	Introduction to Health Care Industry	30709	1	2
	Tax Laws & Regulations	02328	1	2
	Tech Industries and Innovation	21422	1	2
	Consumer Behavior	18796	1	2
	Design Thinking (I)	30620	1	2
	Design Thinking (II)	30621	1	2
	Cost Accounting	01449	1	3
	Management Accounting & Control	11493	1	3
	Business Negotiation and Communication(I)- Couse in English	31349	1	2
	Business Negotiation and Communication(II)- Couse in English	31350	1	2

Course objective and prerequisites

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers; 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D; 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling; 4.To integrate the factors of environment, management functions and business functions; and 5.To combine theory and practice. 			

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general; 2. To understand the basic recording and reporting processes of accounting information system; 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses; 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions; 5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and 6. To understand how to develop and make planning of an accounting career. 			

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p>			

	<ol style="list-style-type: none"> 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand functions. 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and firm make decision. 5. Understand various types of industry organizations and their characteristics. 6. Use Microeconomics theories to analyze the effects of public policy. 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's income. 9. Realize the meaning of production, saving, and investment. 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy.
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Course Code	02390						
Course Name	Calculus	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <ol style="list-style-type: none"> 1. To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study; 2. To illustrate the main concepts by a variety of examples and exercises; and 3. To have an overall understanding in calculus. 						

Course Code	02222						
Course Name	Statistics	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision -making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1. Statistics methods and concept and its relevance to the real world. 2. Descriptive Statistics. 3. Basic notions of probability, random variable, and discrete and continuous probability distribution. 						

	4.Sampling methods. 5. Statistical inference – interval estimation.
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Course Code	21846			
Course Name	Work Study And Process	Credit	F	S
Course Objectives	This course focuses on practical cases studies and analysis to enable students to understand the working procedures, the core foundation of rationalized management and improving competitiveness in cooperate management. In terms of time and methods studies, students will learn to enhance productivity, efficiency, cost reduction, and increase quality in sophistication.			

Course Code	21844			
Course Name	Management and Social Innovation	Credit	F	S
Course Objectives	Students will be able to: 1. Learn complex analysis of social problems and identify neglected social needs with evalaution of legitimacy or urgency. 2. Expand their social influence in innovative businesses and cultivate the entrepreneurial spirit. 3. Understand innovative management modules for social changes.			

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Objectives	Operations Management have become global and shifted towards process management, and .inconceivable without modern information technology. The content includes both theory and practice of Operations Management. The objectives of this course are 1.To introduce operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations; 2.To be problem-solving oriented in both the manufacturing and service sectors; and 3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions.			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to: 1. Realize the basic concepts of marketing.			

	<p>2. Understand the meanings and procedure of marketing plan.</p> <p>3. Realize the meaning of segmenting, targeting, and positioning (STP).</p> <p>4. Understand the meaning and scopes of marketing mix 4P.</p> <p>5. Utilize marketing theory to analyze firm's marketing activities.</p> <p>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</p>
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Course Code	01013						
Course Name	Human Resources Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The main purposes of this course are</p> <p>1.To develop systematic knowledge of human resources management;</p> <p>2.To enhance the capability of practicing theories into a real life;</p> <p>3.To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations; and</p> <p>4.To learn skills of teamwork and discussion.</p>						

Course Code	01983						
Course Name	Financial Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <p>1. The possible types and control mechanism of agency problems</p> <p>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting</p> <p>3. The concept of weighted average cost of capital</p> <p>4. Possible arguments that dictate the optimal capital structure and dividend policy.</p> <p>5. working capital management</p>						

Course Code	02502						
Course Name	Information Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to</p>						

	demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving
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Course Code	03021			
Course Name	Quality Management	Credit	F	S
Course Objectives	This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and technical point of views.			

Course Code	20330			
Course Name	Industrial Innovation (I)	Credit	F	S
Course Objectives	Students will be able to: 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	20331			
Course Name	Industrial Innovation (II)	Credit	F	S
Course Objectives	Students will be able to: 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	21375			
Course Name	Industrial Innovation (III)	Credit	F	S
Course Objectives	Students will be able to 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	21376			
Course Name	Industrial Innovation (IV)	Credit	F	S
Course Objectives	Students will be able to 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	22545			
Course Name	Industrial Innovation (V)	Credit	F	S
Course Objectives	Students will be able to: 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	22546			
Course Name	Industrial Innovation (VI)	Credit	F	S
Course Objectives	Students will be able to: 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	22660			
Course Name	Industrail Innovation (VII)	Credit	F	S
Course Objectives	Students will be able to 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	22661			
Course Name	Industrail Innovation (VIII)	Credit	F	S
Course Objectives	Students will be able to 1. Make their job choices and career path more appropriately. 2. Learn to work creatively and build personal career assets throughout innovative working experience.			

Course Code	21847			
Course Name	Seminar On Business Management(I)	Credit	F	S
Course Objectives	The goals of the course are: 1. To encourage “learning by doing” implementation; 2. To apply business administration knowledge; 3. To exercise problem-solving orientated strategies; 4. To build competence of teamwork, communication, analysis, leadership, and creativity; and 5. To be responsible for completing one’s own task.			

Course Code	22176			
Course Name	Seminar On Business Management(II)	Credit	F	S
Course Objectives	<p>The goals of the course are:</p> <ol style="list-style-type: none"> 1. To encourage “learning by doing” implementation; 2. To apply business administration knowledge; 3. To exercise problem-solving orientated strategies; 4. To build competence of teamwork, communication, analysis, leadership, and creativity; and 5. To be responsible for completing one’s own task. 			

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To observe new trends and business models; 2. To develop strategic thinking ability; 3. To cultivate organizational learning ability; 4. To build up a comprehensive concept of strategic management; and 5. To integrate knowledge in relevant academic fields. 			

Course Code	01758			
Course Name	Financial Market	Credit	F	S
Course Objectives	<p>This course provides a general introduction to some relevant issues in current financial markets. We first review few basic knowledge in this filed, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze few specific issues to understand how they work in a generalized framework. Related issues include the securities issuance, focusing on IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are required to investigate some current issues by means of articles in the press and cited reference and material. Every student must complete a term paper that forces on one particular topic in this field and make an oral presentation in the end of this class.</p>			

Course Code	02329			
Course Name	Tax Accounting	Credit	F	S
Course Objectives	<p>This course provides fundamental concepts for tax accounting and skills for tax planning .Topics include theory, practice and case study.</p>			

Course Code	07255			
Course Name	Intermediate Accounting(I)	Credit	F	S

Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> 1.To learn and evaluate current principles of financial accounting; 2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements; 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. 		
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Course Code	07256						
Course Name	Intermediate Accounting(II)	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> 1.To learn and evaluate current principles of financial accounting; 2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements; 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. 						

Course Code	19414						
Course Name	Electronic Commerce and Entrepreneurship	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<ol style="list-style-type: none"> 1. To know the concept of the Electronic Commerce; 2. To understand the development of e-Commerce management; 3. To be familiar with the practical application of e-Commerce; and 4. To understand the future of development and innovation of e-Commerce. 						

Course Code	01579						
Course Name	Investments	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore the operation of capital markets and the related theory about investment; and 2.To introduce the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc. 						

Course Code	13472						
Course Name	Advanced Accounting (I)	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objective of this course is to provide theoretical and practical knowledge of advanced financial accounting. The contents that will be specifically covered include</p>						

	1. Combined corporate entities 2. Consolidated statements 3. Accounting for international operations and partnership
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Course Code	18143			
Course Name	Advanced Accounting (II)	Credit	F	S
Course Objectives	The objective of this course is to provide theoretical and practical knowledge of advanced financial accounting. The contents that will be specifically covered include 1. Combined corporate entities 2. Consolidated statements 3. Accounting for international operations and partnership			

Course Code	18805			
Course Name	Study of Contemporary Economic Problems	Credit	F	S
Course Objectives	Student will be able to 1. Conduct an overall macro-depth analysis and propose feasible solutions. For the economic problems faced by Taiwan and the world. 2. Recognizing problems in integration, explore a variety of complex issues at different angles, look at spatial and temporal context of problems from a historical point of view. 3. Study and seek for better solving options by exploring contemporary economic problems.			

Course Code	18806			
Course Name	Introduction to Financial Derivatives	Credit	F	S
Course Objectives	Students will be able to: 1. Understand the basic trading patterns of foreign exchange of financial derivatives transactions and its basic operational models. 2. Apply different foreign exchange derivative financial instruments, and increase investment and risk management.			

Course Code	18807			
Course Name	Corporate Finance Case Studies	Credit	F	S
Course Objectives	The objectives of this course are: 1. To boot the system to learn through case studies; 2. To stimulate logical thinking to strengthen financial management capacity; and 3. Enhance the corporate financial professionalism.			

Course Code	01343			
Course Name	Introduction to Civil Law	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the general principles of civil laws; 2.To identify relation among the fixed individuals; and 3.To cover the knowledge about common daily life and the knowledge and capability necessary for future jobs. 			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	<p>The objectives of the course are</p> <ol style="list-style-type: none"> 1.To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency; and 2.To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial statements and the related information. 			

Course Code	00021			
Course Name	Company Law	Credit	F	S
Course Objectives	<p>The aim of Company Law is to introduce the legal environment in which companies operate. The course attaches greater importance on practices rather than theory learning. Students will be able to:</p> <ol style="list-style-type: none"> 1. Learn about company law and how to apply it to the day-to-day operations of a company. 2. Understand better the business environment and to recognize legal obligations and potential liabilities. 3. Run a company and, just as importantly, to recognize issues and problems upon which professional legal advice should be sought. 			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To provide an analytical framework for understanding international financial market; 2.To enhance the capability of conducting research in the field of international financial management; and 3.To explore the operation of international capital markets, currency and derivative markets, and the related theory of currency risk and foreign direct investment. 			

Course Code	02350			
Course Name	Investment in Securities	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Learn effects and meanings of security investment in globalization. 2. Establish correct investment concepts, security investment and risk management. 3. Understand the relationships among macro economy, international economy, financial market and security investment through the analysis of policy and techniques. 4. Manage investment plans and distribution of assets. 5. Find out better choices for investment targets and accumulate fortunes. 			

Course Code	18797			
Course Name	Strategy Innovation	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To introduce what is meant to promote; 2. To understand the areas of corporate strategy; and 3. To develop and provide the directions for company innovation. 			

Course Code	19450			
Course Name	Project Management and Innovation	Credit	F	S
Course Objectives	<p>The learning objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. To learn the meaning, contents and kinds of application of project Management; 2. To learn the meaning and contents of innovation management; 3. To learn and use the practical steps and methods for fulfilling a project and management; 4. To learn and use the practical steps and methods for fulfilling an innovated project; and 5. To apply and fit the current and future jobs. 			

Course Code	20192			
Course Name	Practical Planning for Marketing Innovation	Credit	F	S
Course Objectives	<p>The course objectives are to help students comprehend innovative marketing planning and execution, which contain diverse issues and practices, including strategies, management, technology, design, aesthetics and art. So they can cultivate systematic and practical marketing intelligence.</p>			

Course Code	21845			
Course Name	Financial Service Innovation	Credit	F	S
Course	The objectives of this course are to provide the students with the essential and			

Objectives	fundamental understanding of the Financial Service Innovation. Students would learn the characteristics of the financial services industry in order to increase interests related to financial services issues, and are able to come up with innovative financial services ideas thinking.
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Course Code	18798			
Course Name	Cultural Creativity And Experiential Economy	Credit	F	S
Course Objectives	Students will be able to: 1. Understand the characteristics of cultural and creative industries, and its relevant cultural creativity. 2. Explore how the cultural and creative industries impress customers with excellent quality, outstanding customer service, and remarkable atmosphere experience during on-site visits.			

Course Code	21425			
Course Name	Channel Establishment and Innovation	Credit	F	S
Course Objectives	Students will be able to learn channel designs and coordination, including channel structure, channel members selection, conflict management, marketing strategies development, incentives to coordinate the channel, and its application.			

Course Code	07259			
Course Name	Auditing(I)	Credit	F	S
Course Objectives	The objectives of this course are: 1. To introduce auditing theory framework and major content of statement of auditing standard; 2. To introduce skills of auditing practices; and 3. To improve decision-making ability of auditing judgments.			

Course Code	07260			
Course Name	Auditing(II)	Credit	F	S
Course Objectives	The objectives of this course are: 1. To introduce auditing theory framework and major content of statement of auditing standard; 2. To introduce skills of auditing practices; and 3. To improve decision-making ability of auditing judgments.			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course	1. To help managers to effectively manage sales/distribution, production, R/D,			

Objectives	<p>finance, and HRM functions via ERP implementation;</p> <p>2. To avoid mass coordination caused by different departments under the powerful data processing ability of ERP, so the performance of whole supply chain could be enhanced;</p> <p>3. To provide complete theoretical rationale and practices training to systematically appreciate the details of eight modules of ERP; and</p> <p>4. To enhance student's information processing capability via practical, fast lecturing method.</p>
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Course Code	30709			
Course Name	Introduction to Health Care Industry	Credit	F	S
Course Objectives	<p>The main purposes of this course are:</p> <p>1. To help students understand the definition, terminology and industry policy of health industry.</p> <p>2. To introduce industry scenario, operation practices, future opportunities in medical institution and health industry.</p> <p>3. To provide practical cases of new ventures development in health industry.</p> <p>4. To develop a business plan for new venture in health industry</p>			

Course Code	02328			
Course Name	Tax Laws & Regulations	Credit	F	S
Course Objectives	<p>After studying the principles, contents and application of tax law, the students will be able to build the basic knowledge of each tax law in Taiwan.</p>			

Course Code	21422			
Course Name	Tech Industries and Innovation	Credit	F	S
Course Objectives	<p>This course introduces the basic theories and concepts of management, including planning, organizing, leadership ability, control and other managing functions, as well as cultural values that are important in modern management education, social responsibility, business ethics. So students learn to understand the nature of management practices and further enhance their ability of applying the skills. Furthermore, by discussing the specific case studies, the students would learn the elements and the link between "theories" and the real workplace "practices".</p>			

Course Code	18796			
Course Name	Consumer Behavior	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <p>1. To provide the knowledge and skills for understanding markets and developing effective marketing strategies; and</p> <p>2. To introduce the Wheel of Consumer Analysis, a tool that helps understand the</p>			

	components affecting consumer affection, cognition, behavior, consumption environment, and the market.
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Course Code	30620			
Course Name	Design Thinking (I)	Credit	F	S
Course Objectives	This course is developed for business innovation and design thinking curriculum. Upon completion of this course, students can be familiar with creativity, innovation connotation, methods of thinking, innovative thinking and design tools (software), business innovation thinking framework, cases of product innovation and software innovation, and putting proposals and ideas into practices.			

Course Code	30621			
Course Name	Design Thinking (II)	Credit	F	S
Course Objectives	This course is developed for business innovation and design thinking curriculum. Upon completion of this course, students can be familiar with creativity, innovation connotation, methods of thinking, innovative thinking and design tools (software), business innovation thinking framework, cases of product innovation and software innovation, and putting proposals and ideas into practices.			

Course Code	01449			
Course Name	Cost Accounting	Credit	F	S
Course Objectives	The purpose of this course is to introduce the contemporary cost accounting tools used in the nowadays business world. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing & management, balanced scorecard, life-cycle costing, etc.			

Course Code	11493			
Course Name	Management Accounting & Control	Credit	F	S
Course Objectives	The purpose of this course is to introduce the contemporary management accounting tools work in today's business world. The related topics include budgeting, variance analysis, balanced scorecard, responsibility accounting, quality cost, and transfer pricing, etc.			

Course Code	31349			
Course Name	Business Negotiation and Communication(I)- Course in English	Credit	F	S
Course Objectives	This course is designed to help the students understand the fundamental issues of negotiation in the business fields. The students will learn the knowledge and skills of speaking English in public. After the students can handle speaking English comfortably, they will learn to do things such as group analyses, discussions,			

	<p>presentations, and simulations in various social interactions. Upon successful completion of the course, students will learn how to:</p> <ol style="list-style-type: none"> 1. Express themselves in English 2. Speak English confidently 3. Prepare for negotiations 4. Build the relationship 5. Deal with the tough guys 6. Make the best with your chips 7. Negotiate with flair 8. Close the deal
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Course Code	31350						
Course Name	Business Negotiation and Communication(II)- Couse in English	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This course is designed to help the students understand the fundamental issues of negotiation in the business fields. The students will learn the knowledge and skills of speaking English in public. After the students can handle speaking English comfortably, they will learn to do things such as group analyses, discussions, presentations, and simulations in various social interactions. Upon successful completion of the course, students will learn how to:</p> <ol style="list-style-type: none"> 1. Express themselves in English 2. Speak English confidently 3. Prepare for negotiations 4. Build the relationship 5. Deal with the tough guys 6. Make the best with your chips 7. Negotiate with flair 8. Close the deal 						

MBA Programs

– Full-Time –

- Management
- International Management

Management

● Course list

MBA Program in Management - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
	Organization and Management Theory	02237	1	3
	Marketing Management	01483	1	3
	Operations Management	11822	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management	02502	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
Elective credit hours by sections (3 select 1)	Operations Research	01559	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Econometrics	01855	1	3
	Total Quality Management	25136	1	3
	Production Planning System	06186	1	3
	Seminar on Invest Management	08230	1	3
	Seminar on Human Resources Management	13227	1	3
	Management Psychology	03136	1	3
	Seminar on Marketing Management	03680	1	3
	Sociology of Organization	13220	1	3
	Topics of Strategic Management	14104	1	3
	Manpower planning and recruiting	20021	1	3
	Seminar on Business Practice	18592	1	3
	Social Enterprise Management-Course in English	30694	1	3
	Advanced English Conversation	02010	1	3
	Reading in Business Ethics for Management	00292	1	2
	Decision Analysis and Management	19716	1	3
	Social Media Marketing	23196	1	3
	Business and Management Practice in Asia Pacific Region- Course in English	23503	1	3
	International Marketing Management-Course in English	19331	1	3
Service Design	23502	1	3	
Labor Relationship and Compensation Management	24863	1	3	
Family Business Management- Course in English	24339	1	0	

	Service Science and Management	25137	1	3
	Brand Strategy and Management	30711	1	3
	International Industry Analysis	04060	1	3
	Thesis	00041	1	6

* English Conversation: Students need to read 2 hours per week.

● Course objective and prerequisites

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO). 			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the basic concept of research methodology that applies in academic and practical research; 2. To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and 3. To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course	The main purposes of this course are			

Objectives	<ol style="list-style-type: none"> 1.To develop systematic knowledge of human resources management; 2.To enhance the capability of practicing theories into a real life; 3.To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations; and 4.To learn skills of teamwork and discussion.
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Course Code	02237			
Course Name	Organization and Management Theory	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the theories and meanings about management in practice through discussing and lecturing; 2.To have theoretical perspectives about management; 3.To be able to analyze and solve practical problems; and 4.To explore new insights about business and management. 			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices; 2.To arouse learning interest in marketing; 3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc; and 4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. 			

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Objectives	<p>Operations is an essential function of a business unit. The objective of this course is to help students understand the whole concepts of operations management and to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1.Realize the basic concepts and theoretical knowledge of Operations Management; 2.Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology to solve the real problems; and 3.Obtain the ability for the further study and research. 			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To emphasis the S-C-P analytical framework and their components; 2. To familiar with the major frameworks and methods of conducting industry analysis; and 3. To be able to use the analytical foundation for the development of competitive strategy. 			

Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Objectives	<p>This course is designed to provide the current and future managers with an understanding and appreciation of issues that are related to the organization's information technology assets. Students can know how to analyze and design a business operation system and use it to improve companies' competitive advantages. Notably, the course will give students a managerial perspective on the use, design, and evaluations of information systems that exist in organizations today. The objective of this course is to prepare students with the capability of managing information services in both today's and tomorrow's environment and to cope with its managerial, social, political, ethical and global issues.</p>			

Course Code	12723			
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build up basic methods for industry analysis; 2.To understand basic concepts of strategy; 3.To enhance competitive advantages of companies; 4.To integrate theories regarding strategy; and 5.To combine theories with practices. 			

Course Code	02627			
Course Name	Management Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc; and 2. To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc. 			

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the opportunities to develop capability for strategic thinking; 2.To provide the opportunities to experience the organization learning; 3.To provide the opportunities to build up an integrated strategy concept; 4.To provide the opportunities to integrate related knowledge of business functions; <p>and</p> <ol style="list-style-type: none"> 5.To provide the opportunities to observe the newly trends of business. 			

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course Objectives	<p>Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals.</p> <p>This course emphasizes on mathematical models building and theories application.</p> <p>The main content of this course includes systematically introducing each chapter in operation research, explaining managerial implication of data, and using interactive teaching methods along with group discussion.</p>			

Course Code	19169			
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.</p>			

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a foundation for the applied research in Economics and Finance; 2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data; 3.To cover the topics including multiple regression techniques with focus on economic applications, as well as issues such as omitted variables, panel data, and instrumental variables; and 4.To be able to understand and apply the econometric and statistical methods using computer packages. 			

Course Code	25136			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	This course provides a fundamental, yet comprehensive, coverage of total quality management (TQM). It covers not only the principles and practices, but also tools and techniques. This course is divided into two parts. Part 1 covers the principles of TQM, including basic TQM concepts, customer satisfaction, employee involvement, continuous process improvement, and performance measurement. Part 2 covers the tools and techniques of TQM, including benchmarking, quality function deployment, quality by design, Six Sigma, statistical process control, and Taguchi's quality engineering.			

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
Course Objectives	Complete production planning can ensure factories to operate efficiently and rational scheduling is able to utilize company's resources. This course mainly helps students to have a whole picture of production planning system and teach students how to use it properly.			

Course Code	08230			
Course Name	Seminar on Invest Management	Credit	F	S
Course Objectives	The objectives of this course are 1. To discuss behaviors and rewards for various fund investment agents; and 2. To explore elements that drive fundamental and temporary change in market prices.			

Course Code	13227			
Course Name	Seminar on Human Resources Management	Credit	F	S
Course Objectives	The objective of this course is to enhance the understanding of human resources management practice.			

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	The objectives of this course provide students applications in Management Science of Management Psychology. The objectives of this course are 1.To know each other and learn by team work; 2.To describe the meaning of Management Psychology; 3.To know communication, socialization, decision and leadership style; 4.To describe the personal effectiveness of life; 5.To demonstrate the ability to adapt group and deal with conflict; and			

	6.To explore topics of Management Psychology and Human Resource Management.
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Course Code	03680		
Course Name	Seminar on Marketing Management	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To develop integration, data processing, analytic, connective, leading, and collaborative capability by seminar and integrated marketing cases; 2.To connect academics and business practices; 3.To increase marketing knowledge by communicating important stakeholders; and 4.To develop students into a well-rounded marketing person. 		

Course Code	13220		
Course Name	Sociology of Organization	Credit	F S
Course Objectives	<p>The existence of “organization” is aimed to reflect the ideological trend of modern society, and show the characteristics of social structure and its transition. Sociology of Organization involves four parts, and the learning objective of such course is to enable students to conduct deeper analysis, including:</p> <ol style="list-style-type: none"> 1.Organization and market: such as exploring the connection between organizations and economic activities from the perspective of research into transaction cost economics; 2.Organization and system: such as the connection between a system and the operation of an organization; 3.Organization and social relation network, such as the connection between the various types of network relations and the operation of an organization; 4.Research into bounded rationality and organizational decision making; these views can promote people to reflect on all kinds of operations within an organization, and border on the consideration of social structure and atmosphere; moreover, it can be used as metaphysical thinking to control all kinds of management tools. <p>Thus, students shall have the ability to:</p> <ol style="list-style-type: none"> 1.Observe the division of social history horizontally, and measure the content of the instantaneous operational structure of a specific organization and society; 2.Make continuous inspections longitudinally in order to grasp the transition context of individual organizations and overall society; 3.Inspect the connection between organization and the social development process; 4.Inspect the influences of the current consequence on subsequent social patterns, as well as its response. 		

Course Code	14104		
Course Name	Topics of Strategic Management	Credit	F S
Course	This course provides the opportunities to discussion six processes Modules,		

Objectives	Strategic Processes, Resource Allocation Processes, Decision Making Processes, Learning Processes, Managerial Processes, and Change Processes, Which focuses on implementation and the way that general managers get things done.		
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Course Code	20021		
Course Name	Manpower planning and recruiting	Credit	F S
Course Objectives	<p>The learning objectives of the course are formulated as follows:</p> <ol style="list-style-type: none"> 1.To reinforce concepts, skill and knowledge of manpower planning and recruiting; 2.To integrate the operating mechanism of management and human resource management; 3.To learn problem-solving technique and to implement the goal of “learning by doing”; and 4.To build-up competence of teamwork mentality, analysis capability and creativity. 		

Course Code	18592		
Course Name	Seminar on Business Practice	Credit	F S
Course Objectives	<ol style="list-style-type: none"> 1. To explore various industries and the industrial trends; 2. To explore core competencies in various industries; 3. To explore strategic planning processes and implementations in various industries; 4. To provide the opportunities for students to directly interact with alumni; and 5. To provide activity-based learning environment for forging the value of teamwork. 		

Course Code	30694		
Course Name	Social Enterprise Management- Course in English	Credit	F S
Course Objectives	<p>The course objectives are for students:</p> <ol style="list-style-type: none"> 1. To build up new concepts of business with social goals, and new managerial system design, which are distinct from the traditional business pursuing of pure commercial benefits. 2. To help social enterprises develop feasible business philosophy and cultivate capable managers and social entrepreneurs. 		

Course Code	02010		
Course Name	Advanced English Conversation	Credit	F S
Course Objectives	<p>This course is designed for advanced learners of English language. It aims to help students improve confidence and competence in speaking English, and communicate orally with expression, style and a growing vocabulary. Students will be expected to regularly attend class sessions, contribute to group discussions, and make oral presentations. Our class meetings will consist of both whole class and</p>		

	small group discussions and activities. Therefore, active and constant participation is required from everyone.
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Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics through five main facets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.			

Course Code	19716			
Course Name	Decision Analysis and Management	Credit	F	S
Course Objectives	This course aims to introduce the fundamental concepts of decision analysis for management judgment. It provides students with systematic and objective approaches in order to make decisions under uncertainty. Imparting such knowledge via detailed instruction and in-class exercises is to ensure that students can further understand the implications and intricate effects of decision analysis on aspects of business-related activities.			

Course Code	23196			
Course Name	Social Media Marketing	Credit	F	S
Course Objectives	The growing popularity of social media, such as YouTube, Facebook, LinkedIn, and Line, has opened opportunities for new business models for internet marketing, often referred to as social media marketing. The aim of this course is to let students understand the features of social media and how to leverage the effects of social network on marketing projects. This course includes three parts: the first part is to introduce social media. The Second part is to learn how to analyze the structures of a social network. The last part is to introduce the social commerce.			

Course Code	23503			
Course Name	Business and Management Practice in Asia Pacific Region -Course in English	Credit	F	S
Course Objectives	The subject is designed to provide students with the conceptual tools to understand: <ol style="list-style-type: none"> 1. The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific. 2. The business activities and innovation systems across the economies in the Asia Pacific Region, including Japan, Korea, China and ASEAN countries. 3. Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region. 4. The policy context of competitive advantage, dynamic learning and innovation 			

	in Asian businesses; the role of networks, market and non-market institutions.
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Course Code	19331			
Course Name	International Marketing Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide fundamental concepts and skills for global marketing management. The contents that will be covered in this course include</p> <ol style="list-style-type: none"> 1.regional trade organization, (EU, WTO, NAFTA, APEC, ASEAN, CIS, MERCOSUR), 2.international culture difference 3.business environment risk intelligence (BERI) 4.operation risk index (ORI) 5.remittance and repatriation factor (R Factor) 6.profit opportunity recommendation (POR), and 7.international marketing strategy. 			

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	<p>How to enhance customers' pleasurable shopping experience is a new challenge for stores. While experience is created by the interactions between customers and environment or users and online stores, enterprises could integrate communication, visual recognition, product presentation, web design, and new media to create value for customer experience. The aim of this course is to let students understand basic concept of service design. This course includes three parts: First part is to introduce experience marketing. Second part is to learn personalized service. The last part is to practice in innovative service design.</p>			

Course Code	24863			
Course Name	Labor Relationship and Compensation Management	Credit	F	S
Course Objectives	<p>In work organizations, whether talent stays or leaves not only depends on the level of compensation but also is influenced by the interaction between labors and employers. In terms of the social system, the values generate differentiation. Administrative authority gradually weakens. The authority of expert knowledge gradually has a real effect. In this course, it is hoped that students can understand the basic theory of compensation management and demand theory so as to have a deeper understanding of their social and psychological implications and to explore the basis of compensation management, under the condition of procedure fairness, organizational justice, and elastic mechanism. Another goal is to promote students to understand theories of the labor relations, the qualitative and quantitative change of relation, and to be familiar with the processing procedure and cases of conflict management between labors and employers.</p>			

Course Code	24339			
Course Name	Family Business Management-Course in English	Credit	F	S
Course Objectives	<p>The course investigates the unique characteristics that allow family businesses to create inimitable competitive advantages that result in their outperformance of non-family businesses. The subject is designed to provide students to:</p> <ol style="list-style-type: none"> 1.Understand the qualities which typify family businesses 2.Appreciate family businesses' unique capacities and potential for superior returns 3.Understand developmental needs of family members at various stages of the businesses 4.Develop the management and communication skills to build trust and understanding 5.Identify and cope with foreseeable obstacles of family business internationalization 			

Course Code	25137			
Course Name	Service Science and Management	Credit	F	S
Course Objectives	<p>As economies all over the world are increasingly becoming more service oriented, there is a need to go further in the study of multidisciplinary science, management and engineering with a focus on services. This course covers several aspects of service science and management including service systems and strategy, service marketing and value creation, service design/ innovation, service operations and modeling, and service quality and customer satisfaction. Finally, the potential research issues and subjects in service science and management will be discussed.</p>			

Course Code	30711			
Course Name	Brand Strategy and Management	Credit	F	S
Course Objectives	<p>The course objectives are for students to:</p> <ol style="list-style-type: none"> 1. Understand concepts of branding, brand positioning, brand strategies, brand management and best brand practice. 2. Practice brand analysis tools, and case studies of various brands. 			

Course Code	04060			
Course Name	International Industry Analysis	Credit	F	S
Course Objectives	<p>This course is designed in a way of intensive speeches delivered by practitioners running business in China and other countries or scholars who know industrial evolutions of China and other countries as well. After completing this course, we hope that students have fundamental concepts of regulations of the authority, operations, managements and strategies of food, electronics, service, and other industries in China and other countries.</p>			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

International Management

● Course list

MBA Program in International Management - Full-Time		Code	Classes	Credit hours
Required credit hours	Strategic Management: A Global Viewpoint- course in English	22118	1	3
	International Business Management- course in English	19710	1	3
	Supply Chain and Operations Management: A Global Viewpoint- course in English	22115	1	3
	Financial Management: International Perspectives- course in English	22116	1	3
	Business Ethics- course in English	19065	1	2
	Marketing Management: International Perspectives- course in English	22117	1	3
	Organization Design and Management: A Global Viewpoint- course in English	22114	1	3
	Human Resources and Knowledge Management: International Perspectives- course in English	22119	1	3
	Innovation and Product Management- course in English	22120	1	3
Elective credit hours	Leadership of New Business Development- course in English	23281	1	3
	Research Methodology- course in English	21473	1	3
	Business Communication- course in English	20298	1	2
	International Business Negotiation- course in English	31310	1	3
	International Management Strategy- course in English	31311	1	3
	Global Green Energy and Business Environment- course in English	31312	1	2

● Course objective and prerequisites

Course Code	22118			
Course Name	Strategic Management: A Global Viewpoint- course in English	Credit	F	S
			3	
Course Objectives	<p>The objectives of this course are for students:</p> <ol style="list-style-type: none"> 1. To build up a critical thinking ability for strategic analysis under dynamic environment; 2. To get familiar with the principles, theories of global strategic management from the top management teams' perspectives; and 3. To explore insights of strategic decisions for directing and coordinating worldwide organization and operational actions. 			

Course Code	19710			
Course Name	International Business Management- course in English	Credit	F	S
			3	
Course Objectives	<p>Students will learn:</p> <ol style="list-style-type: none"> 1. To learn the structure and the essence of the strategic, organizational, and operational challenges confronting executives of MNCs; 2. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates; and 3. To develop global strategies and manage across borders. 			

Course Code	22115			
Course Name	Supply Chain and Operations Management: A Global Viewpoint- course in English	Credit	F	S
			3	
Course Objectives	<p>This course focuses on effective supply chain strategies for companies that operate globally, with an emphasis on how to plan and integrate supply chain components into a coordinated system. Students will be exposed to concepts and models important in supply chain planning with emphasis on key trade-offs and phenomena. The course introduces and utilizes key tactics such as risk pooling and inventory placement, integrated planning and collaboration, and information sharing. Lectures, case discussions introduce various models and methods for supply chain analysis and optimization.</p>			

Course Code	22116			
Course Name	Financial Management: International Perspectives- course in English	Credit	F	S
			3	
Course Objectives	<ol style="list-style-type: none"> 1. To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed; 2. To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms; and 3. To explore issues of multiple currencies, volatility in exchange rate and inflation rate, multiple money markets, governmental exchange control, segmented capital 			

	market, political risk, international diversification, arbitrage potential, and international finance with a lower cost.
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Course Code	19065			
Course Name	Business Ethics- course in English	Credit	F	S
			2	
Course Objectives	To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives; embedding good business in treating people nice and fair; reengineering corporate image; enhancing professional ethics; and investing in sustainable and socially responsible corporations.			

Course Code	22117			
Course Name	Marketing Management: International Perspectives- course in English	Credit	F	S
				3
Course Objectives	The objectives of this course are for students: 1. To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments; 2. To understand the process of forming and implementing global marketing strategies; and 3. To learn the balance between global and local marketing activities.			

Course Code	22114			
Course Name	Organization Design and Management: A Global Viewpoint- course in English	Credit	F	S
			3	
Course Objectives	Students will be able to: 1. Learn an approach to design and manage organization that comply with the firm's strategies. 2. Learn how firms tackle various challenges in the global business environment through organization design and management.			

Course Code	22119			
Course Name	Human Resources and Knowledge Management: International Perspectives- course in English	Credit	F	S
				3
Course Objectives	The objectives of this course are for students: 1. To develop systematic understanding of human resources and knowledge management; 2. To enhance the capability to integrate theories and practices in the global working environment; and 3. To learn through practical cases for a better understanding of international human resource and knowledge management, including planning, recruiting, selecting, training, performance evaluation, salary system, intellectual capital, human capital and employee-company relations.			

Course Code	22120			
Course Name	Innovation and Product Management- Course in English	Credit	F	S
Course Objectives	The objective of this course is to provide a framework of innovation and product management. This course elaborates how a firm can stay competitive by means of adequate innovation and product development, coupled with the up-to-date and accessible discussion of cases in this area, as well as a wealth of examples and illustrations.			

Course Code	23281			
Course Name	Leadership of New Business Development- course in English	Credit	F	S
Course Objectives	The objective of this course is to expose students to the multiple aspects of developing a new business, along with providing them an understanding of the requirements to become a business leader. Students are expected to learn both the principles of business development and the skills of applying these principles to handle situated business problems as a leader. Special emphasis is given to understanding the leader's mental model and the way of strategic thinking, especially the difficulty of making business decision and meeting with customer's satisfaction when the product or service is new to market.			

Course Code	21473			
Course Name	Research Methodology- course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To provide students with the tools and skills required to undertake research; 2. To identify the types of methods best suited for investigating different types of problems and research questions; 3. To develop research questions based on and build upon a critical appraisal of existing research or field observations; 4. To design a research proposal; and 5. To initiate preparations for embarking on a new research project. 			

Course Code	20298			
Course Name	Business Communication- course in English	Credit	F	S
Course Objectives	<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. successfully deliver written and oral communication in English in international situations; 2. become adaptable to changes through being aware of cultural differences in people and being flexible in dealing with people from other parts of the globe; 3. develop the art of making introductions, conversing at ease in business situations, making meeting worthwhile, and understanding the steps in negotiating; and 4. develop skills needed for making effective oral presentation in English, including appropriate use of PowerPoint software. 			

Course Code	31310			
Course Name	International Business Negotiation- course in English	Credit	F	S
Course Objectives	<p>This course is designed to help the students understand the fundamental issues of negotiation and international negotiations. The students will learn the knowledge and skills of negotiation through the practices of current issue-centered international negotiations in terms of group analyses, discussions, presentations, and simulations in various social interactions and contexts in the international arena nowadays. Upon successful completion of the course, students will learn how to:</p> <ol style="list-style-type: none"> 1. Prepare for negotiations 2. Build the relationship 3. Elicit information effectively 4. Hold your ground when you need to 5. Deal with the tough guys 6. Make the best with your chips 7. Negotiate with flair 8. Close the deal 			

Course Code	31311			
Course Name	International Management Strategy- course in English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. The objective of the course covers the topics related to international management environment, international strategy and the characteristics of the emerging markets. 2. To discuss the core issues, themes, and perspectives in emerging markets and learn how to analyze the markets. 3. To explore cross-culture managerial issues and compare the differences in managerial issues between developed countries and emerging markets. 			

Course Code	31312			
Course Name	Global Green Energy and Business Environment- course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to cover various topics related to international green energy industry and management including globalization, environment management issues, and international business strategy.</p> <p>In this course, we also invite senior executives with over 10 years work experience to share their working experiences, who will interact with students to coach them outside the classroom.</p> <p>This mentoring program aims to provide opportunities for selected students to learn from the mentors via close interactions with them, and thus to enhance students' competitive advantages for their career.</p>			

MBA Programs

– Evening and Weekend –

- Management
- Global Entrepreneurial Management and
Business Administration

Management

● Course list

MBA Program in Management –Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Management Paradigm and Organization Theories	11173	1	3
	Integration Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
Elective credit hours of the graduate institute in other sections	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Marketing Management	01483	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	1	3
	Knowledge and Talent Management	24154	1	3
	International Business Management	02083	1	3
	Topics of Strategic Management	14104	1	3
	Human Resources Management	01013	1	3
	Channel & Retail Management	11826	1	3
	International Financial Management	02093	1	3
	Business Information Strategies	14013	1	3
	Management Psychology	03136	1	3
	Seminar on Servant Leadership	12307	1	3
	Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission	30043	1	3
	Operations Strategy and Management	30044	1	3
	Smart Manufacturing and Service	30042	1	3
	Customer Relationship Management	30041	1	3
	Social Innovation and Entrepreneurship management	20022	1	3
Corporate Social Responsibility and Sustainability	31494	1	3	

● Course objective and prerequisites

Course Code	11173			
Course Name	Management Paradigm and Organization Theories	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To facilitate understanding and learning of “management paradigm” and “organization theory”; 2.To exercise the management practices by case study and experience learning; and 3.To cultivate the mentality and human skill of management professionalism. 			

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To increase managerial ability through the cultivation of their visionary capability; and 2.To enhance familiarity with cross-functional specialties. 			

Course Code	11174			
Course Name	Business Research Methods and Case Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build-up a normative concept about business consultation and a social science oriented diagnostic study methodology; 2.To learn the attitude and method of case study, also the collection and treatment of qualitative data; and 3.To practice the diagnostic process including: problems analysis, root-causes identifying, and consulting suggestion proposing and enhancing. 			

Course Code	13110			
Course Name	Systematic Thinking & Method	Credit	F	S
Course Objectives	<p>The purpose of this course is to provide fundamental capability for EMBA students in research training and thesis writing. As the majority of the students are not undergraduate business majors, the focus of this course will be threefold.</p> <ol style="list-style-type: none"> 1.To briefly overview statistics; 2.To be able to collect, analyze, and familiar related quantitative methods; 3.To further discuss some qualitative research methods; and 4.To be able to prepare a draft proposal for theses. 			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S

Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build up a complete concept of strategic management; 2.To integrate knowledge in relevant academic fields; and 3.To explore new insights about strategic management and business trends through class discussions.
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Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO). 			

Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore the external issues that affect international marketing activities including the economic, social/cultural and political/legal environments; 2.To understand and simulate the process of implementing global marketing strategies; and 3.To adapt marketing activities to specific market needs. 			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices; 2.To arouse learning interest in marketing; 3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc; and 4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. 			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To emphasis the S-C-P analytical framework and their components; 2. To familiar with the major frameworks and methods of conducting industry analysis; and 3. To be able to use the analytical foundation for the development of competitive strategy. 			

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To provide the knowledge and skills for understanding markets and developing effective marketing strategies; and 2.To introduce the Wheel of Consumer Analysis, a tool that helps understand the components affecting consumer affection, cognition, behavior, consumption environment, and the market. 			

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To establish a solid foundation of marketing concepts; 2.To understand the theories, practices and special issues in Internet marketing (eg. B2B, B2C, dynamic pricing, virtual channels and auctions) ; 3.To enhance capability of oral communication and reading capability in English; and 4. To understand the methodologies used in Internet marketing research. 			

Course Code	24154			
Course Name	Knowledge and Talent Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To comprehensively introduce knowledge and talent management; 2. To emphasize the importance of knowledge and talent management; 3. To introduce the theories for knowledge and talent management; 4. To introduce the concepts and techniques widely used in organizations such as benchmarking and best practice; and 5. To cover the basic interaction of knowledge management and talent management. 			

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To learn the structure and the essence of the strategic, organizational & operational challenges confronting executives of MNCs; 2. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates; and 3. By adopting the perspective of the MNC executive, to practice the development of global strategy and cross-broder management and to study the potential organizational & managerial impact of intended changes. 			

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Objectives	<p>This course provides the opportunities to discussion six processes Modules, Strategic Processes, Resource Allocation Processes, Decision Making Processes, Learning Processes, Managerial Processes, and Change Processes, Which focuses on implementation and the way that general managers get things done.</p>			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	<p>The main purposes of this course are</p> <ol style="list-style-type: none"> 1.To develop systematic knowledge of human resources management; 2.To enhance the capability of practicing theories into a real life; 3.To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations; and 4.To learn skills of teamwork and discussion. 			

Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S

Course Objectives	<p>The power of marketing has moved from manufacturers to middlemen. Channel has become an important strategic issue, and an opportunity to gain profit. It is necessary to control and manage channels effectively. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the importance of channel and retail management; 2.To effectively manage channels for attracting customers and gaining profits; and 3.To learn how to manage non-store shops, electronic channels, and integrate multi-channels.
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Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed; 2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms; and 3.To explore issues of multiple currencies, volatility in exchange rate and inflation rate, multiple money markets, governmental exchange control, segmented capital market, political risk, international diversification, arbitrage potential, and international finance with a lower cost. 			

Course Code	14013			
Course Name	Business Information Strategies	Credit	F	S
Course Objectives	<p>It is very important to align Information System Strategy and Information Technology Strategy to the Business Strategy for business. This course will emphasize on the importance of the alignment among these strategies. This course will introduce Business strategy, Information System strategy, and Information Technology strategy and how to develop IS strategy to align with business strategy and to develop IT strategy to align with IS strategy and IT governance related methodologies and standards.</p>			

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	<p>The objectives of this course provide students applications in Management Science of Management Psychology. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To know each other and learn by team work; 2.To describe the meaning of Management Psychology; 3.To know communication, socialization, decision and leadership style; 4.To describe the personal effectiveness of life; 5.To demonstrate the ability to adapt group and deal with conflict; and 6.To explore topics of Management Psychology and Human Resource Management. 			

Course Code	12307			
Course Name	Seminar on Servant Leadership	Credit	F	S
Course Objectives	<p>The purpose of this course is to guide students to have an understanding of the concept of serve leading through paper reading, discussions, and sharing. Furthermore, the course tries to explore the characteristics, capability, and role of being a service leader and to find the influence of these characteristics on its team members. Updated materials regarding organization and service leading will be covered in the course. Students enrolled in this course are expected to apply the concept into the disciplinary studies of service leading, organizational learning, and human resources. The pedagogical approaches used in this course include lecture, group discussion, book reading, and sharing of what have learned from the reading.</p>			

Course Code	30043			
Course Name	Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission	Credit	F	S
Course Objectives	<p>Social entrepreneurships have emerged dramatically worldwide and they are at the vanguard of creating new business models for social venture. The vast impoverished areas have prompted social entrepreneurship to take off. This course is designed as a seminar for students interested in topics on social entrepreneurship and it commences by introducing the landscape social entrepreneurship. The objectives include:</p> <ol style="list-style-type: none"> 1. to facilitate students to be familiar with Fu Jen's social mission and social entrepreneurial spirit; 2. to provide students with practical knowledge and experience in social entrepreneurship; governance of social enterprise; and social impact creation and measurement; 3. to enhance the connections and interactions between students and professionals for social value; and 4. to encourage students to think critically about how business can make a social impact. 			

Course Code	30044			
Course Name	Operations Strategy and Management	Credit	F	S
Course Objectives	<p>Operations Strategy and Management have become global and shifted towards process management, and inconceivable without modern information technology. The content includes both theory and practice of Operations Management. The objective of this course is to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the theoretical knowledge of Operations Management; 2. Think systemically about a company, its resources allocated, economic scale, product and service design, process design, quality management, and operations scheduling for gaining a sustainable competitive advantage; and 			

	3. Obtain the ability for the further study and research.
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Course Code	30042			
Course Name	Smart Manufacturing and Service	Credit	F	S
Course Objectives	<p>In the era of “smart”, it is crucial to convert the mindset of managers from product innovation into value creation as well as from selling products into selling services. In order to expand corporate values and sustain the profit, organizations make a great effort on building up a worry-free production environment and optimizing the products through R&D. Above all, they have to identify customers’ unseen and/or unaware needs and create supporting services or products through mining huge amount of data. This course will introduce how to use Internet of Things and big data analysis to realize the smart manufacturing, management and service. The important concept of transforming manufacturing into service innovation will also be provided. In addition to the cases study and discussion, this course will invite industry experts to present and arrange business visits so that students can master the essence of smart manufacturing and service.</p>			

Course Code	30041			
Course Name	Customer Relationship Managemen	Credit	F	S
Course Objectives	<p>The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.</p>			

Course Code	20022			
Course Name	Social Innovation and Entrepreneurship management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To help students enter in the society and experience the unsatisfied needs in real living, which are always ignored by mainstream social groups; 2. To analyze and assess the legitimacy and emergency of unsatisfied social needs; 3. To stimulate innovative design base on local intelligence by adopting the managerial technologies. To accomplish the design of practical social “products/process”; and 4. To learn the social-entrepreneurship related knowledge about micro-firm management and micro-financing. 			

Course Code	31494		
Course Name	Corporate Social Responsibility and Sustainability	Credit	F S
Course Objectives	<p>The course aims to develop an understanding of corporate social responsibility (CSR) and sustainability in students. A number of important issues relating to CSR and sustainability will be discussed. After taking this course, students are expected to:</p> <ol style="list-style-type: none"> 1. Understand the meaning of CSR 2. Explain the various types of CSR activities 3. Evaluate the benefits and costs associated with CSR activities 4. Understand the Sustainable Development Goals set by the United Nations and the ways of achieving these goals 5. Understanding the impact business model 6. Evaluate the impact of B Corps 		

Global Entrepreneurial Management and Business Administration

● Course list

Master of Global Entrepreneurial Management - Evening and Weekend		Code	Classes	Credit hours
3Required common credit hours of the graduate institute	Innovation Economics and Competitive Strategy	21217	1	3
	Great China Business Environment and Economy	21218	1	3
	Innovation and Technology Management	11374	1	3
	Strategic Management and Competitive Advantages	待確認	1	3
	Special Topics in Leadership	21221	1	3
	Organizational Innovation and Human Resource Management	30294	1	3
	Journey of Entrepreneurial Venturing	21213	1	3
	Corporate Finance	13605	1	3
	Innovation and Entrepreneurship Workshop	21214	1	3
	Entrepreneurship Workshop	21215	1	3
	International Marketing Management	06037	1	3
	Research Methodology	01799	1	3
	Thesis	00041	1	6
	Corporate Finance with a Global Perspective-Course in English	20839	1	3
	Operations Management and Supply Chain Management with a Global Perspective-Course in English	20838	1	3
	Special Topics in Global Entrepreneurship and Management - Course in English	20836	1	3
	Innovation and Technology Management-Course in English	24302	1	3
Strategic Management and Competitive Advantages-Course in English	待確認	1	3	

● Course objective and prerequisites

Course Code	21217			
Course Name	Analysis of Economic Conditions	Credit	F	S
Course Objectives	<p>This course comprises two important components: industry economics and competitive strategy. For each component, the contents are described as follows.</p> <p>1. Industrial Economics: we will focus on the S-C-P analytical framework and their components. The objective is to acquaint with the competence with different frameworks and different methods of conducting industry analysis.</p> <p>2. Competitive Strategy: the second part emphasizes on the analytical foundation for the development of competitive strategy.</p>			

Course Code	21218			
Course Name	Great China Business Environment and Economy	Credit	F	S
Course Objectives	<p>This course introduces the process of analyzing, evaluating, and managing various kinds of financial instruments in the emerging markets of China, Taiwan, Hong Kong and Macau. It analyzes China's regional economies, industry, finance and banking, and the latest development in trade, and the Chinese governments' changing policies regarding foreign investment and multi-national corporations.</p>			

Course Code	11374			
Course Name	Innovation and Technology Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <p>1. To learn the concept and process of technological innovation;</p> <p>2. To improve the management skills of technological innovation; and</p> <p>3. To learn the skills of managing innovation in various industries.</p>			

Course Code	21221			
Course Name	Leadership	Credit	F	S
Course Objectives	<p>This course examines, from individual, interpersonal, group, and organizational points of view, the type of leadership that is required to create and maintain high levels of performance in organizations. Students will be encouraged to assess their own leadership style and to develop a leadership action plan.</p>			

Course Code	30294			
Course Name	Organizational Innovation and Human Resource Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1. To provide both theory and practical case discussions;</p> <p>2. To understand the evolution of management organization theories thoughts and</p>			

	contemporary management/ human resources management challenges in organizational innovation; and 3. To learn the management problem solving skill through case studies.
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Course Code	21213			
Course Name	Journey of Entrepreneurial Venturing	Credit	F	S
Course Objectives	<p>The goals of the JEV course are:</p> <ol style="list-style-type: none"> 1.Provides real world, hands-on, entrepreneurial learning on what it's like to actually build a new, impactful and sustainable enterprise under conditions of extreme uncertainty. 2.Through learning by doing, students will learn and understand the structure/process and the essence of the journey of entrepreneurial venturing. 3.Students will understand the key drivers of building successful new ventures under conditions of extreme uncertainty. 4.Students will gain insights into repeating patterns underlying success and failure. 5.In an era of rapid change and uncertainty, learning, changing and embracing uncertainty are the only sources of success in entrepreneurial venturing. With the JEV course, students can dramatically increase their ability to penetrate the fog of uncertainty to discover a successful path to an impactful and sustainable new enterprise. 			

Course Code	13605			
Course Name	Entrepreneurial Finance Management	Credit	F	S
Course Objectives	<p>This course focuses on corporate financial decision-making. Many basic concepts and tools in finance are introduced. These concepts and tools are useful in many areas of business and personal life. They include the notion of present value, the relationship between risk and expected return, valuation of various financial assets, capital budgeting, financial leveraging dividend payout, and working capital management. Specifically, the objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand how to evaluate an investment project (capital budgeting) under risk. 2.To understand the scientific framework underlying financial decision making and how it is related to the goal of the corporation. 3.To understand how to manage net working capital of a firm. 			

Course Code	21214			
Course Name	Innovation and Entrepreneurship Workshop	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1.Help students to understand the practice of industrial innovation 2.Stimulate students to carry out the entrepreneurship during their career development 3.Help students to understand the importance of innovation during running business 4.Allow students to understand the challenge when you running your new venture 			

	5. Allow students to formulate a complete and innovative business plan
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Course Code	21215			
Course Name	Entrepreneurship Workshop	Credit	F	S
Course Objectives	The goal of this course emphasizes various kinds of internal ventures and multiple "external" collaborative approaches that include corporate venture capital investments, licensing and different types of alliances and formal joint ventures. Basis for the new knowledge presented in this course is a combination of academic research and my personal experience supplemented by that of the several guest lecturers.			

Course Code	06037			
Course Name	International Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide fundamental concepts and skills for global marketing management. The contents that will be covered in this course include 1.regional trade organization, (EU, WTO, NAFTA, APEC, ASEAN, CIS, MERCOSUR), 2.international culture difference 3.business environment risk intelligence (BERI) 4.operation risk index (ORI) 5.remittance and repatriation factor (R Factor) 6.profit opportunity recommendation (POR), and 7.international marketing strategy.			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce the basic concept of research methodology that applies in academic and practical research; 2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and 3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	20839			
Course Name	Corporate Finance with a Global Perspective-Course in English	Credit	F	S
Course Objectives	<p>This course attempts to achieve the following two goals:</p> <ol style="list-style-type: none"> 1. Help the students complete the financial analysis of the business plan which is one of the most important MGEM requirements 2. Provide a background on the international financial environment for potential Multinational Corporation (MNC) managers and then focus on financial management from a global perspective. 			

Course Code	20838			
Course Name	Operations Management and Supply Chain Management with a Global Perspective-Course in English	Credit	F	S
Course Objectives	<p>The purpose of this course is to understand the design and implementation of global supply chains to seek both maximize their efficiency and to provide a foundation for creating entrepreneurial opportunities within one or more supply chain systems. More specifically, the course will seek to identify how supply chain management and operations can contribute to competitive advantage through understanding the opportunities and challenges associated with supply chain systems. Lectures, quizzes, exams, case analysis, individual and team written assignments will be enhanced with other experiential activities.</p>			

Course Code	20836			
Course Name	Special Topics in Global Entrepreneurship and Management - Course in English	Credit	F	S
Course Objectives	<p>This seminar is designed to provide would-be entrepreneurs a broad-based exposure to international business operations and capital market practices. Also, this course presents a thorough and systematic coverage of entrepreneurial practice and theory. It focuses on the basic roles, skills, and functions of a successful entrepreneur, with special attention to managerial responsibility for effective and efficient achievement of goals. Upon completion of the course, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Understand fundamental concepts and principles of entrepreneurship. 2. Be knowledgeable of strategic development, theoretical aspects, and practice application of entrepreneurial process. 3. Be familiar with business plan writing and field studies. 4. Be aware of the overall context of social enterprise and social entrepreneurship. 			

Course Code	24302			
Course Name	Innovation and Technology Management-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To learn the concept and process of technological innovation; 2.To improve the management skills of technological innovation; and 3.To learn the skills of managing innovation in various industries. 			

Course Code	待確認			
Course Name	Strategic Management and Competitive Advantages	Credit	F	S
Course Objectives	待確認			

Course Code	待確認			
Course Name	Strategic Management and Competitive Advantages- Course in English	Credit	F	S
Course Objectives	待確認			

MS Programs

– Full-Time –

- Accounting
- Applied Statistics
- Finance
- Information Management

Accounting

Course list

MS Program in Accounting - Full-Time		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
	Financial Statement Analysis and Business Valuation	18302	1	3
	Business Ethics	00292	2	2
	Thesis	00041	1	6
	Econometrics	01855	1	3
Elective credit hours of the graduate institute in other sections	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
	Accounting for Financial Instruments and Services	12133	1	2
	Risk Management	07897	1	3
	Marketing Management	01483	1	3
	Seminar in Empirical Tax Research	12104	1	3
	Seminar in Accounting Problems (I)	18300	1	2
	Seminar:International Accounting-Course in English	17781	1	3
	Managerial Control System	05864	1	3
	New Accounting Issues Seminar	14773	1	3
	Digital Innovation in Risk Management and Auditing	31262	1	3

● Course objective and prerequisites

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a general understanding of the empirical financial accounting researches; and 2.To cover the theories and methodologies underlying market efficiency, information perspective and measurement perspective of accounting numbers, intangible assets, positive theory of accounting choices, earning management, voluntary disclosures and regulation, etc. 			

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To thoroughly explore the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc; and 2.To focus on some selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc. 			

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	<p>Quality financial statement audits underlie the well-functioning of capital market. This objectives of this course are</p> <ol style="list-style-type: none"> 1. To investigate the demand for and the supply of quality financial statement audits; 2. To analyze the three factors comprising a quality financial statement: (1) the incentives of auditors which are largely determined by the client-auditor relationship, the structure of audit market, and the governance structure of audit profession (e.g., self-regulation, government oversight and legal system); (2) the expertise of auditors which they have obtained from education, training and practicing experience. The professional rules (e.g., GAAP and GAAS) also constitute a standard set of requirements for audit expertise; (3) the ethical value of auditors which reflecting the outcome of socialization process of auditors through culture, education and the organizational influences of audit firms; 3. To demonstrate how these three factors interact and determine the outcome of audit process; 4. To provide a framework for a better understanding of auditing phenomenon in practice; and 5. To develop the abilities to undertake an auditing research. 			

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	<p>This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary focus is on equity (share) valuation. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios. The course will be taught from the perspective of a security analyst – particularly the equity analyst – but much of the material covered in the course will also be relevant to the corporate financial analyst for evaluating acquisitions, restructurings and other investments, and for calculating the value generated by strategy scenarios. By the end of the course, the student should feel competent in writing a thorough, convincing equity research report.</p>			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	<p>To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.</p>			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	<p>Train students how to solve problems, do researches and write a good thesis.</p>			

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a foundation for the applied research in Economics and Finance; 2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data; 3.To cover the topics including multiple regression techniques with focus on economic applications, as well as issues such as omitted variables, panel data, and instrumental variables; and 4.To be able to understand and apply the econometric and statistical methods using 			

	computer packages.
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Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO). 			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the basic concept of research methodology that applies in academic and practical research; 2. To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and 3. To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 			

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course	The purpose of operations management is to create a competitive advantage for			

Objectives	manufacture and service operators in the market place by conveying a set of knowledge, skills and tools. The entry-level operations specialist is the person who determines how best to design, supply, and run the process. Senior operations manager are responsible for setting the strategic direction of the company from an operation standpoint, deciding what technology should be used, where facilities should be located, and managing the facilities that make the products or provide the services. The goal of operations management is to efficiently create wealth by supplying quality goods and services.
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Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	F	S
Course Objectives	<p>The purposes of this course are:</p> <ol style="list-style-type: none"> 1. To introduce recent developments in International Accounting Standards for financial instruments and services provided by the financial industry; 2. To emphasize the background and concepts underlying the written conclusions; 3. To discuss the implications for financial reporting and analysis; and 4. To introduce the world's most advanced and innovative financial practices. 			

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	<p>This course aims to provide students a broad perspective of risk management containing traditional risk management and insurance and other types of risk management. The students are expected to build a comprehensively conceptual framework as</p> <ol style="list-style-type: none"> 1. To make risk management and insurance decisions for increasing business value and individual welfare; 2. To understand insurance contracts and institutional features of the insurance industry; and 3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals. <p>Basically, topics in this course include</p> <ol style="list-style-type: none"> 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures 			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices; 			

	<p>2.To arouse learning interest in marketing;</p> <p>3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc; and</p> <p>4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing.</p>
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Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <p>1. To provide a broad understanding of the tax research area and to address new research issues in tax theory and practice;</p> <p>2. To learn the most recent tax practices of taiwan and china; and</p> <p>3. To introduce tax systems of other countries so as to broaden students global perspectives.</p>			

Course Code	18300			
Course Name	Seminar in Accounting Problems (I)	Credit	F	S
Course Objectives	<p>The goal of this course is to introduce students to recent important issues in accounting research. It will be conducted primarily as a seminar, with substantial class discussion. Numbers of guest lecturers or speakers in related research areas will participate in this seminar and present their research works/knowledge for communicating their thinking and developing interactive learning for students.</p>			

Course Code	17781			
Course Name	Seminar:International Accounting-Course in English	Credit	F	S
Course Objectives	<p>This course examines the international dimension of financial reporting and analysis. It provides students with an in-depth look at the development of accounting and its related disciplines from an international perspective. The course comprises two sections: The first section will be a discussion of international accounting patterns, culture and development, comparative accounting and international harmonization. The second section will focus on practical issues, including the context of International Financial Reporting Standards, major issues in reporting and international financial analysis.</p>			

Course Code	05864			
Course Name	Managerial Control System	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To introduce students with the basic concepts, applications, case studies, and recent development in practices for managerial control system;</p>			

	<p>2.To introduce students how to integrate those important managerial control systems, such as the balanced scorecard (BSC), activity based costing (ABC), and intellectual capital (IC); and</p> <p>3.enable students to design, measure, evaluate, and manage different systems, for planning, controlling and decision making.</p>
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Course Code	14773			
Course Name	New Accounting Issues Seminar	Credit	F	S
Course Objectives	<p>The objectives of this course are to prepare students for new promulgated accounting standards which are scheduled to be implemented in the near future, expose students to core issues underlying current work plans and research projects of IASB/FASB and broaden the mindset of students beyond traditional financial reporting by exploring alternative reporting framework such as sustainability/CSR reporting.</p> <p>This course will proceed in three parts:</p> <ol style="list-style-type: none"> 1. New promulgated accounting standards. 2. Core issues underlying current work plans and research projects of IASB/FASB. 3. Current status of sustainability reporting frameworks. 			

Course Code	31262			
Course Name	Digital Innovation in Risk Management and Auditing	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To provide a general understanding of the digital innovations. 2. To share the business models of different industries to apply the disruptive technologies, such as big data, RPA (Robotic Process Automation), etc. 3. To utilize Python in industry and competitive analysis. 			

Applied Statistics

Course list

MS Program in Applied Statistics		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Applied Mathematical Statistics	06825	1	3
	Thesis	00041	1	6
	Sampling Method with Application	21378	1	3
Elective credit hours of the graduate institute in other sections	Special Topics in Big Data I	24132	1	1
	Database Administration	02490	1	3
	Quality Control and Design	07331	1	3
	Statistical Analysis Software	04322	1	1
	The Application of Regression Methods	22133	1	3
	English Conversation and Writing I	12571	1	3
	Special Topics in Big Data II	24133	1	1
	Applied Multivariate Statistical Analysis	05947	1	3
	Forecasting Methods	19167	1	3
	Data Mining	11502	1	3
	Marketing Survey and Analysis	13575	1	3
	Categorical Data Analysis	24683	1	3
	Research Methodology	01799	1	3
	English Conversation and Writing II	12573	1	3
	Operations Research	01559	1	3
	Advanced Courses in Biostatistics	17028	1	3
	Decision Support System – Theory and Implementation	20148	1	3
	Cloud Computing and Statistical Learning	19163	1	3
	Business Ethics	00292	1	2
	Customer Relationship Management	10985	1	3
Marketing Research	01480	1	3	
Internship	02144	1	3	
Statistical Analysis of Clinical Medicine and Drug Development	22898	1	3	
Machine Learning-Course in English	31444	1	3	
Web and Social Media Analytics	31415	1	3	

● Course objective and prerequisites

Course Code	06825			
Course Name	Applied Mathematical Statistics	Credit	F	S
			3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To enhance the theoretical base of mathematical statistics including matrix algebra, distributional theory, and probability; and 2.To emphasize Linear Model, and Multivariate Linear Model when the application is of concern. 			

Course Code	00041			
Course Name	Thesis	Credit	F	S
			6	
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	21378			
Course Name	Sampling Method with Application	Credit	F	S
Course Objectives	<p>Sampling methods are the basic methodology for data collection and are widely applied in various fields such as medical science, biology and social science. This contents of this course will include:</p> <ol style="list-style-type: none"> 1.Various sampling concepts and methods. including elements of sampling survey, the design of an efficient survey, and the precision inference. 2.Practical survey cases. 			

Course Code	24132			
Course Name	Special Topics in Big Data I	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To invite distinguished guest speakers to deliver speeches; and 2. To provide a general perspective on how big data analytics can be applied to different disciplinary studies. 			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	<p>For various reasons, automation of business processes is an on –going practice for business in this digital society. As a result it is very often that statistical data are stored in databases. Not surprisingly an understanding of database design principles and experiences on database administration are considered not only fundamental for statistical professionals but also an advantage to facilitate career development. Following this line of fact, this course is designed to equip students with the</p>			

	<p>knowledge for managing and designing an integrated database, and with the skills to implement the design.</p> <p>Throughout this course IBM DB2 is chosen as the learning tool to help equip students with hands-on experience on database administration. The contents of this course are designed around three major topics: (1) Basic SQL (2) Advanced SQL and (3) Database System Administration. Students are required to work on exercises after each lecture.</p>
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Course Code	07331			
Course Name	Quality Control and Design	Credit	F	S
				3
Course Objectives	<p>Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement. This course will cover the foundation of modern approaches of quality control that can be applied to process industry, service industry, and business. Topical coverage will be: construction and interpretation of various control charts; rational sampling; specifications; tolerance limits; cumulative-sum (Cusum) control charts, exponentially weighted moving average (EWMA) control chart; process capability assessment; SAS in QC.</p>			

Course Code	04322			
Course Name	Statistic Analysis Software	Credit	F	S
				1
Course Objectives	<p>This course aims to enhance students' understanding and appreciation of the core of the central idea and methods of statistics that will be applied in the solution of problems in a variety of applied science and application for further study, and the use of statistical software packages in manipulating data. One of the most widely used statistical software packages, SPSS, will be introduced in the class. The manipulation will be illustrated by a variety of examples and exercises.</p>			

Course Code	22133			
Course Name	The Application of Regression Methods	Credit	F	S
Course Objectives	<p>The objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. To introduce some practical concerns of applying Regression-based models, such as: <ol style="list-style-type: none"> a. Nonlinear function form. b. Non-normal random error distribution. c. Non-independent random error. d. Heterogeneity. 2. To introduce how to deal with these practical concerns via corresponding enhanced models and real data analysis skills, such as: <ol style="list-style-type: none"> a. Generalized additive model. b. Generalized linear model. 			

	c. Hierarchical liner model. d. Mixed effects model. e. Generalized least squares model.
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Course Code	12571			
Course Name	English Conversation and Writing I	Credit	F	S
Course Objectives	The course is to help the students acquire: 1.the ability to use English fluently and accurately in speaking, listening, reading and writing. 2.the ability to communicate in culturally appropriate ways in spoken and written English 3.cultural awareness through readings and topic discussions in class			

Course Code	24133			
Course Name	Special Topics in Big Data II	Credit	F	S
Course Objectives	The objectives of this course are 1. To invite distinguished guest speakers to deliver speeches; and 2. To provide a general perspective on how big data analytics can be applied to different disciplinary studies.			

Course Code	05947			
Course Name	Applied Multivariate Statistical Analysis	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the core and the central idea of multivariate data analysis that will be applied in the solution of problems in statistical theory and application for further study; 2.To introduce some recently developed methods; and 3.To illustrate the main concepts by a variety of examples and exercises.			

Course Code	19167			
Course Name	Forecasting Methods	Credit	F	S
Course Objectives	The objectives of this course are: 1. To develop effective skills in analyzing business and/or industrial data for description, explanation and forecast. 2. To combine knowledge of probabilistic models of stochastic processes and to perform empirical comparisons of various approaches (i.e., Time Series and Machine Learning techniques).			

Course Code	11502			
Course Name	Data Mining	Credit	F	S
				3
Course Objectives	1.Understand DM concept 2.Using DM Tools 3.Understand DM methodology 4.Understand DM application			

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F	S
				3
Course Objectives	The objective of this course are 1.To introduce methods of survey data analysis; and 2.To utilize computer software and proper methods to solve real world problems.			

Course Code	24683			
Course Name	Categorical Data Analysis	Credit	F	S
Course Objectives	This course summarizes categorical data analysis skills and principles that have been applied widely as well as more recently developed. The major focus of this course is modeling of categorical response techniques. In general, this course is designed into five sessions: 1. The material in this part forms the heart of introductory methods used in univariate categorical data analysis. 2. This part surveys standard descriptive and inferential method for bivariate contingency tables. 3. This session introduces generalized linear models for binary data, in terms of Logistic Regression. 4. This session discusses log-linear models for poisson (count data). Both Session III and IV are instructed by unifying logistic regression and loglinear models with ordinary regression and ANOVA models since these methods share many similar / different concepts. 5. This session introduces details of user manuals written in SPSS setting to enhanced understanding of the context of statistical models. The content also includes supplement materials to cover topics in previous sessions.			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
				2
Course Objectives	The objectives of this course are 1.To introduce the basic concept of research methodology that applies in academic and practical research; 2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and			

	3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.
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Course Code	12573			
Course Name	English Conversation and Writing II	Credit	F	S
				3
Course Objectives	<p>The course is to help the students acquire:</p> <ol style="list-style-type: none"> 1.English proficiency in speaking, listening, reading and writing through various materials covering daily situations and business context. 2.cultural awareness and appropriate expressions when communicating in spoken and written English 3.skills needed for making effective oral presentation in English. 			

Course Code	01559			
Course Name	Operations Research	Credit	F	S
				3
Course Objectives	<p>Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals.</p> <p>This course emphasizes on mathematical models building and theories application.</p> <p>The main content of this course includes systematically introducing each chapter in operation research, explaining managerial implication of data, and using interactive teaching methods along with group discussion.</p>			

Course Code	17028			
Course Name	Advanced Courses in Biostatistics	Credit	F	S
				3
Course Objectives	<p>The main purpose of biostatistics is to resolve the real problems generated from biological subjects. The conclusions are obtained through experimental studies or sampling. In this course three major topics: clinical trials, genetics and general medicine will be discussed. The lectures will emphasize on statistical concepts. Topics such as likelihood principles, regression methods, logistic regression and survival analysis will be introduced.</p>			

Course Code	20148			
Course Name	Decision Support System – Theory and Implementation	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To learn the basic algorithms of the machine learning and artificial intelligence; 2. To learn and apply a programming language; and 3. To choose or design a decision problem and tries to use some algorithms and programming language to implement a decision support system. 			

Course Code	19163			
Course Name	Cloud Computing and Statistical Learning	Credit	F	S
				3
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To discuss some commonly, used, and modern statistical methods and calculating methods in scientific research on cloud computing environment; 2.To focus the application of statistics on scientific research; 3.To employ tools ranging from statistics to computational complexity, combinatorics and geometry in an attempt to provide theoretical foundations to some important applications emerging from need to process data sets whose sizes and complexities are beyond the ability of humans to handle; and 4. Introduction of cloud computing. 			

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	<p>To appreciate the essences of business ethics through five main facets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.</p>			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
				3
Course Objectives	<p>The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.</p>			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
				3
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce methods of marketing research; 2.To illustrate how statistical methods could be helpful in market positioning and market segmentation; and 			

	3.To solve practical problems through various marketing research methods.
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Course Code	02144			
Course Name	Internship	Credit	F	S
				3
Course Objectives	<p>The objectives of this course are for students:</p> <ol style="list-style-type: none"> 1. To learn practical working skills and enhance professional capability; and 2. To shorten on job training and reserve potential experts for enterprises. 			

Course Code	22898			
Course Name	Statistical Analysis of Clinical Medicine and Drug Development	Credit	F	S
Course Objectives	<p>This course covers some statistical experiment design and analysis methodologies to show how statistics has been used in many aspects of drug development. The focus of this course will be application oriented and the objectives are</p> <ol style="list-style-type: none"> 1. To teach basic knowledge and methodologies include design, test and clinic analysis for new drug development; 2. To render examples or cases in real field with statistics lectures; and 3.To be able to use the software packages of SAS. 			

Course Code	31444			
Course Name	Machine Learning-Course in English	Credit	F	S
Course Objectives	<p>The goal of this course is to extend the data mining methodologies and introduce the machine learning related algorithms. These algorithms may include the Support Vector Machine (SVM), Logistic Regression, Artificial Neural Network (ANN), Deep Learning related algorithms, Random Forest, and Bayesian Networks. This course dedicates to help students learn current algorithms, apply it to data analysis, and make adequate decisions to solve problems.</p>			

Course Code	31415			
Course Name	Web and Social Media Analytics	Credit	F	S
Course Objectives	<p>The role of the services provided through the Internet is more and more important in people's daily life. Enormous records of corresponding activities have been recorded or can be recorded by the web participants. How to analyze the information embedded in these records is a very important task nowadays. The main goal of the course is to teach relative knowledge and analysis skills in this scenario. The topics will be covered in this course is listed as follows:</p> <ol style="list-style-type: none"> 1. Web Scraping 2.Social media foundations, such as the basics of Youtube, Facebook, Google+, Twitter, Instagram and blogging 3.Social media monitoring 4.Data stream mining techniques 			

	5.Data warehouse
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Finance

Course list

MS Program in Finance - Full-Time		code	classes	Credit hours
Required common credit hours of the graduate institute	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Economics	31760	1	3
	Investments	01579	1	3
	Futures and Options	03408	1	3
	Risk Management	07897	1	3
	Thesis	00041	1	6
	Special Topics on Finance	03071	1	3
Elective credit hours of the graduate institute in other sections	Corporate Financial Decisions	21005	1	3
	Financial Marketing	23097	1	3
	Digital Finance	24106	1	3
	Business Ethics	00292	1	2
	Financial Statement Analysis	01982	1	3
	Financial Innovation	07527	1	3
	Securitization	08951	1	3
	Practicum in Enterprises I	10852	1	3
	Financial Big Data	24108	1	3
	Globalization and Entrepreneurship-Course in English	30896	1	3
	International Finance	02090	1	3
	Practicum in Enterprises II	11370	1	3
	Internationalization Strategy	24107	1	3
	Analyses and Applications in Financial Big Data	24109	1	3
	Business Valuation and Analysis	14068	1	3
International Financial Regulations-Course in English	19067	1	3	

● Course objective and prerequisites

Course Code	01855			
Course Name	Econometrics	Credit	F	S
			3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a foundation for the applied research in Economics and Finance; 2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data; 3.To cover the topics including multiple regression techniques with focus on economic applications, as well as issues such as omitted variables, panel data, and instrumental variables; and 4.To be able to understand and apply the econometric and statistical methods using computer packages. 			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			3	
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO). 			

Course Code	31760			
Course Name	Financial Economics	Credit	F	S

Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To learn some mathematical expertises that are fundamental in “Finance” or “Investments” discipline. 2. To know no arbitrage market setting and the existence of risk-neutral probability measure. 3. To form general understanding of structuring portfolio choice problem. 4. Competitive market equilibrium and Pareto efficiency.
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Course Code	01579			
Course Name	Investments	Credit	F	S
				3
Course Objectives	<p>The learning objectives of this course are</p> <ol style="list-style-type: none"> 1.To know characteristics of financial tools; 2.To cover the issues such as what are their fair prices and when and how to formulate investment portfolio; and 3.To understand the following subjects: (1) returns and risks of financial assets in money market, capital market, foreign exchange market and derivative market. (2) Investment decision criteria of NPV and IRR. (3) mean-variance portfolio theory, (4) CAPM & APT and general principle of pricing (5) forward, future, option and Swap contracts, (6) option pricing- lattice approximation, (7) option pricing- Black-Scholes, and (8) portfolio performance measurement and management. 			

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
				3
Course Objectives	<p>The learning objectives of this course include:</p> <ol style="list-style-type: none"> 1.The basic characteristics of derivative contracts. 2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc. 3.Trading strategies of options. 4.Binomial tree pricing options. 5.Black-Scholes model 6.Hedging when issue or buy an option. 7.Structured note 8.Exotic options. 			

Course Code	07897			
Course Name	Risk Management	Credit	F	S
			3	
Course Objectives	<p>This course aims to provide students a broad perspective of risk management containing traditional risk management and insurance and other types of risk management. The students are expected to build a comprehensively conceptual framework as</p> <ol style="list-style-type: none"> 1. To make risk management and insurance decisions for increasing business value and individual welfare; 			

	<p>2. To understand insurance contracts and institutional features of the insurance industry; and</p> <p>3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals.</p> <p>Basically, topics in this course include</p> <ol style="list-style-type: none"> 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures
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Course Code	00041			
Course Name	Thesis	Credit	F	S
				6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	03071			
Course Name	Special Topics on Finance	Credit	F	S
				3
Course Objectives	This is a lecture course that invites promising scholars and practice experts in financial field to deliver speeches. By above speeches and Q&A interactions, students are expected to know the cutting-edge studies in academics and hot issues in real-world finance.			

Course Code	21005			
Course Name	Corporate Financial Decisions	Credit	F	S
				3
Course Objectives	This is designed as an advanced course in corporate finance. The objective is to enhance students' understandings in greater depth of corporate financial decisions, including corporate investment, corporate financing, financial innovation and some other related issues. The course will be held as a seminar form relying heavily on discussion and student presentation.			

Course Code	23097			
Course Name	Financial Marketing	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with financial marketing concepts and to improve students' abilities to implement marketing related activities in financial industries. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the concepts of financial marketing. 2. Understand the meanings and procedure of strategic marketing in financial industries. 3. Understand the meaning of segmenting, targeting, and positioning (STP) in 			

	<p>financial industries.</p> <p>4. Understand the characteristics of financial products and services.</p> <p>5. Utilize marketing theory to analyze financial firm's marketing activities.</p> <p>6. Learn the skills of marketing planning and apply marketing management in an effective manner.</p>
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Course Code	24106			
Course Name	Digital Finance	Credit	F	S
Course Objectives	<p>The course is aimed at providing participants with insights into the concept and practices of digital finance, particularly digital banking, and how to operate or manage it. Course goals are to: lead students to understand the evolution and development of digital banking, internet insurance, and internet securities; stimulate analytical thought about operations of digital finance by applying the considerations in case studies; and apply what has been learned in class to types of virtual or real digital finance business models through class projects.</p>			

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	<p>To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.</p>			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	<p>This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary objectives of this courses are</p> <ol style="list-style-type: none"> 1.To focus on equity (share) valuation; 2.To examine the appropriate methods of fundamental analysis, including models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios; 3.To provide the basis of valuation from the perspective of security analyst as well as corporate financial analyst and to be applicable to the valuation of acquisitions, restructurings, other investments, and strategic analysis; and 4.To be able to write a thorough and convincing research report. 			

Course Code	07527			
Course Name	Financial Innovation	Credit	F	S
Course Objectives	<p>Course Objectives Financial innovations can be classified into two areas: process innovations and product innovations. The course mainly focuses on the innovations of financial products. The students are exposed to principles and practices of design, hedging, and pricing of the financial products in a global perspective. The class starts with the discussions of general principles of financial products design, including the design of forwards, simple interest rate derivatives, swaps, and options. The second part discusses the static and dynamics hedging of the financial derivatives. The last part of the class exposes the students with the analytic tools of asset pricing with applications, including the binomial model, Monte Carlo simulation, and calibration. The students are expected to be able to discuss and analyze complicated financial products designed to meet various clients' needs.</p>			

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the principles, structures, and investment characteristics of several major types of asset securitization, including residential mortgage backed securities, commercial mortgage backed securities, auto loan backed securities, credit card ABS, Asset-backed commercial paper (ABCP), Housing equity loan backed securities, CBO/CLO/CDO, and real estate backed securities; and 2.To discuss the impact of new Basel Accord (Basel II) on asset securitization. 			

Course Code	10852			
Course Name	Practicum in Enterprises I	Credit	F	S
Course Objectives	<p>This objectives of this course are:</p> <ol style="list-style-type: none"> 1.To learn practical working techniques and business operations and to shorten the gap between theory and practice in financial and non-financial industries; 2.To learn business ethics and job discipline and to become a business person with integrity; and 3.To expand people network among industries and to benefit future career development. 			

Course Code	24108			
Course Name	Financial Big Data	Credit	F	S
Course Objectives	<p>Big Data will have increasingly important implications and applications for finance field. This course aims to provide students a fundamental training of data collection and management techniques. Students are expected to the ability of utilizing the software of data collection and management, such as R, SQL, and SAS.</p>			

Course Code	30896			
Course Name	Globalization and Entrepreneurship-Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students the concepts of globalization trend and the knowledge of business entrepreneurship that is the motive engine of producing driving power for business growth. The course provides the knowledge of the linkage and the mutual impact between globalization and entrepreneurship. In addition, the course is designed to provide the roundtable discussions for enhancing students' abilities to implement critical thinking; sharing and debating the relevant issues in global business development and international financial environment. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the concepts of business entrepreneurship and globalization trend. 2. Understand the meanings and procedure of strategic innovations and how to start up a new business. 3. Understand the characteristics and evolution of world business development stages and industrial competitive structure for an entrepreneur. 4. Learn the management skill and management thinking for an entrepreneur in administering the innovative business in an effective manner. 			

Course Code	02090			
Course Name	International Finance	Credit	F	S
Course Objectives	<p>This course provides students with an integrating understanding of the modern international finance and open economy macroeconomics from the theoretical and empirical perspectives. It discusses the foreign currency markets and international financial arbitrage, the fundamental international parity conditions, the models of balance-of-payments and exchange-rate determination, balance-of-payments crises, and the issue of exchange rate exposure.</p>			

Course Code	11370			
Course Name	Practicum in Enterprises II	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 1. To learn practical working techniques and business operations and to shorten the gap between theory and practice of financial and non-financial industries; 2. To learn business ethics and job discipline and to become a business person with integrity; and 3. To expand people network among industries and to benefit future career development by internship and result sharing, communication, performance review, mentoring-teach, and business visit. 			

Course Code	24107			
Course Name	Internationalization Strategy	Credit	F	S
Course	Internationalization is both an opportunity and a threat for Taiwan's financial			

Objectives	institutions. This course aims to equip students with the concepts, frameworks, and techniques needed to develop and implement international expansion strategies. While internationalization generally occurs through two mechanisms, trade and foreign direct investment (FDI), this course will focus on the FDI entry mode and the design of international strategy that achieves an optimal balance between global integration and national differentiation. Both theoretical frameworks and strategic management practices will be delivered through readings and case discussions.
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Course Code	24109			
Course Name	Analyses and Applications in Financial Big Data	Credit	F	S
Course Objectives	<p>Big Data will have increasingly important implications and applications for finance field. The purposes of this course are as follows:</p> <ol style="list-style-type: none"> 1. We introduce the definition, coverage, and possible applications of financial Big Data for students. The possible applications include the intraday trading data of securities and derivatives, corporate banking and consumer finance data, financial marketing data, corporate finance data, macroeconomic data, and the textual data in financial media or websites. 2. Using data analysis tools (e.g. R, SAS) to implement the further analyses of the aforementioned financial Big Data. 			

Course Code	14068			
Course Name	Business Analysis and Valuation	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To introduce advances in business analysis and valuation associated with advances in International Financial Reporting Standards and International Valuation Standards; 2. To integrate business strategy analysis, performance projection and security valuation through case studies and real-world application; and 3. To capture the essentials of fundamental analysis on Taiwan capital markets. 			

Course Code	19067			
Course Name	International Financial Regulations-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To provide the basic knowledge of U.S Financial Law; and 2. To improve English skills. 			

Information Management

● Course list

MS Program in Information Management		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Thesis	00041	1	6
	Reading in Business Ethics for Managers	00292	1	2
	Advanced Information Management	16910	1	3
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
Elective credit hours of the graduate institute in other sections	General Topics on Electronic Commerce	09290	1	3
	Special Topics on Internet Marketing	23666	1	3
	Research Methodology	01799	1	3
	Internship	02144	1	1
	Special Topics on Electronic Procurement and Logistic	23668	1	3
	Mobile Cloud Service Applications Design	31354	1	3
	Machine Learning	13027	1	3
	Software Engineering	03024	1	3
	Introduction to the Internet of Things	31357	1	3
	Responsive Cloud Service Systems Development	31355	1	3
	Big Data Mining	24501	1	3
	Artificial Intelligence	01016	1	3
	Digital Finance and BlockChain	31356	1	3
	Information System Project Management	11799	1	3
	Data Security	04623	1	3
Special Topics on Service Science	20229	1	3	
Introduction and application of deep learning		1	3	

● Course objective and prerequisites

Course Code	00041			
Course Name	Thesis	Credit	F	S
				6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
				2
Course Objectives	To appreciate the essences of business ethics through five main facets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.			

Course Code	16910			
Course Name	Advanced Information Management	Credit	F	S
Course Objectives	The goal of this course is to develop students' understanding of information systems with macroscopic capability and information systems for academic research skills. The course will introduce topics related to information systems (including e-business, e-commerce, data science, and cloud services issues.) and management as well as theories commonly employed in IS research (e.g., Transaction Cost Theory, Innovation Diffusion Theory, Technology Acceptance Model, Social Exchange theory, etc). Therefore, the students will learn not only the theories and techniques of information systems, but also the real-world applications.			

Course Code	07939			
Course Name	Advanced Database Management	Credit	F	S
			3	
Course Objectives	Teach students to understand many important concepts of advanced database management. The topics include that: SQL skills, Transaction, concurrency control, Data mining, Data Warehousing, OLAP, and Data Cube. We also discuss the implementation practice skills in the IT industry. For example: How to skillfully use the SQL statement, the database role in the enterprise IT architecture, etc. Through this course, students can learn both advanced DBMS theories and implementing capability.			

Course Code	16654			
Course Name	Seminar on Information Management	Credit	F	S
Course	Take the advantage of speech to			

Objectives	<p>1.Enhance the knowledge and vision of how to apply the information communication and network technologies on the applications business operation, management, and decision making.</p> <p>2.Make students understand the visionary application of information communication and network technologies which are applied on academic research and industries.</p> <p>3.Enhance the capabilities and skills of information system development and management.</p>
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Course Code	09290			
Course Name	General Topics on Electronic Commerce	Credit	F	S
Course Objectives	The course will introduce general topics of electronic commerce, basic management concepts, and techniques which are needed by organizations and individuals for electronic commerce applications. It will facilitate students to understand fully about the development, applications and management of electronic commerce.			

Course Code	23666			
Course Name	Special Topics on Internet Marketing	Credit	F	S
Course Objectives	<p>After the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Know the fundamentals of marketing and internet marketing. 2. Understand the techniques and tactics relevant to internet marketing. 3. Recognize the role of social media and mobile technology on internet marketing. 4. Know the process of opening and handling online store and make marketing proposals. 			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the basic concept of research methodology that applies in academic and practical research; 2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and 3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 			

Course Code	02144			
Course Name	Internship	Credit	F	S
Course Objectives	<p>The objectives of this course are for students:</p> <ol style="list-style-type: none"> 1. To learn practical working skills and enhance professional capability; and 			

	2. To shorten on job training and reserve potential experts for enterprises.
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Course Code	23668			
Course Name	Special Topics on Electronic Procurement and Logistics	Credit	F	S
Course Objectives	<p>Special topics on electronic procurement and logistics of electronic store will be introduced. Topics include demand management, procurement theory, supplier evaluation, electronic procurement technology, transportation system, and logistics system.</p> <p>The training will help students to shorten on-job-training time in procurement and logistic experience and become a manager specializing in electronic store or electronic market on electronic commerce.</p>			

Course Code	31354			
Course Name	Mobile Cloud Service Applications Design	Credit	F	S
Course Objectives	<p>The objectives of this course are to provide the students with the skills to develop enterprise level mobile applications with features of bar code scanning, speech recognition, maps, location sensor, and enterprise web services request. The topics include Service-Oriented Architecture (SOA), web services, unwitting programming or End User Development (EUD), and MIT APP Inventor. A system of enterprise cloud services is used for demonstration, discussion, and development of mobile applications. Students will be using MIT App Inventor to develop at least 8 enterprise level mobile applications.</p>			

Course Code	13027			
Course Name	Machine Learning	Credit	F	S
Course Objectives	<p>The course objective is to learn the theory and practical application of Machine Learning, which will focus on four fields: machine learning theory, traditional machine learning algorithms, bio-inspired computation systems, and evolution computation. Machine learning theory will include supervised learning, unsupervised learning, semi-supervised learning, reinforcement learning; traditional machine learning algorithms include logistic regression, decision tree, Bayesian network (belief network), SVM, SVR, etc.; evolutionary computing include genetic algorithms, genetic programming, evolution strategies (ES), and gene expression programming (GEP), etc.; Bio-inspired computation system includes ant colony optimization (ACO), particle swarm optimization (PSO), artificial bee colony (ABC), and artificial immune systems (AIS), etc. In the Internet and big data trends, these adaptive algorithms in the field of data science, will be an important modeling and data mining technology. Students are expected to learn these techniques, and apply them in academic research and employ these technologies to solve real-world problems; and enhance the efficiency and effectiveness of problem-solving.</p>			

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
				3
Course Objectives	This course describes steps of software development and computer aided tools of software engineering. It also investigates the development trend of software engineering and introduces three practical software cases. Finally, students must develop a software project as homework.			

Course Code	31355			
Course Name	Responsive Cloud Service Systems Development	Credit	F	S
Course Objectives	This course provides students the concepts of Service-Oriented Architecture (SOA) and the skills of Responsive Web Design (RWD) for enterprise applications. The topics include SOA, Model-View-View-Model (MVVM), RWD, End User Development (EUD), and the whole process of developing enterprise level mission critical software systems. Each student will have to develop at least 8 enterprise level RWD applications by using the program templates taught in the course. Students need to have ideas and translate their ideas into applications and demonstrate them in the class.			

Course Code	24501			
Course Name	Big Data Mining	Credit	F	S
Course Objectives	<p>This course aims to</p> <ol style="list-style-type: none"> 1. Introduce students basic concepts of big data and related techniques of data mining; 2. Develop skills for using recent big data mining softwares; 3. Solve practical problems in a variety of disciplines; 4. Gain experience of conducting independent study and research; and 5. Train students to be data scientists. 			

Course Code	31356			
Course Name	Digital Finance and BlockChain	Credit	F	S
Course Objectives	The main objective of this course is to enable students to learn Fintech of the content and structure, including transaction technology, trade structure, Blockchain, P2P platform, and to explore technical and management issues. Course content includes e-payment, digital banking, digital securities, digital insurance, and blockchain technology, focusing on issues of payment, P2P innovative service system, Robotics and trading, Financial data analysis, Cryptographic currency, Blockchain theory and applications, Crowdfunding and ICO, etc. Finally, digital finance supervision and security issues will be discussed. Therefore, in addition to learning theory and digital finance system, students will learn about the existing services with case studies, and the applications of what is learned with related issues.			

Course Code	11799			
Course Name	Information System Project Management	Credit	F	S
Course Objectives	Train students to not only understand the theories of information system project management but also apply theories to practical projects.			

Course Code	04623			
Course Name	Data Security	Credit	F	S
Course Objectives	1.Understand basic concepts of data security, 2. Learn principles and applications of cryptography and Internet security.			

Course Code	20229			
Course Name	Special Topics on Service Science	Credit	F	S
Course Objectives	<p>Modern businesses have changed with a view to service-intensive activities. Service science researches and practices can effectively motivate the industry and business to recognize the opportunity of service innovation, and lead them eventually to improve the service quality, enhance customer satisfaction, and so on. As a result of business, the business revenue and profitability can be increased.</p> <p>In order to develop the service economy of improvement, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explore service science with its practice and application in selective service industries, including healthcare, finance service and production and so on. 2. Learn service management, knowledge, methodologies, and strategies of service innovation. 3. Learn service-oriented information system development and implementation. 4. Build the professional and research abilities of background knowledge of service industries regarding to service process design and management; service innovation and entrepreneurship. 5. Identify the potential research issues and subjects with their respective applications in service science and management. 			

Course Code	31357			
Course Name	Introduction to the Internet of Things	Credit	F	S
Course Objectives	To be confirmed.			

Course Code	01016			
Course Name	Artificial Intelligence	Credit	F	S
Course Objectives	To be confirmed.			

Course Code				
Course Name	Introduction and application of deep learning	Credit	F	S
Course Objectives	To be confirmed.			

MS Programs

– Evening and Weekend –

- Accounting
- Applied Statistics
- Finance
- Information Management
- Technology Management

Accounting

Course list

MS Program in Accounting- Evening and Weekend		Code	classes	Credit hours
Required common credit hours of the graduate institute	Integrated Management	12486	1	3
	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Financial Statement Analysis and Business Valuation	18302	1	3
	Seminar on Managerial Accounting	12105	1	3
	Research Methodology	01799	1	3
	Seminar in Empirical Tax Research	12104	1	3
	Financial Theory	03008	1	3
	Risk Management	07897	1	3
	Managerial Control System	05864	1	3

● Course objective and prerequisites

Course Code	12486			
Course Name	Integrated Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To increase managerial ability through the cultivation of their visionary capability; and 2.To enhance familiarity with cross-functional specialties. 			

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a general understanding of the empirical financial accounting researches; and 2.To cover the theories and methodologies underlying market efficiency, information perspective and measurement perspective of accounting numbers, intangible assets, positive theory of accounting choices, earning management, voluntary disclosures and regulation, etc. 			

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To thoroughly explore the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc; and 2.To focus on some selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc. 			

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	<p>Quality financial statement audits underlie the well-functioning of capital market. This objectives of this course are</p> <ol style="list-style-type: none"> 1. To investigate the demand for and the supply of quality financial statement audits; 2. To analyze the three factors comprising a quality financial statement: (1) the incentives of auditors which are largely determined by the client-auditor relationship, the structure of audit market, and the governance structure of audit profession (e.g., self-regulation, government oversight and legal system); (2) the expertise of auditors which they have obtained from education, training and practicing experience. The professional rules (e.g., GAAP and GAAS) also constitute a standard set of requirements for audit expertise; (3) the ethical value of 			

	<p>auditors which reflecting the outcome of socialization process of auditors through culture, education and the organizational influences of audit firms;</p> <p>3. To demonstrate how these three factors interact and determine the outcome of audit process;</p> <p>4. To provide a framework for a better understanding of auditing phenomenon in practice; and</p> <p>5. To develop the abilities to undertake an auditing research.</p>
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Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	<p>This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary focus is on equity (share) valuation. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios. The course will be taught from the perspective of a security analyst – particularly the equity analyst – but much of the material covered in the course will also be relevant to the corporate financial analyst for evaluating acquisitions, restructurings and other investments, and for calculating the value generated by strategy scenarios. By the end of the course, the student should feel competent in writing a thorough, convincing equity research report.</p>			

Course Code	12105			
Course Name	Seminar on Managerial Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To introduce the concept of Strategic Cost Management (SCM) and the selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, R&D etc. which may be applicable to the management accounting research; and</p> <p>2.To explore the new research issues in management accounting.</p>			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the basic concept of research methodology that applies in academic and practical research; 2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and 3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 			

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.to provide a broad understanding of the tax research area and to address new research issues in tax theory and practice; 2.to learn the most recent tax practices of Taiwan and China; and 3.to introduce tax systems of other countries so as to broaden students global perspectives. 			

Course Code	03008			
Course Name	Financial Theory	Credit	F	S
Course Objectives	<p>The course introduces the fundamentals of corporate finance and three policies of financial management: capital budgeting (long-term investment decision), financial policy and the working capital management. The course stress moving from theory to practice. By the handout complied by the instructor, the instructor explains the real situations and figures in Taiwan, and introduces new research papers. In addition, the course also includes the further issue of corporate finance: international corporate finance and options and corporate Securities.</p> <p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To provide a clear concept of corporate finance; 2. To introduce the real situation and figures in Taiwan; and 3. To move from theory to practice. 			

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	<p>This course aims to provide students a broad perspective of risk management containing traditional risk management and insurance and other types of risk management. The students are expected to build a comprehensively conceptual framework as</p> <ol style="list-style-type: none"> 1. To make risk management and insurance decisions for increasing business value 			

	<p>and individual welfare;</p> <p>2. To understand insurance contracts and institutional features of the insurance industry; and</p> <p>3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals.</p> <p>Basically, topics in this course include</p> <ol style="list-style-type: none"> 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures
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Course Code	05864						
Course Name	Managerial Control System	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce students with the basic concepts, applications, case studies, and recent development in practices for managerial control system; 2.To introduce students how to integrate those important managerial control systems, such as the balanced scorecard (BSC), activity based costing (ABC), and intellectual capital (IC); and 3.enable students to design, measure, evaluate, and manage different systems, for planning, controlling and decision making. 						

Applied Statistics

● Course list

MS Program in Applied Statistics		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Thesis	00041	1	6
	Integration management	12486	1	3
	Research Methodology and Seminar	24514	1	3
Elective credit hours of the graduate institute in other sections	Introduction to Data and Information Collecting and Converging Technique	24085	1	3
	Database and Data Management	20879	1	3
	Data Mining	11502	1	3
	Statistical Decision Support Information System	20882	1	3
	Quality Control	01771	1	3
	Marketing Research	20883	1	3
	Statistical Methods for the Social Science	31623	1	3
	Statistics in Finance and Risk	20884	1	3
	Customer Relationship Management	10985	1	3
	Case Study in Applied Statistics	20886	1	3
	Regression Analysis	01987	1	2
	Applied Multivariate Statistics Analysis	05947	1	2
	Categorical Data Analysis	24683	1	2
	Forecasting Methods	19167	1	2
	Special Topics in Big Data I	15236	1	1
	Special Topics in Big Data II	15237	1	1
Statistics	02222	1	2	

● Course objective and prerequisites

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	12486			
Course Name	Integration management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To increase managerial ability through the cultivation of their visionary capability; and 2.To enhance familiarity with cross-functional specialties. 			

Course Code	24514			
Course Name	Research Methodology and Seminar	Credit	F	S
Course Objectives	<p>The main purpose of this course is to improve students' ability to read and write academic articles. The emphasis will be on developing students' reading ability and learning various techniques to structure logical arguments, and discovering new ways of thinking about reading and writing process. The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To train students with the capability for reading international academic articles; 2. To direct students with the skills for academic papers writing and problem solving; 3. To introduce the library resources and Internet research; 4. To teach the basic concept of research methodology; 5. To guide the ways of writing research proposals and reports; and 6. To enlighten students with suitable presentation skills. 			

Course Code	24085			
Course Name	Introduction to Data and Information Collecting and Converging Technique	Credit	F	S
Course Objectives	<p>This course consists of two parts, the first one is the collecting method of data and information, and the second one is the converging technique of data and information. The learning objectives are to let the learners understand:</p> <p>A. part-one-</p> <ol style="list-style-type: none"> 1. the concepts and theories of a survey. 2. the methods of data collection. 3. the questionnaire design. 4. the Database sampling technique. 5. the analytic processes through case-studies by using the statistical software. 			

	<p>B. part-two-</p> <ol style="list-style-type: none"> 1. the emerging programming skills for analytic processing. 2. the concepts and practice of information retrieval. 3. the NoSQL database for semi-structural and non-structural data. 4. how to answer the requirements of the case studies by using the programming approaches.
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Course Code	20879			
Course Name	Database and Data Management	Credit	F	S
Course Objectives	<p>This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include:</p> <ol style="list-style-type: none"> 1. database concepts, 2. relational database design concepts, 3. Structured Query Language (SQL), 4. database administration. 5. data life cycle and management <p>A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.</p>			

Course Code	11502			
Course Name	Data Mining	Credit	F	S
Course Objectives	<p>The objectives of this course</p> <ol style="list-style-type: none"> 1. Understand DM concept 2. Using DM Tools 3. Understand DM methodology 4. Understand DM application 			

Course Code	20882			
Course Name	Statistical Decision Support Information System	Credit	F	S
Course Objectives	<p>Statistical decision support system can help users and the decision maker to make decisions based on the conditions or the datasets they had. It is an advanced skill for a statistical analyst who can combine the results generated by data mining techniques and the statistical analysis method and implemented in an information system or web service. This course will include the basic programming language, the basic concepts of the data mining algorithms and implement a statistical decision support information system. These topics include: decision tree, association rules, clustering, and K-nearest neighbors.</p>			

Course Code	01771			
Course Name	Quality Control	Credit	F	S

Course Objectives	<p>Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce students with management and/or engineering majors to familiar with the statistical techniques to quality control, design, and process improvement. This course will cover the foundation of modern approaches of quality control that can be applied to various industries.</p> <p>Topics include:</p> <p>(1) Construction and interpretation of various control charts.</p> <p>(2) Rational sampling; specifications; Cusum control chart and exponentially weighted moving average (EWMA) control chart.</p> <p>(3) Process capability assessment.</p> <p>(4) Papers reading; Special research topics in QC; Packages in QC.</p>
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Course Code	20883			
Course Name	Marketing Research	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To introduce methods of marketing research;</p> <p>2.To illustrate how statistical methods could be helpful in market positioning and market segmentation; and</p> <p>3.To solve practical problems through various marketing research methods.</p>			

Course Code	31623			
Course Name	Statistical Methods for the Social Science	Credit	F	S
Course Objectives	<p>The purpose of this course is to help students understand the important concepts and principles of social science. The statistical methods for the social science include item response theory, structural equation modeling, longitudinal data analysis, etc.</p>			

Course Code	20884			
Course Name	Statistics in Finance and Risk	Credit	F	S
Course Objectives	<p>Recent financial crisis of subprime mortgage has outgrown all locally-based financial investment strategies. To achieve better returns and avoid risk from financial markets, investors need to extend their horizons to watch closely any global economic changes. The aim of the class is to firstly review various conventions in financial markets with corresponding statistical methods so that students can gradually develop their own self-oriented investment logic and strategies. The main topical coverage is divided into six parts: credit risk market, bond market, foreign exchange, stock market and two other financial derivatives markets. We shall emphasize the overall co-integration concepts rather than the technical complexity among all these markets.</p>			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	<p>The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.</p>			

Course Code	20886			
Course Name	Case Study in Applied Statistics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the concept of statistical methodology that applies in academic and practical research; 2.To learn the methods of conducting statistical processes, collecting and analyzing research data, and preparing research proposals and reports; and 3. To learn the real data analysis skills, including the ability of operating the statistical computer softwares. 			

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Objectives	<p>This course provides fundamental concepts and skills for regression analysis. Topics include model specifications, properties and related inferences. Procedures for building a linear regression model will be discussed thoroughly and actual data will be analyzed with statistical software.</p>			

Course Code	05947			
Course Name	Applied Multivariate Statistics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the core and the central idea of multivariate data analysis that will be applied in the solution of problems in statistical theory and application for further study; 2.To introduce some recently developed methods; and 3.To illustrate the main concepts by a variety of examples and exercises. 			

Course Code	24683			
Course Name	Categorical Data Analysis	Credit	F	S
Course Objectives	<p>This course summarizes categorical data analysis skills and principles that have been applied widely as well as more recently developed. The major focus of this course is modeling of categorical response techniques.</p> <p>In general, this course is designed into five sessions:</p> <ol style="list-style-type: none"> 1. The material in this part forms the heart of introductory methods used in univariate categorical data analysis. 2. This part surveys standard descriptive and inferential method for bivariate contingency tables. 3. This session introduces generalized linear models for binary data, in terms of Logistic Regression. 4. This session discusses log-linear models for poisson (count data). Both Session III and IV are instructed by unifying logistic regression and loglinear models with ordinary regression and ANOVA models since these methods share many similar / different concepts. 5. This session introduces details of user manuals written in SPSS setting to enhanced understanding of the context of statistical models. The content also includes supplement materials to cover topics in previous sessions. 			

Course Code	19167			
Course Name	Forecasting Methods	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> (1) To develop competent skill in analyzing business and/or industrial data for description, explanation, and forecast; (2) To combine knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software; and (3) To cover the topics such as construction and interpretation of the forecasting approaches. The approaches involve: Box-Jenkins (ARIMA) methodology, exponential smoothing, intervention analysis and artificial neural network. 			

Course Code	15236			
Course Name	Special Topics in Applied Statistics I	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To invite distinguished guest speakers to deliver speeches; and 2.To provide a general perspective on how statistics can be applied to different disciplinary studies. 			

Course Code	15237			
Course Name	Special Topics in Applied Statistics II	Credit	F	S
Course	The objectives of this course are			

Objectives	1.To invite distinguished guest speakers to deliver speeches; and 2.To provide a general perspective on how statistics can be applied to different disciplinary studies.
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Course Code	02222						
Course Name	Statistics	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>Course Objectives The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To introduce the basic concept of research methodology applied in academic and practical research; 2. To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and 3. To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 						

Finance

Course list

MS Program in Finance - evening and weekend		code	classes	Credit hours
Required common credit hours of the graduate institute	Integration of Management	12486	1	3
	Investment Decisions	10687	1	3
	Corporate Finance	10688	1	3
	Futures and Options	03408	1	3
	Fixed Income Securities	23459	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Econometrics	01855	1	3
	The Introduction To Contemporary Finance-Course in English	19997	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Cross-strait Financial Market and Offshore RMB Business	21233	1	3
	Risk Management and Insurance	17857	1	3
	Financial Crisis and Reform	14190	1	3
	Analysis of the Global Economy and Industry	19998	1	3
	Finance Forum-Course in English	19066	1	3
	The Supervision of Securities Market	13034	1	3
	Financial Computation and Software Applicatio	21006S	1	3
	Financial and accounting practices in Small and Medium Enterprises	22614	1	3

● Course objective and prerequisites

Course Code	12486			
Course Name	Integration of Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To increase managerial ability through the cultivation of their visionary capability; and 2.To enhance familiarity with cross-functional specialties. 			

Course Code	10687			
Course Name	Investment Decisions	Credit	F	S
Course Objectives	<p>This course is designed to investigate investment decisions from a global perspective as well as a shareholder-value-maximization objective. Students will learn how to improve their investment decision making by:</p> <ol style="list-style-type: none"> 1. Having timely information on population, production, inflation, wealth measures, and capital market structure in both developed and emerging economies. 2. Using empirically tested investment analysis to build and maintain a diversified portfolio. 3. Focusing on the value their corporate and business-level strategies are creating. 			

Course Code	10688			
Course Name	Corporate Finance	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To illustrate the primary goal of the firm: value maximization for shareholders; 2.To cover three major functions of corporate finance: financial planning and control, allocation of funds among various assets, and the acquisition of funds; 3.To explore these functions through their real world applications; and 4.To cover the topics such as Financial Statement analysis: Ratio analysis/Cash Flow, Cash Management, Short term financial planning, Capital Budgeting, Cost of Capital, Credit Management, Capital Structure, Dividend Policy, Issuing securities & Long Term Debt. 			

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Objectives	<p>The learning objectives of this course include:</p> <ol style="list-style-type: none"> 1.The basic characteristics of derivative contracts. 2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc. 3.Trading strategies of options. 4.Binomial tree pricing options. 			

	<p>5.Black-Scholes model</p> <p>6.Hedging when issue or buy an option.</p> <p>7.Structured note</p> <p>8.Exotic options.</p>
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Course Code	23459			
Course Name	The Practices of Fixed Income Securities	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the practices of fixed income securities. Topics covered in this course include</p> <ol style="list-style-type: none"> 1. Introduction to fixed income products and markets; 2. Fixed income agreements and terms; 3. Cash flow estimation and simulation; 4. Fixed income risk and return analysis; 5. Basic bond valuation ; 5. Concept of term structure of interest rates; 7. Practice of fixed income security valuation; and 8. Application of fixed income management <p>Students enrolled in this course are required</p> <ol style="list-style-type: none"> 1. to estimate possible cash flows of a practical fixed income securities; 2. to price plain bond as well as option embedded bonds using simulation; 3. to present a fixed income case study in class; and 4. to accomplish a term paper on a fixed income agreement. 			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a foundation for the applied research in Economics and Finance; 2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data; 3.To cover the topics including multiple regression techniques with focus on economic applications, as well as issues such as omitted variables, panel data, and instrumental variables; and 4.To be able to understand and apply the econometric and statistical methods using computer packages. 			

Course Code	19997			
Course Name	The Introduction To Contemporary Finance- Course in English	Credit	F	S
Course Objectives	<p>The purpose of this course is to give students with some introductory concepts about economics, finance, accounting, investment and derivative markets. We hope students should know the types of financial markets and in which what kind of securities be traded, including money instruments, stocks, bonds, options and futures, etc. Students should also understand the essential features of these instruments and know some important English key terms in economic, financial and accounting fields. During the course we will introduce some of the most important and influential concepts of economic and finance theory: supply and demand, equilibrium, accounting identity, time value of money, valuation, risk and return, diversification, CAPM, market efficiency, the concept of arbitrage, and the derivatives. After completion of the course students are expected to have a complete and solid understanding of all major areas in economics and finance.</p>			

Course Code	02058			
Course Name	Business Forecasting	Credit	F	S
Course Objectives	<p>This course would provide a comprehensive and systematic introduction to financial time series models, the methodology of neural networks and their application to modeling and prediction of financial data. Upon course completion, the students could enhance their ability to explain the empirical regularities in the economy and to do the business forecasting.</p>			

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the principles, structures, and investment characteristics of several major types of asset securitization, including residential mortgage backed securities, commercial mortgage backed securities, auto loan backed securities, credit card ABS, Asset-backed commercial paper (ABCP), Housing equity loan backed securities, CBO/CLO/CDO, and real estate backed securities; and 2.To discuss the impact of new Basel Accord (Basel II) on asset securitization. 			

Course Code	21233			
Course Name	Cross-strait Financial Market and Offshore RMB Business	Credit	F	S
Course Objectives	<p>Cross-strait financial policy and developments are the important and hot issue in recent years. This will be one of the main strategies for Taiwan financial institutions. The students majored in Finance should know the related issues and development of financial institutions and market in Mainland China.</p> <p>This course provides the comprehensive analyses on banking, security, insurance industries and offshore RMB business of Cross-strait Financial Market. It also</p>			

	introduces the development of foreign financial intuitions in China. Based on the introduce and learning, students can get the sketch of China financial markets and have related instruments to enter the related jobs.
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Course Code	17857			
Course Name	Risk Management and Insurance	Credit	F	S
Course Objectives	<p>This course aims to provide a general framework for thinking about the effects of risk and a broad knowledge of insurance and risk management. The major objectives of the course include,</p> <p>(1) to provide students with a broad perspective of risk management in which traditional insurance risk management as well as other types of risk management are introduced together;</p> <p>(2) to provide students with a conceptual framework for (a) making risk management and insurance decisions to increase business value and individual welfare (b) understanding insurance contracts and institutional features of the insurance industry including their relationship to other financial contracts such as futures and options (c) understanding the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals; and</p> <p>(3) to enhance the ability of students to think and solve analytically problems of risk management that confront business managers and individuals.</p>			

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
Course Objectives	<p>The Asian financial crisis began in July 1997, followed by the crisis of Russian in 1998, the crisis of Brazilian in 1999, the crisis of Turkish in 2001 and the crisis of Argentine in 2001.</p> <p>Countries the encountered the financial crises experienced devaluation of currencies, sharp fall in share prices, decline in output, surge in unemployment, dramatic increase in short-term interest rate, high rate of inflation and decline in foreign trade. Though too different in nature to draw a standardize prescription, there are certain common features and lessons that can be learned from the crises.</p> <p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To discuss various definitions, causes, and models of financial crises; 2.To explain how and why did it spread to other countries and regions; 3.To review the history of financial crisis; 4.To analyze the effects of the crisis on economic growth, employment, consumer prices, foreign trade, exchange rates and share prices; 5.To describe the policy prescriptions by the IMF; 6.To examine the measures used to deal with the crisis; 7.To highlight the lessons learned from the crises and the importance of international and regional cooperation; and 8.To provide useful data and reference for the policy makers, bankers, economic researchers and the general public. 			

Course Code	19998			
Course Name	Analysis of the Global Economy and Industry	Credit	F	S
Course Objectives	This program is to cultivate students a global vision and to understand a global influence. It overall analyzes the phenomenon, process and effect of the economic globalization. The topics focuses on the process of globalization, which includes the great background of drastic technological changes and the interaction among the trans-corporation, countries and benefit groups. It also discusses about the developmental characteristics of the different sectors. In the completion of this course students can understand the process of globalizing economy and have international vision in the 21st century.			

Course Code	19066			
Course Name	Finance Forum-Course in English	Credit	F	S
Course Objectives	The objectives of this course include: 1.To acquaint with the contemporary issues in business and finance; 2.To bring finance and economics to practical use by integrating theories in textbooks and current business events; and 3.To be fluent in oral presentation of financial issues in English.			

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S
Course Objectives	This objectives of this course are 1.To provide a thorough grounding in the theory and practice of capital markets (including primary market and secondary market; and 2.To have the knowledge of how the market operates.			

Course Code	21006			
Course Name	Financial Computation and Software Application	Credit	F	S
Course Objectives	The objective of this course is to provide the computational tool in finance, and its application for valuation, asset allocation, and programming trading issues. A natural vehicle Excel is used in this course for deepening the understanding of financial materials. Such as VBA (Visual Basic for Applications) and its development environment are also introduced in this course. And students in this course can ready to use financial software, such as MFC, TradeStation, HTC, and e-Leader etc. Put another words, this course is to fulfill the needs in both academic and practitioner. Some are financial theories and some are implementation techniques.			

Course Code	22614			
Course Name	Financial and accounting practices in Small and Medium Enterprises	Credit	F	S
Course Objectives	Through industry-school associated teaching, a visit to enterprises and independent study, this course is to facilitate students in learning practical knowledge and techniques involving in the financing and accounting activities in small and medium enterprises (SME), including financing, tax practices, accounting, fund dispatching; internal controls and auditing; cost analysis and control; and financial statements analysis. Students will be able to incorporate finance and accounting abilities to implement problem-solving functions, case studies and enterprises consulting in real cases.			

Information Management

Course list

MS Program in Information Management- evening and weekend		Code	classes	Credit hours
Required common credit hours of the graduate institute	Thesis	00041	1	6
	Integration Management	12486	1	3
	Management Information Systems	02631	1	3
	Business Intelligence and Analytics	23671	1	3
	Research Methodology	01799	1	3
	General Topics on Electronic Commerce	09290	1	3
Elective credit hours of the graduate institute in other sections	Data Security	04623	1	3
	Business Process Reengineering	09638	1	3
	Customer Relationship Management	10985	1	3
	Case studies in Decision Support Systems	11347	1	3
	Information System Project Management	11799	1	3
	Business Information Strategies	14013	1	3
	Mobile Communication and Networks	19563	1	3
	Special Topics on Service Science	20229	1	3
	Big Data Analysis and Applications	24562	1	3
	Mobile Cloud Service Applications Design	31354	1	3
	Responsive Cloud Service Systems Development	31355	1	3
	Digital Finance and BlockChain	31356	1	3
	Overseas Field Trip-Course in English	23396	1	3
Introduction and application of deep learning		1	3	

● Course objective and prerequisites

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To increase managerial ability through the cultivation of their visionary capability; and</p> <p>2.To enhance familiarity with cross-functional specialties.</p>			

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Objectives	<p>Learn the principles and topics of management information systems, enterprise diagnosis and strategies and related researches of management on information industry techniques. From this training, it can serve as the theoretical foundation and application basis of enterprise and information center of information industries.</p>			

Course Code	23671			
Course Name	Business Intelligence and Analytics	Credit	F	S
Course Objectives	<p>Business intelligence/business analytics have attracted attention from enterprises, the computing industry, and the research community due to the availability of big data and new business needs. This course provides opportunities for students to study and apply business intelligence, data warehousing and data mining technologies and techniques. These technologies and techniques will enable students to have a strong data analysis knowledge and capability and to discover potential patterns solutions from various data sources for the decision making of business problems. Topics may include basic concepts of business intelligence and analysis, the construction of OLAP and data warehouse systems, various data mining techniques, text and web mining applications, emerging trends of business analytics, and several in-depth case studies from different business problems.</p>			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To introduce the basic concept of research methodology that applies in academic</p>			

	<p>and practical research;</p> <p>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and</p> <p>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</p>
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Course Code	09290			
Course Name	General Topics on Electronic Commerce	Credit	F	S
Course Objectives	The course will introduce general topics of electronic commerce, basic management concepts, and techniques which are needed by organizations and individuals for electronic commerce applications. It will facilitate students to understand fully about the development, applications and management of electronic commerce.			

Course Code	04623			
Course Name	Data Security	Credit	F	S
Course Objectives	<p>1.Understand basic concepts of data security,</p> <p>2. Learn principles and applications of cryptography and Internet security.</p>			

Course Code	09638			
Course Name	Business Process Reengineering	Credit	F	S
Course Objectives	This course aims to introduce the concepts and methods of Business Process reengineering (BPR). With the lectures, cases studies, and a group term-project, the students will learn to think the business process in a new customer-oriented way and to use the information technology in helping enterprises restructure for better performance.			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final			

	projects.
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Course Code	11347			
Course Name	Case studies in Decision Support Systems	Credit	F	S
Course Objectives	This curriculum focuses on the discussion of practical case studies once completing the introduction to the basic concept of decision support systems (DSS). Hence, the purpose of this course is to narrow the gap between academic and real works, and then stir up the combination of research and practices for increasing the business value of DSS. It is also designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today.			

Course Code	11799			
Course Name	Information System Project Management	Credit	F	S
Course Objectives	Train students to not only understand the theories of information system project management but also apply theories to practical projects.			

Course Code	14013			
Course Name	Business Information Strategies	Credit	F	S
Course Objectives	It is very important to align Information System Strategy and Information Technology Strategy to the Business Strategy for business. This course will emphasize on the importance of the alignment among these strategies. This course will introduce Business strategy, Information System strategy, and Information Technology strategy and how to develop IS strategy to align with business strategy and to develop IT strategy to align with IS strategy and IT governance related methodologies and standards.			

Course Code	19563			
Course Name	Mobile Communication and Networks	Credit	F	S
Course Objectives	The main purpose of this course is to help students have complete knowledge about mobile communications and networking. The course tries to let students understand deeply and broadly the operating principles of wireless communications and personnel mobile communication. Therefore, besides teaching the theories of personnel mobile communications and networking, this course requires students to study the real application cases and have ability to derive new services and applications at mobile communications.			

Course Code	20229			
Course Name	Special Topics on Service Science	Credit	F	S
Course Objectives	<p>Modern businesses have changed with a view to service-intensive activities. Service science researches and practices can effectively motivate the industry and business to recognize the opportunity of service innovation, and lead them eventually to improve the service quality, enhance customer satisfaction, and so on. As a result of business, the business revenue and profitability can be increased.</p> <p>In order to develop the service economy of improvement, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explore service science with its practice and application in selective service industries, including healthcare, finance service and production and so on. 2. Learn service management, knowledge, methodologies, and strategies of service innovation. 3. Learn service-oriented information system development and implementation. 4. Build the professional and research abilities of background knowledge of service industries regarding to service process design and management; service innovation and entrepreneurship. 5. Identify the potential research issues and subjects with their respective applications in service science and management. 			

Course Code	24562			
Course Name	Big Data Analysis and Applications	Credit	F	S
Course Objectives	<p>First, discuss the concept of Big Data and its analysis tools. Second, taking some examples to find out the pattern by collecting information and using analysis tools, and then visualize the results.</p> <p>Inviting professional instructor to give lectures for helping students have further understanding on Big Data analysis and its applications.</p>			

Course Code	31354			
Course Name	Mobile Cloud Service Applications Design	Credit	F	S
Course Objectives	<p>The objectives of this course are to provide the students with the skills to develop enterprise level mobile applications with features of bar code scanning, speech recognition, maps, location sensor, and enterprise web services request. The topics include Service-Oriented Architecture (SOA), web services, unwitting programming or End User Development (EUD), and MIT APP Inventor. A system of enterprise cloud services is used for demonstration, discussion, and development of mobile applications. Students will be using MIT App Inventor to develop at least 8 enterprise level mobile applications.</p>			

Course Code	31355			
Course Name	Responsive Cloud Service Systems Development	Credit	F	S

Course Objectives	This course provides students the concepts of Service-Oriented Architecture (SOA) and the skills of Responsive Web Design (RWD) for enterprise applications. The topics include SOA, Model-View-View-Model (MVVM), RWD, End User Development (EUD), and the whole process of developing enterprise level mission critical software systems. Each student will have to develop at least 8 enterprise level RWD applications by using the program templates taught in the course. Students need to have ideas and translate their ideas into applications and demonstrate them in the class.
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Course Code	31356			
Course Name	Digital Finance and BlockChain	Credit	F	S
Course Objectives	The main objective of this course is to enable students to learn Fintech of the content and structure, including transaction technology, trade structure, Blockchain, P2P platform, and to explore technical and management issues. Course content includes e-payment, digital banking, digital securities, digital insurance, and blockchain technology, focusing on issues of payment, P2P innovative service system, Robotics and trading, Financial data analysis, Cryptographic currency, Blockchain theory and applications, Crowdfunding and ICO, etc. Finally, digital finance supervision and security issues will be discussed. Therefore, in addition to learning theory and digital finance system, students will learn about the existing services with case studies, and the applications of what is learned with related issues.			

Course Code	23396			
Course Name	Overseas Field Trip-Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide chances to get insights about international business operations through invited guest speakers, taking courses oversea, visiting renowned multinational corporations; and 2.To broaden international viewpoints via the versatile course contents.			

Course Code				
Course Name	Introduction and application of deep learning	Credit	F	S
Course Objectives	To be confirmed.			

Technology Management

Course list

MS Program in Technology Management- Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Innovation and Technology Management	11374	1	3
	Integration Management	12486	1	3
	Financial Strategy and Management	16772	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Industry Analysis and Competitive Strategy	03132	1	3
	Intellectual Property Law and Science	11805	1	3
	Organizational Innovation and Human Resource Management	30294	1	3
	Corporate Investment and Risk Management	16530	1	3
	Thesis Writing and Research Methodology	17614	1	3
	Internet of Things and Manufacturing Service Management	24350	1	3
	Macroeconomic Environment Analysis on Business	24351	1	3
	Cross-Cultural Business Management	24352	1	3
	Valuation and Management	24353	1	3
	Global Economic and Technological Change	24355	1	3
	Strategy for Global Industry	31001	1	3
	Applied Business Psychology	31002	1	3

Course objective and prerequisites

Course Code	11374			
Course Name	Innovation and Technology Management	Credit	F	S
Course Objectives	The objectives of this course are: 1.To learn the concept and process of technological innovation; 2.To improve the management skills of technological innovation; and 3.To learn the skills of managing innovation in various industries.			

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To increase managerial ability through the cultivation of their visionary capability; and 2.To enhance familiarity with cross-functional specialties.			

Course Code	16772			
Course Name	Financial Strategy and Management	Credit	F	S
Course Objectives	The purposes of this course are 1.To provide students the modern fundamentals of the financial theories; 2.To integrate theories with practices; and 3.To introduce the practical topics, such as takeovers, junk bonds, financial restructuring, initial public offerings, bankruptcy, derivatives, venture capital and fund raising.			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	03132			
Course Name	Industry Analysis and Competitive Strategy	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand the advantage of country competition; 2. To understand the development of industries; and 3. To conduct competition analyses and company strategies.			

Course Code	11805			
Course Name	Intellectual Property Law and Science	Credit	F	S
Course Objectives	<p>1.This course provides the concept of Intellectual Property (IP) and the content of the Law.</p> <p>2. How to use IP well and develop the Competitive Intelligence.</p>			

Course Code	30294			
Course Name	Organizational Innovation and Human Resource Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To provide both theory and practical case discussions; 2. To understand the evolution of management organization theories thoughts and contemporary management/ human resources management challenges in organizational innovation; and 3. To learn the management problem solving skill through case studies. 			

Course Code	16530			
Course Name	Corporate Investment and Risk Management	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce a firm's decisions on investment processes, strategies, asset management and risk management techniques. The contents that will be covered include:</p> <ol style="list-style-type: none"> 1.Introduction of financial markets and instruments 2.The risk-return tradeoffs between different financial assets 3.Valuation models and fundamental analysis 4.Alternative risk measures, including standard deviation, value at risk and Monte Carlo simulation technique. 5.Hedge opinions and tools, including diversification, interest rate risk management, exchange rate risk management, immunization, and futures and options. 6.The concept of credit risk 			

Course Code	17614			
Course Name	Thesis Writing and Research Methodology	Credit	F	S
Course Objectives	<p>This course will provide a structure as a starting point for students to understand what a thesis should set out to achieve. Firstly, criteria for judging a research are reviewed. Then justification for the structure of a thesis and writing style will be discussed. Secondly, we will discuss the process of how to conduct a research project including formulating a research question, choosing an appropriate research design, and collecting and analyzing the data. Finally, we will discuss each of the five sections of a thesis in some detail: introduction, literature review, methodology, analysis of data, and conclusions and implications.</p>			

Course Code	24350			
Course Name	Internet of Things and Manufacturing Service Management	Credit	F	S
Course Objectives	<p>Internet of Things (IoT) recently has become an increasingly hot and popular topic in industry 4.0 and communication industry. This new technology makes creative applications in the whole market such as securities market, financial market, factory and industrial technology. Traditional industries have moved toward service-oriented value creation and the world is moving towards a service economy. Investigating manufacturing service management is also a growing topic in academic and industry. The objectives of this course include:</p> <ol style="list-style-type: none"> 1. To introduce IoT technology for all students even without technology background; 2. To describe the applications of IoT in securities market, financial market, factory and industrial technology; 3. To analyze contemporary theory and applications of manufacturing service operations in a global business environment; and 4. To expose students to information, theories, and concepts while sharpening their strategic thinking, problem solving, and communication skills in order to prepare them for roles in a wide variety of service organizations. 			

Course Code	24351			
Course Name	Macroeconomic Environment Analysis on Business	Credit	F	S
Course Objectives	<p>The macro-environment factors, such as financial crisis, aging population, worsening income distribution, new technology have been increasingly influencing this world. In order to familiarize students with the impacts of macro-environment factors on this economy, this course provides students with many books and articles related these topics. In addition, the students are asked to accomplish a project report.</p>			

Course Code	24352			
Course Name	Cross-Cultural Business Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the impact of culture in business management; 2. To understand society and business culture of Europe, Japan and India; and 3. To learn to deal with cultural differences in business environment. 			

Course Code	24353			
Course Name	Valuation and Management	Credit	F	S
Course Objectives	<p>The purposes of this course are</p> <ol style="list-style-type: none"> 1. To acquaint how a company manages and creates its value; 2. To emphasize on valuation and management; and 3. To understand what and how factors influences value of a company. 			

Course Code	24355			
Course Name	Global Economic and Technological Changes	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To analyze global economy with macroeconomic theory; 2.To grasp the information of technological changes for prediction of technological frontier; and 3.To acquaint with the industry environment of the emerging markets for the foundation of valuation and policy making. 			

Course Code	31001			
Course Name	Strategy for Global Industry	Credit	F	S
Course Objectives	<p>This course aims to provide students with a set of valuable analytical concepts for understanding business competitions, incentive structures, decision-making and barriers to mutually beneficial outcomes. The design of this course is comprised of two inter-related modules:</p> <p>The first module – Industrial value network is a course tries to help learners aware the existence of business environment which include operating cooperators in up- and downstream, supporters for other resources would be part of integrated strategic system. And there are some related managerial topics, such as the relationship among network members, the business process redesign, value creation, etc. These would be helpful for the students.</p> <ol style="list-style-type: none"> 1. To learn the theory about industrial analysis of cooperative network, and business resources, competitiveness. 2. To build-up integrated strategic network system via 3. the match of business network resources and business environment. 4. To exercise the manipulation of strategic management skills about industrial network analysis, and inter-organizational management <p>The second module expects to raise students’ strategy IQ through numbers of case discussions. Cases selected in this part will cover various topics, such as business bargaining, industry competition, investment decision...etc. Students are encouraged to practice the ideas of strategic thinking in different situations.</p>			

Course Code	31002			
Course Name	Applied Business Psychology	Credit	F	S
Course Objectives	<p>The objectives of this course are for the students:</p> <ol style="list-style-type: none"> 1. To learn the neural mechanisms to applications of business psychology. 2. To understand consumers’ psychology and build an analysis model of consumer behavior. 3. To learn how people make financial investment decisions from the view of psychology instead of rationality. 			

MSE Programs

– Full-Time –

- Social Enterprise

Social Enterprise

Course list

MS Program in Social Enterprise - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the department	Research Methodology for Social Science	20903	1	3
	Community Engagement(I)	24479	1	2
	International Community Engagement(II)	22964	1	2
	Business Ethics	00292	1	2
	Thesis	00041	1	6
Elective credit hours by sections	Theory of Strategy and Organization for Social	30521	1	3
	Social Enterprise Management	19876	1	3
	Project Management for Social Enterprise	24481	1	3
	Design Thinking and Innovation	21302	1	3
	Marketing Management for Social Enterprise	22218	1	2
	Managerial Control System	05864	1	1
	Process Management for Social Enterprise	22220	1	3
	Application of Strategy and Organization for Social	30522	1	3
	Special topic on community empowerment	30476	1	3
	Social entrepreneurship in action	31838	1	3
	Performance and evaluation of NPO	19531	1	2
	Social Design	30519	1	3
	Preservation and revitalization of cultural landscape	30477	1	3
	Purpose-driven Project Implementation	31837	1	3
Service Design	23502	1	3	

● Course objective and prerequisites

Course Code	20903			
Course Name	Research Methodology for Social Science	Credit	F	S
Course Objectives	<p>In line with the overall program's objectives that emphasizes the application of practical management knowledge in social issues solving and social product innovation, the course enhance students' capabilities to design research methods that enable them to grasp the ideas of actual social conditions and the pertaining issues; and develop and apply theories in resolving problems. This course will facilitate students:</p> <ol style="list-style-type: none"> 1. To understand the basics of social science research theories; 2. To know the different qualitative and quantitative research methods and procedures that are applicable to various conditions; 3. To carry out master's level research and thesis writing; and 4. To cultivate capability in analyzing social enterprise managerial problems and in developing practical resolution. 			

Course Code	24479			
Course Name	Community Engagement(I)	Credit	F	S
Course Objectives	<p>The purposes of this course are:</p> <ol style="list-style-type: none"> 1. To involve students to participate in various social enterprise development programs under the coach of advisors and the consideration of the career plan of individuals; 2. To allow students to learn how to apply interdisciplinary ways in solving social problems and in creating new opportunities for social development; and 3. To give students a comprehensive understanding of the needs for social innovations so as to construct individual learning plans through community engagement experiences. 			

Course Code	22964			
Course Name	International Community Engagement(II)	Credit	F	S
Course Objectives	<p>This course is designed to enhance students' understanding of the process of social innovation and various theories and practices from the field. Students are expected to engage in social innovation through the participation in overseas service learning programs. The course provides students opportunities to develop action-oriented skills for social innovation, learn social innovation in an international context, and compare and contrast social innovation models across different contexts.</p>			

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	30521			
Course Name	Theory of Strategy and Organization for Social Enterprise	Credit	F	S
Course Objectives	<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. Explore the causes of the failure of PO & NPO by studying the theory of strategy and organization. 2. Re-construct the theory of social enterprise by studying the theory of strategy and organization. 3. Re-construct the management logic of social enterprise by studying the theory of strategy and organization. 			

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To develop new business concepts with social goals, social value and managerial system which are distinct from the traditional business pursuing pure commercial objectives; 2. To recognize the existing social systems and social contexts of social enterprise; 3. To provide concrete examples of social entrepreneurship, feasible operating techniques and management concepts; and 4. To establish metrics for the assessment of the social value in social enterprise business and technology performance. 			

Course Code	24481			
Course Name	Project Management for Social Enterprise	Credit	F	S
Course Objectives	Since the practical operation of social enterprises, the concept, method and technology of project management have become an important subject of social			

	<p>enterprise management, the main objectives of this course include:</p> <ol style="list-style-type: none"> 1.Understanding of the concept, methods and techniques of project management; 2.Social enterprise project planning and project plan writing; 3.Social enterprise project execution and control; and 4.Social enterprise project performance measure.
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Course Code	21302			
Course Name	Design Thinking and Innovation	Credit	F	S
Course Objectives	<p>The Objectives of this course are to equip students with product design concepts and practices, including product design process, product design methods, market survey and design expression, and post-design management activities, such as industry and competitive analysis, business and profit models, marketing/ productions/ human resources and other business functional management activities. Students will undertake theory building, case studies, class discussions, and projects to accumulate concepts and skills of product design and related business operations.</p>			

Course Code	22218			
Course Name	Marketing Management for Social Enterprise	Credit	F	S
Course Objectives	<p>Through the exploration of marketing literature in the context of the present situations of social enterprises, one may develop proper marketing framework of social enterprise. This course will cover:</p> <ol style="list-style-type: none"> 1. The understanding of the fundamentals of marketing; 2. The understanding of the special topics of marketing in relation to social enterprise such as: social marketing, service marketing, internal marketing, and entrepreneurial marketing; 3. Case studies; 4. The promotion of teamwork, discussion and problem solving. 			

Course Code	05864			
Course Name	Managerial Control System	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce students with the basic concepts, applications, case studies, and recent development in practices for managerial control system; 2.To introduce students how to integrate those important managerial control systems, such as the balanced scorecard (BSC), activity based costing (ABC), and intellectual capital (IC); and 3.enable students to design, measure, evaluate, and manage different systems, for planning, controlling and decision making. 			

Course Code	22220			
Course Name	Process Management for Social Enterprise	Credit	F	S
Course Objectives	<p>Through the exploration of the present situations of social enterprises, one may develop proper operational and management framework. This course will cover:</p> <ol style="list-style-type: none"> 1. The understanding of the process management and human resource management in social enterprise; 2. The development social execution, leadership and operational capabilities; 3. The understanding of managerial topics such as: human resource planning, recruitment, selection, training, performance evaluation and remuneration, and social product or service design. 			

Course Code	30522			
Course Name	Application of Strategy and Organization for Social Enterprise	Credit	F	S
Course Objectives	<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. Explore the strategic and organizational issues of PO & NPO from the viewpoints of social enterprise; 2. Learn the analysis tools of the strategy and organization from the viewpoints of social enterprise; 3. Learn the management control issues and tools of PO & NPO from the viewpoints of social enterprise; and 4. Learn strategic, organizational and management control decisions by case study method. 			

Course Code	30476			
Course Name	Special topic on community empowerment	Credit	F	S
Course Objectives	<p>By reading and discussing extensive literature, this course aims to guide students to think and reflect deeply on the theoretical assumptions, development processes, operational methods, and contemporary practices of the work of community empowerment. In so doing, students can broaden their understanding of community empowerment, and engage in this enterprise in a creative manner in the future.</p>			

Course Code	31838			
Course Name	Social entrepreneurship in action	Credit	F	S
Course Objectives	<p>Establish the sustainable business model that could solve social issues thru continuous validation of customers/stakeholders' pain points, business model, and social issues.</p> <p>With the help of lectures and mentors, via validation of interview and questionnaire, groups will present the followings from the perspectives of customers'/stakeholders' pain points, business model, and social issue:</p> <ol style="list-style-type: none"> 1. Important hypothesis 2. Result of validation 			

	3. Lesson learned. The goal is to revise business model from hypothesis to real sustainable business model.
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Course Code	19531			
Course Name	Performance and evaluation of NPO	Credit	F	S
Course Objectives	<p>The objectives of this course are for the students:</p> <ol style="list-style-type: none"> 1. To learn the theories and practical methods of performance management; 2. To understand the decision logic and human resource management; 3. To establish the overall concepts of performance management; and 4. To realize how to apply the theories to practical situations through the complement of practical cases. 			

Course Code	30519			
Course Name	Social Design	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. Introduce evolution of design thinking and the connotation of social designed; 2. Learn and practice social design process; and 3. Learn how to apply "social design" for social enterprises manufacturing or service design. 			

Course Code	30477			
Course Name	Preservation and revitalization of cultural landscape	Credit	F	S
Course Objectives	<p>As one of the many aspects of globalization, the preservation and revitalization of cultural landscape has arisen extensive discussion in the fields of cultural geography and cultural studies. This phenomenon has to do with its nature that related to contemporary political issues such as dominance and resistance, and the construction and deconstruction of ideology. This course aims to introduce students with the recent development of these theoretical issues, preparing them the ability of reading traditional landscapes critically or decoding the traces of memory inscribed in contemporary landscape.</p>			

Course Code	31837			
Course Name	Purpose-driven Project Implementation	Credit	F	S
Course Objectives	To be confirmed.			

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course	How to enhance customers' pleasurable shopping experience is a new challenge for			

Objectives	stores. While experience is created by the interactions between customers and environment or users and online stores, enterprises could integrate communication, visual recognition, product presentation, web design, and new media to create value for customer experience. The aim of this course is to let students understand basic concept of service design. This course includes three parts: First part is to introduce experience marketing. Second part is to learn personalized service. The last part is to practice in innovative service design.
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MSE Programs

– Evening and Weekend –

- Social Enterprise

Social Enterprise

Course list

MS Program in Social Enterprise - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the department	Research Methodology for Social Science	20903	1	3
	Community Engagement(I)	24479	1	2
	International Community Engagement(II)	22964	1	2
	Business Ethics	00292	1	3
	Thesis	00041	1	6
Elective credit hours by sections	Theory of Strategy and Organization for Social	30521	1	3
	Social Enterprise Management	19876	1	3
	Project Management for Social Enterprise	24481	1	3
	Design Thinking and Innovation	21302	1	3
	Marketing Management for Social Enterprise	22218	1	2
	Managerial Control System	05864	1	1
	Process Management for Social Enterprise	22220	1	3
	Application of Strategy and Organization for Social	30522	1	3
	Special topic on community empowerment	30476	1	3
	Social entrepreneurship in action	31838	1	3
	Performance and evaluation of NPO	19531	1	2
	Preservation and revitalization of cultural landscape	30477	1	3
	Purpose-driven Project Implementation	31837	1	3
Service Design	23502	1	3	

Course objective and prerequisites

Course Code	20903			
Course Name	Research Methodology for Social Science	Credit	F	S
			3	0
Course Objectives	<p>In line with the overall program's objectives that emphasizes the application of practical management knowledge in social issues solving and social product innovation, the course enhance students' capabilities to design research methods that enable them to grasp the ideas of actual social conditions and the pertaining issues; and develop and apply theories in resolving problems. This course will facilitate students:</p> <ol style="list-style-type: none"> 1. To understand the basics of social science research theories; 2. To know the different qualitative and quantitative research methods and procedures that are applicable to various conditions; 3. To carry out master's level research and thesis writing; and 4. To cultivate capability in analyzing social enterprise managerial problems and in developing practical resolution. 			

Course Code	24479			
Course Name	Community Engagement(I)	Credit	F	S
Course Objectives	<p>The purposes of this course are:</p> <ol style="list-style-type: none"> 1. To involve students to participate in various social enterprise development programs under the coach of advisors and the consideration of the career plan of individuals; 2. To allow students to learn how to apply interdisciplinary ways in solving social problems and in creating new opportunities for social development; and 3. To give students a comprehensive understanding of the needs for social innovations so as to construct individual learning plans through community engagement experiences. 			

Course Code	22964			
Course Name	International Community Engagement(II)	Credit	F	S
Course Objectives	<p>This course is designed to enhance students' understanding of the process of social innovation and various theories and practices from the field. Students are expected to engage in social innovation through the participation in overseas service learning programs. The course provides students opportunities to develop action-oriented skills for social innovation, learn social innovation in an international context, and compare and contrast social innovation models across different contexts.</p>			

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	30521			
Course Name	Theory of Strategy and Organization for Social Enterprise	Credit	F	S
Course Objectives	<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. Explore the causes of the failure of PO & NPO by studying the theory of strategy and organization. 2. Re-construct the theory of social enterprise by studying the theory of strategy and organization. 3. Re-construct the management logic of social enterprise by studying the theory of strategy and organization. 			

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	<p>This course aims for students:</p> <ol style="list-style-type: none"> 1. To develop new business concepts with social goals, social value and managerial system which are distinct from the traditional business pursuing pure commercial objectives; 2. To recognize the existing social system and social contexts of social enterprise; 3. To provide concrete examples of social entrepreneurship, feasible operating techniques and management concepts; and 4. To establish metrics for the assessment of the social value in social enterprise business and technology performance. 			

Course Code	24481			
Course Name	Project Management for Social Enterprise	Credit	F	S
Course Objectives	Since the practical operation of social enterprises, the concept, method and technology of project management have become an important subject of social			

	<p>enterprise management, the main objectives of this course include:</p> <ol style="list-style-type: none"> 1.Understanding of the concept, methods and techniques of project management; 2.Social enterprise project planning and project plan writing; 3.Social enterprise project execution and control; and 4.Social enterprise project performance measure.
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Course Code	21302			
Course Name	Design Thinking and Innovation	Credit	F	S
			0	3
Course Objectives	<p>The Objectives of this course are to equip students with product design concepts and practices, including product design process, product design methods, market survey and design expression, and post-design management activities, such as industry and competitive analysis, business and profit models, marketing/ productions/ human resources and other business functional management activities. Students will undertake theory building, case studies, class discussions, and projects to accumulate concepts and skills of product design and related business operations.</p>			

Course Code	22218			
Course Name	Marketing Management for Social Enterprise	Credit	F	S
Course Objectives	<p>Through the exploration of marketing literature in the context of the present situations of social enterprises, one may develop proper marketing framework of social enterprise. This course will cover:</p> <ol style="list-style-type: none"> 1. The understanding of the fundamentals of marketing; 2. The understanding of the special topics of marketing in relation to social enterprise such as: social marketing, service marketing, internal marketing, and entrepreneurial marketing; 3. Case studies; 4. The promotion of teamwork, discussion and problem solving. 			

Course Code	05864			
Course Name	Managerial Control System	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce students with the basic concepts, applications, case studies, and recent development in practices for managerial control system; 2.To introduce students how to integrate those important managerial control systems, such as the balanced scorecard (BSC), activity based costing (ABC), and intellectual capital (IC); and 3.enable students to design, measure, evaluate, and manage different systems, for planning, controlling and decision making. 			

Course Code	22220			
Course Name	Process Management for Social Enterprise	Credit	F	S
			0	3
Course Objectives	<p>This course intends to response to the issues often faced by the social enterprises, such as the insufficiency in process management and human resource knowledge. Unlike the general for profit organizations, those who involve in social enterprise are motivated by social ideals and not only earning a living; social enterprise often involves labor intense organizational form and is social and human oriented; the characteristics of resources involved including social insights and awareness, the capacity in integration, innovation, and resilience; and much emphasis is given to the effective placement of social, material, human and financial resources; therefore this course hopes that through the exploration of the present situations of social enterprises, one may develop proper operational and management framework. This course will cover:</p> <ol style="list-style-type: none"> 1. The understanding of the process management and human resource management in social enterprise; 2. The development social execution, leadership and operational capabilities; 3. The understanding of managerial topics such as: human resource planning, recruitment, selection, training, performance evaluation and remuneration, and social product or service design. 			

Course Code	30522			
Course Name	Application of Strategy and Organization for Social Enterprise	Credit	F	S
Course Objectives	<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. Explore the strategic and organizational issues of PO & NPO from the viewpoints of social enterprise; 2. Learn the analysis tools of the strategy and organization from the viewpoints of social enterprise; 3. Learn the management control issues and tools of PO & NPO from the viewpoints of social enterprise; and 4. Learn strategic, organizational and management control decisions by case study method. 			

Course Code	30476			
Course Name	Special topic on community empowerment	Credit	F	S
Course Objectives	<p>By reading and discussing extensive literature, this course aims to guide students to think and reflect deeply on the theoretical assumptions, development processes, operational methods, and contemporary practices of the work of community empowerment. In so doing, students can broaden their understanding of community empowerment, and engage in this enterprise in a creative manner in the future.</p>			

Course Code	31838			
Course Name	Social entrepreneurship in action	Credit	F	S
Course Objectives	<p>Establish the sustainable business model that could solve social issues through continuous validation of customers/stakeholders' pain points, business model, and social issues.</p> <p>With the help of lectures and mentors, via validation of interview and questionnaire, groups will present the followings from the perspectives of customers'/stakeholders' pain points, business model, and social issue:</p> <ol style="list-style-type: none"> 1. Important hypothesis 2. Result of validation 3. Lesson learned. <p>The goal is to revise business model from hypothesis to real sustainable business model.</p>			

Course Code	19531			
Course Name	Performance and evaluation of NPO	Credit	F	S
Course Objectives	<p>The objectives of this course are for the students:</p> <ol style="list-style-type: none"> 1. To learn the theories and practical methods of performance management; 2. To understand the decision logic and human resource management; 3. To establish the overall concepts of performance management; and 4. To realize how to apply the theories to practical situations through the complement of practical cases. 			

Course Code	30477			
Course Name	Preservation and revitalization of cultural landscape	Credit	F	S
Course Objectives	<p>As one of the many aspects of globalization, the preservation and revitalization of cultural landscape has arisen extensive discussion in the fields of cultural geography and cultural studies. This phenomenon has to do with its nature that related to contemporary political issues such as dominance and resistance, and the construction and deconstruction of ideology. This course aims to introduce students with the recent development of these theoretical issues, preparing them the ability of reading traditional landscapes critically or decoding the traces of memory inscribed in contemporary landscape.</p>			

Course Code	31837			
Course Name	Purpose-driven Project Implementation	Credit	F	S
Course Objectives	To be confirmed.			

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	<p>How to enhance customers' pleasurable shopping experience is a new challenge for stores. While experience is created by the interactions between customers and environment or users and online stores, enterprises could integrate communication, visual recognition, product presentation, web design, and new media to create value for customer experience. The aim of this course is to let students understand basic concept of service design. This course includes three parts: First part is to introduce experience marketing. Second part is to learn personalized service. The last part is to practice in innovative service design.</p>			

Doctoral Programs

- Business Administration

Business Administration

Course list

Ph. D. Program in Business Administration		Code	classes	Credit hours
Required common credit hours of the graduate institute	General Business Studies-Course in English	21605	1	3
	Organizational Theory and Organizational Behavior-Course in English	30328	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Quantitative Method-Course in English	21474	1	3
	Operations Research	01559	1	3
	Seminars on Information Management	12191	1	3
	Seminar on Information Technology	15661	1	3
	Business Research Project (I)-Course in English	21479	1	3
	Business Research Project (III)-Course in English	30134	1	3
	Research Methodology-Course in English	21473	1	3
	Seminar on Business Ethics-Course in English	21475	1	3
	Strategic Management-Course in English	21477	1	3
	Seminar in Production Management-Course in English	21478	1	3
	Seminar on Corporate Finance-Course in English	23328	1	3
	Seminar in Futures and Options-Course in English	23329	1	3
	Seminar on Investment-Course in English	23327	1	3
	Business Research Project (II)-Course in English	21480	1	3
	Business Research Project (IV)-Course in English	30135	1	3
	Thesis	00041	1	12
	Seminar in International Marketing-Course in English	21491	1	3
Performance Management of Healthcare Organization	25140	1	3	
Seminar in Quality Management of Health Care	25141	1	3	
Elective credit hours of the graduate institute in other sections	Qualitative Research	09964	1	3
	Cloud Computing and Statistical Learning	19163	1	3

● Course objective and prerequisites

Course Code	21605			
Course Name	General Business Studies-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the goals, processes and operations of business enterprises. 2. To introduce the functions that a company must effectively manage to be successful, such as accounting, finance, human resource management, marketing, production and operations management, information systems and strategic planning. 3. To gain a fundamental knowledge of the legal environment in which businesses operate and the importance of business ethics and corporate citizenship. 4. To integrate the factors of environment, management functions and business functions. 			

Course Code	30328			
Course Name	Organizational Theory and Organizational Behavior-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To understand the theories and literature about organizational theory and organizational behavior through critical reading and discussion. 2. To have theoretical perspectives about organizational theory and organizational behavior. 3. To be able to analyze and solve practical problems of organization and management. 4. To explore new insights about organizational theory and organizational behavior. 			

Course Code	19196			
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.</p>			

Course Code	21474			
Course Name	Quantitative Method-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and skills for artificial neural networks (ANNs); 2.To impart such the knowledge via detailed instruction and in-class exercises; 3.To ensure a further understanding of the implications and intricate effects of using artificial neural networks in solving real world problems; 4.To be able to use related techniques and software in handling the related 			

	<p>application problems;</p> <p>5.To introduce the concepts of knowledge discovery and data mining;</p> <p>6.To understand how to analyze large volume of data in order to find knowledge and interesting patterns; and</p> <p>7.To investigate business cases as to show how to implement useful data mining tasks in the real world.</p>
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Course Code	01559			
Course Name	Operations Research	Credit	F	S
			3	0
Course Objectives	<p>Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals.</p> <p>This course emphasizes on mathematical models building and theories application. The main content of this course includes systematically introducing each chapter in operation research, explaining managerial implication of data, and using interactive teaching methods along with group discussion.</p>			

Course Code	12191			
Course Name	Seminars on Information Management	Credit	F	S
Course Objectives	<p>Study the important MIS research articles in the MIS research scope, IT and organization, information economics, IT adoption, IS success and the related areas in order to enhance the research capability in conducting the MIS study by analysis and discussion.</p>			

Course Code	15661			
Course Name	Seminar on Information Technology	Credit	F	S
Course Objectives	<p>This course is aimed at teaching students to be familiar with the trends and research directions of Information Technology. Through lectures, paper reading and seminar, this course tries to have students to learn research methodologies as well as research background of Information Technology in order to recognize the appropriate methods and procedures of research pertaining to the area of Information Technology. Furthermore, this course aims to train students possess quantitative and qualitative research capabilities, as well as the ability to engage in independent or integrated research.</p>			

Course Code	21479			
Course Name	Business Research Project (I) -Course in English	Credit	F	S
			3	0
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To cultivate the ability of planning and execution; 2.To be able to conduct business research; and 3.To cultivate the capability of independent study. 			

Course Code	30134			
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Course Name	Business Research Project (III) -Course in English	Credit	F	S
Course Objectives	The objective of this course is to serve as the foundation for conducting dissertation through independence study.			

Course Code	21473			
Course Name	Research Methodology-Course in English	Credit	F	S
Course Objectives	Students will learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports. They will know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.			

Course Code	21475			
Course Name	Seminar on Business Ethics-Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To appreciate the essential of Business Ethics through five main facets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations; and 2.To improve English proficiency.			

Course Code	21477			
Course Name	Strategic Management -Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To build up a complete concept of strategic management; 2.To integrate knowledge in relevant academic fields; and 3.To explore new insights about strategic management and business trends through class discussions.			

Course Code	21478			
Course Name	Seminar in Production Management-Course in English	Credit	F	S
Course Objectives	This course is an advanced course of operations management. Emphasis is on managerial processes for achieving effective operations in both goods and service.			

Course Code	23328			
Course Name	Seminar on Corporate Finance-Course in English	Credit	F	S
Course Objectives	This objectives of this course are 1.To provide an overview of theoretical and empirical contributions of modern corporate finance;			

	2.To prepare for conducting independent studies; and 3.To present and discuss the assigned papers in the class.
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Course Code	23329			
Course Name	Seminar in Futures and Options-Course in English	Credit	F	S
Course Objectives	<p>The learning goals of this class can be summarized as following:</p> <ol style="list-style-type: none"> 1.The basic characteristics of derivative contracts 2.No arbitrage pricing of forward and future 3.No arbitrage pricing bounds of options 4.Trading strategies of options 5.Binomial tree and risk-neutral valuation of options 6.Swaps and valuation 7.Structured notes and exotic options 8.the fundamental contracts of derivatives 9.pricing of futures 10.pricing options by lattice tree 11.derivation of Black-Sholes formula 12.investment evaluation by real option <p>After completing this course, students shall have the knowledge of derivatives' theories, especially quantitative algorithm of pricing derivatives by simulating time path of underlying variables.</p>			

Course Code	23327			
Course Name	Seminar on Investment-Course in English	Credit	F	S
Course Objectives	<p>The purpose of this course is to analyze the key financial market and instruments that facilitate trade and investment activities on a global scale. Topics include</p> <ol style="list-style-type: none"> 1.The economic determinants of prices, price changes, and price relationships in the major financial market. The current theories of pricing financial instruments would be included herein. 2.The policy issues for private enterprises. Capital budgeting, investment, and risk management will be included herein. 			

Course Code	21480			
Course Name	Business Research Project (II) -Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To cultivate the ability of planning and execution; 2.To be able to conduct business research; and 3.To cultivate the capability of independent study. 			

Course Code	30135			
Course Name	Business Research Project (IV) -Course in English	Credit	F	S
Course	The objective of this course is to serve as the foundation for conducting dissertation			

Objectives	through independence study.
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Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	21491			
Course Name	Seminar in International Marketing-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To learn the necessary concepts and skills in international marketing research; 2. To discuss the interesting topics in international marketing; and 3. To write a professional international marketing manuscript. 			

Course Code	25140			
Course Name	Performance Management of Healthcare Organization	Credit	F	S
Course Objectives	<p>The objectives of this course is to study:</p> <ol style="list-style-type: none"> 1. The strategic management system of a healthcare institution; 2. The crisis management models to strengthen crisis management capabilities of a healthcare institution; 3. How to utilize accountability theories to elevate strategic execution of a healthcare institution; and 4. The innovation management theories to promote the development of innovative service models 			

Course Code	25141			
Course Name	Seminar in Quality Management of Health Care	Credit	F	S
Course Objectives	<p>The purpose of this course is to introduce the students the concepts and theories of quality Management (QM) in representative areas of health care (HC). The course is to achieve the following goals:</p> <ol style="list-style-type: none"> 1. To introduce the theories, methods and tools of Quality Managements in HC; 2. To provide case studies that exemplify the concepts in practice; and 3. To give students a context for discussing the practical applications of QM in HC. 			

Course Code	09964			
Course Name	Qualitative Research	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To train the ability to distinguish the research topics and the suitable research designs; 2. To know the related qualitative research methods including research context, knowledge basis, research process; and 			

	3. To be sophisticated in the needed data gathering and analyzing methods, sampling, and theory generating.
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Course Code	19163		
Course Name	Cloud Computing and Statistical Learning	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To discusses some commonly, used, and modern statistical methods and calculating methods in scientific research on cloud computing environment; 2.To focus the application of statistics on scientific research; 3.To employ tools ranging from statistics to computational complexity, combinatorics and geometry in an attempt to provide theoretical foundations to some important applications emerging from need to process data sets whose sizes and complexities are beyond the ability of humans to handle; and 4. Introduction of cloud computing. 		