

AY2014 (103 學年度)

# **College of Management**

# **Fu Jen Catholic University**

## **2014-2015 Course Catalog**



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**<http://www.management.fju.edu.tw>**

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# BBA Programs

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- 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 Computer Science	01863	3	3	
	Statistics	02222	3	6	
	Commercial Law	02056	3	3	
	Management	02635	1	3	
	Management-Course in English	16534	2	3	
	Managerial Mathematics	02632	2	3	
	Managerial Mathematics-Course in English	20020	1	3	
	Human Resources Management	01013	3	3	
	Marketing Management	01483	3	3	
	Financial Management	01983	3	3	
	Production and Operations Management	01370	2	3	
	Production and Operations Management-Course in English	16533	1	3	
	Cost Accounting	01449	3	3	
	Management Accounting & Control	11493	3	3	
	Total Quality Management	03021	3	3	
	Information Management	02502	3	3	
Seminar on Business Administration(I)	14212	22	2		
Seminar on Business Administration(II)	14213	20	2		
Business Policy	01389	4	3		
Elective credit hours by Integrating courses	Enterprise Resources Planning	09289	1	3	
	Knowledge Management	10849	1	3	
	Discussion in Industrial Management	14211	1	3	
	Innovation Management	04564	1	3	
Elective credit hours by sections	Human resources management	Organization Development & Change	06935	1	3
		Performance Management	14209	1	3
		Training in Business & Industry	05426	1	3
		International Human Resources Management	05559	1	3
		Organizational Behavior-Course in English	21046	1	3
		Manpower planning and recruiting	20021	1	3
		Organizational Learning and Social Inquiry	19664	1	2
		Organizational Leadership and Social Innovation Practices	19663	1	2
	Financial management	Intermediate Accounting	01109	1	6
		Fixed Income Securities	10458	1	3
		International Financial Management	02093	1	3
		Investment	01579	1	3

		Financial Market	01758	1	3
		Macroeconomics	02891	1	3
	Marketing management	Marketing Research	01480	1	3
		Consumer Behavior	01951	1	3
		Promotional Strategy	14210	1	3
		Industrial Marketing	01085	1	2
		Strategic Marketing Management	07161	1	3
		Chain Store Business Management	02252	1	2
		Advertising Agency Management	02695	1	2
		Product & Marketing Innovation	10523	1	3
		Social innovation and entrepreneurship management	20022	1	3
	Operational management	Design of Production System	05827	1	3
		Operations and Managerial Decision Making	11492	1	3
Logistics/ Supply Chain Management		14208	1	3	
Elective credit hours of the department in other sections	Sophomore English	00016	1	4	
	Food & Beverage Management	07171	1	2	
	Japanese Management	05987	1	3	
	Entrepreneurial Management	11178	1	3	
	Financial Statement Analysis	01982	1	3	
	Introduction of Social Entrepreneurship	20019	1	3	
	Practice in Innovative Social Enterprises	21047	1	2	
	Social Enterprise Engagement	21048	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"> <li>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.</li> <li>2. To understand the basic recording and reporting processes of accounting information system.</li> <li>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</li> <li>5. To understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. To understand how to develop and make planning of an accounting career.</li> </ol>			

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> <p>Realize the basic concepts of Microeconomics.</p> <ol style="list-style-type: none"> <li>1. Understand the meanings of supply and demand functions.</li> <li>2. Realize the meaning of elasticity and its application.</li> <li>3. Realize how individual consumer, household, and firm make decision.</li> <li>4. Understand various types of industry organizations and their characteristics.</li> <li>5. Use Microeconomics theories to analyze the effects of public policy.</li> <li>6. Realize the basic concepts of macroeconomics.</li> <li>7. Understand the meanings and measuring of Nation's income.</li> <li>8. Realize the meaning of production, saving, and investment.</li> <li>9. Understand the monetary system.</li> <li>10. Understand the meanings of aggregate demand and aggregate supply.</li> <li>11. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			

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"> <li>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.</li> <li>2.To illustrate the main concepts by a variety of examples and exercises.</li> <li>3.To have an overall understanding in calculus.</li> </ol>			

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"> <li>1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2.To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D.</li> <li>3.To introduce management functions, including analysis, planning, organizing, leading, and controlling.</li> <li>4.To integrate the factors of environment, management functions and business functions.</li> <li>5.To combine theory and practice.</li> </ol>			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	<p>The major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification) , etc., will be covered in the class.</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</p>			



	-making in virtually all areas of management sciences. This course will cover: 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	02056						
Course Name	Commercial Laws	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 learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance 2.To build the basis of further legal studies and examination skills on the commercial laws.						

Course Code	02635						
Course Name	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	The objectives of this course are 1.To know the basic knowledge of management 2.To know how to use planning, organizing, leading, and controlling in management practices.						

Course Code	16534						
Course Name	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	The objectives of this course are 1.To know the basic knowledge of management 2.To know how to use planning, organizing, leading, and controlling in management practices.						

Course Code	02632						
Course Name	Managerial Mathematics	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 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. 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting.						

Course Code	20020						
Course Name	Managerial Mathematics-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	The objectives of this course are 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 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting.						

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"> <li>1.To develop systematic knowledge of human resources management</li> <li>2.To enhance the capability of practicing theories into a real life</li> <li>3.Toe 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</li> <li>4.To learn skills of teamwork and discussion.</li> </ol>			

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"> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing plan.</li> <li>3. Realize the meaning of segmenting, targeting, and positioning (STP).</li> <li>4. Understand the meaning and scopes of marketing mix 4P.</li> <li>5. Utilize marketing theory to analyze firm's marketing activities.</li> <li>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</li> </ol>			

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"> <li>1. The possible types and control mechanism of agency problems</li> <li>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting.</li> <li>3. The concept of weighted average cost of capital</li> <li>4. Possible arguments that dictate the optimal capital structure and dividend policy.</li> <li>5. working capital management</li> </ol>			

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"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>2. Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology</li> </ol>			

	to solve the real problems, 3. Obtain the ability for the further study and research.
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Course Code	16533			
Course Name	Production and Operations Management - Course In English	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"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>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,</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			

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 &amp; management, balanced scorecard, life-cycle costing, etc.</p>			

Course Code	11493			
Course Name	Management Accounting & Control	Credit	F	S
Course Objectives	<p>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.</p>			

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	02502			
Course Name	Information Management	Credit	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 demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving</p>			

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"> <li>1.To implement the goal of “learning by doing”.</li> <li>2.To integrate all the knowledge of business administration.</li> <li>3.To be problem-solving orientated</li> <li>4.To build competence of teamwork, communication, analysis, leading, and creation</li> <li>5.To be responsible for completing one’s own work.</li> </ol>			

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"> <li>1.To implement the goal of “learning by doing”.</li> <li>2.To integrate all the knowledge of business administration.</li> <li>3.To be problem-solving orientated</li> <li>4.To build competence of teamwork, communication, analysis, leading, and creation</li> <li>5.To be responsible for completing one’s own work.</li> </ol>			

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"> <li>1.To develop strategic thinking ability.</li> <li>2.To train students in organizational learning ability.</li> <li>3.To build up a complete concept of strategic management.</li> <li>4.To integrate knowledge in relevant academic fields.</li> <li>5.To observe new business trends.</li> </ol>			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To help managers to effectively manage sales/distribution, production, R/D, finance, and HRM functions via ERP implementation.</li> <li>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.</li> <li>3. To provide complete theoretical rationale and practices training to systematically appreciate the details of eight modules of ERP.</li> <li>4. To enhance student’s information processing capability via practical, fast lecturing method.</li> </ol>			

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce the important issue of managing knowledge within organizations and in cooperative strategies</li> <li>2.To emphasize the importance of knowledge management as the key to obtaining competitive success of firms</li> </ol>			

	<p>3.To emphasize the application and development of specialized knowledge that leads to competencies and sustainable success</p> <p>4.To explore how organizations can develop and manage knowledge</p>
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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"> <li>1.To explore various industries and the trends of them.</li> <li>2.To explore competitions in various industries.</li> <li>3.To explore the processes of strategic planning and implementing in various industries.</li> <li>4.To provide the contact opportunities for students and alumni.</li> </ol>			

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To cover the major sources of innovation, their analytical models and their empirical explorations (verifications).</li> <li>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.</li> <li>3.To provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks</li> <li>4.To draw benefits from overlaps with neighboring disciplines such as systems theory, clinometric and institutionalism.</li> <li>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</li> </ol>			

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

Course Code	14209			
Course Name	Performance Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide the theories and practical methods of performance management</li> <li>2.To understand the decision logic and thinking of human resource management</li> <li>3.To establish the overall concepts of performance management</li> <li>4.To realize how to apply the theories to practical situations through the complement of practical cases.</li> </ol>			

Course Code	05426			
Course Name	Training in Business & Industry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce the relevant theories and practices of Human Resource Development</li> <li>2.To have the ability to apply theories and to write feasible business projects</li> </ol>			

Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To realize and master the fundamental concept, theory, and application of international human resources management</li> <li>2.To cover the topics of human resource planning, recruitment, selection, training, performance appraisal, rewards and benefits, development, and labor relations in international business.</li> </ol>			

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"> <li>1.To understand the basic knowledge of OB.</li> <li>2.To learn the concept of individual behavior, group behavior, organization system, and other OB related issues.</li> <li>3.To learn and practice the OB knowledge and skills through examples in real business world.</li> </ol>			

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"> <li>1.To reinforce concepts, skill and knowledge of manpower planning and recruiting</li> <li>2.To integrate the operating mechanism of management and human resource management</li> <li>3.To learn problem-solving technique and to implement the goal of “learning by doing”.</li> <li>4.To build-up competence of teamwork mentality, analysis capability and creativity.</li> </ol>			

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"> <li>1.To be able to internalize the spirit of autonomous learning</li> <li>2.To be able to build a team and cooperate with each other within the team.</li> <li>3.To be able to handle the implement process of a project.</li> <li>4.To be able to manage the group dynamic of an organization.</li> <li>5.To be able to implement the selected project and achieve the set goals.</li> </ol>			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	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	01109			
Course Name	Intermediate Accounting & (I)(II)(III)	Credit	F	S
Course Objectives	This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are: 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 4.To consider the larger context of financial reporting			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include: 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	The objectives of this courses are 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. 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	01579			
Course Name	Investment	Credit	F	S
Course Objectives	The objectives of this course are 1.To explore the operation of capital markets and the related theory about investment.			

	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.
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Course Code	01758			
Course Name	Financial Market	Credit	F	S
Course Objectives	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.			

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Objectives	The key objectives of this course are 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. 2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues. 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. 4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today.			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are 1.To provides fundamental concepts and skills for conducting marketing research. 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	The objectives of this course are 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. 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	This objectives of this course are 1. To discuss the fundamental theories and practices of promotional strategies. 2. To explore the concept and applications of integrated marketing communication (IMC). 3. To cultivate creativity and application abilities via an IMC project.			

Course Code	01085			
Course Name	Industrial Marketing	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and theories of industrial marketing 2.To cover the topics such as the nature and scope of business marketing, understanding market, target market, and satisfying market			

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To understand how to strategically make appropriate decisions 2.To provide fundamental concepts and theory of marketing management			

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

Course Code	02695			
Course Name	Advertising Agency Management	Credit	F	S
Course Objectives	1. To explain the basic concept of advertising and marketing communication. 2. To understand advertising role in marketing. 3. To explain “How does advertising work and how to create advertisement?” 4. To research “How consumers respond to marketing communication?” 5. To catch up each kind of media is one of the most dynamic and fast-changing areas of marketing communication practice. 6. Try to simulate advertising planning in the advertising client-agency.			

Course Code	10523			
Course Name	Product & Marketing Innovation	Credit	F	S
Course Objectives	This is a course about the theory of innovation and creativity. Through activities and evaluations, students will enhance their creative abilities. Also, discusses and practices will make students have better understanding of the process and models of creativity. The curricular design helps students to know how to manage teams with creativity and it is a foundation for them to engage at advanced jobs or research.			

Course Code	20022			
Course Name	Social Innovation and Entrepreneurship management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To help students enter the society and experience the unsatisfied and less noted needs in real world.</li> <li>2. To analyze and assess the legitimacy and emergency of unsatisfied social needs.</li> <li>3. To couple managerial skills with local intelligence to stimulate innovative product/process design that addresses the unsatisfied social needs.</li> <li>4. To get a better understanding of micro-firm management and micro-financing.</li> </ol>			

Course Code	05827			
Course Name	Design of Production System	Credit	F	S
Course Objectives	To learn and understand the advantage and disadvantage of different production system where includes MRP system, JIT system, and Lean production system.			

Course Code	11492			
Course Name	Operations and Managerial Decision Making	Credit	F	S
Course Objectives	This course is an extension of the managerial mathematics course and provides fundamental concepts and skills for applied operation research. Imparting such the knowledge via detailed instruction and in-class exercises is to ensure that students can further understand the implications and intricate effects of operation research on aspects of business-related activities. The students are required to use related techniques and related software (SPSS, Q-net, and QM) in solving application problems.			

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the definition and content of Logistics and supply chain management</li> <li>2. To learn the state-of-the-art models, concepts, and solution methods of Logistics and supply chain management</li> <li>3. To learn the design, control, operation, and management of the Logistics and supply chain management</li> </ol>			

Course Code	00016			
Course Name	Sophomore English	Credit	F	S
Course Objectives	To develop the students' English proficiency through a variety of reading topics in their daily lives and business world.			

Course Code	07171			
Course Name	Food & Beverage Management	Credit	F	S
Course Objectives	Foodservice industry has growing up in the world. There are three primary goals: <ol style="list-style-type: none"> <li>1. To provide a source of information about food &amp; beverage operation</li> </ol>			

	<p>2.To provide basic knowledge for those who are entering the society, will eat healthy &amp; drink happily in the future</p> <p>3.To provide an introduction for those who are considering careers in Foodservice industry.</p>
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Course Code	05987			
Course Name	Japanese Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To study the strong &amp; weak points of Japanese industry administration</p> <p>2.To discuss the lesson we could learn from Japanese management style</p>			

Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To organize all the prerequisites to formulate a good business plan</p> <p>2.To achieve the functions of getting funding &amp; pooling resources.</p>			

Course Code	01982			
Course Name	Financial Statement Analysis	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.</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	20019			
Course Name	Introduction of Social Entrepreneurship	Credit	F	S
Course Objectives	<p>1. To enhance understanding of the uniqueness of social enterprises different from traditional profit-maximizing business enterprises, as well as the emergent field of social entrepreneurship as an approach to social change.</p> <p>2. To provide students with conceptual frameworks to assess entrepreneurial opportunities that seek to address diverse social challenges.</p> <p>3. To explore strategies of social entrepreneurs for managing, sustaining, and scaling social impact.</p>			

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"> <li>1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice.</li> <li>2. Learn how to conduct social enterprises business management by creative development and activity.</li> <li>3. Learn how to build an social enterprises business team and promote teamwork to achieve success.</li> <li>4. Understanding the value and development of social enterprises and learn how to deal with it.</li> <li>5. Experience and demonstrate entrepreneurship through competition.</li> </ol> <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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Course Code	21048			
Course Name	Social Enterprise Engagement	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To adopt service learning pedagogy to provide students with hands-on, field experiences engaging in social enterprise operations and management.</li> <li>2. To explore how social enterprises effectively balancing economic and social goals, and the strategies of managing multiple stakeholders to achieve the goals.</li> <li>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.</li> </ol>			

# Accounting

## ● Course list

BBA Program in Accounting		code	classes	Credit hours
Required common credit hours	Introduction to Computer Science	01863	2	3
	Accounting	02412	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	15	3	
Independent Study II	07699	15	3	
Required Elective credit hours	Accounting Information System	02411	2	3
	Database Administration	02490	2	3
	Financial Statement Analysis	01982	2	3
6 elective credit hours ( 2 courses selected from 3 courses)	Marketing Management	01483	2	3
	Human Resources Management	01013	1	3
	Production and Operations Management	01370	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
	Intermediate Accounting (III)	15521	1	3
	Government Accounting & Auditing Laws	06223	1	3
	Tax Accounting	02329	1	3
Other elective credit hours of the department	Business English	02050	1	2
	Practice in Innovative Social Enterprises	21047	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	2
	Cost Management System	10997	1	3
	Public Finance	01981	1	3
	Service Learning-Tax Return (I)	17012	1	2
	Service Learning-Tax Return (II)	17013	1	2
	Seminar: International Accounting-Course in English	17781	1	3
	Management Accounting - Course In English	19621	1	3
	Management in Service Industries - Course In English	19620	1	3

## ● Course objective and prerequisites

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification) , etc., will be covered in the class.			

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"> <li>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.</li> <li>2. To understand the basic recording and reporting processes of accounting information system.</li> <li>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</li> <li>5. To understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. To understand how to develop and make planning of an accounting career.</li> </ol>			

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"> <li>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.</li> <li>2.To illustrate the main concepts by a variety of examples and exercises.</li> <li>3.To have an overall understanding in calculus.</li> </ol>			

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> <p>Realize the basic concepts of Microeconomics.</p> <ol style="list-style-type: none"> <li>1. Understand the meanings of supply and demand functions.</li> <li>2. Realize the meaning of elasticity and its application.</li> <li>3. Realize how individual consumer, household, and firm make decision.</li> <li>4. Understand various types of industry organizations and their characteristics.</li> <li>5. Use Microeconomics theories to analyze the effects of public policy.</li> <li>6. Realize the basic concepts of macroeconomics.</li> <li>7. Understand the meanings and measuring of Nation's income.</li> <li>8. Realize the meaning of production, saving, and investment.</li> <li>9. Understand the monetary system.</li> <li>10. Understand the meanings of aggregate demand and aggregate supply.</li> <li>11. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			

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"> <li>1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2. To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D.</li> <li>3. To introduce management functions, including analysis, planning, organizing, leading, and controlling.</li> <li>4. To integrate the factors of environment, management functions and business functions.</li> <li>5. To combine theory and practice.</li> </ol>			

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"> <li>1. Statistics methods and concept and its relevance to the real world.</li> <li>2. Descriptive Statistics.</li> <li>3. Basic notions of probability, random variable, and discrete and continuous probability distribution.</li> <li>4. Sampling methods</li> <li>5. Statistical inference – interval estimation</li> </ol>			

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"> <li>1.To learn and evaluate current principles of financial accounting</li> <li>2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements</li> <li>3.To read and critically evaluate financial statements</li> <li>4.To consider the larger context of financial reporting</li> </ol>			
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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"> <li>1.To learn and evaluate current principles of financial accounting</li> <li>2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements</li> <li>3.To read and critically evaluate financial statements</li> <li>4.To consider the larger context of financial reporting</li> </ol>			

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"> <li>1.Combined corporate entities</li> <li>2.Consolidated statements</li> <li>3.Accounting for international operations and partnership</li> </ol>			

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"> <li>1.Combined corporate entities</li> <li>2.Consolidated statements</li> <li>3.Accounting for international operations and partnership</li> </ol>			

Course Code	06840			
Course Name	Cost and 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 &amp; management, balanced scorecard, life-cycle costing, etc.</p>			

Course Code	07259			
Course Name	Auditing (I)	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. To introduce auditing theory framework and major content of statement of</li> </ol>			



	auditing standard. 2. To introduce skills of auditing practices. 3. To improve decision-making ability of auditing judgments.
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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. 3. To improve decision-making ability of auditing judgments.			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	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. 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 Laws	Credit	F	S
Course Objectives	The objectives of this course are 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance 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.
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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 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 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. 5. To discuss the other related problems of Accounting Information systems.			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
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	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"> <li>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.</li> <li>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.</li> </ol>			
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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"> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing plan.</li> <li>3. Realize the meaning of segmenting, targeting, and positioning (STP).</li> <li>4. Understand the meaning and scopes of marketing mix 4P.</li> <li>5. Utilize marketing theory to analyze firm's marketing activities.</li> <li>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</li> </ol>			

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"> <li>1. To develop systematic knowledge of human resources management</li> <li>2. To enhance the capability of practicing theories into a real life</li> <li>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</li> <li>4. To learn skills of teamwork and discussion.</li> </ol>			

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"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>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,</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			

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"> <li>1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector.</li> <li>2.To develop mathematical models for problem solving and decision making.</li> <li>3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting.</li> </ol>
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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"> <li>1.To provide a broad perspective for business and industrial sector</li> <li>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.</li> <li>3.To highlight practical issue by inviting practitioners, such as the partners of the auditing group of Taiwan KPMG</li> </ol>			

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"> <li>1.To learn and evaluate current principles of financial accounting</li> <li>2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements</li> <li>3.To read and critically evaluate financial statements</li> <li>4.To consider the larger context of financial reporting</li> </ol>			

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"> <li>1.To introduce the accounting system in government and in NPO organizations</li> <li>2.To encourage the involvement in the certified public accounting/civil services</li> <li>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).</li> </ol>			

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	02050			
Course Name	Business English	Credit	F	S
Course Objectives	<p>1.To improve the students' English presentation skills, communication skills, and interview skills.</p> <p>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, advertisements, table and charts.</p> <p>3.To familiarize the students with business English contexts and usages through business English conversations.</p>			

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"> <li>1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice.</li> <li>2. Learn how to conduct social enterprises business management by creative development and activity.</li> <li>3. Learn how to build an social enterprises business team and promote teamwork to achieve success.</li> <li>4. Understanding the value and development of social enterprises and learn how to deal with it.</li> <li>5. Experience and demonstrate entrepreneurship through competition.</li> </ol> <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>			

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"> <li>1.To be able to internalize the spirit of autonomous learning</li> <li>2.To be able to build a team and cooperate with each other within the team.</li> <li>3.To be able to handle the implement process of a project.</li> <li>4.To be able to manage the group dynamic of an organization.</li> <li>5.To be able to implement the selected project and achieve the set goals.</li> </ol>			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To be to internalize the spirit of autonomous learning.</li> <li>2. To be able to build a team and cooperate with each other within the team.</li> <li>3. To be able to manage the group dynamic of an organization.</li> </ol>			

	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.
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Course Code	08200			
Course Name	Security and Financial Market Regulations	Credit	F	S
Course Objectives	This objectives of this course are 1.To provide fundamental concepts and knowledge of financial market regulations 2.To effectively apply the knowledge to practices.			

Course Code	10997			
Course Name	Cost Management System	Credit	F	S
Course Objectives	The objectives of this course are 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	Public finance is the field of economics that analyzes government taxation and spending. Upon course completion, the students should be able to realize: 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	17012			
Course Name	Service Learning-Tax Return (I)	Credit	F	S
Course Objectives	The objectives of this course are 1.To examine the income tax return 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	The objectives of this course are 1.To examine the income tax return 2.To learn the topics of financial accounting, tax law and tax accounting via service learning			

Course Code	17781			
Course Name	Seminar: International Accounting-Course in English	Credit	F	S
Course Objectives	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.
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Course Code	19621			
Course Name	Management Accounting - Course In English	Credit	F	S
Course Objectives	<p>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.</p>			

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>			





# 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 Computer Science	01863	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	01634	2	3
	Regression Analysis	01987	2	3
	Design of Experiment and Analysis	11218	2	3
Data Mining	11502	1	3	
Data Mining-Course in English	21197	1	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- Course in English	17289	1	3
	Biostatistics	05352	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	
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
	Insurance Statistics	03927	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	

\*Among all applied field modules, students should select at least one module and get more than 10 Credit hours.

● 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"> <li>1. Statistics methods and concept and its relevance to the real world.</li> <li>2. Descriptive Statistics.</li> <li>3. Basic notions of probability, random variable, and discrete and continuous probability distribution.</li> <li>4. Sampling methods</li> <li>5. Statistical inference – interval estimation</li> </ol>			

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"> <li>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.</li> <li>2. To illustrate the main concepts by a variety of examples and exercises.</li> <li>3. To have an overall understanding in calculus.</li> </ol>			

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> <p>Realize the basic concepts of Microeconomics.</p> <ol style="list-style-type: none"> <li>1. Understand the meanings of supply and demand functions.</li> <li>2. Realize the meaning of elasticity and its application.</li> <li>3. Realize how individual consumer, household, and firm make decision.</li> <li>4. Understand various types of industry organizations and their characteristics.</li> <li>5. Use Microeconomics theories to analyze the effects of public policy.</li> <li>6. Realize the basic concepts of macroeconomics.</li> <li>7. Understand the meanings and measuring of Nation's income.</li> <li>8. Realize the meaning of production, saving, and investment.</li> <li>9. Understand the monetary system.</li> <li>10. Understand the meanings of aggregate demand and aggregate supply.</li> <li>11. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			

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> <p>To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</p> <p>To understand the basic recording and reporting processes of accounting information system.</p> <p>To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</p> <p>To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</p> <p>To understand how to resolve the ethical dilemma and make ethical professional judgment.</p> <p>To understand how to develop and make planning of an accounting career.</p>			

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"> <li>1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2. To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D.</li> <li>3. To introduce management functions, including analysis, planning, organizing, leading, and controlling.</li> </ol>			

	4.To integrate the factors of environment, management functions and business functions. 5.To combine theory and practice.
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Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification) , etc., will be covered in the class.			

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. 2.To lean how to use Mat lab 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 Objectives	Object-Oriented Programming (OOP) is a new approach to programming that 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.			

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"> <li>1.To build basic ideas in operating software packages of statistics for the needs in managerial or analytical works.</li> <li>2.To render examples or cases in daily life or in managerial applications along with statistics lectures</li> <li>3.To be able to use the software packages such as SAS and SPSS</li> </ol>			

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	01634			
Course Name	Survey Sampling	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. Construct the basic concepts and theory of survey.</li> <li>2. Teach the method of collecting data.</li> <li>3. The questionnaire design.</li> <li>4. Using cases or examples of practice application, this course make students learning in doing.</li> </ol>			

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	11218			
Course Name	Design of Experiment and Analysis	Credit	F	S

Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provides fundamental concepts and skills for design and analysis of experiment.</li> <li>2.To cover the topics such as complete randomized design, factorial design, randomized black design, Latin Square design, and fractional factorial design. one-way and two-way ANOVA model</li> <li>3.To discuss and analyze the real data with statistical software.</li> </ol>			
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Course Code	11502			
Course Name	Data Mining	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.Understand DM concept</li> <li>2.Using DM Tools</li> <li>3.Understand DM methodology</li> <li>4.Understand DM application</li> </ol>			

Course Code	21197			
Course Name	Data Mining -Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are as follows:</p> <ol style="list-style-type: none"> <li>1.To understand DM concept</li> <li>2.To use DM Tools</li> <li>3.To understand DM methodology</li> <li>4.To understand DM application</li> </ol>			

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"> <li>1.To obtain independent thinking ability</li> <li>2.To be able to read the literature</li> <li>3.To be able to write papers</li> <li>4.To cultivate analytical skills in solving the practical problem</li> </ol>			

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"> <li>1.To find an interesting topic, define research question, collect data, and accomplish a research report</li> <li>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.</li> </ol>			

Course Code	19169			
Course Name	Multivariate Data 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,</p>			

	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.
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Course Code	20834			
Course Name	Time Series Analysis-Course in English	Credit	F	S
Course Objectives	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.			

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

Course Code	17289			
Course Name	Nonparametric Statistics- Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. To be able to apply nonparametric methods in problem solving when the normal assumption is violated.</li> </ol>			

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</p>			

	survival analysis will be introduced.
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Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Objectives	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 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.			

Course Code	06424			
Course Name	Inference Statistics	Credit	F	S
Course Objectives	The objectives of this course are 1.To concentrate on the fundamental aspects of statistical inference, rather than the particular methods used in various disciplines. 2.To provide a deeper understanding the theoretical part of statistical inference The topics to be covered include point estimation, interval estimation and testing hypotheses.			

Course Code	17559			
Course Name	Electronic Commerce-Course in English	Credit	F	S
Course Objectives	The main objectives of this course are for students: 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. 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	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	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	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: 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"> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing plan.</li> <li>3. Realize the meaning of segmenting, targeting, and positioning (STP).</li> <li>4. Understand the meaning and scopes of marketing mix 4P.</li> <li>5. Utilize marketing theory to analyze firm's marketing activities.</li> <li>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</li> </ol>			

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	<p>The purposes of the subject course are</p> <ol style="list-style-type: none"> <li>1.To provide a complete and general knowledge about the basic theory and practice of insurance</li> <li>2.To gain practical knowledge and specialty through a deep understanding towards the <i>status quo</i> and the contents of insurance management.</li> </ol>			

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	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide the fundamental concepts and skills for statistical decisions</li> <li>2.To include case study for a better understanding its application on business</li> </ol> <p>Topics to be covered include probability, modeling and its decision making, Bayesian decision making, Lagrange multiplier, decision making under certainty &amp; uncertainty.</p>			

Course Code	03927			
Course Name	Insurance Statistics	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.Career plan- preparation for joining in insurance industry</li> <li>2.Build up the concept of insurance</li> <li>3.Foundation of actuarial science</li> </ol>			

Course Code	01846			
Course Name	English Conversation	Credit	F	S
Course Objectives	1.To enhance the students general English proficiency 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	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	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	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. 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	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: 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.			

	<ol style="list-style-type: none"><li>5. Experience and demonstrate entrepreneurship through competition.</li><li>6. 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.</li></ol>
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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 Computer Science	01863	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	
	The Practice of International Trade	02100	2	6	
	International Finance	02090	2	3	
Required credit hours by sections	International finance	Investments	01579	1	3
		Futures and Options	03408	1	3
		Fixed Income Securities	10458	1	3
		Independent Study I	07344	7	3
		Independent Study II	07699	7	3
	International business	International Business Management	02083	1	3
		International Co-opetition Strategy	15493	1	3
		International Marketing	02084	1	3
Independent Study I		07344	6	3	
Independent Study II	07699	6	3		
Selected credit hours of the department in other sections	Security Markets Studies	12883	1	2	
	Financial Institutions Management	04086	1	3	
	Commercial Law	02056	1	3	
	Financial Statement Analysis	01982	1	1.5	
	Insurance	01768	1	2	
	International Service Management	08640	1	2	
	Case Study in Management	12121	1	2	
	Risk Management	07897	1	3	
	Financial Computation and Software Application	21006	1	3	
	Foreign Exchange Market	14042	1	2	
	Innovation and Entrepreneurial Management	11313	1	3	
	An Introduction to Financial Derivatives	11101	1	3	
	International Marketing- Course in English	15149	1	3	
	Readings in Financial and Economic News- Course in English	17484	1	2	
	Industry Analysis and Competitive Strategy	03132	1	3	
	International Financial Management	02093	1	3	
	Technology and Innovation Management- Course in English	19996	1	3	
Introduction to Asset Securitization	21004	1	3		

	English Speech and Presentation	15539	1	2
	Internship	13859	1	3
	Wealth Management and Financial Planning- Course in English	19909	1	3
	Business English	02050	1	4
	Chain Store Business Management	02252	1	1
	Logistics/ Supply Chain Management	14208	1	1.5
	Organizational Learning and Social Inquiry	19664	1	0.4
	Organizational Leadership and Social Innovation Practices	19663	1	0.4
	Practice in Innovative Social Enterprises	21047	1	0.4

● 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> <p>Realize the basic concepts of Microeconomics.</p> <ol style="list-style-type: none"> <li>1. Understand the meanings of supply and demand functions.</li> <li>2. Realize the meaning of elasticity and its application.</li> <li>3. Realize how individual consumer, household, and firm make decision.</li> <li>4. Understand various types of industry organizations and their characteristics.</li> <li>5. Use Microeconomics theories to analyze the effects of public policy.</li> <li>6. Realize the basic concepts of macroeconomics.</li> <li>7. Understand the meanings and measuring of Nation's income.</li> <li>8. Realize the meaning of production, saving, and investment.</li> <li>9. Understand the monetary system.</li> <li>10. Understand the meanings of aggregate demand and aggregate supply.</li> <li>11. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			

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"> <li>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.</li> <li>2. To illustrate the main concepts by a variety of examples and exercises.</li> <li>3. To have an overall understanding in calculus.</li> </ol>			

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"> <li>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.</li> <li>2. To understand the basic recording and reporting processes of accounting information system.</li> </ol>			

	<ol style="list-style-type: none"> <li>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</li> <li>5. To understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. To understand how to develop and make planning of an accounting career.</li> </ol>
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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"> <li>1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2.To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D.</li> <li>3.To introduce management functions, including analysis, planning, organizing, leading, and controlling.</li> <li>4.To integrate the factors of environment, management functions and business functions.</li> <li>5.To combine theory and practice.</li> </ol>						

Course Code	01863						
Course Name	Introduction to Computer Science	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 major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification) , etc., will be covered in the class.</p>						

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"> <li>1.Statistics methods and concept and its relevance to the real world.</li> <li>2.Descriptive Statistics.</li> <li>3.Basic notions of probability, random variable, and discrete and continuous probability distribution.</li> <li>4.Sampling methods</li> <li>5. Statistical inference – interval estimation</li> </ol>						



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"> <li>1.To understand the general principles of civil laws</li> <li>2.To identify relation among the fixed individuals.</li> <li>3.To cover the knowledge about common daily life and the knowledge and capability necessary for future jobs.</li> </ol>			

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"> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing plan.</li> <li>3. Realize the meaning of segmenting, targeting, and positioning (STP).</li> <li>4. Understand the meaning and scopes of marketing mix 4P.</li> <li>5. Utilize marketing theory to analyze firm's marketing activities.</li> <li>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</li> </ol>			

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Objectives	<p>The key objectives of this course are</p> <ol style="list-style-type: none"> <li>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.</li> <li>2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues.</li> <li>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.</li> <li>4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today.</li> </ol>			

Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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</li> </ol>			

	policies taking into account of market efficiency and externalities.
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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"> <li>1. The possible types and control mechanism of agency problems</li> <li>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting.</li> <li>3. The concept of weighted average cost of capital</li> <li>4. Possible arguments that dictate the optimal capital structure and dividend policy.</li> <li>5. working capital management</li> </ol>			

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"> <li>1.To introduce customary practices, professional terms, and regulatory framework in field of international transactions.</li> <li>2.To systematically integrate the aforesaid conventions, terms, and regulations and illustrate cases for business transactions in relation to different jurisdictions.</li> <li>3.To possess basic knowledge of international trade practice and the ability to manage multiple effectively tasks in a pressured environment</li> <li>4.To handle the whole transactions independently with adequate working experiences.</li> </ol>			

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"> <li>1. To provide an analytical framework for understanding modern international finance and open economy macroeconomics.</li> <li>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.</li> </ol>			

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To explore the operation of capital markets and the related theory about investment.</li> </ol>			

	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.
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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"> <li>1.The basic characteristics of derivative contracts.</li> <li>2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc.</li> <li>3.Trading strategies of options.</li> <li>4.Binomial tree pricing options.</li> <li>5.Black-Scholes model</li> <li>6.Hedging when issue or buy an option.</li> <li>7.Structured note</li> <li>8.Exotic options.</li> </ol>			

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"> <li>1. Introduction to fixed income products and innovation.</li> <li>2. Basic bond valuation techniques with risk and return analysis.</li> <li>3. Term structure of interest rates and their estimates.</li> <li>4. Pricing of fixed income securities and their derivatives.</li> <li>5. Bond immunization strategy.</li> <li>6. Bond portfolio management.</li> <li>7. Fixed income securities' risk management and innovation.</li> <li>8. Bond related topics such as taxation of bonds, preferred stock, and real estate securitization.</li> </ol>			

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"> <li>1.To obtain independent thinking ability</li> <li>2.To be able to read the literature</li> <li>3.To be able to write papers</li> <li>4.To cultivate analytical skills in solving the practical problem</li> </ol>			

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"> <li>1.To find an interesting topic, define research question, collect data, and accomplish a research report</li> <li>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.</li> </ol>			

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"> <li>1.To profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management</li> <li>2.To broaden international views</li> <li>3.To synchronize with changes and development of the world</li> <li>4.To strengthen international competence.</li> </ol>			

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"> <li>1.To address the fundamental competitive and cooperative strategies in international management.</li> <li>2.To cover the four modules: international strategy, competitive strategy, cooperative strategy and co-opetition.</li> <li>3.To learn thinking in an interactive and participative context</li> </ol>			

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"> <li>1.To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments.</li> <li>2.To understand the process of implementing global marketing strategies</li> <li>3.To adapt marketing activities to specific market needs</li> </ol>			

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"> <li>1.To obtain independent thinking ability</li> <li>2.To be able to read the literature</li> <li>3.To be able to write papers</li> <li>4.To cultivate analytical skills in solving the practical problem</li> </ol>			

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"> <li>1.To find an interesting topic, define research question, collect data, and accomplish a research report</li> <li>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.</li> </ol>			

Course Code	12883			
Course Name	Securities 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"> <li>1. To provide students with real experiences such as such as opening a trading account for real trading.</li> <li>2. To conduct portfolio simulation via fictitious accounts</li> <li>3. To focus on specific industries and conduct both fundamental and technical analyses</li> <li>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.</li> </ol>			

Course Code	04086			
Course Name	Financial Institutions Management	Credit	F	S
Course Objectives	<p>The objectives of this course include</p> <ol style="list-style-type: none"> <li>1. To analyze the risks faced by investors and savers interacting through both financial institutions and financial markets</li> <li>2. To launch strategies that can be adopted for controlling and better managing these risks.</li> </ol>			

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

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"> <li>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.</li> <li>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.</li> </ol>			

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	<p>The purposes of the subject course are</p> <ol style="list-style-type: none"> <li>1.To provide a complete and general knowledge about the basic theory and practice of insurance</li> <li>2.To gain practical knowledge and specialty through a deep understanding</li> </ol>			

	towards the <i>status quo</i> and the contents of insurance management.
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Course Code	08640			
Course Name	International Service Management	Credit	F	S
Course Objectives	The objective of this course is to introduce both theories and practices of international service business to senior students.			

Course Code	12121			
Course Name	Case study in Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To consolidate the student's ability of Logical Thinking.</li> <li>2.To cultivate the student's ability of assembling data analysis.</li> <li>3.To solve the problem and enunciation ability.</li> </ol>			

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"> <li>1. To make risk management and insurance decisions for increasing business value and individual welfare.</li> <li>2. To understand insurance contracts and institutional features of the insurance industry</li> <li>3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals.</li> </ol> <p>Basically, topics in this course include</p> <ol style="list-style-type: none"> <li>1. investment strategy</li> <li>2. institutional structure</li> <li>3. regulations</li> <li>4. database management</li> <li>5. quantitative procedures</li> </ol>			

Course Code	21006			
Course Name	Financial Computation and Software Application	Credit	F	S
Course Objectives	<p>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, Trade Station, 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.</p>			

Course Code	14042			
Course Name	Foreign Exchange Market	Credit	F	S
Course Objectives	<p>The objectives of this course include</p> <ol style="list-style-type: none"> <li>1. To forecast the trend of foreign exchange rate fluctuation</li> </ol>			

	<p>2. To hedge the risk from foreign exchange exposure</p> <p>The contents that will be covered are</p> <ol style="list-style-type: none"> <li>1. The theory and practice of foreign exchange</li> <li>2. The method of forecasting foreign exchange rate fluctuation, including fundamental (scenario) approach and technical analysis approach.</li> <li>3. The tools and method of hedging foreign exchange risks.</li> <li>4. Some topics about foreign investment, such as FX marginal trading, non-delivery forward, overseas mutual funds. FX money market fund, foreign currency deposit etc.</li> </ol>
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Course Code	11313			
Course Name	Innovation and Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide the basic concepts and theories of innovation management</li> <li>2.To discuss real cases across industries</li> <li>3.To improve management skills in middle and small enterprises.</li> </ol>			

Course Code	11101			
Course Name	An Introduction to Financial Derivatives	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To have general knowledge of the derivatives.</li> <li>2.To build useful analytic and pricing tools to evaluate new derivative products.</li> </ol>			

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"> <li>1.To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments.</li> <li>2.To understand the process of implementing global marketing strategies</li> <li>3.To adapt marketing activities to specific market needs</li> </ol>			

Course Code	17484			
Course Name	Readings in Financial and Economic News - Course In English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To get acquainted with and open discussions on the contemporary issues in business and financial fields</li> <li>2. To facilitate better abilities in English listening, reading, speaking, especially the oral expressions of a non-native English speaker.</li> </ol>			

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"> <li>1. To understand the advantage of country competition.</li> <li>2. To understand the development of industries</li> <li>3. To conduct competition analyses and company strategies</li> </ol>			

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"> <li>1.To provide an analytical framework for understanding international financial market</li> <li>2.To enhance the capability of conducting research in the field of international financial management.</li> <li>3.To explore the operation of international capital markets, currency and derivative markets, and the related theory of currency risk and foreign direct investment.</li> </ol>			

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	21004			
Course Name	Introduction to Asset Securitization	Credit	F	S
Course Objectives	<p>Asset securitization becomes an important financing technique recently and also one of the causes for the recent global financial crisis. The objectives of this course are as follows:</p> <ol style="list-style-type: none"> <li>1. This course will introduce the principles, structures, and investment characteristics of several major types of asset securitization securities (ABS).</li> <li>2. The covered types of ABS include mortgage backed securities (residential and commercial MBS), consumer loans ABS, auto loan backed securities, credit card ABS, asset-backed commercial paper (ABCP), collateralized debt obligations (CDO), and real estate backed securities.</li> </ol>			

Course Code	15539			
Course Name	English Speech and Presentation	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.To improve the students' English public speaking ability and presentation skills through various practices and access of video and audio tapes.</li> <li>2.To promote the students' self-confidence through individual and collaborative activities</li> <li>3.To prepare the students for English presentation about various topics with the use of PowerPoint and other media production as visual aides</li> </ol>			

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



Course Code	19909			
Course Name	Wealth Management and Financial Planning - Course In English	Credit	F	S
Course Objectives	<p>The purposes of this course are to provide students with:</p> <ol style="list-style-type: none"> <li>1. Practical knowledge and hands-on skills on wealth management, financial planning, and professionalism development</li> <li>2. Team projects, case studies and in-class presentations <ol style="list-style-type: none"> <li>1) Enhance learning efficiencies and experiences</li> <li>2) Leadership Training- Team dynamic and group process</li> <li>3) Oral communication and public speech</li> </ol> </li> <li>3. English class lectures timely global financial topics and class discussions so as to enhance students' international perspective and attitude</li> </ol>			

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.To improve the students' English presentation skills, communication skills, and interview skills.</li> <li>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, advertisements, table and charts.</li> <li>3.To familiarize the students with business English contexts and usages through business English conversations.</li> </ol>			

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

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the definition and content of Logistics and supply chain management</li> <li>2. To learn the state-of-the-art models, concepts, and solution methods of Logistics and supply chain management</li> <li>3. To learn the design, control, operation, and management of the Logistics and supply chain management</li> </ol>			

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"> <li>1.To be able to internalize the spirit of autonomous learning</li> <li>2.To be able to build a team and cooperate with each other within the team.</li> <li>3.To be able to handle the implement process of a project.</li> <li>4.To be able to manage the group dynamic of an organization.</li> <li>5.To be able to implement the selected project and achieve the set goals.</li> </ol>			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	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	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: <ol style="list-style-type: none"> <li>1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice.</li> <li>2. Learn how to conduct social enterprises business management by creative development and activity.</li> <li>3. Learn how to build an social enterprises business team and promote teamwork to achieve success.</li> <li>4. Understanding the value and development of social enterprises and learn how to deal with it.</li> <li>5. Experience and demonstrate entrepreneurship through competition.</li> <li>6. 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.</li> </ol>			

# 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
	JAVA Programming Language(I)	15995	3	3
	JAVA Programming Language(II)	16241	3	3
	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
	Introduction to Information System-Course in English	13517	2	3
	System Analysis and Design	01584	2	3
	Information System Project (I)	04317	8	3
	Information System Project (II)	04038	8	3
	Statistics	02222	2	6
	Introduction to Computer Science	01863	2	3
	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	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
	Electronic Commerce-Course in English	17559	1	3
	Management Support System	10217	1	3

BBA Program in Information Management		Code	Classes	Credit hours
	Algorithms	04619	1	3
	Discrete Mathematics	02933	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Internship	13859	1	4
	Topic on Electronic Procurement	11856	1	3
	Customer Relationship Management	10985	1	3
	Managerial Mathematics	02632	1	3
	Data Security	04623	1	3
	Internet Marketing	10211	1	3
	Financial Trading Systems	21429	1	3
	Introduction to Business Intelligence Management -Course in English	20204	1	3
	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
	Marketing of Information Products	04035	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
	Industrial Analysis of Mainland China	19709	1	3

- Course objective and prerequisites

Course Code	01558			
Course Name	Operation System	Credit	F	S
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	15995			
Course Name	JAVA Programming Language( I )	Credit	F	S
Course Objectives	This two-semester course is an introduction to programming based on java programming language. Java programming language is now one of the most popular programming languages. The first semester of this course will cover programming basis such as: programming basics and variable data type, expression, condition, iteration, array, object and class. The second semester of this course will cover object oriented programming basis.			

Course Code	16241			
Course Name	JAVA Programming Language( II )	Credit	F	S
Course Objectives	This two-semester course is an introduction to programming based on java programming language. Java programming language is now one of the most popular programming languages. The first semester of this course will cover programming basis. The second semester of this course will cover object oriented programming basis such as Class, Encapsulation, Inheritance, Polymorphism and also how these concepts are used in Swing, File I/O, etc.			

Course Code	16258			
Course Name	Web Programming	Credit	F	S
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
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
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
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
Course Objectives	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.			

Course Code	13517			
Course Name	Introduction to Information Management - Course In English	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand the essentials of information system and its role and influence in business and management. 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.			

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.			

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	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. This course will cover: 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	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification) , etc., will be covered in the class.			

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"> <li>1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2.To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D.</li> <li>3.To introduce management functions, including analysis, planning, organizing, leading, and controlling.</li> <li>4.To integrate the factors of environment, management functions and business functions.</li> <li>5.To combine theory and practice.</li> </ol>			

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"> <li>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.</li> <li>2.To illustrate the main concepts by a variety of examples and exercises.</li> <li>3.To have an overall understanding in calculus.</li> </ol>			

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> <p>Realize the basic concepts of Microeconomics.</p> <ol style="list-style-type: none"> <li>1. Understand the meanings of supply and demand functions.</li> <li>2. Realize the meaning of elasticity and its application.</li> <li>3. Realize how individual consumer, household, and firm make decision.</li> <li>4. Understand various types of industry organizations and their characteristics.</li> <li>5. Use Microeconomics theories to analyze the effects of public policy. Realize the basic concepts of macroeconomics.</li> <li>6. Understand the meanings and measuring of Nation's income.</li> <li>7. Realize the meaning of production, saving, and investment.</li> <li>8. Understand the monetary system.</li> <li>9. Understand the meanings of aggregate demand and aggregate supply.</li> <li>10. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			



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"> <li>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.</li> <li>2. To understand the basic recording and reporting processes of accounting information system.</li> <li>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</li> <li>5. To understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. To understand how to develop and make planning of an accounting career.</li> </ol>			

Course Code	03094			
Course Name	C Language	Credit	F	S
Course Objectives	Teach students how to program with C language.			

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"> <li>1. The possible types and control mechanism of agency problems</li> <li>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting.</li> <li>3. The concept of weighted average cost of capital</li> <li>4. Possible arguments that dictate the optimal capital structure and dividend policy.</li> <li>5. working capital management</li> </ol>			

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			

	<p>course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing plan.</li> <li>3. Realize the meaning of segmenting, targeting, and positioning (STP).</li> <li>4. Understand the meaning and scopes of marketing mix 4P.</li> <li>5. Utilize marketing theory to analyze firm's marketing activities.</li> <li>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</li> </ol>
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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"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>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,</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To help managers to effectively manage sales/distribution, production, R/D, finance, and HRM functions via ERP implementation.</li> <li>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.</li> <li>3. To provide complete theoretical rationale and practices training to systematically appreciate the details of eight modules of ERP.</li> <li>4. To enhance student's information processing capability via practical, fast lecturing method.</li> </ol>			

Course Code	13701			
Course Name	Enterprise Resources Planning - Course In English	Credit	F	S
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
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
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	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"> <li>1. To learn the fundamental concepts of electronic business;</li> <li>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.</li> <li>3. To learn how e-commerce is being conducted and managed.</li> <li>4. To assess its major opportunities, limitations, issues, and risks in this contemporary Internet business environment.</li> </ol>			

Course Code	10217			
Course Name	Management Support System	Credit	F	S
Course Objectives	The realistic objective of the course is to help the student understand management support systems. Then, the interesting topics and case studies are offered and discussed deeply. As a result, the important factors of system success can be used as the references for building a MSS.			

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

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

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	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.			

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

Course Code	11856			
Course Name	Topic on Electronic Procurement	Credit	F	S
Course Objectives	<p>This course describes theories and management models of procurement. It also investigates the development trend and practical techniques of electronic procurement in order to let students learn knowledge and development techniques of electronic procurement.</p>			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	<p>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 course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.</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"> <li>1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector.</li> <li>2.To develop mathematical models for problem solving and decision making.</li> <li>3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting.</li> </ol>			

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

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"> <li>1.To investigate related knowledge and techniques of internet marketing</li> <li>2.To cultivate the ability of conducting marketing research.</li> </ol>			

	3.To articulate plans and strategies for internet marketing
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Course Code	21429			
Course Name	Financial Trading Systems	Credit	F	S
Course Objectives	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.			

Course Code	20204			
Course Name	Introduction to Business Intelligence Management -Course in English	Credit	F	S
Course Objectives	Application is the major learning approach of this course. The core objectives are for students to learn cloud computing, data decision, and types, functions development and application of business intelligence; and deployment of BI applications to the cloud.			

Course Code	13587			
Course Name	Network Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide the fundamental theory of LAN wiring and network management.</li> <li>2. To introduce some cases in Taiwan to learn network planning of LAN</li> </ol> <p>The contents that will be covered in this course include</p> <ol style="list-style-type: none"> <li>1. structured cabling system of LAN</li> <li>2. LAN wiring design of office</li> <li>3. cost estimation of LAN wiring</li> <li>4. wiring testing and diagnostic equipment</li> <li>5. SNMP network management and installation of Domain Name Server.</li> </ol>			

Course Code	16985			
Course Name	Supply Chain Management - Course In English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.To guide students familiar with the inter-company supply chain operation model,</li> <li>2.To explore how to integrate the supply chain with information technology to promote the competence of the company,</li> <li>3.Through case study to develop the capability of students for supply chain integration.</li> </ol>			

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"> <li>1.To be able to internalize the spirit of autonomous learning</li> <li>2.To be able to build a team and cooperate with each other within the team.</li> <li>3.To be able to handle the implement process of a project.</li> <li>4.To be able to manage the group dynamic of an organization.</li> <li>5.To be able to implement the selected project and achieve the set goals.</li> </ol>			

Course Code	18040			
Course Name	Knowledge Management system	Credit	F	S
Course Objectives	<p>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:</p> <ol style="list-style-type: none"> <li>1.To understand the key concepts of KM and KMS.</li> <li>2.To learn the information retrieval, Text analytic and Web mining related techniques applied in the KMSs.</li> <li>3.To investigate the KM search solutions applies in the business environment that can help users put knowledge into action.</li> <li>4.To provide latest information about best practices for enterprise search, enterprise content management, and e-discovery.</li> </ol>			

Course Code	04035			
Course Name	Marketing of Information Products	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.Explore the Information Products Technology Trend and Development</li> <li>2.Understand the competition strategy &amp; SWOT of the Taiwan's IT Industry.</li> <li>3.Discuss the Success Factor of USA, Japan and Taiwan's leader companies.</li> <li>4. Learning the Marketing Research Meted</li> </ol>			

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

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"> <li>1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice.</li> <li>2. Learn how to conduct social enterprises business management by creative</li> </ol>			

	<p>development and activity.</p> <p>3. Learn how to build an social enterprises business team and promote teamwork to 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>6. 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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Course Code	20067			
Course Name	Computer Graphics with Applications	Credit	F	S
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
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
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 Map Reduce, 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
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.			





# Business Management

## ● Course list

Undergraduate Program in Business Administration		Code	Classes	Credit hours
Required common credit hours of the department	Accounting	02412	2	4
	Economics	02457	2	4
	Calculus	02390	4	3
	Introduction to Business	05201	2	4
	Statistics	02222	4	3
	Marketing Management	01483	2	3
	Human Resources Management	01013	2	3
	Financial Management	01983	2	3
	Information Management	02502	2	3
	Work Study And Process	21846	2	3
	Seminar On Business Management(I)	21847	20	0.5
	Seminar On Business Management(II)	22176	20	0.5
	Industrial Innovation (I)	20330	2	2
	Industrial Innovation (II)	20331	2	2
Elective common credit hours of the department	Industrial Innovation (III)	21375	1	2
	Industrial Innovation (IV)	21376	1	2
	Industrial Innovation (V)	22545	1	2
	Industrial Innovation (VI)	22546	1	2
	Management And Social Innovation	21844	1	2
	Financial Service Innovation	21845	1	2
Required credit hours by sections	Creative Thinking and Creativity	11614	1	2
	Electronic Commerce and Entrepreneurship	19414	1	2
	Creativity Development and Practices	18794	1	2
	Marketing Research And Innovation	18800	1	2
	Industry Competitive Strategy Analysis	18801	1	2
	Strategic Management	10383	1	2
	Consumer Behavior	18796	1	2
	Strategy Innovation	18797	1	2
	Innovation Management	04564	1	2
	Entrepreneurial Management	11178	1	2
	Cultural Creativity And Experiential Economy	18798	1	2
	International Financial Market	02091	1	2
	Organizational Management	18804	1	2
	Financial Market Analysis	19732	1	2
	Financial Statement Analysis	01982	1	2
	Investments	01579	1	2
	Introduction to Financial Derivatives	18806	1	4
	Industry Competitive Strategy Analysis	18801	1	2
Study of Contemporary Economic Problems	18805	1	4	

	Corporate Strategy: Cases Study	18810	1	2
	Corporate Finance Case Studies	18807	1	2
	International Financial Management	02093	1	2
	Strategic Management	10383	1	2
	Intermediate Accounting(I)	07255	1	4
	Intermediate Accounting(II)	07256	1	4
	Civil Law: General Principles	01345	1	2
	Sales Tax	07204	1	2
	Income Taxes Law	07304	1	2
	Company Law	00021	1	2
	Cost Accounting	01449	1	2
	Advanced Accounting(I)	13472	1	2
	Advanced Accounting(II)	18143	1	2
	Management Accounting	02629	1	2
	Auditing(I)	07259	1	3
	Auditing(II)	07260	1	3
Elective credit hours by sections	Aesthetic Economics	19449	1	2
	Project Management And Innovation	19450	1	2
	Organization Development and Innovation	19730	1	2
	Customer Relationship Management	10985	1	2
	Practical Planning for Marketing Innovation	20192	1	2
	Tech Industries And Innovation	21422	1	2
	Channel Establishment And Innovation	21425	1	2
	Financial Market Analysis	19732	1	2
	Investment in Securities	02350	1	2
	Fixed Income Securities	10458	1	2
	Trade Promotions and Remedies	19125	1	2
	Readings in Business Digest English	21423	1	2
	Enterprise Risk Management	20843	1	2
	Civil Law-General Prov. of Obligations	01342	1	2
	Civil Law-Family & Succession	07207	1	2
	Land Tax Law	09578	1	2
	Civil Law-Kinds of Obligations	01341	1	2
	Tax Accounting	02329	1	2
	Enterprise Resources Planning	09289	1	2

● 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"> <li>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.</li> <li>2. To understand the basic recording and reporting processes of accounting information system.</li> <li>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</li> <li>5. To understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. To understand how to develop and make planning of an accounting career.</li> </ol>			

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"> <li>1. Realize the basic concepts of Microeconomics.</li> <li>2. Understand the meanings of supply and demand functions.</li> <li>3. Realize the meaning of elasticity and its application.</li> <li>4. Realize how individual consumer, household, and firm make decision.</li> <li>5. Understand various types of industry organizations and their characteristics.</li> <li>6. Use Microeconomics theories to analyze the effects of public policy.</li> <li>7. Realize the basic concepts of macroeconomics.</li> <li>8. Understand the meanings and measuring of Nation's income.</li> <li>9. Realize the meaning of production, saving, and investment.</li> <li>10. Understand the monetary system.</li> <li>11. Understand the meanings of aggregate demand and aggregate supply.</li> <li>12. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			

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</p>			

	<p>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"> <li>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.</li> <li>2.To illustrate the main concepts by a variety of examples and exercises.</li> <li>3.To have an overall understanding in calculus.</li> </ol>
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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"> <li>1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2.To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D.</li> <li>3.To introduce management functions, including analysis, planning, organizing, leading, and controlling.</li> <li>4.To integrate the factors of environment, management functions and business functions.</li> <li>5.To combine theory and practice.</li> </ol>			

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"> <li>1.Statistics methods and concept and its relevance to the real world.</li> <li>2.Descriptive Statistics.</li> <li>3.Basic notions of probability, random variable, and discrete and continuous probability distribution.</li> <li>4.Sampling methods</li> <li>5. Statistical inference – interval estimation</li> </ol>			

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"> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing plan.</li> <li>3. Realize the meaning of segmenting, targeting, and positioning (STP).</li> <li>4. Understand the meaning and scopes of marketing mix 4P.</li> <li>5. Utilize marketing theory to analyze firm's marketing activities.</li> <li>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</li> </ol>			

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"> <li>1.To develop systematic knowledge of human resources management</li> <li>2.To enhance the capability of practicing theories into a real life</li> <li>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</li> <li>4.To learn skills of teamwork and discussion.</li> </ol>
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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"> <li>1. The possible types and control mechanism of agency problems</li> <li>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting.</li> <li>3. The concept of weighted average cost of capital</li> <li>4. Possible arguments that dictate the optimal capital structure and dividend policy.</li> <li>5. working capital management</li> </ol>			

Course Code	02502			
Course Name	Information Management	Credit	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 demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving</p>			

Course Code	21846			
Course Name	Work Study and Process	Credit	F	S
Course Objectives	<p>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.</p>			

Course Code	21847			
Course Name	Seminar on Business Management(I)	Credit	F	S
Course Objectives	<p>The goals of the course are:</p> <ol style="list-style-type: none"> <li>1. To encourage “learning by doing” implementation.</li> <li>2. To apply business administration knowledge.</li> </ol>			

	<ul style="list-style-type: none"> <li>3. To exercise problem-solving orientated strategies.</li> <li>4. To build competence of teamwork, communication, analysis, leadership, and creativity.</li> <li>5. To be responsible for completing one's own task.</li> </ul>
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Course Code	22176			
Course Name	Seminar on Business Management(II)	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. 5. To be responsible for completing one's own task.			

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 (IIV)	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.
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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	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 evaluation 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	21845			
Course Name	Financial Service Innovation	Credit	F	S
Course Objectives	The objectives of this course are to provide the students with the essential and 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.			

Course Code	11614			
Course Name	Creative Thinking and Creativity	Credit	F	S
Course Objectives	his course aims to introduce learners about basic creativity theories and creative thinking skills. The students will develop their divergent and convergent thinking abilities by real practice. Finally, they will realize their thought processing model, and practice potential creativity. They will also generate creative works by applying thinking skills practiced in class.			

Course Code	19414			
Course Name	Electronic Commerce and Entrepreneurship	Credit	F	S
Course Objectives	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. 4. To understand the future of development and innovation of e-Commerce.			

Course Code	18794			
Course Name	Creativity Development and Practices	Credit	F	S
Course Objectives	This course aims to introduce students with basic innovation theories and tools, process of commercialization, and how to build up a new business. We hope that the students are able to propose new product prototypes or business plans after studying this course.			

Course Code	18800			
Course Name	Marketing Research and Innovation	Credit	F	S
Course Objectives	Students will be able to: 1. Learn what is marketing research, the methods and analyzing skills. 2. Elicit valid, objective and scientific information as a basis for marketing decisions. 3. Improve proficiency while employing marketing research techniques, and build the ability to handle related marketing issues.			

Course Code	18801			
Course Name	Industry Competitive Strategy Analysis	Credit	F	S
Course Objectives	Students will be able to: 1. Learn essential knowledge of industry analysis and strategy management through lecture and case study. 2. Build up knowledge base of competitive strategy analysis.			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	The objectives of this course are: 1. To build concepts of strategic management and related issues. 2. To develop an ability of strategic thinking. 3. To integrate knowledge in relevant academic fields. 4. To exercise organizational learning skills. 5. To explore new insights about strategic management and business trends through class discussions. 6. To cultivate entrepreneurship with spirit of public welfare.			

Course Code	18796			
Course Name	Consumer Behavior	Credit	F	S
Course Objectives	The objectives of this course are: 1. To provide the knowledge and skills for understanding markets and developing effective marketing strategies. 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	18797			
Course Name	Strategy Innovation	Credit	F	S
Course Objectives	The objectives of this course are: 1. To introduce what is meant to promote 2. To understand the areas of corporate strategy 3. To develop and provide the directions for company innovation			

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Objectives	The objectives of this course are 1. To cover the major sources of innovation, their analytical models and their empirical explorations (verifications).			



	<p>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.</p> <p>3.To provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks</p> <p>4.To draw benefits from overlaps with neighboring disciplines such as systems theory, clinometric and institutionalism.</p> <p>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</p>
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Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To organize all the prerequisites to formulate a good business plan</p> <p>2.To achieve the functions of getting funding &amp; pooling resources.</p>			

Course Code	18798			
Course Name	Cultural Creativity and Experiential Economy	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <p>1. Understand the characteristics of cultural and creative industries, and its relevant cultural creativity.</p> <p>2. Explore how the cultural and creative industries impress customers with excellent quality, outstanding customer service, and remarkable atmosphere experience during on-site visits.</p>			

Course Code	02091			
Course Name	International Financial Market	Credit	F	S
Course Objectives	<p>This course covers the basic concepts of international finance, architecture, theory and applications. The international financial markets are facing problems and countermeasures. Through this course students will develop abilities to deal with International financial and exchange rate issues. Through discussions they will develop critical thinking and insights, thereby enhance the professional capability of foreign exchange.</p>			

Course Code	18804			
Course Name	Organizational Management	Credit	F	S
Course Objectives	<p>1. To know the basic knowledge of management.</p> <p>2. To learn the applications of planning, organizing, leading, and controlling in management practices.</p>			

Course Code	19732			
Course Name	Financial Market Analysis	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <p>1. Learn the interactions between financial market and macro-economy in the era of knowledge economy.</p> <p>2. Learn the role of financial market and its important influence during the progress of economy development.</p> <p>3. Learn economic related policies, theories, systems and economic activities</p>			

	through financial market analysis. 4. Analyze the financial market in 21 century with globalization and internalization perspectives.
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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"> <li>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.</li> <li>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.</li> </ol>			

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To explore the operation of capital markets and the related theory about investment.</li> <li>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.</li> </ol>			

Course Code	18806			
Course Name	Introduction to Financial Derivatives	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic trading patterns of foreign exchange of financial derivatives transactions and its basic operational models.</li> <li>2. Apply different foreign exchange derivative financial instruments; and increase investment and risk management.</li> </ol>			

Course Code	18801			
Course Name	Industry Competitive Strategy Analysis	Credit	F	S
Course Objectives	<p>Grounded on essential knowledge of industry analysis and strategy management, through lecture and case study to help students to build up knowledge base of competitive strategy analysis</p>			

Course Code	18805			
Course Name	Study of Contemporary Economic Problems	Credit	F	S
Course Objectives	<p>Student will be able to</p> <ol style="list-style-type: none"> <li>1. Conduct an overall macro-depth analysis and propose feasible solutions. For the economic problems faced by Taiwan and the world:</li> <li>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.</li> <li>3. Study and seek for better solving options by exploring contemporary economic problems.</li> </ol>			

Course Code	18810			
Course Name	Corporate Strategy: Cases Study	Credit	F	S
Course Objectives	Through studying of cases, students will be able to learn the competition of various industries and the strategies to be employed for diverse needs from companies.			

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. 3. Enhance the corporate financial professionalism.			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	The objectives of this courses are 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. 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	10383			
Course Name	Strategic Management	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. 3.To explore new insights about strategic management and business trends through class discussions.			

Course Code	07255			
Course Name	Intermediate Accounting (I)	Credit	F	S
Course Objectives	This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are: 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 4.To consider the larger context of financial reporting			

Course Code	07256			
Course Name	Intermediate Accounting (II)	Credit	F	S
Course Objectives	This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are: 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 4.To consider the larger context of financial reporting
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Course Code	01345			
Course Name	Civil Law: General Principles	Credit	F	S
Course Objectives	Students will be able to: 1. Learn to solve and prevent problems happen in daily life with knowledge of Civil Law. 2. Learn the general principle of and theory to handle the daily legal problems. 3. Study cases in the field of civil code to foster the students' interests. 4. Learn to think independently through reading articles of law and practice the law with flexibility.			

Course Code	07204			
Course Name	Sales Tax	Credit	F	S
Course Objectives	Students will be able to: 1. Learn value-added and non-value-added Business Tax Law. 2. Learn Tax Collection Act, its applications and related regulations.			

Course Code	07304			
Course Name	Income Taxes Law	Credit	F	S
Course Objectives	Students will be able to: 1. Learn the regulations and assessment of the Income Tax Law. 2. Learn Personal Income Tax & Business Income Tax and filing practices.			

Course Code	00021			
Course Name	Company Law	Credit	F	S
Course Objectives	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: 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	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	13472			
Course Name	Advanced Accounting(I)	Credit	F	S
Course Objectives	The purpose of this course is to introduce the concept of consolidated financial statements. Upon completion of the course, students should be able to prepare			

	consolidated financial statements. This course is designed to cover the topics of investments in equity securities, inter-company transactions, business combination, foreign currency transactions, and foreign currency hedging derivatives.			
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Course Code	18143			
Course Name	Advanced Accounting (II)	Credit	F	S
Course Objectives	The purpose of this course is to introduce the concept of consolidated financial statements. Upon completion of the course, students should be able to prepare consolidated financial statements. This course is designed to cover the topics of investments in equity securities, inter-company transactions, business combination, foreign currency transactions, and foreign currency hedging derivatives.			

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

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. 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. 3. To improve decision-making ability of auditing judgments.			

Course Code	19449			
Course Name	Aesthetic Economics	Credit	F	S
Course Objectives	Students will be able to: 1. Clarify the basic concepts of cultural and creative industry. 2. Gradually discuss and build the overall look of the economy of aesthetics.			

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"> <li>1. To learn the meaning, contents and kinds of application of project Management.</li> <li>2. To learn the meaning and contents of innovation management.</li> <li>3. To learn and use the practical steps and methods for fulfilling a project and management.</li> <li>4. To learn and use the practical steps and methods for fulfilling an innovated project.</li> <li>5. To apply and fit the current and future jobs.</li> </ol>			
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Course Code	19730			
Course Name	Organization Development and Innovation	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. To understand the knowledge scope of OD/OC.</li> <li>2. To be familiar with the factors which lead organization change.</li> <li>3. To be able to employ the principles, methods and models to adjust the organization.</li> </ol>			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	<p>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 course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.</p>			

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	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	21425			
Course Name	Channel Establishment and Innovation	Credit	F	S
Course Objectives	<p>Students will be able to learn channel designs and coordination, including channel structure, channel members selection, conflict management, marketing</p>			

	strategies development, incentives to coordinate the channel, and its application.			
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Course Code	19732			
Course Name	Financial Market Analysis	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>Learn the interactions between financial market and macro-economy in the era of knowledge economy.</li> <li>Learn the role of financial market and its important influence during the progress of economy development.</li> <li>Learn economic related policies, theories, systems and economic activities through financial market analysis.</li> <li>Analyze the financial market in 21 century with globalization and internalization perspectives.</li> </ol>			

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"> <li>Learn effects and meanings of security investment in globalization.</li> <li>Establish correct investment concepts, security investment and risk management.</li> <li>Understand the relationships among macro economy, international economy, financial market and security investment through the analysis of policy and techniques.</li> <li>Manage investment plans and distribution of assets.</li> <li>Find out better choices for investment targets and accumulate fortunes.</li> </ol>			

Course Code	21423			
Course Name	Readings in Business Digest English	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>Be familiar with corporate cultural jargon.</li> <li>Improve English reading skills.</li> <li>Cultivate spirit to dedicate to their responsibilities at work.</li> </ol>			

Course Code	20843			
Course Name	Enterprise Risk Management	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>Learn the fundamental concepts and various types of the Enterprise Risk Management.</li> <li>Cultivate the decision-making ability for risk management.</li> </ol>			

Course Code	01342			
Course Name	Civil Law-General Provisions of Obligations	Credit	F	S
Course Objectives	<p>With the syncretism of Civil Law and Commercial Law, the general rule of commercial transaction is the Civil Law, and especially the center of all, obligations. The course introduces the basic structure and principles of capitalism and prepares students to further understand various subjects and regulations.</p>			

Course Code	07207			
Course Name	Civil Law-Family & Succession	Credit	F	S

Course Objectives	Civil Code delineates relationships of rights and obligations between private individuals. Specifically, Identity Law of Civil Code includes Family and Succession Parts. Family Part rules relationships of identities between parents and child and between spouses; Succession Part rules estate of inheritance between them, which is critical in our daily life. This course will introduce Identity Law in our country, inspiring students to think actively and care our society. Thus, students are capable of protecting their own rights accordingly.
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Course Code	09578			
Course Name	Land Tax Law	Credit	F	S
Course Objectives	<p>The objectives of the course are to:</p> <ol style="list-style-type: none"> <li>1. Enable students to learn the current regulations of "land value tax" and "increment tax on land value" so they are able to apply the knowledge to real life practice of the tax accounting cases.</li> <li>2. Teach students relevant regulations of the housing tax so they are able to apply them to real life practice of the tax accounting.</li> </ol>			

Course Code	01341			
Course Name	Civil Law-Kinds of Obligations	Credit	F	S
Course Objectives	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the rules of general Provisions of Obligations of Civil Law.</li> <li>2. Learn the definitions of all articles, their functions, required elements of formation, the relations between rights and obligations, and the legal effects.</li> </ol>			

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	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To help managers to effectively manage sales/distribution, production, R/D, finance, and HRM functions via ERP implementation.</li> <li>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.</li> <li>3. To provide complete theoretical rationale and practices training to systematically appreciate the details of eight modules of ERP.</li> <li>4. To enhance student's information processing capability via practical, fast lecturing method.</li> </ol>			



# MBA Programs

- Full-Time -

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- Management
- International Management



# Management

## ● Course list

MBA Program in Management - Full-Time -		Code	Classes	Credit hours
Required credit hours	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
	Production and Operations Management	01370	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
	Reading in Business Ethics for Management	00292	1	2
	Thesis	00041	1	6
Elective credit hours	Operations Research	01559	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Total Quality Management	03021	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
	International Human Resources Management	05559	1	3
	Organization Sociology	13220	1	3
	Topics of Strategic Management	14104	1	3
	Manpower planning and recruiting	20021	1	3
	Social innovation and entrepreneurship management	20022	1	3
	Contemporary issues in Financial Markets	17823	1	3
	Seminar on Business Practice	18592	1	3
	Social Enterprise Management	19876	1	3
	Advanced English Conversation	02010	1	3
Customer Relationship Management	10985	1	3	
Six Sigma and Innovation	21194	1	3	

\* 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"> <li>1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</li> <li>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.</li> <li>3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.</li> <li>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.</li> <li>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</li> </ol>			

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"> <li>1.To introduce the basic concept of research methodology that applies in academic and practical research.</li> <li>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</li> <li>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</li> </ol>			

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"> <li>1.To develop systematic knowledge of human resources management</li> <li>2.To enhance the capability of practicing theories into a real life</li> <li>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</li> <li>4.To learn skills of teamwork and discussion.</li> </ol>			

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"> <li>1.To understand the theories and meanings about management in practice through discussing and lecturing</li> <li>2.To have theoretical perspectives about management.</li> <li>3.To be able to analyze and solve practical problems</li> <li>4.To explore new insights about business and management.</li> </ol>			

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"> <li>1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices.</li> <li>2.To arouse learning interest in marketing</li> <li>3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc.</li> <li>4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing.</li> </ol>			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce production and operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations.</li> <li>2.To be problem-solving oriented in both the manufacturing and service sectors.</li> <li>3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions.</li> </ol>			

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"> <li>1. To emphasis the S-C-P analytical framework and their components.</li> <li>2. To familiar with the major frameworks and methods of conducting industry analysis.</li> <li>3. To be able to use the analytical foundation for the development of competitive strategy</li> </ol>			

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</p>			

	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.
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Course Code	12723			
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S
Course Objectives	The objectives of this course are 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 5.To combine theories with practices			

Course Code	02627			
Course Name	Management Accounting	Credit	F	S
Course Objectives	The objectives of this course are 1. To introduce the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. 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	The objectives of this course are 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. 5.To provide the opportunities to observe the newly trends of business.			

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	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. 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	03021			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	<p>To know the quality management philosophies of Deming, Juran, and Crosby; total quality management, including the Malcolm Balding National Award and ISO 9000 system.</p> <p>To know the practice of quality management, including quality function deployment, benchmarking, and quality cost.</p> <p>To know the process of statistical quality control, including collecting data, constructing chart, and interpreting the results.</p>			

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
Course Objectives	<p>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.</p>			

Course Code	08230			
Course Name	Seminar on Invest Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To discuss behaviors and rewards for various fund investment agents</li> <li>2. To explore elements that drive fundamental and temporary change in market prices.</li> </ol>			

Course Code	13227			
Course Name	Seminar on Human Resources Management	Credit	F	S
Course Objectives	<p>The objective of this course is to enhance the understanding of human resources management practice.</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"> <li>1.To know each other and learn by team work.</li> <li>2.To describe the meaning of Management Psychology</li> <li>3.To know communication, socialization, decision and leadership style.</li> <li>4.To describe the personal effectiveness of life.</li> <li>5.To demonstrate the ability to adapt group and deal with conflict.</li> <li>6.To explore topics of Management Psychology and Human Resource Management.</li> </ol>			

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"> <li>1.To develop integration, data processing, analytic, connective, leading, and collaborative capability by seminar and integrated marketing cases.</li> <li>2.To connect academics and business practices</li> <li>3.To increase marketing knowledge by communicating important stakeholders</li> <li>4.To develop students into a well-rounded marketing person</li> </ol>			

Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To realize and master the fundamental concept, theory, and application of international human resources management</li> <li>2.To cover the topics of human resource planning, recruitment, selection, training, performance appraisal, rewards and benefits, development, and labor relations in international business.</li> </ol>			

Course Code	13220			
Course Name	Organization Sociology	Credit	F	S
Course Objectives	<p>This course focuses on the popular topic of organization sociology: "social capital", and to know what is it, how to build it, and how to use it to achieve your goals. Social capital in organization HRM, and Industry Management are also discussed in the class. The course uses a variety of learning approaches including lecture, paper discussing small group exercises, and projects. Students should also learn the academic ability from the course.</p>			

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	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"> <li>1.To reinforce concepts, skill and knowledge of manpower planning and recruiting</li> <li>2.To integrate the operating mechanism of management and human resource management</li> <li>3.To learn problem-solving technique and to implement the goal of “learning by doing”.</li> <li>4.To build-up competence of teamwork mentality, analysis capability and creativity.</li> </ol>			

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

Course Code	17823			
Course Name	Contemporary Issues in Financial Markets	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	18592			
Course Name	Seminar on Business Practice	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To explore various industries and the industrial trends.</li> <li>2. To explore core competencies in various industries.</li> <li>3. To explore strategic planning processes and implementations in various industries.</li> <li>4. To provide the opportunities for students to directly interact with alumni.</li> <li>5. To provide activity-based learning environment for forging the value of teamwork.</li> </ol>			

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"> <li>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.</li> <li>2. To recognize the existing social system and social contexts of social enterprise.</li> <li>3. To provide concrete examples of social entrepreneurship, feasible operating techniques and management concepts.</li> <li>4. To establish metrics for the assessment of the social value in social enterprise business and technology performance.</li> </ol>			

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 small group discussions and activities. Therefore, active and constant participation is required from everyone.</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	21194			
Course Name	Six Sigma and Innovation	Credit	F	S
Course Objectives	<p>This course begins with a discussion about the development of Total Quality and then introduces the theory and implementation of Six Sigma. The necessary skills to execute Six Sigma techniques and strategies at the Green Belt and Black Belt levels will be provided in the course The concepts of lean Six Sigma and design for Six Sigma will also be covered. In addition, the topics of business innovation and the theory of TRIZ includes a practical methodology, tool sets, a knowledge base to generate new ideas and solutions for problem solving will be introduced. Related cases studies will be discussed.</p>			

# International Management

## ● Course list

MBA Program in International Management - Full-Time		Code	Classes	Credit hours
Required credit hours	Management Paradigm and Organization Theories	11173	1	3
	International Business Management-course in English	19710	1	3
	Global Supply Chain and Operations Management	19194	1	3
	International Financial Management	02093	1	3
	Internship	13859	3	2
	Professional Case Research( I )	15991	3	3
	Professional Case Research( II )	16250	3	3
	International Marketing Management-course in English	19331	1	3
	Global Industries and Competitive Strategies of the Firm	19711	1	3
	International Human Resources and Knowledge Management	19712	1	3
	Business Ethics	00292	1	2
	Innovation and Entrepreneurial Management-course in English	19713	1	3
Elective credit hours	E-Commerce	09514	1	3
	A Dialogue between Industry and Academia - International Management	19397	1	3
	Business Reading-course in English	20297	1	2
	Business Communication-course in English	20298	1	2
	Cross-culture Management	18465	1	2
	Decision Analysis and Management	19716	1	2
	International Strategic Alliance	11304	1	2
	Business Elite Mentor	18464	1	2

## ● 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"> <li>1.To facilitate understanding and learning of “management paradigm” and “organization theory”</li> <li>2.To exercise the management practices by case study and experience learning.</li> <li>3.To cultivate the mentality and human skill of management professionalism.</li> </ol>			

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

Course Code	19194			
Course Name	Global Supply Chain and Operations Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide an overview of global supply chain and operations environment and its management. This course introduces the concepts and techniques related to the design, planning, control, improvement and challenge in both manufacturing and service sectors.</p>			

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"> <li>1.To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed.</li> <li>2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms.</li> <li>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.</li> </ol>			

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

Course Code	15991			
Course Name	Professional Case Research (I)	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide opportunities to integrate the studied knowledge and the real-world problems 2.To have a hand-on experience of dealing real-world problems			

Course Code	16250			
Course Name	Professional Case Research (II)	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide opportunities to integrate the studied knowledge and the real-world problems 2.To have a hand-on experience of dealing real-world problems			

Course Code	19331			
Course Name	International Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are: 1. To provide a platform for reviewing and discussion of the essential issues related to international marketing management, including theories and practices. 2. To arouse learning interest in marketing and marketing management. 3. To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market, etc. 4. To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing.			

Course Code	19711			
Course Name	Global Industry and Competitive Strategy of Firm	Credit	F	S
Course Objectives	The objectives of this course are 1. To build up a comprehensive analytical capability for global industrial analysis. 2. To get familiar with thinking, theories, perspectives of strategic management. 3. To explore insights of strategic actions in global operations through case discussions.			

Course Code	19712			
Course Name	International Human Resources and Knowledge Management	Credit	F	S
Course Objectives	The objectives of this course are 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. 3. To provide 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	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	19713			
Course Name	Innovation and Entrepreneurial Management-course in English	Credit	F	S
Course Objectives	The objectives of this course are 1. To provide the basic concepts and theories of innovation management 2. To discuss real cases across industries 3. To improve management skills in middle and small enterprises.			

Course Code	09514			
Course Name	E-Commerce	Credit	F	S
Course Objectives	A comprehensive study of e-Business. The course presents concepts encompassing e-Marketing and e-Operations, Electronic Payment Systems, Legal and Ethical Issues, e-Business Technology, Web Development, Interoperability & Standards, and Security Issues. Future managers need to deeply understand how to integrate new information technology with innovative forms of organizing to develop effective e-business strategies. The course aims to prepare leaders in managing e-Business, systems and technology to harness the power of new technologies to make better decisions and more effectively manage organizations.			

Course Code	19397			
Course Name	A Dialogue between Industry and Academia - International Management	Credit	F	S
Course Objectives	The objective of this course is to provide a dialogue between industry and academia from international management perspectives. Topics include global strategy, global branding management, innovation management, quality management, operations and global supply chain management, cross-culture human resource management and global organization leadership.			

Course Code	20297			
Course Name	Business Reading-course in English	Credit	F	S
Course Objectives	This course aims to help participators develop critical reading and thinking abilities, and, in addition, articulate general competence of logical reasoning through practices and exercises. The reading texts and topics will invite students to reconsider many interesting issues regarding both classics and emerging articles in business and management.			

Course Code	20298			
Course Name	Business Communication-course in English	Credit	F	S
Course Objectives	The students will be able to 1. successfully deliver written and oral communication in English in international situations 2. become adaptable to changes through being aware of cultural differences in			

	<p>peoples and being flexible in dealing with peoples from other part of the globe</p> <p>3. develop the art of making introductions, conversing at least in business situations, making meeting worthwhile, and understanding the steps in negotiating</p> <p>4. to develop skills needed for making effective oral presentation in English, including appropriate use of PowerPoint software</p>
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Course Code	18465			
Course Name	Cross-culture Management	Credit	F	S
Course Objectives	<p>1. Let the course participants be acquainted with the theory of intercultural management.</p> <p>2. Train the course participants to be sensitive to intercultural communication.</p> <p>3. Analyze with the course participants the relevance of culture and intercultural to management, marketing, human resources as well as finance.</p>			

Course Code	19716			
Course Name	Decision Analysis and Management	Credit	F	S
Course Objectives	<p>This course is to provide the fundamental concepts and skills of decision analysis and management. We will focus on the decision analysis tools such as analytic hierarchy process (AHP), data envelopment analysis (DEA), decision tree (DT) and association rule (AR). 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. The students are required to use related techniques and software in solving application problems.</p>			

Course Code	11304			
Course Name	International Strategic Alliance	Credit	F	S
Course Objectives	<p>This course aims to provide a thorough examination of topics centered around cross-border strategic alliances, such as international joint ventures and contractual alliances. Both theoretical frameworks and practical problems of the alliance development process will be discussed through readings and cases. Overall, this course seeks to enable students to gain a comprehensive understanding of international strategic alliances.</p>			

Course Code	18464			
Course Name	Business Elite Mentor	Credit	F	S
Course Objectives	<p>1. In this course, we invite senior executives with over 15 years work experience to serve as “business elite mentors”, who will interact with students to coach them outside the classroom.</p> <p>2. 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 -

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- 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
	Strategic Marketing Management	07161	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Knowledge Management	10849	1	3
	Production Strategy and Management	11034	1	3
	International Business Management	02083	1	3
	Seminar in International Business Management	11422	1	3
	Human Resources Management	01013	1	3
	Channel & Retail Management	11826	1	3
	International Financial Management	02093	1	3
	Topics of Strategic Management	14104	1	3
Business Information Strategies	14013	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"> <li>1.To facilitate understanding and learning of “management paradigm” and “organization theory”</li> <li>2.To exercise the management practices by case study and experience learning.</li> <li>3.To cultivate the mentality and human skill of management professionalism.</li> </ol>			

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

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"> <li>1.To build-up a normative concept about business consultation and a social science oriented diagnostic study methodology</li> <li>2.To learn the attitude and method of case study, also the collection and treatment of qualitative data</li> <li>3.To practice the diagnostic process including: problems analysis, root-causes identifying, and consulting suggestion proposing and enhancing</li> </ol>			

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"> <li>1.To briefly overview statistics</li> <li>2.To be able to collect, analyze, and familiar related quantitative methods</li> <li>3.To further discuss some qualitative research methods</li> <li>4.To be able to prepare a draft proposal for theses.</li> </ol>			

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"> <li>1.To build up a complete concept of strategic management.</li> <li>2.To integrate knowledge in relevant academic fields.</li> <li>3.To explore new insights about strategic management and business trends through class discussions</li> </ol>			

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"> <li>1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</li> <li>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.</li> <li>3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.</li> <li>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.</li> <li>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</li> </ol>			

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"> <li>1.To explore the external issues that affect international marketing activities including the economic, social/cultural and political/legal environments.</li> <li>2.To understand and simulate the process of implementing global marketing strategies</li> <li>3.To adapt marketing activities to specific market needs</li> </ol>			

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide fundamental concepts and principles of marketing management</li> <li>2.To cultivate analytical and problem-solving capability via case study</li> <li>3.To enhance analytical and communication skills via in-class Q &amp; As</li> <li>4.To cultivate self-learning capability through data collection and analysis</li> </ol>			

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"> <li>1. To emphasis the S-C-P analytical framework and their components.</li> <li>2. To familiar with the major frameworks and methods of conducting industry analysis.</li> </ol>			

	3. To be able to use the analytical foundation for the development of competitive strategy
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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"> <li>1.To provide the knowledge and skills for understanding markets and developing effective marketing strategies</li> <li>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.</li> </ol>			

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To comprehensively introduce knowledge management</li> <li>2.To emphasize the importance of knowledge and knowledge management</li> <li>3.To introduce the technologies for knowledge management</li> <li>4.To introduce practical approaches of knowledge management</li> <li>5.To introduce the concepts and techniques widely used in the organizations such as benchmarking and best practice</li> <li>6.To cover the basic knowledge management steps including creating, transferring and measuring knowledge</li> </ol>			

Course Code	11034			
Course Name	Production Strategy and Management	Credit	F	S
Course Objectives	<p>Production 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> <p>Realize the theoretical knowledge of Operations Management,</p> <ol style="list-style-type: none"> <li>1. To 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.</li> <li>2. Obtain the ability for the further study and research.</li> </ol>			

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

Course Code	11422			
Course Name	Seminar in International Business Management	Credit	F	S

Course Objectives	The objectives of this course are 1.To broaden perspectives 2.To enhance managerial effectiveness			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	The main purposes of this course are 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 4.To learn skills of teamwork and discussion.			

Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S
Course Objectives	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 1.To understand the importance of channel and retail management 2.To effectively manage channels for attracting customers and gaining profits 3.To learn how to manage non-store shops, electronic channels, and integrate multi-channels.			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	The objectives of this courses are 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. 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	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Objectives	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.			

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.
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# Global Entrepreneurial Management and Business Administration

- Course list

MBA Program in Global Entrepreneurial Management and Business Administration- Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Information System and Technology	13608	1	3
	Business Research Method-Statistical Analysis	13596	1	3
	Management Accounting	13609	1	3
	International Financial Management	02093	1	3
	Business Transformation and Change Management	14931	1	3
	Analysis of Economic Condition	13597	1	3
	Global Competitiveness, Entry Barriers and Strategic Alliance	17778	1	3
	Research of Special Topics in Global Entrepreneurship and Management	17115	1	3

## ● Course objective and prerequisites

Course Code	13608			
Course Name	Information Systems and Technology	Credit	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 goals of this course are</p> <ol style="list-style-type: none"> <li>1.To offer an introduction to major enterprise applications and information technologies which are used for achieving digital integration and enhancing global organization performance</li> <li>2.To demonstrate the business value of information system in the organization</li> <li>3.To provide additional projects for solving the hands-on problems</li> </ol>			

Course Code	13596			
Course Name	Business research Method-Statistical Analysis	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide fundamental capability in conducting researches and thesis writing.</li> <li>2.To cover threefold contents: A brief overview of statistics, data collection and analysis, and related quantitative research methods</li> </ol>			

Course Code	13609			
Course Name	Management Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To introduce the contemporary management accounting topics, including target costing, activity-based costing &amp; management, balanced scorecard etc.</li> <li>2. To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.</li> </ol>			

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"> <li>1.To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed.</li> <li>2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms.</li> <li>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.</li> </ol>			

Course Code	14931			
Course Name	Business Transformation and Change Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce the concepts and methods of business transformation and change management</li> <li>2.To be able to identify the timing of when enterprises should transform their</li> </ol>			

	organizations and processes and how enterprises can restructure for better competitive advantages.
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Course Code	13597			
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	17778			
Course Name	Global Competitiveness, Entry Barriers and Strategic Alliance	Credit	F	S
Course Objectives	<p>By adopting the perspective of a global entrepreneur, to study the structure &amp; the essence of the forces reshaping today's business environment and global competitive landscape during the first two decades of the 21<sup>st</sup> century</p> <p>To provide students with the core concepts, frameworks, and techniques of strategic management that will enable them to make better decisions both for their companies and themselves.</p> <p>Profound changes in the nature of the global economy are giving rise to new ways of creating competitive advantage based on collaborative relationships externally with other firms. This course will also help students understand the essence and the structure of various forms of strategic alliances and partnerships.</p>			

Course Code	17115			
Course Name	Research of Special Topics in Global Entrepreneurship and Management	Credit	F	S
Course Objectives	<p>By adopting the perspective of a global entrepreneur, to learn the structure &amp; the essence of the forces reshaping today's business environment and global competitive landscape during this first tumultuous decade of the 21<sup>st</sup> century</p> <p>To provide students with the core concepts, frame works, and techniques of strategic management that will allow them to make better decisions both for their companies and themselves.</p> <p>Profound changes in the nature of the global economy are giving rise to new ways of creating competitive advantage based on collaborative relationships externally with other firms. This course will also help students understand the essence and the structure of various forms of strategic alliance and partnerships.</p>			



# MS Programs

- Full-Time -

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- 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	4	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
	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 in Accounting Problems (II)	18301	1	2
	Seminar: International Accounting-Course in English	17781	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"> <li>1.To provide a general understanding of the empirical financial accounting researches.</li> <li>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.</li> </ol>			

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"> <li>1.To thoroughly explore the contemporary management accounting topics, including target costing, activity-based costing &amp; management, balanced scorecard etc.</li> <li>2.To focus on some selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.</li> </ol>			

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"> <li>1. To investigate the demand for and the supply of quality financial statement audits.</li> <li>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.</li> <li>3. To demonstrate how these three factors interact and determine the outcome of audit process</li> <li>4. To provide a framework for a better understanding of auditing phenomenon in practice</li> <li>5. To develop the abilities to undertake an auditing research</li> </ol>			

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</p>			



	<p>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.</p> <p>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>
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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	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"> <li>1.To provide a foundation for the applied research in Economics and Finance.</li> <li>2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data.</li> <li>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.</li> <li>4.To be able to understand and apply the econometric and statistical methods using computer packages.</li> </ol>			

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"> <li>1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's</li> </ol>			

	<p>ownership.</p> <p>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.</p> <p>3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.</p> <p>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.</p> <p>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</p>
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Course Code	01799						
Course Name	Research Methodology	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> <p>1.To introduce the basic concept of research methodology that applies in academic 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.</p> <p>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</p>						

Course Code	11822						
Course Name	Operations 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 purpose of operations management is to create a competitive advantage for 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.</p>						

Course Code	07897						
Course Name	Risk 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 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> <p>1. To make risk management and insurance decisions for increasing business value and individual welfare.</p> <p>2. To understand insurance contracts and institutional features of the insurance industry</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> <p>1. investment strategy</p> <p>2. institutional structure</p> <p>3. regulations</p> <p>4. database management</p>						

	5. quantitative procedures
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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"> <li>1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices.</li> <li>2.To arouse learning interest in marketing</li> <li>3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc.</li> <li>4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing.</li> </ol>			

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide a broad understanding of the tax research area</li> <li>2.To introduce the most recent tax practice and research</li> <li>3.To address new research issues in tax theory and practice.</li> </ol>			

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	18301			
Course Name	Seminar in Accounting Problems (II)	Credit	F	S
Course Objectives	<p>The purposes of this course are:</p> <ol style="list-style-type: none"> <li>1.To introduce the most recent topics in accounting research.</li> <li>2.To discuss contemporary accounting issues or problems.</li> <li>3.To enrich course contents by inviting distinguished guest speakers to deliver speeches.</li> <li>4.To construct a platform for speakers and students to exchange research ideas.</li> </ol>			

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>			



# Applied Statistics

## ● Course list

MS Program in Applied Statistics - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Seminar	06827	1	2
	Applied Mathematical Statistics	06825	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Special Topics in Applied Statistics I	15236	1	1
	Database Administration	02490	1	3
	Quality Control and Design	07331	1	3
	Statistic Analysis Software	04322	1	1
	Applied Regression with R	20147	1	2
	Sampling Method with Application	21378	1	3
	English Conversation and Writing I	12571	1	3
	Special Topics in Applied Statistics II	15237	1	1
	Applied Multivariate Statistical Analysis	05947	1	3
	Forecasting Methods-Course in English	21380	1	2
	Data Mining	11502	1	3
	Marketing Survey and Analysis	13575	1	3
	Categorical Data Analysis-Course in English	21379	1	3
	Research Methodology	01799	1	2
	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	1	

● Course objective and prerequisites

Course Code	06827			
Course Name	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 goals of this course are:</p> <ol style="list-style-type: none"> <li>1.To train students with the capability for reading professional articles.</li> <li>2.To direct students with adequate skills for analytical writing.</li> <li>3.To teach library research skills.</li> <li>4.To provide opportunities for the use of computers, databases, email, and Internet research.</li> <li>5.To enlighten students with suitable presentation skills.</li> </ol>			

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

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	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"> <li>1.To invite distinguished guest speakers to deliver speeches</li> <li>2.To provide a general perspective on how statistics can be applied to different disciplinary studies</li> </ol>			

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 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</p>			

	exercises after each lecture.
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Course Code	07331			
Course Name	Quality Control and Design	Credit	F	S
Course Objectives	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.			

Course Code	04322			
Course Name	Statistical Software with Application	Credit	F	S
Course Objectives	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.			

Course Code	20147			
Course Name	Applied Regression with R	Credit	F	S
Course Objectives	The objectives of this course are as follows: 1. To introduce the background knowledge of Regression. 2. To learn the real data analysis skills associated with Regression, including the ability of operating the statistical computer software. 3. To introduce the relative new developments.			

Course Code	21378			
Course Name	Sampling Method with Application	Credit	F	S
Course Objectives	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: 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	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	15237			
Course Name	Special Topics in Applied Statistics II	Credit	F	S
Course Objectives	The objectives of this course are 1.To invite distinguished guest speakers to deliver speeches 2.To provide a general perspective on how statistics can be applied to different disciplinary studies			

Course Code	05947			
Course Name	Applied Multivariate Statistics	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 3.To illustrate the main concepts by a variety of examples and exercises.			

Course Code	21380			
Course Name	Forecasting Methods- Course in English	Credit	F	S
Course Objectives	The objectives of this course are: 1. To develop competent skill in analyzing business and/or industrial data for description, explanation and forecast. 2. To integrate knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches and computer packages. 3. To cover the topics such as construction and interpretation of various statistical forecasting approaches. These approaches involve: time series (ARIMA) methodology, regression modeling, exponential smoothing and data mining approaches.			

Course Code	11502			
Course Name	Data Mining	Credit	F	S
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
Course Objectives	The objective of this course are 1.To introduce methods of survey data analysis.. 2.To utilize computer software and proper methods to solve real world problems			

Course Code	21379			
Course Name	Categorical Data Analysis -Course in English	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.			



	<p>In general, this course is designed into five sessions:</p> <ol style="list-style-type: none"> <li>1.The material in this part forms the heart of introductory methods used in univariate categorical data analysis.</li> <li>2.This part surveys standard descriptive and inferential method for bivariate contingency tables.</li> <li>3.This session introduces generalized linear models for binary data, in terms of Logistic regression.</li> <li>4.Discusses log-linear models for Poisson (count data). Both Session III and IV are instructed by unifying logistic regression and log linear models with ordinary regression and ANOVA models since these methods share many similar / different concepts.</li> <li>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.</li> </ol>
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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"> <li>1.To introduce the basic concept of research methodology that applies in academic and practical research.</li> <li>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</li> <li>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</li> </ol>			

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

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. 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	17028			
Course Name	Advanced Courses in 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</p>			

	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.
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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"> <li>1. To learn the basic algorithms of the machine learning and artificial intelligence.</li> <li>2. To learn and apply a programming language.</li> <li>3. To choose or design a decision problem and tries to use some algorithms and programming language to implement a decision support system.</li> </ol>			

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"> <li>1.To discusses some commonly, used, and modern statistical methods and calculating methods in scientific research on cloud computing environment.</li> <li>2.To focus the application of statistics on scientific research.</li> <li>3.To employ tools ranging from statistics to computational complexity, combinatorial 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.</li> <li>4. Introduction of cloud computing.</li> </ol>			

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	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	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce methods of marketing research 2.To illustrate how statistical methods could be helpful in market positioning and market segmentation 3.To solve practical problems through various marketing research methods			

Course Code	02144			
Course Name	Internship	Credit	F	S
Course Objectives	The objectives of this course are for students: 1. To learn practical working skills and enhance professional capability. 2. To shorten on job training and reserve potential experts for enterprises.			



# Finance

## ● Course list

MS Program in Finance		code	classes	Credit hours
Required common credit hours of the graduate institute	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Market Equilibrium	03968	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	Financial Time Series	11510	1	3
	Financial Crisis and Reform	14190	1	3
	Professional English in Finance-Course in English	19064	1	2*
	Business Ethics	00292	1	2
	Financial Engineering	06978	1	3
	Securitization	08951	1	3
	Corporate Financial Decisions	21005	1	3
	Financial Summit Forum-Course in English	21854	1	1
	Fixed Income Securities	10458	1	3
	Numerical Methods in Finance	17369	1	3
	Seminar in Credit Risk	17404	1	3
	Cross-strait Financial Market and Offshore RMB Business	21233	1	3
	Business Valuation and Analysis	14068	1	3
	International Financial Regulations-Course in English	19067	1	3

\* Professional English in Finance(Course In English): Students need to read 3 hours per week.

● Course objective and prerequisites

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"> <li>1.To provide a foundation for the applied research in Economics and Finance.</li> <li>2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data.</li> <li>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.</li> <li>4.To be able to understand and apply the econometric and statistical methods using computer packages.</li> </ol>			

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"> <li>1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</li> <li>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.</li> <li>3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.</li> <li>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.</li> <li>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</li> </ol>			

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To structure a current consumption and portfolio decision model of an individual inventor</li> <li>2.To realize how the changes of following factors, namely, number of securities, regulation, and preference, to affect the optimal portfolio decision</li> <li>3.To analyze the welfare implications in a competitive market equilibrium</li> <li>4.To value securities in competitive market equilibrium (preference-based valuation) and in a no-arbitrage market condition (relative-based valuation).</li> </ol>			

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	<p>The learning objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To know characteristics of financial tools.</li> <li>2.To cover the issues such as what are their fair prices and when and how to formulate investment portfolio.</li> <li>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 &amp; 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.</li> </ol>			

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"> <li>1. The basic characteristics of derivative contracts.</li> <li>2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc.</li> <li>3.Trading strategies of options.</li> <li>4.Binomial tree pricing options.</li> <li>5.Black-Scholes model</li> <li>6.Hedging when issue or buy an option.</li> <li>7.Structured note</li> <li>8.Exotic options.</li> </ol>			

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"> <li>1. To make risk management and insurance decisions for increasing business value and individual welfare.</li> <li>2. To understand insurance contracts and institutional features of the insurance industry</li> <li>3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals.</li> </ol> <p>Basically, topics in this course include</p> <ol style="list-style-type: none"> <li>1. investment strategy</li> <li>2. institutional structure</li> <li>3. regulations</li> <li>4. database management</li> <li>5. quantitative procedures</li> </ol>			

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	03071			
Course Name	Special Topics on Finance	Credit	F	S
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	11510			
Course Name	Financial Time Series	Credit	F	S
Course Objectives	The objective of this course is to facilitate students building empirical time-series models. Upon course completion, the students should be able to : 1.Realize how to deal with the time-series data 2.Realize how to apply the modern time-series technique, including ARCH, GARCH, VAR, and Error-Correction Models in finance.			

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. The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To discuss various definitions, causes, and models of financial crises</li> <li>2.To explain how and why did it spread to other countries and regions</li> <li>3.To review the history of financial crisis</li> <li>4.To analyze the effects of the crisis on economic growth, employment, consumer prices, foreign trade, exchange rates and share prices</li> <li>5.To describe the policy prescriptions by the IMF</li> <li>6.To examine the measures used to deal with the crisis</li> <li>7.To highlight the lessons learned from the crises and the importance of international and regional cooperation</li> <li>8.To provide useful data and reference for the policy makers, bankers, economic researchers and the general public.</li> </ol>			

Course Code	19064			
Course Name	Professional English in Finance - Course In English	Credit	F	S
Course Objectives	Enhancing the ability to comprehend and talk about subject matters that are significantly enough to be reported in Business Week, Financial Times, New York Times, and similar prestigious business and finance journals and magazines is a critical step for finance graduate students (i) to keep up-to-date about events happening in global finance and economics, (ii) to appreciate the materials covered and integrate these real-world examples into theoretical and empirical research training, and (iii) to prepare for career advancement through the capability to grasp and digest the intimately related first-hand information.			



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	06978			
Course Name	Financial Engineering	Credit	F	S
Course Objectives	<p>The course consists of two parts. The first part focuses on the introduction of the mathematical tools of financial engineering. Topics include (1) introduction to preliminaries from calculus, (2) basic concepts of probability theory, (3) information and conditioning, (4) stochastic differential equations, (5) diffusion process, (6) martingales, (7) calculus for semi-martingale, and (8) change of probability measure.</p> <p>The second part relates these math tools to the theory regarding the asset valuation. Some classic pricing model, like CRR binomial model, Black-Scholes model, HJM interest rate model ...etc, will be introduced in this part.</p> <p>Students are expected to have the ability using these math tools and to have an overview about the development of financial engineering theory in this course.</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"> <li>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.</li> <li>2.To discuss the impact of new Basel Accord (Basel II) on asset securitization.</li> </ol>			

Course Code	21005			
Course Name	Corporate Financial Decisions	Credit	F	S
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	21854			
Course Name	Financial Summit Forum- Course in English	Credit	F	S
Course Objectives	Students will be able to learn important issues and trends in the international finance environments, including international business environments, the internationalization of local securities intermediaries, the credit ranking and securitization of investment banks, risk management in financial institutions, the cross-strait financial topics, and the strategies and operations of foreign companies in Taiwan.			

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 in this course are</p> <ol style="list-style-type: none"> <li>1.Introduction to fixed income products and innovation,</li> <li>2.Basic bond valuation techniques with risk and return analysis</li> <li>3.Term structure of interest rates and their estimates</li> <li>4.Pricing of fixed income securities and their derivatives</li> <li>5.Bond immunization strategy</li> <li>6.Bond portfolio management</li> <li>7.Fixed income securities' risk management and innovation</li> <li>8.Bond related topics such as taxation of bonds, preferred stock, and real estate securitization.</li> </ol> <p>Students enrolled in this course are required</p> <ol style="list-style-type: none"> <li>1.To calculate risk &amp; return of fixed income securities</li> <li>2.To price plain bond as well as option embedded bonds</li> <li>3.To analyze term structure of interest rate</li> <li>4.To make investment strategy on all innovated bond derivatives</li> <li>5.To present designated articles with power point technique in the class.</li> <li>6.To finish a term paper</li> </ol>			

Course Code	17369			
Course Name	Numerical Methods in Finance	Credit	F	S
Course Objectives	<p>The objective of this course is to price financial instrument by solving their corresponding partial differential equations or using Monte Carlo method in an axiomatic way. Moreover, numerical methods will be introduced to solve financial problems. For examples, portfolio optimization, maximum likelihood, as well as value at risk computations</p>			

Course Code	17404			
Course Name	Seminar in Credit risk	Credit	F	S
Course Objectives	<p>The major purpose of this course is to provide students a general understanding of credit risk and help them develop research projects in this field. The topics will cover the development of major types of credit risk models in literature and credit related researches in corporate financial management. The course will be held as a seminar form relying heavily on discussion and student presentation.</p>			

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 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.</p>			

Course Code	14068			
Course Name	Business Analysis and Valuation	Credit	F	S
Course Objectives	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. 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	The objectives of this course are: 1. To provide the basic knowledge of U.S Financial Law. 2. To improve English skills.			



# Information Management

## ● Course list

MS Program in Information Management - Full-Time -		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
	Research Methodology	01799	1	3
	Software Engineering	03024	1	3
	Special Topics on MIS (I)	07519	1	2
	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
Elective credit hours of the graduate institute in other sections	Internship	02144	1	2
	Data Security	04623	1	3
	Network Planning and Management for Enterprises	09636	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Business Process Reengineering	09638	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Advanced Data Communication and Networks	10850	1	3
	Electronic Learning	11804	1	3
	Adaptive Systems	11806	1	3
	Seminars on Electronic Commerce	13713	1	3
	Seminars on Decision Support Systems	14788	1	3
	Topics on Logistic Information Systems	14789	1	3
	Intelligence Systems	16653	1	3
	Business Information Strategies	14013	1	3
	Cloud Enterprise Service Systems	19412	1	3
Cloud Service Software Factory	19413	1	3	
Special Topics on Service Science	20229	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	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	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce the basic concept of research methodology that applies in academic and practical research.</li> <li>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</li> <li>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</li> </ol>			

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
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	07519			
Course Name	Special Topics on MIS (I)	Credit	F	S
Course Objectives	By paper reading and expert speeches, this course will help students understand the main topics and research methodologies of each research area on information management.			

Course Code	07519			
Course Name	Special Topics on MIS (I)	Credit	F	S
Course Objectives	By paper reading and expert speeches, this course will help students understand the main topics and research methodologies of each research area on information management.			

Course Code	07146			
Course Name	Special Topics on MIS (II)	Credit	F	S
Course Objectives	This course focuses on applications and technique-oriented problems of information systems, including electronic commerce, mobile commerce, knowledge management, intelligent systems, data mining, and Internet and network management. It hopes students can understand the theories and whole techniques of various topics and the trends of applications and development. From these, students can find related research topics and the professional areas which they want to participate.			

Course Code	07939			
Course Name	Advanced Database Management	Credit	F	S
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 Objectives	<p>Take the advantage of speech to</p> <ol style="list-style-type: none"> <li>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.</li> <li>2.Make students understand the visionary application of information communication and network technologies which are applied on academic research and industries.</li> <li>3.Enhance the capabilities and skills of information system development and management.</li> </ol>			

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"> <li>1. To learn practical working skills and enhance professional capability.</li> <li>2. To shorten on job training and reserve potential experts for enterprises.</li> </ol>			

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

Course Code	09636			
Course Name	Network Planning and Management for Enterprises	Credit	F	S
Course Objectives	In this course, it provides the fundamental theory of LAN wiring and network management including structured cabling system of LAN, LAN wiring design of office, cost estimation of LAN wiring, wiring testing and diagnostic equipment, and SNMP network management. In practice, we will introduce some case in Taiwan to learn network planning of LAN.			

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	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. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.			

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 Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To comprehensively introduce knowledge management</li> <li>2.To emphasize the importance of knowledge and knowledge management</li> <li>3.To introduce the technologies for knowledge management</li> <li>4.To introduce practical approaches of knowledge management</li> <li>5.To introduce the concepts and techniques widely used in the organizations such as benchmarking and best practice</li> <li>6.To cover the basic knowledge management steps including creating, transferring and measuring knowledge</li> </ol>			

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	10850			
Course Name	Advanced Data Communication and Networks	Credit	F	S
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	11804			
Course Name	Electronic Learning	Credit	F	S
Course Objectives	Understand the meaning of e-Learning from enterprise and school environment. Investigate the techniques and concepts for enterprise to build e-Learning environment. Understand the successful factors of e-Learning. Investigate related ideas and researches of virtual classrooms and virtual university. Analyze the problems and future of e-Learning as well as train students to learn voluntarily.			

Course Code	11806			
Course Name	Adaptive Systems	Credit	F	S
Course Objectives	Students will be able to learn the theory and practical application of adaptive systems in Bio-inspired computation systems and Evolution Computation. They are two major parts of artificial intelligence. Bio-inspired computation system includes Ant Colony Optimization (ACO), Particle Swarm Optimization (PSO), Artificial Bee Colony (ABC) and Artificial Immune Systems (AIS), etc; and Evolutionary computing will include Genetic Algorithms, Genetic programming, Interactive evolution computation (IEC), Evolution Strategies (ES), Differential evolution (DE) and Gene Expression programming (GEP), etc. In the Internet and big data trends, these adaptive algorithms in the field of data science will be important modeling and data mining technologies. Students are expected to learn these artificial intelligence techniques, apply them in academic research, use these technologies to solve real-world problems, and therefore enhance the efficiency and effectiveness of problem-solving.			

Course Code	13713			
Course Name	Seminars on Electronic Commerce	Credit	F	S
Course Objectives	Explore the business models and strategies and cultivate students' capability of conducting study on related issues through the analysis and discussion on the management and decision problems of electronic commerce.			

Course Code	14788			
Course Name	Seminar of Decision Support Systems	Credit	F	S
Course Objectives	The course focuses on the application of computer systems to aid business decision making (i.e., semi- or un- structured problems). It is 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. First, some requirements of skill and software are introduced. Then, latest paper readings about new research directions are assigned and presented in class.
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Course Code	14789			
Course Name	Topics on Logistic Information Systems	Credit	F	S
Course Objectives	This course provides fundamental concepts and case of Logistic Information System. Topics include demand management, procurement, supply management, transportation system, logistics information system, and information system of distribution center. It can shorten on job learning time in Logistic experience for student and make each students be able to become a manager specializing in Logistic information management.			

Course Code	16653			
Course Name	Intelligence Systems	Credit	F	S
Course Objectives	The objective of this course is to lead the students to 1. Understand the Information Retrieval, Expert Systems, and Neural Networks in aspects of principles, theory, and programming. 2. Be capable of using what they learn from this course to develop information systems with more informative, knowledgeable and decisional features. Students should be able to develop AI applications using open source tools. All the works are basically developments of AI applications requesting existing business Web services. Students must deploy their works in the cloud and demonstrate before the class their performance and achievement. Programming loading in this course is low.			

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	19412			
Course Name	Cloud Enterprise Service Systems	Credit	F	S
Course Objectives	The objective of this course is to provide the students with the concepts and skills to align business processes and information technology by applying cloud enterprise services. The topics include service-oriented architecture (SOA) concept, cloud computing concept, enterprise architecture planning (EAP), business process management (BPM), web services, unwitting programming (ZNQ), no-programming customization (NPC), and Google APP inventor. A SOA-ERP cloud service system is used for demonstration, discussion, configuration, and customization. Students will have hands-on experience in EA, BPM, NPC, and Google APP based on existing SOA-ERP cloud services.			

Course Code	19413			
Course Name	Cloud Service Software Factory	Credit	F	S
Course Objectives	This course provides students the concepts of SOA and Business Application			

	PaaS, and the process of developing an enterprise level mission software system including MVC, service request, UI coding, testing, and deployment. Each student will develop an application with at least a complete business process from order taking to shipping, from purchase order releasing to receiving, and how to automatically establish item masters and BOMs for products with sizes and colors, etc. Students will develop ideas, translate them into an application system, deploy their works onto the cloud, and demonstrate them before the class.
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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"> <li>1. Explore service science with its practice and application in selective service industries, including healthcare, finance service and production and so on.</li> <li>2. Learn service management, knowledge, methodologies, and strategies of service innovation.</li> <li>3. Learn service-oriented information system development and implementation.</li> <li>4. Build the professional and research abilities of background knowledge of service industries regarding to service process design and management; service innovation and entrepreneurship.</li> <li>5. Identify the potential research issues and subjects with their respective applications in service science and management.</li> </ol>		



# MS Programs

- Evening and Weekend -

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- 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	Integration 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
	The Supervision of Securities Market	13034	1	3
	Forum on Emerging Accounting Issues	16257	1	3
	Financial Theory	03008	1	3

● Course objective and prerequisites

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

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"> <li>1.To provide a general understanding of the empirical financial accounting researches.</li> <li>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.</li> </ol>			

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"> <li>1.To thoroughly explore the contemporary management accounting topics, including target costing, activity-based costing &amp; management, balanced scorecard etc.</li> <li>2.To focus on some selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.</li> </ol>			

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"> <li>1. To investigate the demand for and the supply of quality financial statement audits.</li> <li>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.</li> <li>3. To demonstrate how these three factors interact and determine the outcome of audit process</li> <li>4. To provide a framework for a better understanding of auditing phenomenon in practice</li> <li>5. To develop the abilities to undertake an auditing research</li> </ol>			



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.</p> <p>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> <ol style="list-style-type: none"> <li>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&amp;D etc. which may be applicable to the management accounting research</li> <li>2.To explore the new research issues in management accounting.</li> </ol>			

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"> <li>1.To introduce the basic concept of research methodology that applies in academic and practical research.</li> <li>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</li> <li>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</li> </ol>			

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide a broad understanding of the tax research area</li> <li>2.To introduce the most recent tax practice and research</li> <li>3.To address new research issues in tax theory and practice.</li> </ol>			

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide a thorough grounding in the theory and practice of capital markets ( including primary market and secondary market )</li> <li>2.To have the knowledge of how the market operates</li> </ol>			

Course Code	16257			
Course Name	Forum on Emerging Accounting Issues	Credit	F	S
Course Objectives	<p>The goal of this course is to introduce students to International Financial Reporting Standard ( hereafter, IFRS ). It will be conducted primarily as a seminar, with substantial class discussions. Several guest lecturers or speakers in IFRS will participate in this seminar and present their knowledge for enhancing students' working abilities in the future.</p>			

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"> <li>1. To provide a clear concept of corporate finance</li> <li>2. To introduce the real situation and figures in Taiwan</li> <li>3. To move from theory to practice</li> </ol>			

# Applied Statistics

## ● Course list

MS Program in Applied Statistics - Evening and Weekend -		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Seminar	06827	1	2
	Thesis	00041	1	6
	Integration management	12486	1	3
	Methods of Data Collection	20877	1	3
	Introduction to Statistics with Application	20878	1	3
	Research Methodology	01799	1	2
	Database and Data Management	20879	1	3
	Applied Statistics (I)	20880	1	3
	Applied Statistics (II)	20881	1	3
Elective credit hours of the graduate institute in other sections	Data Mining	11502	1	3
	Statistical Decision Support Information System	20882	1	3
	Quality Control	01771	1	3
	Marketing Research	20883	1	3
	Educational Statistics	20885	1	3
	Statistics in Finance and Risk	20884	1	3
	Customer Relationship Management	10985	1	3
	Case Study in Applied Statistics	20886	1	3

● Course objective and prerequisites

Course Code	06827			
Course Name	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 goals of this course are:</p> <ol style="list-style-type: none"> <li>1.To train students with the capability for reading professional articles.</li> <li>2.To direct students with adequate skills for analytical writing.</li> <li>3.To teach library research skills.</li> <li>4.To provide opportunities for the use of computers, databases, email, and Internet research.</li> <li>5.To enlighten students with suitable presentation skills.</li> </ol>			

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

Course Code	20877			
Course Name	Methods of Data Collection	Credit	F	S
Course Objectives	<p>This course includes two main parts, the first part is sampling survey and questionnaire design, and the second part is the design and analysis of experiment. The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To construct the basic concepts and theory of survey.</li> <li>2. To teach the method of collecting data.</li> <li>3. To teach questionnaire design.</li> <li>4. To provide fundamental concepts and skills for design and analysis of experiment.</li> <li>5. 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</li> <li>6. To discuss and analyze the real data with statistical software. Using cases or examples of practice application, this course make students learning in doing.</li> </ol>			

Course Code	20878			
Course Name	Introduction to Statistics with Applications	Credit	F	S
Course Objectives	<p>This course aims to enhance students' understanding and appreciations 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</p>			

	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.
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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"> <li>1.To introduce the basic concept of research methodology that applies in academic and practical research.</li> <li>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</li> <li>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</li> </ol>			

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"> <li>1. database concepts,</li> <li>2. relational database design concepts,</li> <li>3. Structured Query Language (SQL),</li> <li>4. database administration.</li> <li>5. data life cycle and management</li> </ol> <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	20880			
Course Name	Applied Statistics (I)	Credit	F	S
Course Objectives	<p>Regression analysis and time series analysis are essential for today's world. Our objective is to develop competent skill in analyzing data for description, explanation, and forecast.</p> <p>The objectives of this course are as follows:</p> <ol style="list-style-type: none"> <li>1. To introduce the background knowledge of Regression.</li> <li>2. To learn the real data analysis skills associated with Regression, including the ability of operating the statistical computer software.</li> <li>3. To construct and interpret various time series approaches. These approaches involve: time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology and intervention analysis.</li> </ol>			

Course Code	20881			
Course Name	Applied Statistics (II)	Credit	F	S
Course Objectives	<p>Categorical data analysis and multivariate data analysis are two very important statistical fields. The fundamental concepts of several main topics such as univariate categorical data analysis, bivariate contingency tables, logistic regression, log linear models, principle component analysis, factor analysis, discriminate analysis and cluster analysis will be covered. Moreover, how to use</p>			

	a proper software to perform the relative analysis procedure will also be introduced at the same time.
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Course Code	11502			
Course Name	Data Mining	Credit	F	S
Course Objectives	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	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.			

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Objectives	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. Topics include: <ol style="list-style-type: none"> <li>1. Construction and interpretation of various control charts.</li> <li>2. Rational sampling; specifications; Cusum control chart and exponentially weighted moving average (EWMA) control chart.</li> <li>3. Process capability assessment.</li> <li>4. Papers reading; Special research topics in QC; Packages in QC.</li> </ol>			

Course Code	20883			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are <ol style="list-style-type: none"> <li>1.To introduce methods of marketing research</li> <li>2.To illustrate how statistical methods could be helpful in market positioning and market segmentation</li> <li>3.To solve practical problems through various marketing research methods</li> </ol>			

Course Code	20885			
Course Name	Educational Statistics	Credit	F	S
Course Objectives	This course provides an elementary introduction to test theory and its applications to help students develop the basic concepts and skills on test analysis.			

Course Code	20884			
Course Name	Statistics in Finance and Risk	Credit	F	S
Course Objectives	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.			

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.			

Course Code	20886			
Course Name	Case Study in Applied Statistics	Credit	F	S
Course Objectives	The objectives of this course are 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. 3. To learn the real data analysis skills, including the ability of operating the statistical computer software.			





# 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	10458	1	3
	Thesis	00041	2	6
Elective credit hours of the graduate institute in other sections	Econometrics	01855	1	3
	The Introduction To Contemporary Finance(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
	Credit Risk and Applications	18159	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 Application	21006S	1	3

● Course objective and prerequisites

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

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"> <li>1. Having timely information on population, production, inflation, wealth measures, and capital market structure in both developed and emerging economies.</li> <li>2. Using empirically tested investment analysis to build and maintain a diversified portfolio.</li> <li>3. Focusing on the value their corporate and business-level strategies are creating.</li> </ol>			

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"> <li>1.To illustrate the primary goal of the firm: value maximization for shareholders</li> <li>2.To cover three major functions of corporate finance: financial planning and control, allocation of funds among various assets, and the acquisition of funds.</li> <li>3.To explore these functions though their real world applications.</li> <li>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 &amp; Long Term Debt</li> </ol>			

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"> <li>1. The basic characteristics of derivative contracts.</li> <li>2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc.</li> <li>3.Trading strategies of options.</li> <li>4.Binomial tree pricing options.</li> <li>5.Black-Scholes model</li> <li>6.Hedging when issue or buy an option.</li> <li>7.Structured note</li> <li>8.Exotic options.</li> </ol>			

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 in this course are</p> <ol style="list-style-type: none"> <li>1.Introduction to fixed income products and innovation,</li> <li>2.Basic bond valuation techniques with risk and return analysis</li> <li>3.Term structure of interest rates and their estimates</li> <li>4.Pricing of fixed income securities and their derivatives</li> <li>5.Bond immunization strategy</li> <li>6.Bond portfolio management</li> <li>7.Fixed income securities' risk management and innovation</li> <li>8.Bond related topics such as taxation of bonds, preferred stock, and real estate securitization.</li> </ol> <p>Students enrolled in this course are required</p> <ol style="list-style-type: none"> <li>1.To calculate risk &amp; return of fixed income securities</li> <li>2.To price plain bond as well as option embedded bonds</li> <li>3.To analyze term structure of interest rate</li> <li>4.To make investment strategy on all innovated bond derivatives</li> <li>5.To present designated articles with power point technique in the class.</li> <li>6.To finish a term paper</li> </ol>			

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"> <li>1.To provide a foundation for the applied research in Economics and Finance.</li> <li>2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data.</li> <li>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.</li> <li>4.To be able to understand and apply the econometric and statistical methods using computer packages.</li> </ol>			

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</p>			

	a complete and solid understanding of all major areas in economics and finance.
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Course Code	02058			
Course Name	Business Forecasting	Credit	F	S
Course Objectives	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.			

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"> <li>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.</li> <li>2.To discuss the impact of new Basel Accord (Basel II) on asset securitization.</li> </ol>			

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 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.</p>			

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> <ol style="list-style-type: none"> <li>(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;</li> <li>(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;</li> <li>(3) to enhance the ability of students to think and solve analytically problems of risk management that confront business managers and individuals.</li> </ol>			

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. The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To discuss various definitions, causes, and models of financial crises</li> <li>2.To explain how and why did it spread to other countries and regions</li> <li>3.To review the history of financial crisis</li> <li>4.To analyze the effects of the crisis on economic growth, employment, consumer prices, foreign trade, exchange rates and share prices</li> <li>5.To describe the policy prescriptions by the IMF</li> <li>6.To examine the measures used to deal with the crisis</li> <li>7.To highlight the lessons learned from the crises and the importance of international and regional cooperation</li> <li>8.To provide useful data and reference for the policy makers, bankers, economic researchers and the general public.</li> </ol>			

Course Code	18159			
Course Name	Credit Risk and Applications	Credit	F	S
Course Objectives	<p>Under the financial crisis which was the most serious impact to the global economics in decays, a new fundamental revolution was formed in the financial environments. Investment bank model had been challenged and revised during the crisis and the tradition financial engineering technique was changed dramatically. This course would focus on introducing the basic concepts of credit risk and its related innovations for different domestic and cross-border transactions such as structured products, securitization, and the related fixed income transactions applying to the financial and real estate assets. This course would not only provide the students for the knowledge in the areas of credit related risk but also the actual applications and the processes of transaction execution in the international practice.</p>			

Course Code	19998			
Course Name	Analysis of the global economy and industry	Credit	F	S
Course Objectives	<p>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 21<sup>st</sup> century.</p>			

Course Code	19066			
Course Name	Financial Forum - Course In English	Credit	F	S

Course Objectives	<p>The objectives of this course include:</p> <ol style="list-style-type: none"> <li>1.To acquaint with the contemporary issues in business and finance</li> <li>2.To bring finance and economics to practical use by integrating theories in textbooks and current business events</li> <li>3.To be fluent in oral presentation of financial issues in English.</li> </ol>
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Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide a thorough grounding in the theory and practice of capital markets ( including primary market and secondary market )</li> <li>2.To have the knowledge of how the market operates</li> </ol>			

Course Code	21006S			
Course Name	Financial Computation and Software Application	Credit	F	S
Course Objectives	<p>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, Trade Station, 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.</p>			

# 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
	Research Methodology	01799	1	3
	Integration Management	12486	1	3
	Management Information Systems	02631	1	3
	Cloud Enterprise Service Systems	19412	1	3
Elective credit hours of the graduate institute in other sections	Data Security	04623	1	3
	General Topics on Electronic Commerce	09290	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Business Process Reengineering	09638	1	3
	Supply Chain Management	09639	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Case studies in Decision Support Systems	11347	1	3
	Special Topics on Intelligent System	12224	1	3
	Business Information Strategies	14013	1	3
	Mobile Communication and Networks	19563	1	3
	Cloud Service Software Factory	19413	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	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce the basic concept of research methodology that applies in academic and practical research.</li> <li>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</li> <li>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</li> </ol>			

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

Course Cod	02631			
Course Name	Management Information System	Credit	F	S
Course Objectives	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.			

Course Code	19412			
Course Name	Cloud Enterprise Service Systems	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the concepts and skills to align business processes and information technology by applying cloud enterprise services. The topics include service-oriented architecture (SOA) concept, cloud computing concept, enterprise architecture planning (EAP), business process management (BPM), web services, unwitting programming (ZNQ), no-programming customization (NPC), and Google APP inventor. A SOA-ERP cloud service system is used for demonstration, discussion, configuration, and customization. Students will have hands-on experience in EA, BPM, NPC, and Google APP based on existing SOA-ERP cloud services.</p>			



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	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	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	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. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.			

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	09639			
Course Name	Supply Chain Management	Credit	F	S
Course Objectives	This course provides fundamental ERP and SCM concepts and hands-on experience. Topics include ERP functions such as distribution, purchase, inventory management, manufacturing and planning. SCM issues such as bullwhip effect, risk pooling, supply chain integration and supply chain planning are also included. Workshops and experiments will provide the students hands-on experiences.			

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To comprehensively introduce knowledge management 2.To emphasize the importance of knowledge and knowledge management 3.To introduce the technologies for knowledge management 4.To introduce practical approaches of knowledge management			

	5.To introduce the concepts and techniques widely used in the organizations such as benchmarking and best practice 6.To cover the basic knowledge management steps including creating, transferring and measuring knowledge
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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.			

Course Code	11347			
Course Name	Case Studies of 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	12224			
Course Name	Special Topics on Intelligent System	Credit	F	S
Course Objectives	This course is to introduce that the fundamentals and the applications of the evolutionary computation (EC), especially on the topics of the genetic algorithms (GA) and genetic programming (GP). You can learn both the theoretical information and the implementation details of these research topics. In addition, this course will be also to introduce some novel techniques, such as Interactive Evolutionary computation (IEC), human based genetic algorithms (HBGA), Fuzzy theory, grey theory, ant Extenics.			

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	19413			
Course Name	Cloud Service Software Factory	Credit	F	S
Course Objectives	This course provides students the concepts of SOA and Business Application PaaS, and the process of developing an enterprise level mission software system including MVC, service request, UI coding, testing, and deployment. Each student will develop an application with at least a complete business process from order taking to shipping, from purchase order releasing to receiving, and how to automatically establish item masters and BOMs for products with sizes and colors, etc. Students will develop ideas, translate them into an application system, deploy their works onto the cloud, and demonstrate them before the class.			



# Technology Management

## ● Course list

● MS Program in Technology Management- Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Management of Technology and Innovation	04161	1	3
	Intellectual Property Law and Science	11805	1	3
	Integration Management	12486	1	3
	High Technology Industry Analysis	21243	1	3
	Technology Organization and Human Resource Management	12589	1	3
	Financial Strategy and Management	16772	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	International Marketing	02084	1	3
	Financial Theory	03008	1	3
	Knowledge Management	10849	1	3
	Innovation and Entrepreneurial Management	11313	1	3
	Valuation and Management	16529	1	3
	Introduction of Biotechnology Pharmaceutical Industry	16773	1	3
	An analysis of Macroeconomic Environment of Business	17454	1	3
	Industry Analysis and Competitive Strategy	03132	1	3
	Marketing in Technology	12590	1	3
	Industry Analysis of Emerging Countries	16256	1	3
	Corporate Investment and Risk Management	16530	1	3

## ● Course objective and prerequisites

Course Code	04161			
Course Name	Management of Technology and Innovation	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provide fundamental concepts and principles of technology innovation management</li> <li>2.To learn the practice of Hi-tech firms technological innovation activities</li> <li>3.To acquire analytical and problem-solving capability from case study</li> <li>4.To enhance presentation skill from in-class Q&amp;As</li> </ol>			

Course Code	11805			
Course Name	Intellectual Property Law and Science	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1.This course provides the concept of Intellectual Property (IP) and the content of the Law.</li> <li>2. How to use IP well and develop the Competitive Intelligence.</li> </ol>			

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

Course Code	21243			
Course Name	High Technology Industry Analysis	Credit	F	S
Course Objectives	<p>Knowledge economics has become an increasingly hot and popular topic in 21 century. The development of new economics will also be led by high technology industry in the future. The employment market such as securities market, financial market, technology management, and technology law are interrelated to high technology industry.</p> <p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To cover industry analysis and technology</li> <li>2.To describe all fields of industries now and in the future</li> <li>3.To arouse appreciation of the high-tech industries for all students even without technology background</li> </ol>			

Course Code	12589			
Course Name	Technology Organization and Human Resource Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To provides both theory and practical case discussion</li> <li>2.To understand the evolution of management organization theory thoughts and contemporary management/Human Resources management challenges in technology organization.</li> <li>3.To learn the management problem solving skill through case studying practices.</li> </ol>			

Course Code	16772			
Course Name	Financial Strategy and Management	Credit	F	S
Course Objectives	<p>The purposes of this course are</p> <ol style="list-style-type: none"> <li>1.To provide students the modern fundamentals of the financial theories</li> <li>2.To integrate theories with practices</li> <li>3.To introduce the practical topics, such as takeovers, junk bonds, financial restructuring, initial public offerings, bankruptcy, derivatives, venture capital and fund raising.</li> </ol>			

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

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 compiled 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"> <li>1. To provide a clear concept of corporate finance</li> <li>2. To introduce the real situation and figures in Taiwan</li> <li>3. To move from theory to practice</li> </ol>			

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To comprehensively introduce knowledge management</li> <li>2.To emphasize the importance of knowledge and knowledge management</li> <li>3.To introduce the technologies for knowledge management</li> <li>4.To introduce practical approaches of knowledge management</li> <li>5.To introduce the concepts and techniques widely used in the organizations such as benchmarking and best practice</li> <li>6.To cover the basic knowledge management steps including creating, transferring and measuring knowledge</li> </ol>			

Course Code	11313			
Course Name	Innovation and Entrepreneurial Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the basic concepts and theories of innovation management 2.To discuss real cases across industries 3.To improve management skills in middle and small enterprises.			

Course Code	16529			
Course Name	Valuation and Management	Credit	F	S
Course Objectives	The purposes of this course are 1. To acquaint how a company manages and creates its value. 2. To emphasize on valuation and management. 3. To understand what and how factors influences value of a company.			

Course Code	16773			
Course Name	Introduction of Biotechnology Pharmaceutical Industry	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand the modern biotech and pharmaceutical industry. 2. To know that the knowledge-based nature of this industry. 3. To know the keys to successful of this industry			

Course Code	17454			
Course Name	An analysis of Macroeconomic environment on business	Credit	F	S
Course Objectives	The purpose of this course is to let students realize the macroeconomic background, especially the causes and forecast of business cycle.			

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 3. To conduct competition analyses and company strategies			

Course Code	12590			
Course Name	Marketing in Technology	Credit	F	S
Course Objectives	As the development of high-technology industries grow, how to take advantages of digital technology and creative marketing strategies to provide picky customers high value added products and services has become an inevitable strategy for business to create sustainable competitive advantages. In view of the above, the objectives of this course are 1.To combine theories and experiments so as to exploit issues such as dynamic environment of global technology marketing, formation and implementation of technology marketing's operational strategies, the analysis of consumers' behavior, the product, price, promotion and channel strategies of technology marketing, e-marketing and e-commerce, technology marketing and customer relationship management, technology marketing of specific groups, and the			



	<p>future of creative technology marketing.</p> <p>2.To cultivate the potential of becoming a marketing specialist in the high-tech industries</p>
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Course Code	16256			
Course Name	Industry Analysis of Emerging Countries	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To grasp the information of emerging markets</p> <p>2.To acquaint with the industry environment of the emerging markets for the foundation of valuation and policy making</p>			

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> <p>1.Introduction of financial markets and instruments</p> <p>2.The risk-return tradeoffs between different financial assets</p> <p>3.Valuation models and fundamental analysis</p> <p>4.Alternative risk measures, including standard deviation, value at risk and Monte Carlo simulation technique.</p> <p>5.Hedge opinions and tools, including diversification, interest rate risk management, exchange rate risk management, immunization, and futures and options.</p> <p>6.The concept of credit risk</p>			



# MSE Program

- Evening and Weekend -

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- Social Enterprise



# Social Enterprise

## ● Course list

MS Program in Social Enterprise - Evening and Weekend -		Code	Classes	Credit hours
Required common credit hours of the department	Integration Management	12486	1	3
	Social Enterprise Management	19876	1	3
	Research Methodology for Social Science	20903	1	3
	Social Problems and Social Innovation(I)	20904	1	2
Elective credit hours by sections	Social Change, Issues, and Social Entrepreneurship	21306	1	3
	Design Thinking and Innovation	21302	1	3
	Social Technology Innovation	21303	1	3
	Social Enterprise Operational Management	21304	1	3

● Course objective and prerequisites

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

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"> <li>5. To develop new business concepts with social goals, social value and managerial system which are distinct from the traditional business pursuing pure commercial objectives.</li> <li>6. To recognize the existing social system and social contexts of social enterprise.</li> <li>7. To provide concrete examples of social entrepreneurship, feasible operating techniques and management concepts.</li> <li>8. To establish metrics for the assessment of the social value in social enterprise business and technology performance.</li> </ol>			

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"> <li>1. To understand the basics of social science research theories;</li> <li>2. To know the different qualitative and quantitative research methods and procedures that are applicable to various conditions;</li> <li>3. To carry out master’s level research and thesis writing;</li> <li>4. To cultivate capability in analyzing social enterprise managerial problems and in developing practical resolution.</li> </ol>			

Course Code	20904			
Course Name	Social problems and Social Innovation(I)	Credit	F	S
Course Objectives	<p>The course is designed to help students understand the complexity of social problems from multiple perspectives, as well as to design a series of educational and experiential programs for public awareness of social problems. The objectives of this course are for students:</p> <ol style="list-style-type: none"> <li>1. To understand the wicked nature and dynamic complexity of social problems.</li> <li>2. To be able to identify social problems, to analyze the roots and complexity of the social issues, and to explore ways to address a specific social problem.</li> <li>3. To design social educational programs for social innovation awareness and skill training, and to implement the programs.</li> </ol>			

Course Code	21306			
Course Name	Social Changes, Issues, and Social Entrepreneurship	Credit	F	S
Course Objectives	<p>The course is designed to help students understand the how the society works as a whole, how social changes may take place, and the needs to re-direct the society to become more humanistic and sustainable. The objectives of this course are for students:</p> <ol style="list-style-type: none"> <li>1. To understand the functions of each sector in a society as well as the risks and unexpected results associated with the complicated, societal system.</li> <li>2. To be familiar with the changes of a society and the trends and challenges into the future.</li> <li>3. To be able to identify social problems, to analyze the roots and complexity of the social issues, and to explore ways to address a specific social problem.</li> </ol>			

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	21303			
Course Name	Social Technology Innovation	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To get an understanding of the society and explore the underserved needs in the real world.</li> <li>2. To understand how technological innovations emerged and diffused and how they influence organizations and the society as a whole.</li> <li>3. To apply the knowledge of technological innovations to design practical social products/services.</li> <li>4. To learn how social entrepreneurship facilitates management and organizations.</li> </ol>			

Course Code	21304			
Course Name	Social Enterprise Operational Management	Credit	F	S
Course Objectives	<p>This course intends to response to the issues often faced by the social enterprises, such as the insufficiency in marketing, human resource and financial management 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"> <li>1. The understanding of the marketing, human resource and financial management</li> </ol>			

	<p>system in social enterprise;</p> <ol style="list-style-type: none"><li>2. The development of social execution, leadership and operational capabilities;</li><li>3. The understanding of managerial topics such as: human resource planning, recruitment, selection, training, performance evaluation and remuneration, market exploration and analysis, social product or service design, planning and promotion, accounting concept, financial analysis, and the use of financial tools;</li><li>4. The promotion of team work, discussions and problems solving.</li></ol>
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# Doctoral Program

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- Business Administration



# Business Administration

## ● Course list

Ph. D. Program in Business Administration		Code	classes	Credit hours
Required common credit hours of the graduate institute	Organization and Management Theory	02237	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Quantitative Method	02746	1	3
	Information System Project	12050	1	3
	Business Research Project (I)	16479	1	3
	Independent Study in Business (I)	17284	1	3
	Research Methodology	01799	1	3
	Seminar on Business Ethics	17378	1	3
	Strategic Management	10383	1	3
	Seminar on Information Management	12191	1	3
	Seminar in Production Management	05989	1	3
	Business Research Project (II)	16480	1	3
	Independence Study in Business (II)	17285	1	3
	Thesis	00041	1	12
	Quantitative Method-Course in English	21474	1	3
	Research Methodology-Course in English	21473	1	3
Seminar on Business Ethics-Course in English	21475	1	3	
Elective credit hours of the graduate institute in other sections	Seminar in International Marketing	17011	1	3
	Cloud Computing and Statistical Learning	19163	1	3

## ● Course objective and prerequisites

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"> <li>1.To understand the theories and meanings about management in practice through discussing and lecturing</li> <li>2.To have theoretical perspectives about management.</li> <li>3.To be able to analyze and solve practical problems</li> <li>4.To explore new insights about business and management.</li> </ol>			

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	02746			
Course Name	Quantitative Method	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> <li>1.To provide fundamental concepts and skills for artificial neural networks (ANNs).</li> <li>2.To impart such the knowledge via detailed instruction and in-class exercises</li> <li>3.To ensure a further understanding of the implications and intricate effects of using artificial neural networks in solving real world problems.</li> <li>4.To be able to use related techniques and software in handling the related application problems.</li> <li>5.To introduce the concepts of knowledge discovery and data mining</li> <li>6.To understand how to analyze large volume of data in order to find knowledge and interesting patterns.</li> <li>7.To investigate business cases as to show how to implement useful data mining tasks in the real world.</li> </ol>			

Course Code	12050			
Course Name	Information System Project	Credit	F	S
Course Objectives	<p>Study the recently important deterministic methodology research articles in the global optimization and the related areas fields in order to know the methods of conducting mathematical model for solving the managing and engineering problems in the real world. Students will learn the methods of writing academic papers through the process of independence study.</p>			

Course Code	16479			
Course Name	Business Research Project (I)	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To cultivate the ability of planning and execution</li> <li>2.To be able to conduct business research</li> <li>3.To cultivate the capability of independent study</li> </ol>			

Course Code	17284			
Course Name	Independence Study in Business (I)	Credit	F	S
Course Objectives	The objective of this course is built up the foundation for conducting dissertation with through the process of independence study.			

Course Code	01799			
Course Name	Research Methodology	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	17378			
Course Name	Seminar on Business Ethics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To appreciate the essential 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</li> <li>2.To improve English proficiency</li> </ol>			

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"> <li>1.To build up a complete concept of strategic management.</li> <li>2.To integrate knowledge in relevant academic fields.</li> <li>3.To explore new insights about strategic management and business trends through class discussions</li> </ol>			

Course Code	12191			
Course Name	Seminars on Information Management	Credit	F	S
Course Objectives	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.			

Course Code	05989			
Course Name	Seminar in Production Management	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	16480			
Course Name	Business Research Project (II)	Credit	F	S
Course Objectives	The objectives of this course are			
	1.To cultivate the ability of planning and execution			

	2.To be able to conduct business research 3.To cultivate the capability of independent study
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Course Code	17285			
Course Name	Independence Study in Business (II)	Credit	F	S
Course Objectives	The objective of this course is built up the foundation for conducting dissertation with through the process of independence study.			

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	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"> <li>1.To provide fundamental concepts and skills for artificial neural networks (ANNs).</li> <li>2.To impart such the knowledge via detailed instruction and in-class exercises</li> <li>3.To ensure a further understanding of the implications and intricate effects of using artificial neural networks in solving real world problems.</li> <li>4.To be able to use related techniques and software in handling the related application problems.</li> <li>5.To introduce the concepts of knowledge discovery and data mining</li> <li>6.To understand how to analyze large volume of data in order to find knowledge and interesting patterns.</li> <li>7.To investigate business cases as to show how to implement useful data mining tasks in the real world.</li> </ol>			

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	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To appreciate the essential 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</li> <li>2.To improve English proficiency</li> </ol>			

Course Code	17011			
Course Name	Seminar in International Marketing	Credit	F	S
Course Objectives	The objectives of this course are 1. To learn the necessary concepts and skills in international marketing research. 2. To discuss the interesting topics in international marketing. 3. To write a professional international marketing manuscript.			

Course Code	19163			
Course Name	Cloud Computing and Statistical Learning	Credit	F	S
Course Objectives	The objectives of this course are 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, combinatorial 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. 4. Introduction of cloud computing.			