# College of Management Fu Jen Catholic University

2009-2010 Course Catalog



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# **Undergraduate Programs**

- Business Administration
- Accounting
- Statistics and Information Science
- International Trade and Finance
- Information Management

## **Business Administration**

#### • Course list

Undergradua	ate Program in	n Business Administration	Code	Classes	Credit hours
		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	3	3
		Managerial Mathematics	02632	3	3
Required co	mmon credit	Human Resources Management	01013	3	3
hours of the		Marketing Management	01483	3	3
		Financial Management	01983	3	3
		Production and Operations Management	01370	3	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	19	2
		Seminar on Business Administration(II)	14213	19	2
		Business Policy	01389	5	3
		Enterprise Resources Planning	09289	1	3
Required cr	edit hours by	Knowledge Management	10849	1	3
Integrating of		Discussion in Industrial Management	14211	1	3
		Innovation Management	04564	1	3
	Human	Organization Development & Change	06935	1	3
	resources	Performance Management	14209	1	3
	management	Training in Business & Industry	05426	1	3
		Intermediate Accounting	01109	1	6
	Financial	Fixed Income Securities	10458	1	3
Required	management	International Financial Management	02093	1	3
credit hours by sections		Marketing Research	01480	1	3
by sections	Marketing	Consumer Behavior	01951	1	3
	management	Promotional Strategy	14210	1	3
		Design of Production System	05827	1	3
	Operational	Operations and Managerial Decision Making	11492	1	3
	management	Logistics/ Supply Chain Management	14208	1	3
		International Human Resources Management	05559	1	2
Elective	Human	Organizational Behavior	02234	1	3
credit hours		Organization Study	05828	1	2
by sections	management	Organizational Leadership	15777	1	2

Undergradua	ndergraduate Program in Business Administration		Code	Classes	Credit hours
	1 manerai	Investment	01579	1	3
		Theory and Practice of Security Markets	11563	1	2
		Industrial Marketing	01085	1	2
		Strategic Marketing Management	07161	1	3
		International Marketing Management	06037	1	3
		Project Management	02141	1	3
	Marketing management	Chain Store Business Management	02252	1	2
	management	Integration of Production and Commerce	14235	1	3
		Seminar on Global Business Management	13222	1	3
		Advertising Agency Management	02695	1	2
		Product & Marketing Innovation	10523	1	3
	Operational	Facility Planning	05865	1	3
	management	Production System Simulation	14236	1	3
		Sophomore English	00016	1	4
E1 - 4	l'4 1 £	Food & Beverage Management	07171	1	2
Elective credit hours of the department in other sections		Japanese Management	05987	1	3
	Innovative Entrepreneurship Competition Practice	16984	1	1	
		Entrepreneurial Management	11178	1	3

## • Course objective and prerequisites

Course Code	02412					
C. N.	A	C 1'4	F	S		
Course Name	Accounting	Credit	3	3		
Course Objectives	Accounting					
Prerequisites	None					

Course Code	02457			
Carres Name	Economics	Credit	F	S
Course Name	Economics	Credit	3	3
Course Objectives	The objective of this course is to provide student concepts and to improve students' abilities to a household, and firm's behavior. Upon course complete to:  Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand fur.  3. Realize the meaning of elasticity and its application.  4. Realize how individual consumer, household, and f.  5. Understand various types of industry organizations.  6. Use Microeconomics theories to analyze the effects.  7. Realize the basic concepts of macroeconomics.  8. Understand the meanings and measuring of Nation.  9. Realize the meaning of production, saving, and invention.  10. Understand the monetary system.  11. Understand the meanings of aggregate demand and 12. Use macroeconomics theories to analyze the effects.	nalyze ind letion, the second nations. n. irm make de and their class of public per second. destination.	ecision. naracterist	onsumer, hould be
Prerequisites	None			

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Name	Calculus	Credit	3	3
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The conter concepts and theory in calculus and their applications in one-variable differential calculus such as limit, cor implicit differentiation, the mean value theorem, and will be introduced. In the second semester, topics in calculus, techniques in integration, multivariate diff such as partial derivatives and multiple integrals will this course are  1.To provide the core of the central idea and meth applied in the solution of problems in a variety of a for further study.  2.To illustrate the main concepts by a variety of examples of the central understanding in calculus.	nts of this c In the finitinuity, derenge application the fundate and be covered mods of call pplied sciential sciential and the covered mode of call pplied sciential sciential sciential and the covered mode of call pplied sciential sciential and the covered mode of call pplied sciential sciential and the covered mode of call pplied sciential s	ourse inclurst semesterivative, chas of the dimental the dintegral. The objective and ap	aide basic er, topics nain rule, erivative eorem of calculus ectives of
Prerequisites	High school mathematics			

Course Code	05201				
Course Name	Introduction to Business	Credit	F 0	S 3	
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To gain a fundamental working knowledge about evin which business prospers.</li> <li>To introduce business functions, including marketi production &amp; operation, information, and R&amp;D.</li> <li>To introduce management functions, including an leading, and controlling.</li> <li>To integrate the factors of environment, manage functions.</li> <li>To combine theory and practice.</li> </ol>	ng, finance	, human re	esources,	
Prerequisites	None				

Course Code	01863			
Course Name	Interesting to Commenter Science	C 1:4	F	S
Course Name	Introduction to Computer Science	Credit	3	0
Course Objectives	<ol> <li>The learning objectives in this course include:</li> <li>To learn the knowledge and concepts of computer to the computer science;</li> <li>To learn the topics covered in the computer science;</li> <li>To learn the concepts and applications of network;</li> <li>To understand the meaning and the structure of information to the topics such as electronic commerce, decision intelligence, ethics, etc., will be covered in most-up-to-date technology in an ever-changing discinct the class.</li> </ol>	ormation sy on support the class.	stem. systems, In addit	artificial ion, the
Prerequisites	None			

Course Code	02222			
Course Name	Statistics	C 1:4	F	S
Course Name		Credit	3	3
Course Objectives	Statistics Credit			
Prerequisites	Calculus, Algebra			

Course Code	02056			
Course Name	e Name Commercial Laws Cred	Credit	F	S
Course Name		Credit	0	3
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.			
Prerequisites	Civil Code or Introduction to Civil Code			

Course Code	02635			
Course Name	Management	Credit	F 3	S 0
Course Objectives	The objectives of this course are 1.To know the basic knowledge of management 2.To know how to use planning, organizing, management practices.	leading, a	nd contro	olling in
Prerequisites	None			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Name		Credit	3	0
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 Foresting.			
Prerequisites	Statistics, High school mathematics			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
	Trainan Resources Wanagement	010410	0	3
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.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  4.To learn skills of teamwork and discussion.			
Prerequisites	None			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course I varie	Marketing Management	Cicuit	0	3
Course Objectives	The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:  1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of marketing plan.  3. Realize the meaning of segmenting, targeting, and positioning (STP).  4. Understand the meaning and scopes of marketing mix 4P.  5. Utilize marketing theory to analyze firm's marketing activities.  6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.			
Prerequisites	None			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Ivanic	rmanciai wanagement	Cicuit	0	3
Course Objectives	This objective of this course is to provide a basic financial decisions. These decisions include of investment opportunities, how much debt and equ operating cash flows, how to measure risk and retu payout, and etc. Therefore, we will pay a visit to the by corporate finance, namely capital budgeting, cap management and dividend policy. Students enrolled familiar with the followings upon course completion.  1. The possible types and control mechanism of agence 2. Valuation approaches, cash flow estimation, and budgeting.  3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital 5. working capital management	noosing be ity to issue rn, what le four major ital structure d the cours by problems risk aspect	etween co e, how to evel of div decisions re, workin se are exp	ompeting manage ridend to a covered g capital pected to o capital
Prerequisites	Accounting			

Course Code	01370			
	3-29		F	S
Course Name	Production and Operations Management	Credit	3	0
Course Objectives  Prerequisites	Production is an essential function of a business unit. to help students understand the whole concepts of primprove the students' ability to plan and control recourse completion, the students should be able to:  1. Realize the basic concepts and theoretical Management,  2. Understand how to integrate the resource in business achieve the goals of organization and use the relative problems,  3. Obtain the ability for the further study and research None	knowledges with info	nanagemen a compan ge of Op ormation sy	nt and to ny. Upon perations extems to
Trerequisites	Trone			
Course Code	01449			
Course Name	Cost Accounting	Credit	F 3	S 0
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.			
Prerequisites	None			
Course Code	11493			
Course Name	Management Accounting &Control	Credit	F 0	<u>S</u>
Course Objectives	The purpose of this course is to introduce the accounting tools work in today's business world. budgeting, variance analysis, balanced scorecard, response, and transfer pricing, etc.	The rela	ted topics	include
Prerequisites	None			
Course Code	03021		F	S
Course Name	Total Quality Management	Credit	0	
Course Objectives  This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and				3
Course Objectives	quality and provides a foundation for understanding	and applyi	ng Six Sig	3 s of total ma. The
Course Objectives  Prerequisites	quality and provides a foundation for understanding will help students develop the concept of quality man	and applyi	ng Six Sig	3 s of total ma. The
Prerequisites	quality and provides a foundation for understanding will help students develop the concept of quality man technical point of views.  Statistics, management	and applyi	ng Six Sig	3 s of total ma. The
Prerequisites  Course Code	quality and provides a foundation for understanding will help students develop the concept of quality man technical point of views.  Statistics, management  02502	and applyi agement fr	ng Six Sig	3 s of total ma. The
Prerequisites	quality and provides a foundation for understanding will help students develop the concept of quality man technical point of views.  Statistics, management	and applyi agement fr	ng Six Sig om manag  F 3	3 s of total tma. The erial and S 0

Prerequisites

None

Course Code	14212			
C. N.	Garatian and Davis and Administration (I)	G 111	F	S
Course Name	Seminar on Business Administration (I)	Credit	0	2
Course Objectives	The goals of the course are 1.To implement the goal of "learning by doing". 2.To integrate all the knowledge of business administr 3.To be problem-solving orientated 4.To build competence of teamwork, communical creation 5.To be responsible for completing one's own work.		ysis, lead	ing, and
Prerequisites	None			

Course Code	14213			
Carres Name		C 1:4	F	S
Course Name	Seminar on Business Administration (II)	Credit	2	0
Course Objectives	The goals of the course are  1.To implement the goal of "learning by doing".  2.To integrate all the knowledge of business administration.  3.To be problem-solving orientated  4.To build competence of teamwork, communication, analysis, leading, and creation  5.To be responsible for completing one's own work.			
Prerequisites	None			

Course Code	01389			
Course Nouse	Produces Police	C 1:4	F	S
Course Name	Business Policy	Credit	3	0
Course Objectives	The objectives of this course are 1.To develop strategic thinking ability. 2.To train students in organizational learning ability. 3.To build up a complete concept of strategic manage. 4.To integrate knowledge in relevant academic fields. 5. To observe new business trends.			
Prerequisites	None	·		

Course Code	09289				
Course Name	Enterprise Resources Planning	Credit	F	S	
Course maine	Enterprise Resources Framming	Credit	3	0	
	The objectives of this course are				
	1.To focus on manufacturing and supply chain system				
	2.To provides fundamental concepts and skills for material and capacity planning				
Course Objectives	and control.				
	3.To introduce the tools techniques of ERP				
	4.To discuss the application of these to different types of enterprises				
	5. To provide the opportunity to try the concepts on a computer simulator.				
Prerequisites	None				

Course Code	10849			
Course Name	Vnoviladas Managament	Credit	F	S
Course Ivaille	Knowledge Management	Credit	3	0
Course Objectives	The objectives of this course are  1.To introduce the important issue of managing knowledge within organizations and in cooperative strategies  2.To emphasize the importance of knowledge management as the key to obtaining competitive success of firms  3.To emphasize the application and development of specialized knowledge that leads to competencies and sustainable success  4.To explore how organizations can develop and manage knowledge			
Prerequisites	Management			

Course Code	14211			
Carres Name	Discussion in Industrial Management	Con dia	F	S
Course Name	Discussion in Industrial Management	Credit	0	3
Course Objectives	The objectives of this course are  1.To explore various industries and the trends of them.  2.To explore competitions in various industries.  3.To explore the processes of strategic planning and implementing in various industries.  4.To provide the contact opportunities for students and alumni.			
Prerequisites	None			

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Maine	Innovation Management	Credit	0	3
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To cover the major sources of innovation, their empirical explorations (verifications).</li> <li>To concentrate on the principles and methodologic innovation as well as policies within an international for high technology industries.</li> <li>To provide a state-of-the-art-overview of innovate macroeconomic frameworks</li> <li>To draw benefits from overlaps with neighbouring theory, clinometric and institutionalism.</li> <li>To apply the analyses of the interactions of innovate competition intensity and speed of technology characteristics.</li> </ol>	es of designal industrial ion studies g disciplination, strateg	ing and preconomic within mes such as	romoting s context aicro and systems structure,
Prerequisites	None			

Course Code	06935			
Course Name	Organization Davidonment and Change	Credit	F	S
Course maine	Organization Development and Change	Credit	3	0
Course Objectives	The objectives of this course are  1. To understand the knowledge scope of OD/OC.  2. To familiar with the factors which lead organization change.  3. To be able to handle the principle, method and model to adjust the organization.  4. To study the case and induce the principle.  5. To establish the skill in solving the OD/OC problems.			
Prerequisites	6. To set up the open mentality to face changes.  None			

Course Code	14209			
Course Name	Doubouman as Managamant	Credit	F	S
Course Name	Performance Management	Credit	0	3
Course Objectives	The objectives of this course are 1.To provide the theories and practical methods of per 2.To understand the decision logic and thinking of hur 3.To establish the overall concepts of performance may 4.To realize how to apply the theories to practical cases.	man resourd anagement	ce manage:	ment
Prerequisites	Management			

Course Code	05426				
Course Name	Training in Business & Industry	Credit	F 0	S 3	
Course Objectives	The objectives of this course are  1.To introduce the relevant theories and practices of Human Resource Development  2.To have the ability to apply theories and to write feasible business projects				
Prerequisites	Human Resources Management				

Course Code	01109			
Carres Name	Internalista Asserbina	C 1:4	F	S
Course Name	Intermediate Accounting	Credit	3	3
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			
Prerequisites	Accounting			

Course Code	10458			
C. N.	E' allower Carrie	G 1'4	F	S
Course Name	Fixed Income Securities	Credit	0	3
Course Objectives	The objective of this course is to introduce the manag securities. Topics that will be covered include:  1. introduction to fixed income products and innovation 2. basic bond valuation techniques with risk and return 3. term structure of interest rates and their estimates 4. pricing of fixed income securities and their derivation 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, preference introduced to introduce the management and innovation strategy 6.	on n analysis ves vation		
Prerequisites	None	·		

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Maine	International Financial Management	Credit	0	3
	The objectives of this courses are			
	1.To provide an analytical framework for understanding international financial market			
Course Objectives	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 dire	ct investm	ent.
Prerequisites	None			

Course Code	01480			
Course Name	Marketing Decemb	Credit		S
Course Ivaille	Marketing Research	Credit	0	3
Course Objectives	The objective of this course is to provide students of and to improve students' abilities to implement mark course completion, the students should be able to:  1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of marketing.  3. Realize the meaning of segmenting, targeting, and procedure of marketing and scopes of marketing in the students.  5. Utilize marketing theory to analyze firm's marketing in the skill of marketing planning and apply the effective manner.	ng plan. positioning nix 4P. g activities	ed activition	es. Upon
Prerequisites	None			

Course Code	01951			
Course Name	Consumer Behavior	Credit	F	S
Course Name	Consumer Benavior	Credit	3	0
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.			
Prerequisites	Marketing Management			

Course Code	14210				
Course Name	Promotional Stratagy	Credit	F	S	
Course maine	Promotional Strategy	Credit	0	3	
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.				
Prerequisites	Marketing Management				
Course Code	05827				
Course Name	Design of Production System	Credit	F 3	S 0	
Course Objectives	To learn and understand the advantage and disadvantage of different production system where includes MRP system, JIT system, and Lean production system.				
Prerequisites	None				

Course Code	11492			
Community Name	On and an analysis of the state	C 1'4	F	S
Course Name	Operations and Managerial Decision Making	Credit	3	0
Course Objectives	This course is an extension of the managerial math fundamental concepts and skills for applied operation knowledge via detailed instruction and in-class exercican further understand the implications and intricate on aspects of business-related activities. The student techniques and related software (SPSS, Q-net, and problems.	n research. cises is to e effects of nts are requ	Imparting nsure that operation uired to us	such the students research e related
Prerequisites	Statistics and Managerial Mathematics			

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
			0	3
Course Objectives	<ol> <li>to understand the definition and content of management</li> <li>to learn the state-of-the-art models, concepts, and and supply chain management</li> <li>to learn the design, control, operation, and man supply chain management</li> </ol>	solution m	nethods of	Logistics
Prerequisites	None			

Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
			2	0
Course Objectives	The objectives of this course are to 1.To realize and master the fundamental concept international human resources management 2.To cover the topics of human resource planning, reperformance appraisal, rewards and benefits, develointernational business.	ecruitment,	selection,	training,
Prerequisites	None			

Course Code	02234			
Carras Nama	Organizational Bahasian	Credit	F	S
Course Name	Organizational Behavior	Credit	0	3
Course Objectives	The objectives of this course are  1.To understand the basic knowledge of OB.  2.To learn the concept of individual behavior, group behavior, organization system, and other OB related issues.  3.To learn and practice the OB knowledge and skills through examples in real business world.			·
Prerequisites	1.None 2.Highly related with Management, Psychology, and t	the Sociolog		

Course Code	05828			
Course Name	Onnersiantian State	C 1:4	F	S
	Organization Study	Credit	2	0
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.			
Prerequisites	Especially suitable for sophomore and junior student.			

Course Code	15777			
Course Name	Organization Leadership	C 41:4	F	S
		Credit	0	2
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.			
Prerequisites	Especially suitable for sophomore and junior student.			

Course Code	01579			
Course Name	Investment	Credit	F 3	S 0
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.			
Prerequisites	None			

Course Code	11563			
Course Name	Theory and practice of Security Markets Credi	Credit	F	S
Course I value		Credit	2	0
Course Objectives	This course will provide students with an analytical framework for understanding security markets. The topics that will be covered in this course include:  1.The stock primary markets  2.The stock secondary markets  3.Corporate governance  4.Behavioral finance  5.Other tentative issues			
Prerequisites	Economics			

Course Code	01085			
Course Name	Industrial Marketing	Credit	F 2	S 0
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			
Prerequisites	Marketing Management			

Course Code	07161			
Course Name	Stratagia Markating Managament	Credit	F	S
Course Ivaine	Strategic Marketing Management	Credit	0	3
The objectives of this course are				
Course Objectives	1.To understand how to strategically make appropriate decisions			
	2.To provide fundamental concepts and theory of marketing management			
Prerequisites	Marketing Management			

Course Code	06037			
Course Name	International Marketing Management	Credit	F 0	S 3
Course Objectives	The objective of this course is to provide fundamenta marketing management. The contents that will be cov 1.regional trade organization, (EU, WTO, NAF MERCOSUR), 2.international culture difference 3.business environment risk intelligence (BERI) 4.operation risk index (ORI) 5.remittance and repatriation factor (R Factor) 6.profit opportunity recommendation (POR), and 7.international marketing strategy.	ered in this	course inc	lude
Prerequisites	None			

Course Code	02141			
Course Name	Project Management	Credit	F 0	S 3
Course Objectives	The objectives of this course are  1.To understand the definition and process of project management.  2.To learn the technique and tool of project management.  3.To possess the capability of project management.			
Prerequisites	None			

Course Code	02252			
Course Name	Chain Stara Business Management	Cradit	F	S
Course Name	Chain Store Business Management	Credit	0	2
Course Objectives	Course Objectives  The objective of this course is to train chain's professional manager and high-order executive			
Prerequisites	Enterprise management , accountant			

Course Code	14235			
Course Name	Integration of Production and Commerce	Credit	F 3	S 0
Course Objectives	1.To improve the literacy and interest of manufacturing and commerce technology.     2.To integrate related courses about manufacturing and commerce technology into a plan.			
Prerequisites	None			

Course Code	13222			
Course Name	Saminar on Global Business Management	Credit	F	S
	Seminar on Global Business Management	Credit	0	3
Course Objectives	The objectives of this course are  1.To provide would-be entrepreneurs a broad-base business operations and capital market practices.  2.To cover the entrepreneurial processes from raising and families to IPO to eventually running a global of 3.To cultivate analytical capabilities as well as present 4.To gain insights in global market, marketing and human resource management through study graphesentation.	g the first of peration tation skills sales, oper	dollar fror	n friends
Prerequisites	None			

Course Code	02695			
Course Name	Advertising Agency Management	Credit	F 2	S 0
Course Objectives	This course provides fundamental concepts and theory of advertising for student who should be able applications to advertising planning • Topics include nature and scope of advertising , and advertising process.			
Prerequisites	None			

Course Code	10523			
Course Name	Duodust & Modratina Innovation	Credit	F	S
Course Name	Product & Marketing Innovation	Credit	0	3
Course Objectives	This is a course about the theory of innovation and and evaluations, students will enhance their creative practices will make students have better understanding creativity. The curricular design helps students to know creativity and it is a foundation for them to engage at	abilities. A g of the pro ow how to	Also, discu cess and n manage tea	usses and nodels of ams with
Prerequisites	None			

Course Code	05865			
Course Name	Facility Planning	Credit	F 3	S 0
Course Objectives	Manufacturing and service companies spend a sig money to design or redesign their facilities. A poor fa may result in poor-quality products, low empldissatisfaction. This course deals with the proper d facilities. The goal of facilities and material handling practical resource that describes the technique of-th simulation.	cility desigoyee mora esign, layo g is to prov	nount of to n can be colle, and out, and look ide studen	ostly and customer cation of ts with a
Prerequisites	None	•		

Course Code	14236			
Course Name	Production System Simulation	Credit	F 0	S 3
Course Objectives	The course presents basic techniques of systems simulation models to represent existing real-world systems, and of experimenting with these models improve system performance, or design new systems. Topics includes introduction of simulation, data ana systems using ARENA, random number general simulation output, design of simulation experiments simulation.	e course is ystems, or to explain s with desir dysis, mode ators, stati	building of hypothetic system lable perfo eling of restical ana	computer cal future behavior, rmances. cal world dlysis of
Prerequisites	Statistics	·		

Course Code	00016				
Course Nome	Combomoro English	Cradit	F	S	
Course Name	Sophomore English	Credit	2	2	
Course Objectives	To develop the students' English proficiency through their daily lives and business world.	a variety o	of reading	topics in	
Prerequisites	None				

Course Code	07171			
Course Name	Food & Beverage Management	Credit	F	S
Course Ivaille		2	0	
Course Objectives	Foodservice industry has growing up in the world. The 1.To provide a source of information about food & be 2.To provide basic knowledge for those who are healthy & drink happily in the future 3.To provide an introduction for those who are consindustry.	everage oper entering th	ration e society,	will eat
Prerequisites	None			

Course Code	05987			
Carra Nama	Innerson Management	G 11:	F	S
Course Name	Japanese Management	Credit	3	0
Course Objectives	The objectives of this course are 1.To study the strong & weak points of Japanese industry administration 2.To discuss the lesson we could learn from Japanese management style			
Prerequisites	None			

Course Code	16984				
Course Name	Innovative Entrepreneurship Competition Practice $\begin{array}{c c} F & S \\ \hline 0 & 1 \end{array}$				
Course Objectives	Innovative Entrepreneurship Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development and Practice with the aim to evaluate their learning results. Innovative Entrepreneurship Competition Practice, which combines essentials from Management, Marketing, Financial Management etc., utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects through practical competition. This course intends to achieve the below objectives:  1.Learn how to integrate basic management knowledge and demonstrate it in the competition practice.  2.Learn how to conduct entrepreneurial business management by creative development and activity.  3.Learn how to build an entrepreneurial business team and promote teamwork to achieve success.  4.Understand the real industrial scenarios and learn how to deal with it.  5.Experience and demonstrate entrepreneurship through competition.  Innovative Entrepreneurship Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on entrepreneurial start-ups. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an entrepreneurial business start-up.				
Prerequisites	None				

Course Code	11178			
Course Nome	Enterprenaunial Management	ment Credit	F	S
Course Name	Entrepreneurial Management	Credit	0	3
Course Objectives	The objectives of this course are 1.To organize all the prerequisites to formulate a good 2.To achieve the functions of getting funding & pooli			
Prerequisites	None		·	·

# Accounting

#### • Course list

Under	graduate Program in Accounting	code	classes	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	3	3
	Advanced Accounting (II)	07258	2	3
Required common credit	Cost & Management Accounting	06840	2	6
hours of the graduate institute	English conversation	01846	2	1
institute	Auditing (I)	07259	3	3
	Auditing (II)	07260	2	3
	Financial Management	01983	2	3
	Commercial Law	02056	2	4
	Civil Law	05630	2	3
	Tax Laws & Regulations	02328	2	3
	Accounting Information System	02411	2	3
	Independent Study I	07344	9	3
	Independent Study II	07699	9	3
	Database Administration	02490	2	3
*F III C	Financial Statement Analysis	01982	1	3

<sup>\*</sup> English Conversation: Students need to read 2 hours per week.

Under	graduate Program in Accounting	code	classes	Credit hours
Elective credit hours by	Marketing Management	01483	2	3
sections	Human Resources Management	01013	1	3
(3 select 2)	Production and Operations Management	01370	1	3
	Managerial Mathematics	02632	1	3
Elective credit hours by	Investments	01579	1	3
sections (4 select 3)	Government Accounting & Auditing Laws	06223	1	3
	Tax Accounting	02329	1	3
	Business English	02050	1	2
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
	Security and Financial Market Regulations	08200	1	3
	Cost Management System	10997	1	3
Required common credit hours of the graduate	Seminar on Accounting for Specific Industries	16918	1	3
institute	Service Learning-Tax Return (I)	17012	1	2
	Service Learning-Tax Return (II)	17013	1	2
	Intermediate Accounting (III)	15521	2	3
	Innovative Entrepreneurship Competition Practice	16984	1	1
	Global Accounting	13598	1	3
	Seminar on Global Accounting	17417	1	3

## • Course objective and prerequisites

Course Code	02795			
Carres Name	Time for along daire.	Constit	F	S
Course Name	Time for class advisor	Credit	2	2
Course Objectives	The purpose of this is aimed at instructing undergraduate students to complete an independent study. The covered topics include Data Collection, basic statistics, Regression Analysis, statistic software operation and paper writing.			
Prerequisites	None			

Course Code	01863			
Course Name	Inter-destina to Computer Science	Credit	F	S
Course Ivallie	Introduction to Computer Science	Credit	3	0
Course Objectives	The learning objectives in this course include:  1. To learn the knowledge and concepts of comp  2. To learn the topics covered in the computer somputer science;  3. To learn the concepts and applications of netw  4. To understand the meaning and the structure of the topics such as electronic commerce, decintelligence, ethics, etc., will be covered in most-up-to-date technology in an ever-charintroduced in the class.	cience and ba work; of information ision support in the class.	n system system In add	eepts in the
Prerequisites	None			

Course Code	02412					
Course Name	Accounting	Credit	F	S		
Course Ivallie	Accounting	Credit	3	3		
Course Objectives	The objective of this course is to introduce the basic processes of account information system, the principle and rules of accounting measurement reporting, and how to analyze and interpret accounting information to internal and external business users making economic decisions in order create value for business enterprises and enhance the fairness and efficiency the capital market. It emphasizes the dual roles of accounting in valuation contracting. Specifically, this course aims to help students:  6. To understand the functioning of accounting in the business world as well the governmental units, non-profit organizations and the society in general 7. To understand the basic recording and reporting processes of account information system.  8. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.  9. To understand how to analyze and interpret accounting information to investors, creditors and business managers to make economic decisions.  10. To understand how to resolve the ethical dilemma and make eth professional judgment.  11. To understand how to develop and make planning of an accounting care.					
Prerequisites	None					

Course Code	02390					
Course Name	coloulus	Cradit	F	S		
Course Ivallie	calculus	calculus		3		
Course Objectives	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, topic 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  1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study.  2.To illustrate the main concepts by a variety of examples and exercises.  3.To have an overall understanding in calculus.					
Prerequisites	High school mathematics					

Course Code	02457			
C. N.	E	C 1'4	F	S
Course Name	Economics	Credit	3	3
Course Objectives	The objective of this course is to provide student concepts and to improve students' abilities to household, and firm's behavior. Upon course comable to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand 3. Realize the meaning of elasticity and its applicated. Realize how individual consumer, household, a 5. Understand various types of industry organization 6. Use Microeconomics theories to analyze the efform 7. Realize the basic concepts of macroeconomics.  8. Understand the meanings and measuring of Nation 9. Realize the meaning of production, saving, and 10. Understand the monetary system.  11. Understand the meanings of aggregate demand 12. Use macroeconomics theories to analyze the policy.	analyze incompletion, the difference of functions. In the difference of public on the fects	students s  see decision ir characte lic policy.  ne.	onsumer, hould be
Prerequisites	None			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Name		Credit	3	0
Course Objectives	The objectives of this course are  1.To gain a fundamental working knowledge about e in which business prospers.  2.To introduce business functions, including market production & operation, information, and R&D.  3.To introduce management functions, including a leading, and controlling.  4.To integrate the factors of environment, manage functions.  5.To combine theory and practice.	ing, finance	, human r	esources,
Prerequisites	None			

Course Code	02222					
Common Name	Gladiation .	G 1'4	F	S		
Course Name	Statistics	Credit	3	3		
Course Objectives	The objective of this course is to provide the stufundamental concepts of elementary statistics. This control intuitive understanding of statistical procedures and formula. A wide selection of real problems and exam are introduced. It emphasizes that Statistics is used as virtually all areas of management sciences.  This course will cover:  1. Statistics methods and concept and its relevance to the statistics of probability. The probability distribution.  2. Descriptive Statistics.  3. Basic notions of probability, random variable, probability distribution.  4. Sampling methods  5. Statistical inference – interval estimation	course is logical ples from a tool in the real w	designed principles n many v n decision vorld.	to stress an s behind the arious fields n -making in		
Prerequisites	Calculus, Algebra					

Course Code	07255			
Course Name	Intermediate Accounting(I)	G 111	F	S
		Credit	3	0
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course are:  1.To learn and evaluate current principles of financial  2.To apply generally accepted accounting principle recording of transactions and the preparation of fina  3.To read and critically evaluate financial statements  4.To consider the larger context of financial reporting	accounting es to situat uncial staten	ions invol	
Prerequisites	Accounting			

Course Code	07256			
Course Name	Intermediate Assounting(II)	Credit	F	S
Course Name	Intermediate Accounting(II)	Credit	0	3
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course are:  1.To learn and evaluate current principles of financial  2.To apply generally accepted accounting principle recording of transactions and the preparation of fina  3.To read and critically evaluate financial statements  4.To consider the larger context of financial reporting	accounting es to situat ncial staten	ions invol	
Prerequisites	Intermediate Accounting(I)	·		

Course Code	07257				
Course Name	Advanced Accounting(I)	Credit	F	S	
		Credit	3	0	
	The objective of this course is to provide theoretic			_	
	advanced financial accounting. The contents that will be specifically covered				
Course Objectives	include				
Course Objectives	1.Combined corporate entities				
	2.Consolidated statements				
	3.Accounting for international operations and partner	ship			
Prerequisites	Intermediate Accounting				

Course Code	07258				
Course Name	Advanced Accounting(II)	Credit	F	S	
Course Ivaille	Advanced Accounting(II)	Credit	0	3	
	The objective of this course is to provide theoretical and practical knowledge of advanced financial accounting. The contents that will be specifically covered				
Course Objectives	include 1.Combined corporate entities 2.Consolidated statements 3.Accounting for international operations and partner	rship			
Prerequisites	Advanced Accounting(I)	=:			

Course Code	06840			
Course Nome	Control 1 Management Association	C 1:4	F	S
Course Name	Cost and Management Accounting	Credit	3	3
Course Objectives	The objective of this course is to introduce the contemporary cost and management accounting tools used in nowadays business. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing & management, balanced scorecard, life-cycle costing, etc.			
Prerequisites	None			

Course Code	01846			
Course Name	English conversation	Credit	F	S
Course Ivaille	English conversation	Credit	1	1
Course Objectives	1.To enhance the students general English proficiency     2.To practice daily and academic language skills in listening and speaking			
Prerequisites	None			

Course Code	07259				
Course Name	A disin = (I)	Credit	F	S	
Course Name	Auditing(I)	Credit	3	0	
	The objectives of this course are:				
	1. To introduce auditing theory framework and major content of statement of				
Course Objectives	auditing standard.				
	2. To introduce skills of auditing practices.				
	3. To improve decision-making ability of auditing judgments.				
Prerequisites	Intermediate Accounting (I)				
	Cost and Management Accounting (I)				

Course Code	07260			
Course Name	Auditing(II)	Credit	F	S
Course Name	Auditing(II)	Credit	0	3
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.			
Prerequisites	Intermediate Accounting (I) Cost and Management Accounting (I)			

Course Code	01983				
Course Name	Financial Management	Candit	F	S	
Course maine	Financiai Management	Credit	0	3	
Course Objectives	Financial Management Credit F S				
Prerequisites	Accounting				

Course Code	02056			
Course Name	Commonial Law	C 1:4	F	S
	Commercial Law	Credit	2	2
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.			
Prerequisites	Civil Code or Introduction to Civil Code			

Course Code	05630			
C	CI. III	G III	F	S
Course Name	Civil Law	Credit	3	0
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			
Prerequisites	None			

Course Code	02328			
Community Name	To Lord O. Doo 1.4' and	Credit	F	S
Course Name	Tax Laws & Regulations	Credit	0	3
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.			
Prerequisites	Accounting			

Course Code	02411			
Course Nome	A	G 11:	F	S
Course Name	Accounting Information System	Credit	3	0
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To understand the business environment and Information systems.</li> <li>To discuss the development process and im Information systems.</li> <li>To understand the internal controls and auditing Information systems.</li> <li>To discuss the processes, data models, controls, and transaction cycles.</li> <li>To discuss the other related problems of Accounting</li> </ol>	nplementationg techniquend information	on of Accies of Accion requir	ecounting ecounting ement of s.
Prerequisites	Introduction to Computer (including MS WORD `EXCEL `Access) `Intermediate Accounting `Cost Accounting			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
Course Name	independent Study 1	Credit	0	3
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	To obtain independent thinking ability. To be able to read the literature		
Prerequisites	All foundation courses			

Course Code	07699				
Course Name	Independent Chada II	C 1:4	F	S	
Course Name	Independent Study II	Credit	3	0	
	The objective of this course are				
	1.To find an interesting topic, define research question, collect data, and accomplish a research report				
Course Objectives	Course Objectives  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.				
Prerequisites	Statistic				

Course Code	02490					
Course Name	Detahore Administration	Cradit	F	S		
Course Name	Database Administration	Credit	3	0		
Course Objectives	business in this digital society. As a result it is very stored in databases. Not surprisingly an understanding and experiences on database administration are consideratistical professionals but also an advantage to Following this line of fact, this course is designed knowledge for managing and designing an integrated to implement the design.  Throughout this course IBM DB2 is chosen as the students with hands-on experience on database admin course are designed around three major topics: (1) If	tabase Administration $\frac{F}{3}$ $\frac{S}{0}$ ons, automation of business processes is an on –going practice for digital society. As a result it is very often that statistical data are es. Not surprisingly an understanding of database design principles on database administration are considered not only fundamental for isolated but also an advantage to facilitate career development. The of fact, this course is designed to equip students with the managing and designing an integrated database, and with the skills design.  Course IBM DB2 is chosen as the learning tool to help equip and son experience on database administration. The contents of this ned around three major topics: (1) Basic SQL (2) Advanced SQL see System Administration. Students are required to work on				
Prerequisites	Basic Computer Concepts (Suggested)					

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course maine	Financial Statement Analysis	Credit	0	3
Course Objectives	This course is about the analysis of financial informancial statements - for making decisions to invest objectives of this courses are  1. To focus on equity (share) valuation.  2. To examine the appropriate methods of fundamental shareholder value, a comparison of accrual account approaches to valuation, the analysis of profital generation in a firm, testing the quality of financial and cash flows, pro-forma analysis for strategy and the determination of price/earnings and market-to-bot 3. To provide the basis of valuation from the perspect as corporate financial analyst and to be applicable to	I analysis, i ting and dis bility, grow I reports, for planning, a book ratios.	ncluding n scounted c wth and precasting nalysis of	ly firms' primary models of ash flow valuation earnings risk, and t as well
	restructurings, other investments, and strategic analy 4.To be able to write a thorough and convincing resea			
Prerequisites	Accounting	ren report		

Course Code	01483			
Community Name	Madada Managan	C 1'4	F	S
Course Name	Marketing Management	Credit	0	3
Course Objectives	The objective of this course is to provide students and to improve students' abilities to implement mark course completion, the students should be able to:  1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of marketing.  3. Realize the meaning of segmenting, targeting, and 4. Understand the meaning and scopes of marketing in 5. Utilize marketing theory to analyze firm's marketing 6. Learn the skill of marketing planning and apply effective manner.	keting relating plan. positioning nix 4P. ng activities	ed activition (STP).	es. Upon
Prerequisites	None			

Course Code	01013				
Course Nome	и в	C 1:4	F	S	
Course Name	Human Resource Management	Credit	3	0	
	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				
Course Objectives	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				
	4.To learn skills of teamwork and discussion.				
Prerequisites	None				

Course Code	01370			
Course Nome	Production and operations management	C 11:	F	S
Course Name		Credit	3	0
Course Objectives	Production is an essential function of a business unit. to help students understand the whole concepts of p improve the students' ability to plan and control recourse completion, the students should be able to:  1. Realize the basic concepts and theoretical Management,  2. Understand how to integrate the resource in busine achieve the goals of organization and use the relating problems,  3. Obtain the ability for the further study and research	knowledges with info	nanagemen a compar ge of Opermation sy	nt and to ny. Upon perations
Prerequisites	None			

Course Code	02632				
Course Name	Managerial Mathematics	Credit	F	S	
		Credit	0	3	
	The objectives of this course are				
	1.To provide fundamental concepts and skills to solve the decision-making				
Course Objectives	problems that confound managers in both the public and the private sector				
Course Objectives	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 Foresting.				
Prerequisites	Statistics, High school mathematics				

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Name	investments	Cledit	0	3
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.			
Prerequisites	Some statistics knowledge is preferred.			

Course Code	06223				
Course Name	Government Accounting & Auditing Laws	Credit	F	S	
Course Ivallie	Government Accounting & Auditing Laws	Credit	0	3	
	The objectives of this course are				
	1.To introduce the accounting system in government and in NPO organizations				
Course Objectives	2.To encourage the involvement in the certified public accounting/civil services				
Course Objectives	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).				
Prerequisites	Accounting				

Course Code	02329			
Course Name	Toy Accounting	C 1'4	F	S
Course Name	Tax Accounting	Credit	3	0
Course Objectives	This course provides fundamental concepts for tax accounting and skills for tax planning. Topics include theory, practice and case study.			
Prerequisites	Tax Law & Regulations			

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Name		Credit	2	2
Course Objectives	<ol> <li>To improve the students' English presentation skil interview skills.</li> <li>To enhance the students' reading comprehension variety of international business texts such as e notice, advertisements, table and charts.</li> <li>To familiarize the students with business English business English conversations.</li> </ol>	and writin -mails, fax	g skills tl	hrough a
Prerequisites	None			

Course Code	05828			
Course Name	Organization Study	Credit	F	S
	Organization Study	Cicuit	2	0
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.			
Prerequisites	Especially suitable for sophomore and junior student.			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F	S
	Organizational Leadership	Credit	0	2
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.			
Prerequisites	Especially suitable for sophomore and junior student.			

Course Code	08200			
C N		C III	F	S
Course Name	Security and Financial Market Regulations	Credit	2	0
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.			
Prerequisites	None			

Course Code	10997			
Course Name	Cost Management System	Credit	F	S
	Cost Management System	Credit	3	0
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.			
Prerequisites	None			

Course Code	16918			
Course Name	Caminan on Association for Charific Industries	Credit	F	S
Course Name	Seminar on Accounting for Specific Industries	Credit	2	0
Course Objectives	Although the basic features of accounting are common the peculiar nature of some industries and busine accounting treatments and in some cases, even depay principles. Besides, without knowledge about the characteristics of business activities and operating would not be able to make appropriate judgment and awareness of risks inherent in specific industries. The 1.To provide a broad perspective for business and ind 2.To introduce the important accounting and auditing such as high-tech industry, construction industry, from the first industry, etc.  3.To highlight practical issue by inviting practitione auditing group of Taiwan KPMG	ss models rture from ne busines g environr d accountir objectives ustrial sector g issues for inancial and	do requir general ac s model nents, acc ng choice of this cou or specific in d banking	e unique ecounting and the countants and have arse are industries, industry,
Prerequisites	Accounting, Intermediate Accounting, Tax Laws & l	Regulations	, and Audi	ting

Course Code	17012			
Course Name	Comica Loomina Ton Detum (I)	Credit	F	S
	Service Learning-Tax Return (I)	Credit	0	2
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			
Prerequisites	Accounting			

Course Code	17013					
Course Name	Service Learning-Tax Return (II)	Credit	F	S		
			2	0		
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					
Prerequisites	Accounting					

Course Code	15521					
Course Name	Intermediate Accounting(III)	Credit	F	S		
			0	3		
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					
Prerequisites	Intermediate Accounting (I)					
	Intermediate Accounting (II)					

Course Code	16894
Course Name	Innovative Entrepreneurship Competition Practice $\begin{array}{c c} F & S \\ \hline 0 & 3 \end{array}$
Course Objectives	Innovative Entrepreneurship Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development and Practice with the aim to evaluate their learning results. Innovative Entrepreneurship Competition Practice, which combines essentials from Management, Marketing, Financial Management etc., utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects through practical competition. This course intends to achieve the below objectives:  1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice.  2. Learn how to conduct entrepreneurial business management by creative development and activity.  3. Learn how to build an entrepreneurial business team and promote teamwork to achieve success.  4. Understand the real industrial scenarios and learn how to deal with it.  5. Experience and demonstrate entrepreneurship through competition.  Innovative Entrepreneurship Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on entrepreneurial start-ups. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an entrepreneurial business start-up.
Prerequisites	None

Course Code	13598			
Carrage Name	Clabal Assessmenting	G 11:	F	S
Course Name	Global Accounting	Credit	3	0
Course Objectives	The objectives of this course are  1.To examine the international dimension of financial  2.To provide students with an in-depth look at the de its related disciplines from an international perspectiv  The course comprises two sections: The first section of international accounting patterns, culture and accounting and international harmonization. The se practical issues, including the context of International  Standards, major issues in reporting and international	evelopment e. will be devo l developr econd sect national Fi	of account of a dot o	iscussion nparative focus on
Prerequisites	None			

Course Code	17417					
Course Name	Seminar on Global Accounting	Credit	F	S		
Course Name	Seminar on Global Accounting	Credit	0	3		
Course Objectives	To provide students with an in-depth look at the deve its related disciplines from an international perspecti. The course comprises two sections: The first section discussion of international accounting patterns, cultu comparative accounting and international harmonization.	To examine the international dimension of financial reporting and analysis.  To provide 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 devoted to 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				
Prerequisites	None					

# **Statistics and Information Science**

#### • Course list

Undergraduate I	Program in Statistics and Information Science	Code	Classes	Credit
	Statistics	02222	2	hours 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
	Advanced Statistics	02022	2	8
	Linear Algebra	02766	2	4
Required	Programming Techniques	03056	2	3
common credit	Advanced Programming Techniques	14761	2	3
hours of the	Application of Statistics Package	10931	2	3
department	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	2	3
	Independent Study I	07344	10	3
	Independent Study II	07699	10	3
	Multivariate Data Analysis	09886	1	3
Elective credit	Nonparametric Statistics-English	17289	1	3
hours by sections	Discrete Data Analysis	09887	1	3
(5 select 3)	Time Series Analysis	01943	1	3
	Inference Statistics	06424	1	3
Elective credit	Electronic Commerce	09514	1	3
•	Database Practice	11099	1	3
(3 select 1)	Data Structures	02492	1	3
	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
	Marketing Management	01483	1	3
	Micro-Economics	01910	1	3
	Practice of Statistical Decision	09626	1	3
	Quality Control	01771	1	3
	Money and Banking	02249	1	3
Elective credit	Insurance Statistics	03927	1	3
hours of the	Macro-Economics	02891	1	3
department in	Biostatistics	05352	1	3
other sections	Risk Management	07897	1	3
	Special Topics in Insurance Marketing Strategy	10935	1	3
	Advanced Calculus	02030	1	3
	Business English	02050	1	2
	English Speech and Presentation	15539	1	2
	Egnlish Listening and Writing	17729	1	2
	English Listening Comprehension	03542	2	2
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
	Innovative Entrepreneurship Competition Practice	16984	1	1

## • Course objective and prerequisites

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Name	Statistics	Credit	3	3
Course Objectives	The objective of this course is to provide the stufundamental concepts of elementary statistics. This control intuitive understanding of statistical procedures and formula. A wide selection of real problems and effields are introduced. It emphasizes that Statistics—making in virtually all areas of management science. This course will cover:  1. Statistics methods and concept and its relevance to 2. Descriptive Statistics.  3. Basic notions of probability, random variable, probability distribution.  4. Sampling methods  5. Statistical inference—interval estimation	course is de logical pri examples fri is used as es.	esigned to nciples become many a tool in orld.	stress an chind the various decision
Prerequisites	Calculus, Algebra			

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Name	Calculus	Credit	3	3
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The corbasic concepts and theory in calculus and their semester, topics in one-variable differential calcul derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. In the fundamental theorem of calculus, techniques differential and integral calculus such as partial deri will be covered. The objectives of this course are 1. To provide the core of the central idea and meth applied in the solution of problems in a variapplication for further study.  2. To illustrate the main concepts by a variety of exar 3. To have an overall understanding in calculus.	ntents of the application application us such as the mean varies and in integral vatives and the application of callety of application app	nis course ons. In limit, co lue theor semester, ation, mu multiple culus that plied scie	e include the first ontinuity, em, and topics in ltivariate integrals t will be
Prerequisites	High school mathematics			

Course Code	02457					
Course Name	Economics	Credit	F	S		
Course Name	Economics	Cicuit				
Course Objectives	Economics  Credit  The objective of this course is to provide students with basic Microecon concepts and to improve students' abilities to analyze individual const household, and firm's behavior. Upon course completion, the students shou able to:  Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand functions.  3. Realize the meaning of elasticity and its application.  4. Realize how individual consumer, household, and firm make decision.  5. Understand various types of industry organizations and their characteristic forms.  6. Use Microeconomics theories to analyze the effects of public policy.  7. Realize the basic concepts of macroeconomics.  8. Understand the meanings and measuring of Nation's income.  9. Realize the meaning of production, saving, and investment.  10. Understand the monetary system.  11. Understand the meanings of aggregate demand and aggregate supply.  12. Use macroeconomics theories to analyze the effects of macroeconomics.					
Prerequisites	None					

Course Code	02412	02412			
Course Name	Accounting	Credit	F	S	
Course Objectives	The objective of this course is to introduce the binformation system, the principle and rules of a reporting, and how to analyze and interpret accinternal and external business users making econom value for business enterprises and enhance the facapital market. It emphasizes the dual roles of contracting. Specifically, this course aims to help s 1. To understand the functioning of accounting in the governmental units, non-profit organizations a 2. To understand the basic recording and report information system.  3. To understand the concepts and standards under in accounting to develop the financial statements 4. To understand how to analyze and interpret accinvestors, creditors and business managers to mak 5. To understand how to resolve the ethical professional judgment.  6. To understand how to develop and make planning	ounting in ic decision airness and accounting students: the business and the socing proces lying the mof business counting ir se economi dilemma	measurent formation is in order efficience in valuates world as it is it	nent and to help to create y of the tion and s well as neral. counting ents used a to help s.	
Prerequisites	None				

Course Code	05201			
C N	Intuo dustion to Dusiness	Cradit	F	S
Course Name	Introduction to Business	Credit	0	3
Course Objectives	The objectives of this course are 1.To gain a fundamental working knowledge environment in which business prospers. 2.To introduce business functions, including resources, production & operation, information, and 3.To introduce management functions, including an leading, and controlling. 4.To integrate the factors of environment, manage functions. 5.To combine theory and practice.	marketing, nd R&D. nalysis, pla	finance,	human ganizing,
Prerequisites	None			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Ivallie	Introduction to Computer Science	Credit		
Course Objectives	The learning objectives in this course include:  1. To learn the knowledge and concepts of computer  2. To learn the topics covered in the computer science;  3. To learn the concepts and applications of network  4. To understand the meaning and the structure of in  The topics such as electronic commerce, decisio intelligence, ethics, etc., will be covered in most-up-to-date technology in an ever-changing introduced in the class.	;; formation son support the class.	system. systems, In addit	artificial
Prerequisites	None			

Course Code	02022			
Carras Nama	Advanced Statistics	Credit	F	S
Course Name	Advanced Statistics	Credit	4	4
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.			
Prerequisites	Statistics			

Course Code	02766				
Course Name	Lincon Alashus	Cradit	F	S	
Course Name	Linear Algebra	Credit	2	2	
Course Objectives	<u> </u>	1.To understand and build up the concepts of the linear algebra.  2.To lean how to use Matlab software for solving the linear algebra problem at			
Prerequisites	Algebra				

Course Code	03056			
Course Nome	Duo arammina Tachniques	Condit	F	S
Course Name	Programming Techniques	Credit	3	0
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.			
Prerequisites	Calculus.			

Course Code	14761			
C N		G II	F	S
Course Name Advanced	Advanced Programming Techniques	Credit	0	3
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.			
Prerequisites	Programming Techniques			

Course Code	10931			
C. N.	Anali adina of Contintin Paul and	C 114	F	S
Course Name	Application of Statistics Package	Credit	0	3
Course Objectives	The objectives of this courses are  1.To build basic ideas in operating software packages of statistics for the needs in managerial or analytical works.  2.To render examples or cases in daily life or in managerial applications along with statistics lectures  3.To be able to use the software packages such as SAS and SPSS			
Prerequisites	Statistics			

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Ivallie	Wanagement information systems	Cledit	0	3
Course Objectives	This course teaches students to understand the architectures of various types of information systemethodologies of planning MIS. In addition, this students with the knowledge of IT applications and better govern a modern organization. After learning that the abilities to do the jobs of computerization learning objectives in this course include:  1. To build up the broad and deep ICT knowledge and in planning, designing, and developing business current age of electronic business.  2. To apply and leverage cutting-edge informate technologies, and modern system development may reengineer enterprise information systems.  3. To build up the profound capacity for development architecture and information infrastructure in development.  4. To learn how to model and implement enterprise datal support the development of business intelligence as 5. To learn how to measure and evaluate the busing resulted from the IS/IT implementation.  After learning above, it makes students have the computerization in an organization.	stems, and course is all IT managing above, in an organd skills for a sinformation and the action action and the action	the theo designed gement reciti makes nization. To solving the on system of communication desired to devintegrated siness information system of the communication o	ries and to equip quired to students Thus, the he issues as under unication elop and system ormation dels and house to ms.
Prerequisites	Introduction to Information Management			

Course Code	02490				
Course Name	Database Administration	Credit	F	S	
Course Maine	Database Administration	Credit	3	0	
Course Objectives	For various reasons, automation of business proces for business in this digital society. As a result it is a are stored in databases. Not surprisingly an under principles and experiences on database administrate fundamental for statistical professionals but also an development. Following this line of fact, this course with the knowledge for managing and designing and the skills to implement the design.  Throughout this course IBM DB2 is chosen as the students with hands-on experience on database and this course are designed around three major topics: SQL and (3) Database System Administration. Studexercises after each lecture.	very often of restanding of tion are considered advantage in designed integrated elearning ministration (1) Basic S	that statist of databas onsidered to facilita d to equip database, tool to he on. The cor SQL (2) A	ical data e design not only te career students and with elp equip ntents of dvanced	
Prerequisites	Basic Computer Concepts (Suggested)				

Course Code	01634			
Course Name	Surray Campling	Credit	F	S
	Survey Sampling	Credit	0	3
Course Objectives	<ol> <li>Construct the basic concepts and theory of survey.</li> <li>Teach the method of collecting data.</li> <li>The questionnaire design.</li> <li>Using cases or examples of practice application, this course make students learning in doing.</li> </ol>			
Prerequisites	Statistics and Basic Probability			

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
	Regression Analysis	Cicuit	3	0
Course Objectives	This course provides fundamental concepts and skills for regression analysis.  Topics include model specifications, properties and related inferences.  Procedures for building a linear regression model will be discussed thoroughly and actual data will be analyzed with statistical software.			
Prerequisites	elementary statistics , advanced Statistics, statistical software			

Course Code	11218			
Carras Nama	Design of Experiment and Analysis	Credit	F	S
Course Name		Credit	0	3
Course Objectives	The objectives of this course are  1.To provides fundamental concepts and skills for design and analysis of experiment.  2.To cover the topics such as complete randomized design, factorial design, randomized black design, Latin Square design, and fractional factorial design. one-way and two-way ANOVA model  3.To discuss and analyze the real data with statistical software.			
Prerequisites	elementary statistics , advanced Statistics, statistical	software		

Course Code	11502			
Course Nome	Data Mining	Credit	F	S
Course Name Data Mining C	Credit	3	0	
Course Objectives	1Understand DM concept 2.Using DM Tools 3.Understand DM methodology 4.Understand DM application			
Prerequisites	Statistics and statistical dependence application curriculum			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
Course Ivaille	c independent Study i	0	3	
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 practic	1.To obtain independent thinking ability 2.To be able to read the literature		
Prerequisites	All foundation courses			

Course Code	07699			
Course Name	Independent Study II	Credit	F	S
Course tvanie	independent Study II	Cicuit	3	0
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.			
Prerequisites	Statistic			

Course Code	09886			
Course Name Mult	Multipopieta Data Applicaio	C 4:4	F	S
	Multivariate Data Analysis	Credit	0	3
Course Objectives	This is an one-semester introductory course in Multivariate Statistical Analysis intended for junior/senior undergraduate students with backgrounds in calculus, linear algebra and mathematical statistics. The contents of this course includes basic concepts/theory/methods in Multivariate Statistical Analysis such as multivariate normal distribution, Hotelling's $T^2$ statistic, principal component analysis, etc It is our goal to make students have an overall understanding in Multivariate Statistical Analysis.			
Prerequisites	calculus, linear algebra and mathematical statistics			

Course Code	17289			
Course Name	Nonmananatuia Statistica English	Credit	F	S
	Nonparametric Statistics-English	Credit	0	3
Course Objectives	The objectives of this course are  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.  2. To be able to apply nonparametric methods in problem solving when the normal assumption is violated.			
Prerequisites	Statistics, Advanced Statistics.			

Course Code	09887			
Course Name	Discrete Data Analysis	Credit	F	S
Course Name	Discrete Data Analysis	Credit	0	3
Course Objectives	The objectives of this course are  1.To introduce the most important methods for analyzing categorical data.  2.To model categorical response, i.e., the introduction of logistic regressions and log-linear modeling techniques.			
Prerequisites	This course requires familiarity with two-semester statistical courses. This background should include estimation and hypothesis testing and exposure to regression modeling and the analysis of variance.			

Course Code	01943			
Course Name	Time Series Analysis	Credit	F	S
	Time Series Analysis	Credit	0	3
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.			
Prerequisites	Introduction to Statistics			

Course Code	06424			
Course Name	I. Communication	G 111	F	S
	Inference Statistics	Credit	3	0
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.			
Prerequisites	Advanced Statistics			

Course Code	09514			
Course Name	ourse Name   Electronic Commerce   Credi	Cradit	F	S
Course Name	Electronic Commerce	Credit	3	0
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.			
Prerequisites	None			

Course Code	11099			
Course Name	Database Practice	Credit	F	S
Course rame	Buttouse Tructice	Credit	0	3
Course Objectives	This course is designed to provide students with the knowledge and skills to perform the following tasks: (1) writing of basic SQL statements (DML/DDL), and (2) writing of advanced SQL statements (includes an introduction to stored procedures).  This course will be taught using a combination of classroom lectures and lab exercises. The database server for lab exercises will be a DB2 for UDB system on Windows platform. Students will utilize the facilities of the DB2 client to learn the knowledge and skills for performing the aforementioned tasks.			
Prerequisites	Database Design and Administration (Recommended)			

Course Code	02492			
Course Name	Data Structures	Credit	F	S
Course Ivaille	Ise Ivalie Data Structures Credit	Credit	3	0
Course Objectives	The purposes of this course include:  1. To understand the basics of data structure in computer science.  2. To understand the relationship between data structure and algorithms.  3. To develop programs to manipulate data structure in a computer programming language.			
Prerequisites	Introduction to Computer Science			

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Name	insurance	Cledit	3	0
Course Objectives	The purposes of the subject course are  1.To provide a complete and general knowledge about the basic theory and practice of insurance  2.To gain practical knowledge and specialty through a deep understanding towards the <i>status quo</i> and the contents of insurance management.			
Prerequisites	None			

Course Code	04791			
Course Name	The Theory of Interest	Credit	F	S
Course Maine	The Theory of Interest	Credit	3	0
Course Objectives The objective of this course is to help students obtain basic concepts on interest and its related knowledge.				
Prerequisites	None			

Course Code	01483			
Course Name	Madatina Managament	C 1:4	F	S
Course Name	Marketing Management	Credit	0	3
Course Objectives	The objective of this course is to provide students and to improve students' abilities to implement mar course completion, the students should be able to:  1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of marketing.  3. Realize the meaning of segmenting, targeting, and  4. Understand the meaning and scopes of marketing  5. Utilize marketing theory to analyze firm's marketing  6. Learn the skill of marketing planning and apply effective manner.	teting related the seting plan. d positioning mix 4P. ting activities	ed activition g (STP).	es. Upon
Prerequisites	None			

Course Code	01910				
Course Name	Micro-Economics	Credit	F	S	
	Mero Beolionies	010010			
Course Objectives	workers, and investors, owners of land and busing these units make economic decisions.  2.To explore the issues on how industries and mark they differ from one another, and how they are affected and global economic conditions.  3.To extensively cover the topics of game theory, so the role and implications of uncertainty and asymmetric description.	<ol> <li>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>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>To extensively cover the topics of game theory, strategic interactions of firms, the role and implications of uncertainty and asymmetric information, the pricing strategies of firms with/without market powers, and the design of policies taking</li> </ol>			
Prerequisites	None				

Course Code	09626			
Course Name	Practice of Statistical Decision	Credit	F	S
	Practice of Statistical Decision	Cledit	3	0
Course Objectives	The objectives of this course are  1.To provide the fundamental concepts and skills for statistical decisions  2.To include case study for a better understanding its application on business  Topics to be covered include probability, modeling and its decision making,  Bayesian decision making, Lagrange multiplier, decision making under certainty  & uncertainty.			
Prerequisites	Introductory Statistics			

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Name	Quanty Control	Credit	3	0
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.			
Prerequisites	Introduction to Statistics			

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
	, c			
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?			
Prerequisites	None			

Course Code	03927			
Course Name I	Insurance Statistics	Credit	F	S
Course Name	histratice statistics	Credit	0	3
Course Objectives  1. Career plan- preparation for joining in insurance industry 2. Build up the concept of insurance 3. Foundation of actuarial science				
Prerequisites	The theory of interest			

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 monetary and fiscal policy might be able to reduce of nationwide business fluctuations.  2.To give a sense of macroeconomics as an applied with complex and often urgent issues.  3.To discuss some key issues of macroeconomics: so in output and employment, how the quantity of inflation rate, the role of expectations, long-rune effects of macroeconomic policies.  4.To learn about classical and traditional macroecon the most modern macroeconomic theories that economic policies that economic macroeconomic theories that economic policies that economic policies that economic macroeconomic theories that economic policies that economic	the frequency is short-run experienced from the conomic the conomi	science the conomic vaffects ou c growth,	hat deals ariations tput and and the
Prerequisites	None			

Course Code	05352			
Comes Nome	Diametrical and	Credit	F	S
Course Name	Biostatistics	Credit	0	3
Course Objectives	The main purpose of biostatistics is to resolve the real problems generated from biological subjects. The conclusions are obtained through experimental studies or sampling. In this course three major topics: clinical trials, genetics and general medicine will be discussed. The lectures will emphasize on statistical concepts. Topics such as likelihood principles, regression methods, logistic regression and survival analysis will be introduced.			
Prerequisites	Statistics			

Course Code	07897				
Course Name	Risk Management	Credit	F 3	S 0	
Course Objectives	Risk Management Credit			s of risk onceptual business nsurance	

Course Code	10935				
Course Name	Special Topics in Incurance Marketing Strategy	Cradit	F	S	
Course Name	Special Topics in hisurance Marketing Strategy	Credit	3	0	
Course Objectives	Special Topics in Insurance Marketing Strategy Credit				
Prerequisites	None				

Course Code	02030			
Course Name	A11C1 1		F	S
	Advanced Calculus	Credit	0	3
Course Objectives	This is a one-semester introductory course on advanced calculus and is intended for students who have been already exposed to an introductory calculus course. This course servers the following two purposes: (1) A thorough reexamination of those concepts which are treated in a rather vague and intuitive manner in the elementary course (e.g. continuity, differentiability, etc.). As such, advanced calculus can be said to be calculus revisited from a rigorous point of view; and (2) a provision of new tools and techniques for solving problems which are not treated in a more elementary course.			
Prerequisites	Calculus and Statistics			

Course Code	02050			
Course Name	Duciness English	C 114	F	S
Course Name	Business English	Credit	0	2
Course Objectives	The students will be able to:  1.Effectively use specific, professional language during business presentations  2.Demonstrate organization skills to provide a convincing, informative, professional presentation  3.Utilize effective use of physical skills to engage audiences fully  4.Build up confidence to deliver a presentation in English  5.Participate fully and effectively in cross-cultural meetings  6.Discuss a wide variety of business-related topics			
Prerequisites	None			

Course Code	15539			
Course Name	English Speech and Presentation	G III	F	S
		Credit	0	2
Course Objectives	1.To improve the students' English public speaking ability and presentation skills through various practices and access of video and audio tapes.  2.To promote the students' self-confidence through individual and collaborative activities  3.To prepare the students for English presentation about various topics with the use of PowerPoint and other media production as visual aides			
Prerequisites	None			

Course Code	03542				
Course Name Engl			F	S	
	English Listening Comprehension	Credit	1	1	
Course Objectives	1. To familiarize the students with listening and speaking strategies to successfully perform various purposes of communication.  2. To get the students involved in class discussion, pair works, group works, role-playing, and short presentation, which offer them opportunities to demonstrate their knowledge, express opinions, and interact with their peers.  3. To increase the students' self-reliance in using English and to broaden their knowledge of the different cultures, by means of audio tracks and video materials.				
Prerequisites	None, English Conversation / Foreign Language-English				

Course Code	05828			
Course Name	Organization Study	Credit	F	S
	Organization Study	Cicuit	2	0
Course Objectives	The objectives of this course are  1. To be able to internalize the spirit of autonomy 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.			n.
Prerequisites	Especially suitable for sophomore and junior studen	t.		

Course Code	15777				
Course Name	Organization Landarship	Credit	F	S	
Course Name	Organization Leadership	Credit	0	2	
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.				
Prerequisites	Especially suitable for sophomore and junior student.				

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
Course Name	innovative Entrepreneursing Competition Fractice	Credit	0	1
Course Objectives	Innovative Entrepreneurship Competition Practice Entrepreneurship Management, Seminar on Cultu Creativity Development and Practice with the ain results.  Innovative Entrepreneurship Competition Practice, from Management, Marketing, Financial Managestudents' abundant creative and innovative ide entrepreneurial ideas and maximize students' learnic competition. This course intends to achieve the below 1. Learn how to integrate basic management knowled competition practice.  2. Learn how to conduct entrepreneurial business development and activity.  3. Learn how to build an entrepreneurial business teal achieve success.  4. Understand the real industrial scenarios and learn head to succeed the success.  4. Understand the real industrial scenarios and learn head to succeed the success.  4. Understand the real industrial scenarios and learn head to succeed the succeed to succeed the succeed to the succeed to the succeed to the succeed the succeed to the succeed	which comement etcoment etcome	ve Indus ate their  mbines e ., utilizes mulate v through s: monstrate ment by mote tean with it. ition. des stud n while ex gives stuc ch shif	try, and learning ssentials syoung workable practical it in the creative nwork to ents an apanding dents an as the
Prerequisites	None			

# **International Trade and Finance**

#### • Course list

	Bachelor I	Program of International Trade and Finance	code	classes	Credit hours
		Introduction to Civil Law	01343	2	4
	Economics	02457	2	6	
	Calculus	02390	2	6	
		Accounting	02412	2	6
		Introduction to Business	05201	2	3
		Introduction to Computer Science	01863	2	3
Required credit hou		Marketing Management	01483	2	3
departme		Statistics	02222	2	6
		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
		English Listening Comprehension	03542	2	2
		Investments	01579	1	3
		Futures and Options	03408	1	3
	International finance	Fixed Income Securities	10458	1	3
		Independent Study I	07344	8	3
Require d credit		Independent Study II	07699	8	3
hours by sections		International Business Management	02083	1	3
		International Co-opetition Strategy	15493	1	3
	International business	International Marketing	02084	1	3
		Independent Study I	07344	6	3
		Independent Study II	07699	6	3
		International Economic and Monetary Law	10126	1	3
	credit hours	Security Markets Studies	12883	1	3
of the dep	partment in tions	Money and Banking	02249	1	3
		Commercial Law	02056	1	3

Bachelor Program of International Trade and Finance	code	classes	Credit hours
International Financial Management	02093	1	3
Insurance	01768	1	2
International Service Management	08640	1	3
Capital Market Analysis	02483	1	3
Case Study in Management	12121	1	2
Practice of International Trade Cargo Movements	11504	1	4
Risk Management	07897	1	3
Analysis for Global Industry	08314	1	3
Financial Institutions Management	04086	1	3
Foreign Exchange Market	14042	1	2
International strategy	17200	1	3
Examinations for FCE	14694	1	2
English and Modern Life	14410	1	2
Multimedia English	12601	1	2
English Speech and Presentation	15539	1	2
Innovation and Entrepreneurial Management	11313	1	3
An Introduction to Financial Derivatives	11101	1	3
Emerging Market Management	17483	1	3
Commercial Application of Communication & Brand Management	17783	1	2
Industry Analysis and Competitive Strategy	03132	1	3
Organizational Study	05828	0.2	0.4
Organizational Leadership	15777	0.2	0.4
Innovative Entrepreneurship Competition Practice	16984	0.2	0.2

## • Course objective and prerequisites

Course Code	01343			
Course Name	Introduction to Civil Law	Credit	F	S
Course Ivallie	introduction to Civil Law	Cledit	2	2
Course Objectives	The objectives of this course are			
	1.To understand the general principles of civil laws			
	2.To identify relation among the fixed individuals.			
	3.To cover the knowledge about common daily lif	e and the k	nowled	ge and
	capability necessary for future jobs.			
Prerequisites	None	•	•	

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Name	Economics	Cledit	3	3
Course Objectives	The objective of this course is to provide students will concepts and to improve students' abilities to analyze household, and firm's behavior. Upon course complete able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand for the state of the meaning of elasticity and its application application. A Realize how individual consumer, household, and the supplication of the state of th	e individual etion, the structions. on. firm make s and their ts of public n's income. vestment.	l consunudents sludents sluden	ner, hould h.
Prerequisites	None			

Course Code	02390				
Course Name	Calculus	Credit	F	S	
Course Name  Course Objectives	This is a one-year introductory course in Calculus i background in high school mathematics. The conte basic concepts and theory in calculus and their a semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. topics in the fundamental theorem of calculus, to multivariate differential and integral calculus such multiple integrals will be covered. The objectives of 1.To provide the core of the central idea and method applied in the solution of problems in a variety application for further study.	ntended for ents of this applications a such as lin mean value In the sec echniques as partial of this course ds of calcul	course it. In the mit, content theorem cond serim integer lerivative are us that we described the conduction of the cond	nclude he first hinuity, h, and hester, ration, hes and will be he and	
	<ul><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></ul>				
Prerequisites	High school mathematics				

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course manne	Accounting	Credit	3	3
Course Objectives	The objective of this course is to introduce the basic information system, the principle and rules of according reporting, and how to analyze and interpret account internal and external business users making econording create value for business enterprises and enhance the of the capital market. It emphasizes the dual valuation and contracting. Specifically, this course 1. To understand the functioning of accounting in the asthetic governmental units, non-profit organizations at 2. To understand the basic recording and reporting information system.  3. To understand the concepts and standards under used in accounting to develop the financial statement 4. To understand how to analyze and interpret according investors, creditors and business managers to make etc. To understand how to resolve the ethical dileprofessional judgment.  6. To understand how to develop and make planning	ounting menting informating informating informating informating for the fairness roles of aims to help the business and the social processes or lying the test of business that in the fairness informating inform	asureme mation to one in or and efficaceount p studer world a ety in get of accome asuresses. In a make of accomake of accomand accompany to the accompany to	nt and o help der to ciency ing in hts: has well eneral. hunting ements has been been been been been been been bee
Prerequisites	None			

Course Code	05201			
Course Name	Introduction to Business	Credit	F 0	S 3
Course Objectives	The objectives of this course are  1.To gain a fundamental working knowledge ab environment in which business prospers.  2.To introduce business functions, including ma resources, production & operation, information, an  3.To introduce management functions, including organizing, leading, and controlling.  4.To integrate the factors of environment, management functions.  5.To combine theory and practice.	rketing, find R&D.	aspect nance, l	of the human
Prerequisites	None			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Ivallic	introduction to computer science	Credit	3	0
Course Objectives	<ol> <li>The learning objectives in this course include:</li> <li>To learn the knowledge and concepts of computer</li> <li>To learn the topics covered in the computer scienthe computer science;</li> <li>To learn the concepts and applications of network</li> <li>To understand the meaning and the structure of inthe topics such as electronic commerce, decision sintelligence, ethics, etc., will be covered in the most-up-to-date technology in an ever-changing introduced in the class.</li> </ol>	ice and bas ; formation s support sys e class. In	ystem. tems, ar	epts in tificial n, the
Prerequisites	None			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
	Wanketing Wanagement	Credit	0	3
Course Objectives	The objective of this course is to provide student concepts and to improve students' abilities to imp activities. Upon course completion, the students shout 1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of market 3. Realize the meaning of segmenting, targeting, and 4. Understand the meaning and scopes of marketing 5. Utilize marketing theory to analyze firm's marketing 6. Learn the skill of marketing planning and apply Man effective manner.	lement manual be able ting plan. I positioning mix 4P. ing activitie	rketing it to: g (STP).	related
Prerequisites	None			

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course I turne	Statistics	Creare	3	3
Course Objectives	The objective of this course is to provide the stude fundamental concepts of elementary statistics. The stress an intuitive understanding of statistical principles behind the formula. A wide selection examples from many various fields are introducted Statistics is used as a tool in decision -making management sciences.  This course will cover:  1. Statistics methods and concept and its relevance to 2. Descriptive Statistics.  3. Basic notions of probability, random variable, and probability distribution.  4. Sampling methods  5. Statistical inference – interval estimation	procedures n of real iced. It en in virtually	is design s and l problem aphasize y all are	ned to logical as and as that eas of
Prerequisites	Calculus, Algebra			

Course Code	02891			
Course Name	Macroeconomics	Credit	F 3	S 0
Course Objectives	The key objectives of this course are  1.To understand how the macro-economy works an monetary and fiscal policy might be able to reserve ty of nationwide business fluctuations.  2.To give a sense of macroeconomics as an applied deals with complex and often urgent issues.  3.To discuss some key issues of macroeconomy variations in output and employment, how the coutput and inflation rate, the role of expectate growth, and the effects of macroeconomic policies.  4.To learn about classical and traditional macroeconomic about the most modern macroeconomic theories that	educe the sed science- nics: short- quantity of ions, long- es.	ecifically frequence a science run eco money a run eco	y, how ey and ce that conomic affects conomic
Prerequisites	None			

Course Code	01910					
Course Name	Micro-Economics	Credit	F	S		
Course Ivallic	Where-Economics	Cicuit	3	0		
Course Objectives	workers, and investors, owners of land and busines these units make economic decisions.  2.To explore the issues on how industries and may why they differ from one another, and how they are policies and global economic conditions.  3.To extensively cover the topics of game theory, strategies, the role and implications of uncertainty and as the pricing strategies of firms with/without market policies.	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.  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.				
Prerequisites	None					

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Ivame	Tillanciai Wanagement	Cicuit	0	3
Course Objectives	This objective of this course is to provide a basic u financial decisions. These decisions include choose investment opportunities, how much debt and equity operating cash flows, how to measure risk and return to payout, and etc. Therefore, we will pay a visit to covered by corporate finance, namely capital bud working capital management and dividend polic course are expected to familiar with the followings ut. The possible types and control mechanism of ager 2. Valuation approaches, cash flow estimation, and capital budgeting.  3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capit policy.  5. working capital management	ssing between to issue, here, what level the four melgeting, capy. Students apon course ney problem and risk aspects	een common to the common to th	ppeting nanage vidend cisions ucture, ed the tion.
Prerequisites	Accounting			

Course Code	02100			
Course Name	The Practice of International Trade	Credit	F 3	S 3
Course Objectives	The objectives of this course are  1.To introduce customary practices, professional framework in field of international transactions.  2.To systematically integrate the aforesaid or regulations and illustrate cases for business tradifferent jurisdictions.  3.To possess basic knowledge of international trade manage multiple effectively tasks in a pressured er 4.To handle the whole transactions independently wiexperiences.	onventions, ansactions practice an avironment	nd regu terms in related	and ion to
Prerequisites	None			

Course Code	02090			
Course Name	International Finance	Credit	F 0	S 3
Course Objectives	This objectives of this course are  1. To provide an analytical framework for understand finance and open economy macroeconomics.  2. To discuss the issues such as the foreign currency financial arbitrage, the fundamental international performance of international monetary regimes-past portfolio approaches to balance-of-payment determination, rational expectations and monetary economy, policy coordination, and monetary union.	markets an l parity c to present, s and	d international distribution on dition monetal exchange	ational s, the ry and ge-rate
Prerequisites	Economics			

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F 1	S 1
Course Objectives	1.To familiarize the students with listening and successfully perform various purposes of communi 2.To get the students involved in class discussion, role-playing, and short presentation, which offed demonstrate their knowledge, express opinions, and 3.To increase the students' self-reliance in using Enknowledge of the different cultures, by means of materials.	cation. pair works, er them op d interact w glish and to	group portunit ith their broade	works, ties to peers. n their
Prerequisites	None, English Conversation / Foreign Language-Eng	glish		

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Ivaine	mvestment	Credit	0	3
	The objectives of this course are			
	1.To explore the operation of capital markets and the related theory about investment.			
Course Objectives	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 analys of debt and equity securities, derivative and risk management, etc.			
Prerequisites	None			

Course Code	03408				
Course Name	Futures and Options	Credit	F	S	
Course I value	Tutures and options	Credit	3	0	
	The learning objectives of this course include:				
	1. The basic characteristics of derivative contracts.				
	2.No arbitrage pricing bounds of futures, options and other derivatives such				
	as swap, etc.				
Course Objectives	3.Trading strategies of options.				
Course Objectives	4.Binomial tree pricing options.				
	5.Black-Scholes model				
	6.Hedging when issue or buy an option.				
	7.Structured note				
	8.Exotic options.				
Prerequisites	None.		•		

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
		Creare	0	3
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.			
Prerequisites	None			

Course Code	07344				
Course Name	Independent Study I	Credit	F	S	
Course Ivallie		Credit	0	3	
	The objectives of this course are				
	1.To obtain independent thinking ability				
Course Objectives	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				
Prerequisites	All foundation courses				

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

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course runne	international Business Management	Cicuit	3	0
Course Objectives	International investment and industrial environ capricious than ever before since 21st central digitalization, and liberalization came to be the troutstanding international-level talents with overal of this course are  1.To profoundly probe into certain oversea investing modes into international market, global simplementation, and transnational operation manages. To broaden international views  3.To synchronize with changes and development of the 4.To strengthen international competence.	ury when rend. In order thinking, ment environ strategic programment	globalider to feethe objection	zation, ertilize ectives entry
Prerequisites	None			

Course Code	15493			
Course Name	International Co. anatition Stratagy	Credit	F	S
	International Co-opetition Strategy	Credit	0	3
Course Objectives	The objectives of this course are  1.To address the fundamental competitive and cooperative strategies in international management.  2.To cover the four modules: international strategy, competitive strategy, cooperative strategy and co-opetition.  3.To learn thinking in an interactive and participative context			
Prerequisites	Principal of Management			

Course Code	02084			
Course Name	International Marketing	Credit	F	S
	international Warketing	Cicuit	3	0
Course Objectives	The objectives of this course are  1.To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments.  2.To understand the process of implementing global marketing strategies  3.To adapt marketing activities to specific market needs			
Prerequisites	Marketing Management			

Course Code	10126			
Course Name	International Economic and Monetary Law	Credit	F 0	<u>S</u>
Course Objectives	The objectives of this course are 1.To provide a good understanding of international the international monetary policy. 2.To develop skills with regard to the analysis and a trade agreements and the relevant regulations. 3.To gain knowledge of legal arguments reflecting va on trade and monetary issues in the context of multil the settlement of disputes.	pplication o	of interna	ational rests
Prerequisites	None			

Course Code	12883			
Course Name	Securities Markets Studies	Credit	F	S
Course Ivallie	Securities Markets Studies	Credit	0	2
Course Objectives	<ol> <li>This course is provided for students who are unfamicontents that will be covered in this course are</li> <li>To provide students with real experiences such as account for real trading.</li> <li>To conduct portfolio simulation via fictitious acco</li> <li>To focus on specific industries and conduct both fanalyses</li> <li>To introduce five basic types of financial invebonds, options and futures with the focus on the determinants of valuation, and the practical issue these instruments.</li> </ol>	such as operunts Fundamenta estments—1 erisk-rewar	ening a talent and technoney, so	chnical stocks, off, the
Prerequisites	None			

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
	•	Cledit	3	0
Course Objectives	In this course, we provide an overview of the finance on the monetary and banking. Students are exp 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 the:  3. Why are the financial institutions important in the  4. What tools does central bank use to manipulate the interest rate?	y behave?	inderstar ?	nd the
Prerequisites	Economics			

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
Course Name	Commercial Law	Credit	3	0
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.			
Prerequisites	Civil Code or Introduction to Civil Code			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Name		Credit	3	0
Course Objectives	The objectives of this courses are 1.To provide an analytical framework for und financial market 2.To enhance the capability of conducting research in financial management. 3.To explore the operation of international capital derivative markets, and the related theory of current investment.	n the field o	of interna	ational by and
Prerequisites	None			

Course Code	01768			
Course Name	Insurance	Credit	F	S
			0	2
Course Objectives	The purposes of the subject course are  1.To provide a complete and general knowledge about the basic theory and practice of insurance  2.To gain practical knowledge and specialty through a deep understanding towards the <i>status quo</i> and the contents of insurance management.			
Prerequisites	None	<u>'</u>	·	

Course Code	08640			
Course Name	International Service Management	Credit	F 0	S 3
Course Objectives The objective of this course is to introduce both theories and practices of international service business to senior students.				
Prerequisites	None			

Course Code	02483				
Course Name	Comital Moultat Amalysis	Credit	F	S	
Course Name	Capital Market Analysis	Credit	0	3	
	The objectives of this course include				
	1. To have a clear overview of the capital market				
Course Objectives	2. To bring the prominent coverage on the current journals or magazines into				
Course Objectives	class for discussion.				
	3. To introduce the advanced topics on securities listing, securities trading,				
	bond market and futures market.				
Prerequisites	None				

Course Code	12121				
Course Name	Case study in Management	Credit	F	S	
Course Name	Case study in Management	Credit	0	2	
	The objectives of this course are				
Course Objectives	1.To consolidate the student's ability of Logical Thinking.				
Course Objectives	2.To cultivate the student's ability of assembling data	a analysis.			
	3.To solve the problem and enunciation ability.				
Prerequisites	Business Management, Economic				

Course Code	11504			
Course Name	Practice of International Trade Cargo Movements	Credit	F 2	S 2
Course Objectives	This course focuses in import/export process of international business practice, which is including the detailed introductions of 1) sales order release, 2) materials import 3) manufacturing, 4) quality management, and 5) finish goods export. After this training, participants can easily get into international business without any interim.			
Prerequisites	International Trade Theory, The Practice of Internati	onal Trade		

Course Code	07897			
Course Name	Pick Managament	Credit	F	S
Course Ivallie	Risk Management	Credit	0	3
Course Objectives	This course aims to provide students a broad perspecontaining traditional risk management and insurance management. The students are expected to be conceptual framework as  1. To make risk management and insurance decision value and individual welfare.  2. To understand insurance contracts and instrinsurance industry  3. To understand the effects of and the rationale for risk and allocation of risk among business and individual Basically, topics in this course include  1. investment strategy  2. institutional structure  3. regulations  4. database management  5. quantitative procedures	ce and othe uild a cons for incretutional fe	r types mpreher asing bu	of risk asively asiness of the
Prerequisites	None			

Course Code	08314					
Course Name	Analysis for Global Industry	Credit	F	S		
Course Ivaille		Credit	0	3		
Course Objectives	industrial analysis tools used to anatomize global in 2.To introduce several industrial development competitive strategies of global IC industry, PC incindustry, biotechnology and pharmaceuticals induindustry, and retailing industry.	The objectives of this course are  1.To theoretically analyze the impetus of industrial globalization and explain industrial analysis tools used to anatomize global industry.  2.To introduce several industrial development trend, especially in the competitive strategies of global IC industry, PC industry, telecommunication industry, biotechnology and pharmaceuticals industry, cultural and creative industry, and retailing industry.  3.To provide a game-theoretic framework for understanding how firms compete in the industry.				
Prerequisites	Economics					

Course Code	04086			
Course Name	Einengiel Institutions Management	Credit	F	S
	Financial Institutions Management	Credit	0	3
Course Objectives	The objectives of this course include  1. To analyze the risks faced by investors and savers interacting through both financial institutions and financial markets  2. To launch strategies that can be adopted for controlling and better managing these risks.			
Prerequisites	None			

Course Code	14042			
Course Name	Foreign Exchange Market	Credit	F	S
Course reame	Totolgh Exchange Market	Credit	0	2
Course Objectives	The objectives of this course include  1.To forecast the trend of foreign exchange rate fluct  2.To hedge the risk from foreign exchange exposure  The contents that will be covered are  1.The theory and practice of foreign exchange  2.The method of forecasting foreign exchange rafundamental (scenario) approach and technical and  3.The tools and method of hedging foreign exchange  4.Some topics about foreign investment, such a non-delivery forward, overseas mutual funds. FX me currency deposit etc.	ate fluctuat dysis appro erisks. as FX man	ach. ginal tı	rading,
Prerequisites	Economics preferred			

Course Code	17200			
Course Name	International strategy	Credit	F	S
		1 . 1 .	0	3
Course Objectives	The objective of this course is to cover various topics related to international management, including globalization, environment management issue, international strategy, headquarters-subsidiary relationships and international functional management.			
Prerequisites	None			

Course Code	14694				
Course Name	Examinations for FCE	Credit	F	S	
Course Ivaille	Examinations for PCE	Credit	2	0	
Course Objectives	To help the students acquire necessary knowledge and skills in preparing for some worldwide proficiency tests in English though class activities, practice tests, and assignments.				
Prerequisites	Freshman English				

Course Code	14410			
Course Name	English and Modern Life	Credit	F 0	S 2
Course Objectives	To improve the students' reading skills and their analytical and critical thinking abilities through reading, discussion, and presentation.			
Prerequisites	None			

Course Code	12601			
Course Name	Multimedia English	Credit	F	S
Course Ivallie		Credit	2	0
Course Objectives	<ol> <li>To improve the students' English listening and multimedia access such as video and audio tapes of shows, news stories and presentations.</li> <li>To encourage the students to become involved in small groups or as a class through cooperative to presentation, group sharing and interview to motivation, self-confidence and sense of achievem</li> </ol>	of news rep  communic earning act promote	orts, rad cation in ivities s	pairs, uch as
Prerequisites	None			

Course Code	15539				
G V		G 11:	F	S	
Course Name	English Speech and Presentation Credit	0	2		
Course Objectives	skills through various practices and access of video 2.To promote the students' self-confidence to collaborative activities	1.To improve the students' English public speaking ability and presentation skills through various practices and access of video and audio tapes.  2.To promote the students' self-confidence through individual and collaborative activities  3.To prepare the students for English presentation about various topics with			
Prerequisites	None				

Course Code	11313			
Course Name	I I. E	Credit	F	S
Course Name	Innovation and Entrepreneurial Management	Credit	3	0
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.			
Prerequisites	None	·		

Course Code	11101			
Course Name	An Introduction to Eigensial Desirations	Credit	F	S
Course Name	An Introduction to Financial Derivatives	Credit	3	0
Course Objectives	The objectives of this course are 1.To have general knowledge of the derivatives. 2.To build useful analytic and pricing tools to products.	evaluate n	ew deri	ivative
Prerequisites	None			

Course Code	17483			
Course Name	Emerging Market Management	Credit	F 3	S 0
Course Objectives	The objectives of this course are  1.To introduce the core issues, themes and perspectives facing business in emerging markets  2.To find differences in managerial issues between developed countries and emerging markets.  3.To build knowledge and skills needed for emerging markets.			
Prerequisites	None			

Course Code	17783				
Course Name	Commercial Application of Communication &	Credit -	F	S	
	Brand Management		2	0	
	The course is opened to 40 junior and senior grade students based on their good				
Course Objectives	understanding of commerce world mechanism, and seeks to help the participants				
	to establish sound understanding of the course content as below as a preparation				
	for a professional career on global level:				
	1. Applied communication techniques, including communication concept,				
	presentation, coordination and negotiation;				
	2. Brand Management, including concept, frameworks and applications				
	The course will be proceeded in various formats, including speech,				
	workshop, case study and presentation.				
Prerequisites	None				

Course Code	03132			
Course Name	Industry Analysis and Competitive Strategy	Credit	F	S
			0	3
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			
Prerequisites	None			

Course Code	05828			
Course Name	Organizational Study	Credit	F 2	S 0
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.			
Prerequisites	Especially suitable for sophomore and junior student.			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F 0	S 2
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy 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.			
Prerequisites	Especially suitable for sophomore and junior student.			

Course Code	16984					
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F 0	S 1		
Course Objectives	Innovative Entrepreneurship Competition Practice Credit F S					
Prerequisites	None					

# **Information Management**

#### • Course list

Undergraduate Progra	m in Information Management	Code	Classes	Credit
endergraduate i rogra	m m momation management	Couc	Classes	hours
	Operating System	01558	2	3
	JAVA Programming Language( I )	15995	2	3
	JAVA Programming Language( II )	16241	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
<b>.</b>	Introduction to Information Management	04319	2	3
Required common	System Analysis and Design	01584	2	3
credit hours of the	Information System Project (I)	04317	11	3
department	Information System Project (II)	04038	11	3
	Statistics	02222	2	6
	Introduction to Computer Science	01863	2	3
	Introduction to Business Management	05201	2	3
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Time for Class Advisor	02795	8	0
	C Language	03094	1	3
	Financial Management	01983	1	3
	Investment Management	03002	1	2
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
Elective credit hours	Enterprise Resources Planning	09289	1	3
of the department in	Enterprise Resources Planning-English	13701	1	3
other sections	Business Automation	10608	1	3
	Electronic Commerce	09514	1	3
	Electronic Commerce-English	17559	1	3
	Management Support System	10217	1	3
	Algorithms	04619	1	3
	WEB Programming	16258	1	3

	G 1	CI	Credit
Undergraduate Program in Information Management	Code	Classes	hours
Discrete Mathematics	02933	1	3
Knowledge Discovery and Data Mining	09637	1	3
Internship	13859	1	3
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
Special Topics On Finance and Investment Systems	13141	1	3
Introduction to Business Intelligence Management	11845	1	3
Network Management	13587	1	3
Supply Chain Management -English	16985	1	3
Organizational Behavior	02234	1	3
Organization Study	05828	1	3
Marketing of Information Products	04035	1	3
Management Information Systems -English	16986	1	3
Organizational Leadership	15777	1	2
Introduction to Information Management -English	13517	1	3
Innovative Entrepreneurship Competition Practice	16984	1	1
Introduction to Computer Science-English	17588	1	3
Computer Organization	01862	1	3
Corporate Information Strategies	14013	1	3

#### • Course objective and prerequisites

Course Code	01558			
Course Name	Operation System	Credit	F	S
Course Name	Operation System	Cledit	3	0
Course Objectives	1. Understand basic concepts of Operation System.			
Course Objectives	2. Learn and implement process-related problems.			
Prerequisites	None			

Course Code	15995			
Course Name	IAVA Programming Language (I)	Credit	F	S
Course maine	JAVA Programming Language( I )	Credit	3	0
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.			
Prerequisites	None		•	·

Course Code	16241			
Course Name	JAVA Programming Language(II)	Credit	F	S
Course Name	JAVA Programming Language(11)	Credit	0	3
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.			
Prerequisites	None			

Course Code	02492				
Course Name	Data Structures	Credit	F	S	
Course manie	Data Structures	Credit	3	0	
Course Objectives	The purposes of this course include:  1. To understand the basics of data structure in computer science.  2. To understand the relationship between data structure and algorithms.  3. To develop programs to manipulate data structure in a computer programming language.				
Prerequisites	Introduction to Computer Science				

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course I turne	Database Hammistration	Credit	0	3
Course Objectives	For various reasons, automation of business practice for business in this digital society. As statistical data are stored in databases. Not surple database design principles and experiences on considered not only fundamental for statistical advantage to facilitate career development. Followers is designed to equip students with the kindesigning an integrated database, and with the design.  Throughout this course IBM DB2 is chosen a equip students with hands-on experience on discontents of this course are designed around the SQL (2) Advanced SQL and (3) Database Systems are required to work on exercises after each lect	a result it is risingly an un database admil professional lowing this linowledge for the skills to it as the learning atabase administrate major topom Administration and results and results and results and results are major topom Administration.	very ofted derstand ninistration ls but a ne of fact managin implement g tool to nistration pics: (1)	en that ling of on are lso an et, this ng and ent the o help n. The Basic
Prerequisites	Basic Computer Concepts (Suggested)			

Course Code	10681			
Course Name	Data Communication and Network	Credit	F	S
	The main purpose of this course is to hel	p students h	nave con	mplete
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.			
Prerequisites	Basic Concepts of Computers (BCC)			

Course Code	02631				
Course Name	Managament Information Systems	Credit	F	S	
Course maine	Management Information Systems	Cledit	0	3	
Course Objectives	enterprise diagnosis and strategies and related on information industry techniques. From this	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			
Prerequisites	None				

Course Code	04319			
Course Name	Introduction to Information Management	Credit	F	S
Course Ivallie	introduction to information Management	Cledit	0	3
	The purposes of this course include:			
	1.To understand the essentials of information system and its role and			
Course Objectives	influence in business and management.			
Course Objectives	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.				
Prerequisites	Introduction to Computer Science			•

Course Code	01584			
Course Name	System Analysis and Design	Credit	F	S
	System Analysis and Design	Cledit	3	0
Course Objectives	<ol> <li>1.To familiar with the various methods, tools, and techniques of analysis &amp; design,</li> <li>2. To possess the ability of collecting and processing the user requirements,</li> <li>3.To learn how to communicate &amp; cooperate with team members &amp; users.</li> </ol>			
Prerequisites	Introduction to Information Management  Programming Language  Data Base Management			

Course Code	04317			
Course Name	Information System Project (I)	Credit	F	S
Course maine	information System Project (1)		0	3
Course Objectives	To train students to have the ability to apply information techniques on solving the problems about organization management. Students enrolled in this course are expected to be able to design enterprise information systems and solve the related problems.			
Prerequisites	Programming Language, Database Management	t, Data Structı	ıres.	

Course Code	04038				
Course Name	Information System Project (II)	Credit	F	S	
Course Traine	information by stem 1 roject (ii)	Credit		0	
Course Objectives	Train students to not only understand the theories of information system project management but also apply theories to practical projects.				
Prerequisites	Programming Language, Database Manag Information System Project (I)	gement, Dat	a Stru	ctures,	

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Name	Statistics	Credit	3	3
Course Objectives	The objective of this course is to provide the stufundamental concepts of elementary statistics. stress an intuitive understanding of statistic principles behind the formula. A wide select examples from many various fields are introposed to statistics is used as a tool in decision -making management sciences.  This course will cover:  1. Statistics methods and concept and its relevant 2. Descriptive Statistics.  3. Basic notions of probability, random various probability distribution.  4. Sampling methods  5. Statistical inference – interval estimation	This course al procedure tion of real oduced. It en ing in virtuall	is desig s and i problem nphasize y all ar world.	ned to logical as and es that reas of
Prerequisites	Calculus, Algebra			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Name	introduction to Computer Science	Cicuit	3	0
Course Objectives	The learning objectives in this course include:  1. To learn the knowledge and concepts of software;  2. To learn the topics covered in the computer softhe computer science;  3. To learn the concepts and applications of networks. To understand the meaning and the structure of the topics such as electronic commerce, decision intelligence, ethics, etc., will be covered in most-up-to-date technology in an ever-changing introduced in the class.	vork; of information on support sys the class. In	sic conce n system tems, ar additio	epts in  . tificial
Prerequisites	None			

Course Code	05201			
Course Name	Introduction to Business Management	Credit	F	S
Course Name	Introduction to Business Management	Cledit	3	0
Course Objectives	The objectives of this course are  1.To gain a fundamental working knowledge environment in which business prospers.  2.To introduce business functions, including resources, production & operation, informatio  3.To introduce management functions, incorganizing, leading, and controlling.  4.To integrate the factors of environment, business functions.  5.To combine theory and practice.	marketing, fin, and R&D.	nance, l	human nning,
Prerequisites	None	•	•	

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Ivallie	Calculus	Credit	3	3
Course Objectives	This is a one-year introductory course in Calc with background in high school mathematics. include basic concepts and theory in calculus the first semester, topics in one-variable differe continuity, derivative, chain rule, implicit difference theorem, and applications of the derivative second semester, topics in the fundamental theorem in integration, multivariate differential and integrativatives and multiple integrals will be covered course are  1. To provide the core of the central idea and more applied in the solution of problems in a variable application for further study.  2. To illustrate the main concepts by a variety of 3. To have an overall understanding in calculus.	The contents and their appropriate calculus erentiation, the will be intropred of calculus gral calculus ered. The object of application of applications and the content of applications and the content of applications and their contents of applications and their contents and thei	of this oblication such as ne mean duced. us, tech such as ectives oulus the discient	course as. In a limit, value In the niques partial of this at will ce and
Prerequisites	High school mathematics			

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Ivallie	Economics	Cledit	3	3
Course Objectives	The objective of this course is to prov. Microeconomic concepts and to improve stuindividual consumer, household, and firm's completion, the students should be able to:  1. Realize the basic concepts of Microeconomic 2. Understand the meanings of supply and dema 3. Realize the meaning of elasticity and its appli 4. Realize how individual consumer, household, 5. Understand various types of industry characteristics.  6. Use Microeconomics theories to analyze the 6. Realize the basic concepts of macroeconomic 8. Understand the meanings and measuring of N. P. Realize the meaning of production, saving, and 10. Understand the monetary system.  11. Understand the meanings of aggregate demandation of the concepts of analyze the policy.	s behavior.  s. and functions. cation. and firm male organization effects of pub s. fation's income and investment	es to a Upon  ke decisi ns and lic polic ne	ion. their y.
Prerequisites	None			

Course Code	02412	02412				
Course Name	Accounting	Credit	F 3	<u>S</u>		
Course Objectives	Accounting Credit F S					
Prerequisites	None					

Course Code	02795			
Course Name	Time for Class Advisor	Credit	F	S
Course Ivallie	Time for Class Advisor	Credit	0	0
Course Objectives	The objective of this arrangement is to ensure that the advisors and the students have a scheduled time to communicate with each other. The advisors may have the chance to know the students better and to help solving their problems in daily life.			
Prerequisites	None			

Course Code	03094			
Course Name	C Language	Credit	F	S
Course Ivallie	C Language	Credit	0	3
Course Objectives	Teach students how to program with C language			
Prerequisites	None			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Ivallie	1 maneiai wanagement	Credit	0	3
Course Objectives	This objective of this course is to provide corporate financial decisions. These decisions competing investment opportunities, how muchow to manage operating cash flows, how to make level of dividend to payout, and etc. Therefore four major decisions covered by corporate budgeting, capital structure, working capital policy. Students enrolled the course are experior followings upon course completion.  1. The possible types and control mechanism of 2. Valuation approaches, cash flow estimation, capital budgeting.  3. The concept of weighted average cost of capital policy.  5. working capital management	include choon had be deasure risk and end will pay the finance, in management ected to family agency problem and risk asputal	osing be quity to ad return y a visit amely and di- niliar wi ems	issue, a, what to the capital vidend th the ting to
Prerequisites	Accounting		•	

Course Cod	03002				
Course Name	Investment Management	Credit	F	S	
Course maine	Investment Management		2	0	
	The objectives of this course are				
	1. To introduce popular investment tools in Taiwan's financial market, such				
Course Objectives	as bond, stocks, common fund, futures, option, etc.				
	2. To understand the relationship between risks and rewards				
	3. To integrate investment theories and practical applications.				
Prerequisites	Financial Management		•		

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Ivallie	ivial ketting ivialitagement	Cicuit	0	3
Course Objectives	The objective of this course is to provide stu concepts and to improve students' abilities to it activities. Upon course completion, the students 1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of m 3. Realize the meaning of segmenting, targeting 4. Understand the meaning and scopes of marke 5. Utilize marketing theory to analyze firm's ma 6. Learn the skill of marketing planning and ap in an effective manner.	mplement ma should be ab- arketing plan, , and position ting mix 4P. rketing activi	rketing in the to:  ing (STI) ties.	related P).
Prerequisites	None			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F 0	S 3
Course Objectives	Production is an essential function of a business course is to help students understand the whomanagement and to improve the students' a resources in a company. Upon course complet able to:  1. Realize the basic concepts and theoretical Management, 2. Understand how to integrate the resource in systems to achieve the goals of organizatechnology to solve the real problems, 3. Obtain the ability for the further study and resources.	ole concepts bility to pla ion, the stude knowledge business wi ation and us	of process of of Ope th information	duction control buld be rations
Prerequisites	None			

Course Code	09289				
Course Name	Enterprise Descurses Dianning	Credit	F	S	
Course maine	Enterprise Resources Planning	Credit	3	0	
	The objectives of this course are				
	1.To focus on manufacturing and supply chain system				
	2.To provides fundamental concepts and skills for material and capacity				
Course Objectives	planning and control.				
	3.To introduce the tools techniques of ERP				
	4.To discuss the application of these to different types of enterprises				
	5.To provide the opportunity to try the concepts on a computer simulator.				
Prerequisites	None			•	

Course Code	13701				
Course Name	Fortuna in December 1911	Credit	F	S	
Course Name	Enterprise Resources Planning-English	Credit	3	0	
Course Objectives	capacity planning and control. Topics include planning, bill of material, master production	This course provides fundamental concepts and skills for material and capacity planning and control. Topics include material requirement planning, bill of material, master production scheduling, capacity requirement planning, inventory management, and just-in-time (JIT).			
Prerequisites	None				

Course Code	10608				
Course Name	Business Automation	Credit	F	S	
Course Ivaille	Business Automation	Credit	3	0	
Course Objectives	To improve the literacy and interest of business automation by introducing				
Course Objectives	the business automation systems, technologies.				
Prerequisites	Introduction to Computer \ Introduction to Business Administration.				

Course Code	09514			
Course Name	Electronic Commerce	Credit	F 0	S 3
Course Objectives	A comprehensive study of e-Business. The encompassing e-Marketing and e-Operations, E Legal and Ethical Issues, e-Business Technology Interoperability & Standards, and Security Issue to deeply understand how to integrate new in innovative forms of organizing to develop effer. The course aims to prepare leaders in managing technology to harness the power of new tendecisions and more effectively manage organizations.	electronic Pay ology, Web les. Future in formation te ective e-busing e-Business chnologies to	ment Sy Develop manager chnology ness stra s, system	ystems, pment, s need y with tegies. ns and
Prerequisites	None			

Course Code	17559			
Course Name	Electronic Commerce-English	Credit	F	S
Course Traine	Electronic Commerce English	Credit	3	0
Course Objectives	A comprehensive study of e-Business. The encompassing e-Marketing and e-Operations, E Legal and Ethical Issues, e-Business Techn Interoperability & Standards, and Security Issue to deeply understand how to integrate new ir innovative forms of organizing to develop effer. The course aims to prepare leaders in managing technology to harness the power of new ted decisions and more effectively manage organization.	clectronic Pay ology, Web les. Future in a formation ter ective e-busing e-Business chnologies to	ment Sy Develop manager chnology ness stra s, system	estems, pment, s need y with tegies. ns and
Prerequisites	None			

Course Code	10217			
Course Name	Management Support System	Credit	F	S
			3	0
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 the used as the references for building a MSS.			studies
Prerequisites	Introduction to Information Management			

Course Code	04619			
Course Name	Algorithms	Credit	F	S
Course Ivaille	Aigorumis		3	0
	1. Understand basic concepts of algorithms,			
Course Objectives	2.Learn various designs of algorithms in order	to use comp	outers to	solve
	problems more efficiently.			
Prerequisites	None			

Course Code	16258			
Course Name	WEB Programming	Credit	F	S
Course I tunie	WEB Trogramming		0	3
Course Objectives	The objective of Web Programming is simply familiarize with the current tools & processe backed web application. To be more specific, Jatargeted to be more inline with the long term conthe department, the goal is to have a simple/sin language, i.e. Java, throughout all the courses was meant to be Java based, consider nowadays typical web application will be almost modular JavaScript. Scripting languages, mostly JavaScript is course. Multi-tier applications centered a Controller) model will be illustrated throughout refined examples. Mobile solution developments with Hands-on exercising will be conducted with slide presentations.	es of designing ava developm on solidated gogle consistent if all possible, client side core or less cript will also around MVC at the course ent will be be	ng a da ent platf oal set for progranule. The counterpation outled be coved (Model with steriefly to	tabase form is orth by mming bugh it art of a with ered in View epwise buched
Prerequisites	None	<del></del>		

Course Code	02933				
Course Name Discrete M	Discrete Mathematics	Credit	F	S	
	Discrete Mathematics		3	0	
	The objectives of this course are				
Course Objectives	1.To understand mathematical induction, functions, and relationships, etc.				
	2.To learn the applications of discrete mathematics.				
Prerequisites	None				

Course Code	09637			
Course Name	Vnowledge Discovery and Date Mining	Knowledge Discovery and Data Mining Credit	F	S
	Knowledge Discovery and Data Willing		0	3
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.			
Prerequisites	None			•

Course Code	13859			
Course Name	Internship	Credit	F	S
	mernsnip	Credit	3	0
Course Objectives	This objectives of this course are 1.To learn practical working techniques 2.To have professional capability in order to coordinate moral relationship and practical applications 3.To shorten on job training and reserve potential experts for enterprises.			
Prerequisites	None			

Course Code	11856			
Course Name	Topic on Electronic Procurement	Credit	F	S
	Topic on Electronic Trocurement	010010	3	0
Course Objectives	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.			
Prerequisites	Business Automation, Electronic Commerce			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F 0	S 3
Course Objectives	This course will cover analytical approaches management and customer valuation at each lifecycle, dealing with problems such as: identifor customer acquisition; customer developments, customer segmentation; customer attrition/retention management. The course techniques and terminology associated with warehouse, and data mining for analytical CRI include customer behavior analysis, RFM analytical statistics and AI.	ch stage of tification of goment via mer value e will intro database m M. Technique	er relations the customer selling and customer c	onship stomer ospects ng or stomer issues, , data ed will
Prerequisites	None			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Name		Credit	3	0
Course Objectives	The objectives of this course are  1.To provide fundamental concepts and skills to problems that confound managers in both sector  2.To develop mathematical models for prob making  3.Topics that will be covered include Lin Network Flow models, Project Management Foresting.	the public and olem solving ear Program	nd the and d ming r	private ecision nodels,
Prerequisites	Statistics, High school mathematics			

Course Code	04623				
Course Name	Data Security	Credit	F	S	
Course Ivallie	Data Security	Cledit	3	0	
Course Objectives	1.Understand basic concepts of data security,				
Course Objectives	2. Learn principles and applications of cryptography and Internet security.				
Prerequisites	None				

Course Code	10211				
Course Name	Internat Marketina	Credit	F	S	
Course Name		3	0		
Course Objectives	1	1.To investigate related knowledge and techniques of internet marketing 2.To cultivate the ability of conducting marketing research.			
Prerequisites	Information management				

Course Code	13141			
Course Name	Special Topics On Finance and Investment	Credit	F	S
Course maine	Systems	Credit	3	0
Course Objectives	The objective of this course is to examine all as tool box and Computation Intelligence in f emphasizes the need to understand conceptual a financial management and examines the lates issues, including: Value at Risk (VaR), Portfoli Asset Allocation, CAPM, Investment performance of the course of	inancial field nd implement st techniques io Analysis (S	I. The ation iss and pr	course sues of actical arket),
	Market, Mutual found, and GARCH Models.			
Prerequisites	Financial management or invest management			

Course Code	11845			
Course Name	Introduction to Business Intelligence	Credit	F	S
Course maine	Management	Credit	3	0
Course Objectives	An intelligent enterprise is one that makes outsmarts its rivals. Being an intelligent busines win, but to compete in the first place. Amid the economy, business intelligence is fast emergi mandate for companies in virtually all industr course include introduction to business intellige of business intelligence, functions of business in of business intelligence and data decision.	s is a prereque competition ng as a crossies. The core nce and data	isite not of the In s-departs topics decision	just to nternet mental of this , types
Prerequisites	None		•	

Course Code	13587				
Course Name	Notwork Management	Credit	F	S	
Course Name	Network Management	Cledit	0	3	
	The objectives of this course are				
	1.To provide the fundamental theory of management.	LAN wiring	and n	etwork	
	2. To introduce some cases in Taiwan to learn network planning of LAN				
Course Objectives	The contents that will be covered in this course include				
Course Objectives	1. structured cabling system of LAN				
	2. LAN wiring design of office				
	3. cost estimation of LAN wiring				
	4. wiring testing and diagnostic equipment				
	5. SNMP network management and installation	of Domain N	ame Ser	ver.	
Prerequisites	None				

Course Code	16985			
Course Name	Supply Chain Management English	Credit	F	S
Course maine	Supply Chain Management-English	Credit	0	3
Course Objectives	<ol> <li>To guide students familiar with the inter-company supply chain operation model,</li> <li>To explore how to integrate the supply chain with information technology to promote the competence of the company,</li> <li>Through case study to develop the capability of students for supply chain integration.</li> </ol>			
Prerequisites	Enterprise Resource Planning (ERP)	_		

Course Code	02234				
Course Name	Organizational Pahavior	Credit	F	S	
	Organizational Behavior	Cledit	3	0	
	The objectives of this course are		•		
	1.To understand the basic knowledge of OB.				
Course Objectives	2.To learn the concept of individual behavior, group behavior, organization				
Course Objectives	system, and other OB related issues.				
	3.To learn and practice the OB knowledge and skills through examples in				
	real business world.				
Proroguisitos	1.None				
Prerequisites	2. Highly related with Management, Psychology, and the Sociology				

Course Code	05828				
Course Name	Organization Study	C 114	F	S	
		Credit	2	2	
	The objectives of this course are				
	1.To be able to internalize the spirit of autonomy learning				
Course Objectives	2.To be able to build a team and cooperate with each other within the team.				
Course Objectives	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.				
Prerequisites	Especially suitable for sophomore and junior student.				

Course Code	04035			
Course Name	Monkating of Information Duodyata	Credit	F	S
Course Name	Marketing of Information Products	Credit	0	3
Course Objectives	1.Explore the Information Products Technology Trend and Development			ent
	2.Understand the competition strategy & SWOT of the Taiwan's IT			
	Industry.			
	3.Discuss the Success Factor of USA, Jacompanies.	apan and Ta	iwan's	leader
	4. Learning the Marketing Research Meted			
Prerequisites	Introduction of Computers, Marketing			

Course Code	16896			
Course Name	Management Information Systems-English	Credit	F 0	S 3
Course Objectives	This course teaches students to understand the architectures of various types of information symethodologies of planning MIS. In addition, equip students with the knowledge of IT applicated to better govern a modern organization makes students have the abilities to do the job organization. Thus, the learning objectives in thi 1. To build up the broad and deep ICT knowled issues in planning, designing, and developing but under current age of electronic business.  2. To learn how to apply and leverage cut communication technologies, and moder methodologies to develop and reengineer enterporations.  3. To build up the profound capacity for devel architecture and information infrastructure information systems.  4. To learn how to model and implement enterintegrated data models including enterprise datal support the development of business intelligences.  5. To learn how to measure and evaluate performance resulted from the IS/IT implemental After learning above, it makes students have the computerization in an organization.	stems, and the this course is cations and I'on. After learn os of computes course are ge and skills usiness information in developments decision and informatic and informa	function the theori is design and the rization for solving about the formation system of the formation system on mode a warehous systems value	as and es and ned to gement ove, it in an and oppment ms. system asiness els and objects and objects and objects and objects.
Prerequisites	Introduction to Information Management			

Course Code	15777				
C N		G 114	F	S	
Course Name	Organizational Leadership	Credit	0	2	
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of autonomy le 2.To be able to build a team and cooperate with ea 3.To be able to handle the implement process of a 4.To be able to manage the group dynamic of an o 5.To be able to implement the selected project and	ch other wi project. rganization			
Prerequisites	Especially suitable for sophomore and junior student.				

Course Code	13517					
Course Name	Introduction to Information	Credit	F	S		
Course Name	Management-English	Credit	0	3		
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To understand the essentials of information influence in business and management.</li> <li>To study the five guides of Information Systematical the Web revolution, organization applications, Support Systems, and the implementing and management.</li> </ol>	n: IT in the managerial	e organization of and Deci	tion,		
Prerequisites	Introduction to Computer Science					

Course Code	16984				
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F 0	S 1	
Course Objectives	Innovative Entrepreneurship Competition Practice   Credit   F   S   O   T    Innovative Entrepreneurship Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development and Practice with the aim to evaluate their learning results.  Innovative Entrepreneurship Competition Practice, which combines essential from Management, Marketing, Financial Management etc., utilizes your 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 is the competition practice.  2. Learn how to conduct entrepreneurial business management by creative development and activity.  3. Learn how to build an entrepreneurial business team and promote teamwork to achieve success.  4. Understand the real industrial scenarios and learn how to deal with it.  5. Experience and demonstrate entrepreneurship through competition.  Innovative Entrepreneurship Competition Practice provides students and opportunity to apply textbook knowledge to practical operation while expanding their knowledge on entrepreneurial start-ups. This course give students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an entrepreneurial business start-up.				
Prerequisites	None				

Course Code	17558					
Course Name	Introduction to Computer Science-English	Credit	F	S		
Course Name	Introduction to Computer Science-English	Cledit	3	0		
	To learn the knowledge and concepts of computer hardware and softw					
	To learn the topics covered in the computer science and basic concepts in					
Course Objectives	the computer science					
	To learn the concepts and application of network;					
	To understand the meaning and structure of information system.					
Prerequisites	None					

Course Code	01862			
Course Name	Computer Organization	Credit	F	S
Course Name	Computer Organization	Cledit	0	3
Course Objectives	Understand basic concepts of computer hardware			
Course Objectives	2. Learn the Principle of logic and compa	ıter design		
Prerequisites	None			

Course Code	14013				
Course Name	Corporate Information Strategies	Credit	F	S	
	Tr. Tr. Cr. Cr.	<u> </u>	11.6	3	
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.				
Prerequisites	None				

# **MBA Programs**

- Regular -

- Management
- Business Management

### Management

#### Course list

ME	3A Program in Management	Code	Classes	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
Required common	Marketing Management	01483	1	3
credit hours of the	Production and Operations Management	01370	1	3
graduate institute	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
	Operations Research	01559	1	3
	Multivariate Statistical Analysis	01445	1	3
	Total Quality Management	03021	1	3
	Production Planning System	06186	1	3
	Investments	01579	1	3
	Seminar on Invest Management	08230	1	3
Elective credit hours by sections	Seminar on Human Resources Management	13227	1	1.5
(3 select 1)	Management Psychology	03136	1	3
	Seminar on Marketing Management	03680	1	3
	International Human Resources Management	05559	1	3
	Organizational Socialology	13220	1	3
	Contemporary Issues in Security Market	12861	1	3
	Topics of Strategic Management	14104	1	1.5
	Seminar in Production Management	05989	1	1.5

<sup>\*</sup> English Conversation: Students need to read 2 hours per week.

#### • Course objective and prerequisites

Course Code	01983				
Course Name	Figure in 1 Management	Credit	F	S	
Course Maine	Financial Management	Credit	3	0	
Course Objectives	This is a comprehensive finance course that gives students a strong base on which to build future studies in Finance and help students gain a complete understanding of the basic tools and fundamental principles upon which finance is based.				
Prerequisites	Accounting				

Course Code	01799			
Course Name	Passarah Mathadalagu Cra	Research Methodology Credit F	F	S
Course maine	Research Methodology	Cledit	0	3
Course Objectives	This is a course introducing the basic concept of research methodology to help students understand methods of research process, research design and data collection which are the bases for further academic studies.			
Prerequisites	None			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Ivaille	Truman Resources Management	Credit	0	3
Course Objectives	This course is used to develop systematic knowledge of human resources management and enhance the capability of practicing theories into a real life. Students should get a picture of general human resources management activities including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations and learn skills of teamwork and discussion.			
Prerequisites	None			·

Course Code	02237				
Course Name	Organization and Management Theory	Credit	F	S	
Course Ivallie	Organization and Management Theory		3	0	
Course Objectives	1. 1.To facilitate understanding and learning of "management paradigm" and "organization theory".  2. To exercise the management practices by case study and experience learning.  3. To cultivate the mentality and human skill of management professionalism.				
Prerequisites	Fundamental of management, Introduction of busine	Fundamental of management, Introduction of business administration			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Ivaille	Warketing Wanagement		0	3
Course Objectives	Explore the meanings of marketing and regard this course as the basis for advanced lessons.     Arouse students' interests in and guide students to think about marketing.     Include the hottest issues such as e-commercial, relationship marketing, and management in China market.			
Prerequisites	None			

Course Code	01370				
Course Name	Production and Operations Management	Credit	F	S	
Course Name	Froduction and Operations Management	Ciedit	3	0	
Course Objectives	The objective of this course is to give a brief introduction about production and operations management. As the service industry around the world is highly developed and the philosophy of POM is widely adopted in the service industry, the focus of this course will be problem-solving oriented in both the manufacturing and service sectors. Two factory visiting trips will also be arranged to enhance the students' understanding in running the real world manufacturing and related functions.				
Prerequisites	Statistics and Linear Algebra				

Course Code	12255					
Course Name	Industrial Economics &	Credit	F	S		
Course Ivaille	Competitive Strategy	Credit	3	0		
Course Objectives	S-C-P analytical framework and their components familiarity and competence with the major framew analysis.  (2) Competitive Strategy: The second part of this competence with the major framew analysis.	(2) Competitive Strategy: The second part of this course lays the analytical foundation for the development of competitive strategy, built on the analysis of				
Prerequisites	Microeconomic Theory					

Course Code	02502				
Course Name	Information Management	Credit	F	S	
			0	3	
Course Objectives	1. Let students understand the basic concept of MIS, learn how to use it, and understand its impact on companies.     2. Know how to analyze and design a business operation system and use it to improve companies' competitive advantages.				
Prerequisites	None				

Course Code	00041			
Course Name	Thesis	Credit	F	S
	Thesis	Credit	3	3
Course Objectives	The course intends to let learners have the chance to show their capability on integrating the knowledge studied before and develop the research methodology for their future academic career. It will be required to demonstrate the capability by writing a comprehensive thesis specific on the chosen topic.			
Prerequisites	None			·

Course Code	12723			
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S
Course maine	industry Anarysis & Competitive Advantage	Credit	0	3
Course Objectives	<ol> <li>Build up basic methods for industry analysis.</li> <li>Understand basic concepts of strategy.</li> <li>Enhance competitive advantages of companies.</li> <li>Integrate theories about strategy.5.Combine theory with practice.</li> </ol>			
Prerequisites	None	•	•	

Course Code	02627					
Course Name	Managament Association	Credit	F	S		
Course Name	Management Accounting	Credit	3	0		
Course Objectives	contemporary management accounting topics, incl activity-based costing & management, balanced so The other purpose of this course is to introduce the selective topics on the managerial accounting reser managerial-accounting related research topics, incl EVA, compensation and incentive, etc. which may	The first purpose of this course is to make the students understand the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. more deeply. The other purpose of this course is to introduce the graduate students to the selective topics on the managerial accounting research. I select several managerial-accounting related research topics, including performance evaluation, EVA, compensation and incentive, etc. which may be applicable to the management accounting research, with a hope those students can extend them to				
Prerequisites	None					

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
	Reading in Business Editics for Managers	Cledit	0	2
Course Objectives	This course aims to introduce the most important concept of ethics which is applied to international business, especially emphasizing on the perspective on Asia and analyzing different cases.			
Prerequisites	None			

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Ivaille	y	Credit	0	3
Course Objectives	Develop strategic thinking ability.     Train students in organizational learning ability.     Build up a complete concept of strategic management.     Integrate knowledge in relevant academic fields.     Guide students to observe new business trends.			
Prerequisites	None			

Course Code	01559				
Course Name	Operations Research	Credit	F	S	
	Operations Research	Credit	0	3	
Course Objectives	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.				
Prerequisites	None				

Course Code	01445				
Course Name	Multivariate Statistical Analysis	Credit	F	S	
Course Ivaille		Credit	3	0	
Course Objectives	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.				
Prerequisites	Statistics and Linear Algebra				

Course Code	03021			
Course Name	Total Quality Managament	Credit	F	S
	Total Quality Management	Credit	0	3
Course Objectives	To know the quality management philosophies of Deming. Juran, and Crosby; total quality management, including the Malcolm Balding National Award and ISO 9000 system.  To know the practice of quality management, including quality function deployment, benchmarking, and quality cost.  To know the process of statistical quality control, including collecting data,			
Prerequisites	constructing chart, and interpreting the results.  None			

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
Course Maine	Froduction Flamming System	Cledit	3	0
Course Objectives	Complete production planning can ensure factories to operate efficiently and rational scheduling is able to utilize company's resources. This course mainly helps students to have a whole picture of production planning system and teach students how to use it properly.			
Prerequisites	None			

Course Code	01579			
Course Name	Investments	Credit	F	S
Course I vaine	mvestments	Crean	3	0
Course Objectives	This is a comprehensive course that explores the operation of capital markets and the related theory about investment; include efficient market portfolio, modern portfolio			
	theory, CAPM, APT and the evaluation of mutual f			n portiono
Prerequisites	Financial Management			

Course Code	08230				
Course Name	Seminar on Invest Management	Credit	F	S	
Course maine		Credit	3	0	
Course Objectives	Discuss behaviors and rewards of fund investment.				
Course Objectives	2. Explore elements which can change market prices.				
Prerequisites	None				

Course Code	13227			
Course Nome	Comings on Human Dagayeas Managament	Credit	F	S
Course Name	Seminar on Human Resources Management		0	3
Course Objectives	Enhance the understanding of human resources management practice.			
Prerequisites	None			

Course Code	03136			
Course Name	Management Dayahalagu	Credit	F	S
Course Name	Management Psychology	Credit	3	0
Course Objectives	The objectives of this course provide students app of Management Psychology.  After finishing this course, students should be able 1. Know each other and learn by team work.  2. describe the meaning of Management Psychology.  3. Know communication, socialization, decision at 4. Describe the personal effectiveness of life.  5. Demonstrate the ability to adapt group and dead 6. Provide topics of Management Psychology and	e to gy and leadersh l with confl	nip style.	
Prerequisites	None			

Course Code	03680			
Course Name	Seminar on Marketing Management	Credit	F	S
Course Name		Credit	3	0
Course Objectives	<ol> <li>Develop students' integrative ability, data capture ability, analytic ability, connective ability, leading ability, and collaborate ability by seminar of integrative marketing case.</li> <li>Connect academic and business.</li> <li>Increase marketing knowledge by communicating important hare.</li> </ol>			
D	4. Develop students become an all-around market	ing orain.		
Prerequisites	None			

Course Code	07688			
Course Name	Naw product Dayslanment & marketing	Credit	F	S
Course maine	New product Development & marketing	Credit	3	0
Course Objectives	The students are required to study the concept gen two for trial, set up the trials carefully, conduct the including description of method, outcome, and rea works the say way. Taking the earlier idea, conduct Then design a market test of your idea, using the r some way.  E.g. What new product might on-line service firms find a product that exploits our current interest in service.	em, and their ction to the t a concept emarket tes	n write up to process. E test of that ting technic	he results, valuation idea. que in t next? Or,
Prerequisites	None			

Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
Course Name		Credit	3	0
Course Objectives	<ol> <li>Provide understanding of entrepreneurship that venture and developing it into a self-sustaining</li> <li>Provide understanding of the process whereby a entrepreneur, screens opportunities, selects an a target, obtains the necessary resources, and law</li> <li>Provide the theoretical and practical knowledge plans for the development of new products, profinancing of new enterprises.</li> </ol>	and profita a person de- appropriate nches a new e for the pre	ble enterpricides to become product/may enterprise paration of	ise. come an arket business
Prerequisites	None			·

Course Code	04162				
Course Name S	Seminar on Finance	Credit	F	S	
Course Name	Seminar on Finance	Credit	3	0	
Course Objectives	This course is to provide students in-depth understanding of financial management, especially for students who have taken fundamental finance course. We will revisit the three major decisions covered by corporate finance, namely capital budgeting, capital structure, and working capital management. Selected journal papers will be accompanied to provide students in-depth understanding of the course content.				
Prerequisites	None				

Course Code	12307			
Course Name	Seminar on Servant Leadership	G 11:	F	S
Course Name		Credit	0	3
Course Objectives	The purpose of this course is to guide students to be concept of serve leading through paper reading, diffurthermore, the course tries to explore the charactering a service leader and to find the influence of members. Updated materials regarding organization covered in the course. Students enrolled in this course concept into the disciplinary studies of service leaden human resources. The pedagogical approaches use group discussion, book reading, and sharing of which is concept into the disciplinary studies of service leaden human resources.	scussions, a teristics, ca these chara- ion and serv urse are exp ding, organ- d in this co	and sharing. apability, and cteristics on vice leading bected to applicational leadures aurse includes	d role of its team will be oly the rning, and e lecture,
Prerequisites	None		·	

Course Code	05989				
Course Name Seminar in Braduction Manage	Caminar in Braduction Management	Cradit	F	S	
Course Name	Seminar in Production Management	Credit	0	3	
Course Objectives	This course is an advanced course of operations management. Emphasis is on				
Course Objectives	managerial processes for achieving effective operations in both goods and service.				
Prerequisites	None				

## **Business Management**

#### Course list

MBA	A Program in Business Management	Code	Classes	Credit hours
	Management Paradigm and Organization Theories	11173	1	3
	Marketing Management	01483	1	3
	Human Resources Management	01013	1	3
	Production and Operations Management	01370	1	3
	Financial Management	01983	1	3
	Information Management	02502	1	3
Required credit hours	Management Accounting	02629	1	3
	Strategic Management	10383	1	3
	Internship	13859	2	3
	International Field Trip	15671	1	3
	Business Ethics	00292	1	2
	Professional Case Research( I )	15991	2	3
	Professional Case Research( II )	16250	2	3
	Innovation Management	04564	1	3
Elective credit hours	International Business Seminar	15975	1	3
	Business English	02050	1	3
	Seminar on Human Resources Management	13227	1	3
	Management Psychology	03136	1	3

#### • Course objective and prerequisites

Course Code	11173			
Course Name	Management Paradigm and Organization	Credit	F	S
Course Ivallie	Theories	Cleuit	3	
Course Objectives	The objectives of this course are  1.To facilitate understanding and learning of "management paradigm" and "organization theory"  2.To exercise the management practices by case study and experience learning.  3.To cultivate the mentality and human skill of management professionalism.			
Prerequisites	Introduction of business management			

Course Code	01483			
Course Name	Markatina Managamant	Credit	F	S
	Marketing Management	Credit	3	
Course Objectives	The objectives of this course are  1.To provide a platform for reviewing and discuss to marketing management, including theories are  2.To arouse learning interest in marketing.  3.To introduce some hottest issues such decision-making, management in China market  4.To explore the emerging concept of "Holistic internal marketing, integrated marketing, relaresponsible marketing.	d practices.  as e-coetc.  Marketing tionship ma	ommerce, " that broadarketing, an	marketing tly covers d socially
Prerequisites	All participants are expected to have some basic knowledge of economics and international business.			

Course Code	01013				
Course Name	Human Resources Management	Credit	F	S	
Course Name	Human Resources Management	Credit	3		
	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				
Course Objectives	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.				
Prerequisites	None				

Course Code	01370				
Course Name	Production and Operations Management	Credit	F	S	
Course Ivallie		Credit	3		
	The objectives of this course are				
	1.To introduce production and operations management, including the concepts and				
	techniques related to the design, planning, control, improvement and challenge of				
Course Objectives	both manufacturing and service operations.				
	2.To be problem-solving oriented in both the manufacturing and service sectors.				
	3.To provide opportunities of factory visiting trips so as to enhance the				
	understanding in running the real world manufac	turing and i	related funct	tions.	
Prerequisites	None				

Course Code	01983					
Course Name	Financial Management	Credit	F 3	S		
Course Objectives	Financial Management Credit F S					
Prerequisites						

Course Code	02502			
Course Name	Information Management	Credit	F	S 3
Course Objectives	This course is designed to provide the curren understanding and appreciation of issues that a information technology assets. Students can kno business operation system and use it to in advantages. Notably, the course will give students use, design, and evaluations of information systoday. The objective of this course is to prepare managing information services in both today's and cope with its managerial, social, political, ethical a	w how to approve cons a manager tems that the students of tomorrow	to the orga analyze and mpanies' co rial perspect exist in org with the cap 's environm	s with an anization's I design a competitive tive on the anizations pability of
Prerequisites	None			

Course Code	02629				
Course Name	Management Accounting	Credit	F	S	
Course Ivallie		Credit		3	
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.				
Prerequisites	None				

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
	Strategic Management	Credit		3
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			
Prerequisites	None			

Course Code	13859			
Course Name	Internship	Credit	F	S
Course maine	memsinp	Credit		3
Course Objectives	This objectives of this course are  1.To learn practical working techniques  2.To have professional capability in order to coordinate moral relationship and practical applications  3.To shorten on job training and reserve potential experts for enterprises.			
Prerequisites	None	-	-	

Course Code	15671			
Course Name	International Field Trip	Credit	F	S
Course Maine	International Field Trip	Credit		3
Course Objectives	The objectives of this course are:  1.To provide chances to get insights about international business operations through invited guest speakers, taking courses oversea, visiting renowned multinational corporations  2.To broaden international viewpoints via the versatile course contents.			
Prerequisites	None			

Course Code	00292				
Course Name	Business Ethics	Credit	F	S	
Course maine		Credit		2	
Course Objectives	The objectives of this course are:  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.				
Prerequisites					

Course Code	15991			
Course Name	Professional Case Research (I)	Credit	F	S
Course maine	Professional Case Research (1)	Cledit		3
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			
Prerequisites	Before taking this course, students have to finish their internship for at least 8 weeks.			

Course Code	16250			
Course Name	Professional Casa Passarch (II)	Credit	F	S
	Professional Case Research (II)	Credit		3
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			
Prerequisites	Before taking this course, students have to finish Professional Case Research (I).			

Course Code	04564				
Course Name	Innovation Management	Credit	F	S	
		Cleuit		3	
Course Objectives	The objectives of this course are  1.To cover the major sources of innovation, the empirical explorations (verifications).  2.To concentrate on the principles and methodologinnovation as well as policies within an intercontext for high technology industries.  3.To provide a state-of-the-art-overview of innomacroeconomic frameworks  4.To draw benefits from overlaps with neighbour theory, clinometric and institutionalism.  5.To apply the analyses of the interactions of innocompetition intensity and speed of technology chapter of the property of the interactions of innocompetition intensity and speed of technology chapter of the property of the interactions of innocompetition intensity and speed of technology chapter of the property of the interactions of innocompetition intensity and speed of technology chapter of the property of the pr	ogies of des cernational vation stud ring discip	signing and industrial of the within a lines such a tegy, market	promoting economics micro and as systems structure,	
Prerequisites	None				

Course Code	15975						
Course Name	International Business Seminar	Credit	F	S			
				3			
Course Objectives	international business management.  2.To cover the topics including political, economic environments of multinational firms, cultural formulation and implementation of strategy for	The objectives of this course are  1.To provide a platform for reviewing and discussing the essential issues related to international business management.  2.To cover the topics including political, economic, legal, and technological environments of multinational firms, cultural context of global management, formulation and implementation of strategy for global operations, international finance, international marketing, international human resource management,					
Prerequisites	None						

Course Code	02050			
Course Name	Business English	Credit	F	S
				3
Course Objectives	The students will be able to:  1.Effectively use specific, professional language of 2.Demonstrate organization skills to provide professional presentation  3.Utilize effective use of physical skills to engage 4.Build up confidence to deliver a presentation in 5.Participate fully and effectively in cross-cultural 6.Discuss a wide variety of business-related topic	le a conv audiences f English I meetings	vincing, in	
Prerequisites	None			

Course Code	13227				
Course Name	Seminar on Human Resources Management	Credit	F	S	
				3	
Course Objectives	The objective of this course is to enhance the understanding of human resources				
Course Objectives	management practice.				
Prerequisites	None				

Course Code				
Course Name	Management Psychology	Credit	F	S
			3	
Course Objectives	The objectives of this course provide students app of Management Psychology. The objectives of this 1.To know each other and learn by team work.  2.To describe the meaning of Management Psychology. To know communication, socialization, decision 4.To describe the personal effectiveness of life.  5.To demonstrate the ability to adapt group and de 6.To explore topics of Management Psychology.	s course are  plogy and leaders  cal with con	ship style.	
Prerequisites	None			

# **MBA Programs**

- Evening and Weekend -

- Management
- Global Entrepreneurial Management and Business Administration

## Management

#### • Course list

MBA Program in Management –evening and weekend		Code	Classes	Credit hours
Required common credit hours of the graduate	Management Paradigm and Organization Theories	11173	1	3
	Integration Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
institute	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	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
	Internet Marketing	10211	1	3
Elective credit hours of	Knowledge Management	10849	1	3
the graduate institute in	Production Strategy and Management	11034	1	3
other sections	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
	Customer Relationship Management	10985	1	3
	Topics of Strategic Management	14104	1	1.5

Course Code	11173			
Course Name	Management Paradigm and Organization Theories	Credit	F	S
Course Ivanie	Wanagement Laradigm and Organization Theories	Credit	3	0
Course Objectives	The objectives of this course are  1.To facilitate understanding and learning of "management paradigm" an  "organization theory"  2.To exercise the management practices by case study and experience learning.  3.To cultivate the mentality and human skill of management professionalism.			rning.
Prerequisites	Introduction of business management.			

Course Code	12486			
Course Name	Integration Management	Credit	F	S
		Credit	3	0
Course Objectives	The objectives of this course are 1.To increase managerial ability through the cultivation of their visionary capability 2.To enhance familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	11174				
Causa Nama	Business Research Methods and Case Study	C 1:4	F	S	
Course Name		Credit	3	0	
Course Objectives	The objectives of this course are  1.To build-up a normative concept about business consultation and a social science oriented diagnostic study methodology  2.To learn the attitude and method of case study, also the collection and treatment of qualitative data  3.To practice the diagnostic process including: problems analysis, root-causes identifying, and consulting suggestion proposing and enhancing				
Prerequisites	None				

Course Code	13110			
Course Name	Systematic Thinking & Method	Credit	F	S
	Systematic Thinking & Method	Credit	0	3
Course Objectives	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.  1.To briefly overview statistics  2.To be able to collect, analyze, and familiar related quantitative methods  3.To further discuss some qualitative research methods  4.To be able to prepare a draft proposal for theses.			students reefold.
Prerequisites	Statistics			

Course Code	10383			
G V	Charles in Management	C 1:4	F	S
Course Name	Strategic Management C	Credit	0	3
Course Objectives	The objectives of this course are 1.To build up a complete concept of strategic management.			
Prerequisites	None			

Course Code	01983					
Course Name	Financial Management	Credit	F	S		
00415011441110	C		, , , , , , , , , , , , , , , , , , ,			
Course Objectives	Financial Management  Credit  F S  This course provides advanced treatment of corporate finance for graduate lever finance majors. The primary objective of the course is to enhance student 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, for major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Student enrolled the course are expected to familiar with the followings upon course completion.  1. The possible types and control mechanism of agency problems that originate from modern corporate structure separating management from shareholder ownership.  2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is als emphasized.  3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.  4. Possible arguments that dictate the optimal capital structure and divident policy. Market frictions such as transaction cost or taxes are included int discussions step by step.  5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).					
Prerequisites	None					

Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Ivanic	international Marketing	Cicuit	3	0
Course Objectives	The objectives of this course are  1.To explore the external issues that affect international marketing activities including the economic social/cultural and political/legal environments			
Prerequisites	None			

Course Code	07161				
Course Name	Stratogic Marketing Management	Credit	F	S	
	Strategic Marketing Management	Credit	3	0	
Course Objectives	The objectives of this course are  1.To provide fundamental concepts and principles of marketing management  2.To cultivate analytical and problem-solving capability via case study  3.To enhance analytical and communication skills via in-class Q & As  4.To cultivate self-learning capability through data collection and analysis				
Prerequisites	None	•			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	The objectives of this course are 1. To emphasis the S-C-P analytical framework and 2. To familiar with the major frameworks and manalysis. 3. To be able to use the analytical foundation for t strategy	ethods of	conducting	•
Prerequisites	None.			

Course Code	03000			
Carra Nama	Communication Description	Credit	F	S
Course Name	Consumer Behavior Research	Credit	3	0
Course Objectives	The objectives of this courses are  1.To provide the knowledge and skills for understate effective marketing strategies  2.To introduce the Wheel of Consumer Analysis, a components affecting consumer affection, cognenvironment, and the market.	tool that he	lps under	stand the
Prerequisites	None			

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Name	ourse realize memet marketing	Credit	3	0
Course Objectives	The objectives of this course are  1.To establish a solid foundation of marketing concepts.  2.To understand the theories, practices and special issues in Internet marketing (eg. B2B, B2C, dynamic pricing, virtual channels and auctions)   3.To enhance capability of oral communication and reading capability in English  4. To understand the methodologies used in Internet marketing research.			
Prerequisites	None			

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
Course Name		Credit	0	3
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			
Prerequisites	Enterprise Management, Human Resource M Theories, Database Management, Programming D and Networking	-	_	

Course Code	11034				
Community Name	D. I. di Guita IM	G 111	F	S	
Course Name	Production Strategy and Management	Credit	0	3	
Course Objectives	Production Strategy and Management have becomprocess management, and inconceivable wittechnology. The content includes both theory Management. The objective of this course is to in plan and control resources in a company. Upon conshould be able to:  Realize the theoretical knowledge of Operations Management. To think systemically about a company, its resource, product and service design, process design operations scheduling for gaining a sustainable of 2. Obtain the ability for the further study and resear	thout moderand praction and praction prove the complemagement, esources align, quality competitive and complemagement.	dern info ce of Op- students' a etion, the located, e managem	perations ability to students economic nent, and	
Prerequisites	None				

Course Code	02083			
Course Name	Transnational Management	G 111	F	S
Course Name		Credit	3	0
Course Objectives	<ol> <li>To learn the structure and the essence of the strategic, organizational &amp; operational challenges confronting executives of MNCs.</li> <li>To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates.</li> <li>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>			
Prerequisites	None			

Course Code	11422			
Carras Nama	Caminania International Durinas Managara	C 1:4	F S	S
Course Name	Seminar in International Business Management	Credit	0	3
Course Objectives	The objectives of this course are 1.To broaden perspectives 2.To enhance managerial effectiveness			
Prerequisites	None			

Course Code	01013				
Course Name	Human Resources Management	Credit	F	S	
Course Ivallie	Human Resources Management	Cicuit	3	0	
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.				
Prerequisites	None				

Course Code	11826				
Course Name	Channel & Retail Management	Credit	F	S	
		Credit	0	3	
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.				
Prerequisites	None				

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 multinational firm can be analyzed.  2.To use the technique of financial analysis and reas financial problems inherent in multinational firms.  3.To explore issues of multiple currencies, vola inflation rate, multiple money markets, gove segmented capital market, political risk, internati potential, and international finance with a lower co	soning in so atility in e ernmental o	lving inter xchange	rnational rate and control,
Prerequisites	None			

Course Code	10985			
Course Name	Customer Polotionship Management	Credit	F	S
Course Name	Customer Relationship Management	Credit	3	0
Course Objectives	The objectives of this course is to give an overvice customer relationship management (CRM) and data methodologies and applications of CRM and Dianalytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acquivia up-selling or cross-selling; customer segment customer attrition/retention management. The foapplication oriented and therefore how to use relate world problems is a must in this course. Therefor use relevant data mining techniques in handling real projects.	a mining (I M. This manageme ealing with sition; cust nation; cust cus of thi and technique the stude	DM) as we course went and oppoblems omer devestomer vas course es in hancents are re	ell as the ill cover customer such as: elopment alue and will be dling real quired to
Prerequisites	Marketing, Statistics, multivariate statistical method			

Course Code	14104			
Course Name	Tonics of Strategie Management	Credit	F	S
Course Name	Topics of Strategic Management		0	3
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.			
Prerequisites	None			

# Global Entrepreneurial Management and Business Administration

#### Course list

	Global Entrepreneurial Management and Business ministration- evening and weekend	Code	Classes	Credit hours
	Transnational Management	02083	1	3
	Modeling and Executive Decision Making	13603	1	3
Required common	Information Systems and Technology	13608	1	3
	International Financial Management	02093	1	3
credit hours of the graduate institute	Entrepreneurial Management	14137	1	3
	Strategic Marketing	14136	1	3
	Seminar in Global Entrepreneurial Management	14144	1	3
	Analysis of Economic Conditions	13597	1	3

Course Code	02083				
Course Name	Transnational Management	Credit	F	S	
Course Ivaine	Transnational Wanagement	Credit	3	0	
Course Objectives	The objectives of the course are as follows: (1) To learn the managerial issues of				
	international business and understand the interaction between international business and				
	the economical, political, legal, social, and cultural environment. (2) To understand the				
	development of strategy and the management challenge in the transnational corporation.				
	(3) To bridge the international business theo	ries and pra	ctices through cla	ass discussion	
	and case reading.				
Prerequisites	None				

Course Code	13603			
Course Name	Modeling and Executive Decision Making	Credit	F	S
Course Name	Modeling and Executive Decision Making		3	0
Course Objectives	The objectives of the course are to introduce business students to the process of decision making and familiarize them with various modeling approaches as decision support systems.			
Prerequisites	None			

Course Code	13608				
Course Name	Information Systems and Technology	Credit	F	S	
Course Maine	information Systems and Technology	Cledit	3	0	
Course Objectives	This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving.				
Prerequisites	None				

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Ivaine	International Financial Management	00000	0	3
Course Objectives	The goal of this course is to provide a conceptual framework with which the key financial decisions of the multinational firms can be analyzed. The course explores the operations of international capital markets, currency and derivative markets, and the related theory of currency risk and foreign direct investment.			
Prerequisites	None			

Course Code	14137			
Course Name	Entrepreneurial Management	Cuadit	F	S
Course Name	Entrepreneuriai Management	Credit	0	3
Course Objectives	It has been said that the difference between managers managers are "resource driven" whereas entrepreneurs. Within the broadest definition, entrepreneurs are foun business, since any firm, if it is to survive and prosper entrepreneurial drive. Major areas of concentration is the environment—for new venture opportunities; may the new venture; evaluating the viability of a new venture operating a new venture. The course will simulate the undergo in conceiving, launching, and operating a new students to evaluate an entrepreneurial career-both with career and provides a framework for selecting, funding	reneurs and entrepreneurs is that reneurs are "opportunity driven." refound throughout the world of prosper, must have its share of ration include the following: searching res; matching an individual's skill with rew venture; financing, starting up and rate the experiences that entrepreneurs g a new venture. The course will enable both within and outside the existing		earching kill with yup and breneurs will enable isting
Prerequisites	None		-	

Course Code	14136			
Course Name	Strategic Marketing	Credit	F	S
Course Ivaine	Strategic Marketing	Cicuit	0	3
Course Objectives	To identify marketing opportunities and to formulate a based on analysis of the marketing mix requirements	-		
	rovide students with an opportunity to:			
	Examine the strategic marketing process in the competitive global environment.			
	2. Define a company's organizational goals, identify marketing opportunities, and			
	formulate marketing strategies, budgets and contingency plans, as well as			
	marketing ethics issues.			
	<ol> <li>Understand the financial aspects of marketing such as cost, margins, contribution and operating leverage</li> <li>Develop critical thinking, strategic analysis, problem-solving and implementation skills required for marketing management decision-making.</li> <li>Develop marketing strategies for middle- and upper-level marketing management decisions.</li> </ol>			
	6. Develop additional presentation and group dynam marketing framework.	nic skills wi	thin the strat	egic
	7. Develop and present a marketing plan for a produ	ict or service	e.	
Prerequisites	None			

Course Code	14144			
Course Name	Seminar in Global Entrepreneurial Management	Credit	F	S
Course Ivallie	Schillar in Global Entrepreneurial Management	Cicuit	0	3
Course Objectives	This course is designed for those individuals interested venture, acquiring an existing business, working in industr the entrepreneur, or students who simply wish to fami concepts, issues, and techniques of new venture creation learning goals for the course are:  1. To learn the language and theory of entrepreneurship.  2. To be able to identify and analyze entrepreneurial of these opportunities.  3. To visualize business plan as integrating the functional and the student's own entrepreneurial aspiration.	ies (e.g., baliarize ther and entre	nnking) that mselves wi preneurship s and ev siness.	th the b. The
Prerequisites	None		•	

Course Code	13597				
Course Name	Analysis of Economic Conditions	Credit	F	S	
Course Name	Analysis of Economic Conditions	Credit	0	3	
Course Objectives	1. Industrial Economics: The emphasis of this part of our course will be on the S-C-P				
	analytical framework and their components. The primary objective will be				
	familiarity and competence with the major frameworks and methods of industry				
	analysis.	1 41	1-4:1 £		
	2. Competitive Strategy: The second part of this cour				
	for the development of competitive strategy, built on the analysis of industry				
	structure and competitors.				
Prerequisites	None				

# **MS Programs**

- Regular -

- Accounting
- Applied Statistics
- Finance
- Information Management

## Accounting

#### • Course list

MS Program in Accou	ınting	Code	Classes	Credit hours
	Financial Accounting Theory	12102	1	3
D : 1	Advanced Managerial Accounting	11756	1	3
Required common	Advanced Auditing	11757	1	3
credit hours of the	Financial Statement Analysis	01982	1	3
graduate institute	Reading in Business Ethics for Managers	00292	2	2
	Thesis	00041	1	6
	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
Elective credit hours	Accounting for Financial Instruments and Services	12133	1	3
of the graduate institute in other sections	Risk Management	07897	1	3
	Marketing Management	01483	1	3
	Tax Empirical Research	12104	1	3
	Seminar in Accounting Problems	03409	1	3
	Seminar on Global Accounting	17417	1	3
	Financial Institutions Management	04086	1	3

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
		Credit	0	3
Course Objectives	The objectives of this course are  1.To provide a general understanding of the erresearches.  2.To cover the theories and methodologies uninformation perspective and measurement persperintangible assets, positive theory of accounting of voluntary disclosures and regulation, etc.	nderlying ctive of ac	market e	fficiency,
Prerequisites	Accounting			

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
Course Maine	Advanced Managerial Accounting	Credit	3	0
Course Objectives	including target costing, activity-based costing scorecard etc.	<ul><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,</li></ul>		
Prerequisites	None			

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Name	Ü	Cledit	3	0
Course Objectives	<ol> <li>Quality financial statement audits underlie the well of This objectives of this course are</li> <li>To investigate the demand for and the supply of audits.</li> <li>To analyze the three factors comprising a quality incentives of auditors which are largely determinentives of auditors which are largely determinentives of auditors which are largely determinentives of auditors which are largely determinentiationship, the structure of audit market, and the profession (e.g., self-regulation, government oversity expertise of auditors which they have obtained practicing experience. The professional rules (e. constitute a standard set of requirements for audit of auditors which reflecting the outcome of social through culture, education and the organizational in</li> <li>To demonstrate how these three factors interact a audit process</li> <li>To provide a framework for a better understanding practice</li> <li>To develop the abilities to undertake an auditing restanding restanding practice</li> </ol>	of quality in the property of	statement the clien e structure gal system ation, train and GAA 3) the ethic process of audit firm the out	tatement: (1) the t-auditor of audit; (2) the ning and AS) also cal value auditors s. come of
Prerequisites	Financial Accounting or Accounting Principle			

Course Code	01982					
Course Name	Financial Statement Analysis	Credit	F	S		
Course Ivallie	Financial Statement Analysis	Credit	3	0		
Course Objectives	Financial Statement Analysis  Credit  This course is about the analysis of financial information - particularly firm financial statements - for making decisions to invest in businesses. The prima objectives of this courses are  1.To focus on equity (share) valuation.  2.To examine the appropriate methods of fundamental analysis, including mode of shareholder value, a comparison of accrual accounting and discounted car flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earning and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios.  3.To provide the basis of valuation from the perspective of security analyst as we as corporate financial analyst and to be applicable to the valuation of acquisition restructurings, other investments, and strategic analysis.  4.To be able to write a thorough and convincing research report  Accounting					
Prerequisites	Accounting					

Course Code	00292				
Course Name	Reading in Business Ethics for Managers	Q 11.	F	S	
Course Name		Credit	0	2	
	The objectives of this course are				
	1.To appreciate the essential of Business Ethics through five main faucets:				
Course Objectives	recognizing socially acceptable business conduct from the global perspectives,				
Course Objectives	embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and				
	socially responsible corporations				
	2.To improve English proficiency				
The course will be held in English, students are expected to communicate a			cate and		
Prerequisites	present case studies or research reports in English.				

Course Code	00041				
Course Name	Thesis	Credit	F	S	
Course Name	Thesis		0	6	
Course Objectives	Train students how to solve problems, do researches	Train students how to solve problems, do researches and write a good thesis.			
Prerequisites	None			•	

Course Code	01855					
Course Name	Econometrics	Credit	F 3	S 0		
Course Objectives	<ul><li>2.To introduce the modern treatment of econometrics that match real-world theory and data.</li><li>3.To cover the topics including multiple regression economic applications, as well as issues such as ome instrumental variables.</li></ul>	The objectives of this course are  1.To provide a foundation for the applied research in Economics and Finance.  2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data.  3.To cover the topics including multiple regression techniques with focus on economic applications, as well as issues such as omitted variables, panel data, and instrumental variables.  4.To be able to understand and apply the econometric and statistical methods using				
Prerequisites	None					

Course Code	01983					
Course Name	Financial Management	Credit	F 3	S 0		
Course Objectives	This course provides advanced treatment of corpor finance majors. The primary objective of the counderstanding on the theory and application of corpor decisions include choosing between competing invidence of the financial markets and the issue of capa operating cash flows with advanced financial arrange return, what dividend policy to be made, and etc. namely capital budgeting, capital structure, work dividend policy will be emphasized in this course. Stexpected to familiar with the followings upon course 1. The possible types and control mechanism of aga from modern corporate structure separating matownership.  2. Valuation approaches, cash flow estimation, and budgeting. The concept of real option embedded emphasized.  3. The concept of weighted average cost of capital special focus on possible approaches to estimate ead. Possible arguments that dictate the optimal capital Market frictions such as transaction cost or taxes step by step.  5. Students are asked to develop the ability to find an like an Executive Financial Manager (CFO).	ourse is to brate financial estment operate financial estment operated structure ements, how Therefore, ing capital tudents enrocompletion ency problemagement in risk aspect in project (WACC) is chost element estructure as are including a structure and in the cost elements of the cost elements of the cost elements are including a structure and the cost elements of	for graduenhance enhance al decision portunities re, how to manage four majuranager bolled the communities are relating investments are the communities are manager investments.	tate level student's ns. These s, raising o manage e risk and or topics, ment and course are originates reholder's to capital nt is also ized with and policy.		
Prerequisites	Accounting					

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Name		Credit	0	3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To introduce the basic concept of research methods and practical research.</li> <li>2.To learn the methods of conducting research parategies, collecting and analyzing research deproposals and reports.</li> <li>3.To know how to obtain the required information the in writing research papers and solving management.</li> </ul>	processes, of lata, and particular and processing the processing t	designing	research research
Prerequisites	None			

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Ivallic	Operations Wanagement	Cicuit	3	0
Course Objectives	The purpose of operations management is to create manufacture and service operators in the market knowledge, skills and tools. The entry-level operation determines how best to design, supply, and run the manager are responsible for setting the strategic direction operation standpoint, deciding what technology should be located, and managing the facilities that masservices. The goal of operations management is to supplying quality goods and services.	place by cons specialishe process. ection of the puld be use the process.	conveying t is the per Senior of e company ed, where ducts or pro-	a set of rson who perations from an facilities ovide the
Prerequisites	None			

Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	F	S
Course Name		Credit	3	0
Course Objectives	The purposes of this course are  1. To introduce recent developments in International Accounting Standards for financial instruments and services provided by the financial industry.  2. To emphasize the background and concepts underlying the written conclusions.  3. To discuss the implications for financial reporting and analysis  4. To exposure to the world's most advanced and innovative financial practices.			
Prerequisites	Background courses in accounting and finance			

Course Code	07897				
Course Name	Bisk Managament	Credit	F	S	
Course maine	Risk Management	Cleuit	0	3	
Course Objectives	This course aims to provide students a broad per containing traditional risk management and insura management. The students are expected to build a framework as  1. To make risk management and insurance decisions and individual welfare.  2. To understand insurance contracts and institutio industry  3. To understand the effects of and the rationale for and allocation of risk among business and individuals Basically, topics in this course include  1. investment strategy  2. institutional structure  3. regulations  4. database management  5. quantitative procedures	nce and on comprehe s for increa onal feature public poli	other types ensively consing busing busing	s of risk onceptual ess value nsurance	
Prerequisites	Financial Engineering				

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
		Cicuit	0	3
Course Objectives	The objective of this course is to provide students and to improve students' abilities to implement mar course completion, the students should be able to:  1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of market 3. Realize the meaning of segmenting, targeting, and 4. Understand the meaning and scopes of marketing 5. Utilize marketing theory to analyze firm's market 6. Learn the skill of marketing planning and apply effective manner.	keting relateting plan. I positionin mix 4P. ing activition	ed activition g (STP).	es. Upon
Prerequisites	None			

Course Code	12104			
Course Name	Tax Empirical Research	Credit	F	S
Course Ivaille	Tax Empirical Research	Credit	3	0
Course Objectives	This objectives of this course are  1.To provide a broad understanding of the tax research area  2.To introduce the most recent tax practice and research  3.To address new research issues in tax theory and practice.			
Prerequisites	None			

Course Code	03409			
Course Name	Sominar in Accounting Problems	Credit	F	S
Course maine	Seminar in Accounting Problems	Cledit	3	0
Course Objectives	The purposes of this course are  1.To introduce the most recent topics in accounting research  2.To thorough discuss contemporary accounting issues or problems  3.To enrich course contents by inviting distinguished guest speakers to deliver speeches  4.To construct a platform for speakers and students to exchange research ideas			
Prerequisites	None			

Course Code	17417			
Course Name	Seminer on Clobal Accounting	Credit	F	S
Course Name	Seminar on Global Accounting	Credit	0	3
Course Objectives	To examine the international dimension of financial To provide students with an in-depth look at the deve its related disciplines from an international perspecti The course comprises two sections: The first section discussion of international accounting patterns, cultu comparative accounting and international harmonizations on practical issues, including the context of International Standards, major issues in reporting and in	elopment of ve. will be dever are and dever tion. The set ternational	f accounting of accounting of accounting of account account section of account accounts account accoun	ng and
Prerequisites	None			

Course Code	04086			
Course Name	Einengiel Institutions Management	Credit	F	S
	Financial Institutions Management	Credit	0	3
Course Objectives	The objectives of this course are  1. To learn how financial institutions management of so as to allow shareholders to obtain a satisfactory  2. To understand financial system and environment for financial institutions, especially for banks  3. To articulate action plans for achieving satisfactor  4. To update the current financial supervision system into managerial practices	compensation of compensation o	ion. feasible s	strategies
Prerequisites	None			

# **Applied Statistics**

#### • Course list

MS Pr	ogram in Applied Statistics	Code	Classes	Credit hours
Required common	Seminar	06827	1	2
credit hours of the	Research Methodology	01799	1	2
graduate institute	Thesis	00041	1	6
	Business and Applied Statistic	06826	1	2
	Marketing Survey and Analysis	13575	1	3
	Practice of Marketing Research	08308	1	3
	Customer Relationship Management	10985	1	3
	Applied Mathematical Statistics	06825	1	3
	Database Administration	02490	1	3
	Special Topics in Applied Statistics I	15236	1	1
	Marketing Research	01480	1	3
	Applied Multivariate Statistical Analysis	05947	1	3
	Advanced Courses in Biostatistics	17028	1	3
	Operations Research	01559	1	3
	Special Topics in Applied Statistics II	15237	1	1
	Data Mining	11502	1	3
Elective credit hours of	Statistical Software with Application	04322	1	1
the graduate institute in	Statistical Forecasting Methods	08305	1	3
other sections	Reading in Business Ethics for Managers	00292	1	2
	Special Topics in Biostatistics	17276	1	1
	Special Topics in Risk Management	15531	1	1
	Special Topics in Marketing Research	17277	1	1
	Special Topics in Advanced Quantitative Financial	17278	1	1
	Special Topics in Data Mining	15534	1	1
	Special Topics in Quality Control	15535	1	1
	Special Topics in Customer Relationship Management	17029	1	1
	English Conversation and Writing I	12571	1	3
	English Conversation and Writing II	12573	1	3
	Statistics in Finance	11673	1	3
	Statistics Learning	16652	1	3
	Statistical Quality Control and Design	07331	1	3

Course Code	06826				
Course Name	Business and Applied Statistics	Credit	F	S	
Course Name	Business and Applied Statistics	Cleuit	2	0	
Course Objectives	The object of the course is to enhance the students' ability to analysis the				
Course Objectives	business related data covering from micro to macro economic data.				
Prerequisites	Basic and advance statistics methodology				

Course Code	06827					
Course Name	Seminar	Credit	F 2	S 0		
Course Objectives	write academic articles. The emphasis will be reading ability and learning various techniquarguments, and discovering new ways of thin writing process. The goals of this course are:  1.To train students with the capability for reading 2.To direct students with adequate skills for analyt 3.To teach library research skills.	The main purpose of this course is to improve students' ability to reawrite academic articles. The emphasis will be on developing sture adding ability and learning various techniques to structure learguments, and discovering new ways of thinking about reading writing process. The goals of this course are:  1. To train students with the capability for reading professional articles 2. To direct students with adequate skills for analytical writing.  3. To teach library research skills.  4. To provide opportunities for the use of computers, databases, emailinternet research.				
Prerequisites	none					

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F 3	S 0
Course Objectives	This course will cover analytical approaches f management and customer valuation at each lifecycle, dealing with problems such as: identifit for customer acquisition; customer developments, customer acquisition; customer attrition/retention management. The course techniques and terminology associated with dwarehouse, and data mining for analytical CRM. include customer behavior analysis, RFM analyse using statistics and AI.	stage of ication of genent via er value will introductatabase m	er relati the cu- good pro- up-selli- and cu- oduce arketing	onship stomer ospects ng or stomer issues, data ed will
Prerequisites	None			

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F	S
Course I tunio	Marketing Survey and I marysis	Crount	3	0
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			
Prerequisites	D-7611-10772 Advanced Statistics II D-7612-11219 Sampling Survey Theory and Pract	tice		

Course Code	02490				
Course Name	Database Administration	Credit	F 3	S 0	
Course Objectives	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.  Throughout this course IBM DB2 is chosen as the learning tool to help equip students with hands-on experience on database administration. The contents of this course are designed around three major topics: (1) Basic SQL (2) Advanced SQL and (3) Database System Administration. Students are required to work on exercises after each lecture.  Basic Computer Concepts (Suggested)				
Prerequisites	Basic Computer Concepts (Suggested)				
Course Code	15236				
Course Name	Special Topics in Applied Statistics I	Credit	F 1	S 0	
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				
Prerequisites	calculus, elementary statistics, (linear algebra), etc.	(mathemat	ical stat	istics),	
Course Code	04322				
Course Name	Statistical Software with Application	Credit	F 1	S 0	
	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				
Course Objectives	further study, and the use of statistical software plata. One of the most widely used statistical software be introduced in the class. The manipulation will	vare packag	ges, SPS	S, will	
Course Objectives  Prerequisites	further study, and the use of statistical software plata. One of the most widely used statistical softw	vare packag	ges, SPS	S, will	
Prerequisites	further study, and the use of statistical software plata. One of the most widely used statistical software be introduced in the class. The manipulation will of examples and exercises.  Statistics	vare packag	ges, SPS	S, will	
-	further study, and the use of statistical software plata. One of the most widely used statistical software be introduced in the class. The manipulation will of examples and exercises.	vare packag	ges, SPS ed by a v	S, will variety	
Prerequisites  Course Code Course Name	further study, and the use of statistical software plata. One of the most widely used statistical software be introduced in the class. The manipulation will of examples and exercises.  Statistics  00041  Thesis	vare packag be illustrate	ges, SPS ed by a	S, will variety	
Prerequisites  Course Code	further study, and the use of statistical software plata. One of the most widely used statistical software be introduced in the class. The manipulation will of examples and exercises.  Statistics	vare packag be illustrate	ges, SPS ed by a v	S, will variety	
Prerequisites  Course Code Course Name Course Objectives Prerequisites	further study, and the use of statistical software plata. One of the most widely used statistical software plata. One of the most widely used statistical software plata introduced in the class. The manipulation will of examples and exercises.  Statistics  00041  Thesis  Writing paper. None	vare packag be illustrate	ges, SPS ed by a v	S, will variety	
Course Code Course Name Course Objectives Prerequisites  Course Code	further study, and the use of statistical software plata. One of the most widely used statistical software plata. One of the most widely used statistical software plata introduced in the class. The manipulation will of examples and exercises.  Statistics  00041  Thesis  Writing paper. None	vare packag be illustrate Credit	ges, SPS ed by a v	S, will variety	
Prerequisites  Course Code Course Name Course Objectives Prerequisites	further study, and the use of statistical software plata. One of the most widely used statistical software plata. One of the most widely used statistical software plata introduced in the class. The manipulation will of examples and exercises.  Statistics  00041  Thesis  Writing paper. None	vare packag be illustrate	ges, SPS ed by a v	S, will variety  S 6	
Course Code Course Name Course Objectives Prerequisites  Course Code	further study, and the use of statistical software plata. One of the most widely used statistical software plata. One of the most widely used statistical software plata introduced in the class. The manipulation will of examples and exercises.  Statistics  00041  Thesis  Writing paper. None	Credit  Credit  ding and wousiness core when com	F 3  vriting the natural and a second	S, will variety  S 6	

Course Code	01559			
			F	S
Course Name	Operations Research	Credit	3	0
Course Objectives	Operation research is one of the most important which use mathematical methods, computer soft reach goals.  This course emphasizes on mathematical mode application. The main content of this course introducing each chapter in operation research implication of data, and using interactive teach group discussion.	tware to he els building includes n, explainir	elp com g and the systemang	panies neories tically ngerial
Prerequisites	None			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Ivaille		Credit	0	3
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.			
Prerequisites	None			

Course Code	08308			
Course Name	Practice of Marketing Passage	Credit	F	S
Course maine	Practice of Marketing Research	Credit	0	3
Course Objectives	The objectives of this course are 1.To introduce the methods of conducting market 2.To utilize computer software and proper methors.	•	ve real	world
Prerequisites	Marketing Survey and Analysis.			

Course Code	12571				
Course Name	English Conversation and Writing I	Credit	F	S	
Course maine		Credit	0	3	
	The course is to help the students acquire:				
	1.the ability to use English fluently and accurately in speaking, listening,				
Course Objectives	reading and writing.				
Course Objectives	2.the ability to communicate in culturally appropriate ways in spoken and				
	written English				
	3.cultural awareness through readings and topic discussions in class				
Prerequisites	None				

Course Code	06825				
Course Name			F	S	
	Applied Mathematical Statistics	Credit	3	0	
Course Objectives	matrix algebra, distributional theory, and probab	<ul><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</li></ul>			
Prerequisites	Statistic, Linear Algebra, Regression.				

Course Code	15237			
Course Name	Special Topics in Applied Statistics II C	Credit	F	S
			0	1
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			
Prerequisites	calculus, elementary statistics, (linear algebra), etc.	(mathemat	ical stat	istics),

Course Code	08305			
	Name Statistical Forecasting Methods		F	S
Course Name		Credit	3	0
Course Objectives	The objectives of this course are  1.To develop competent skill in analyzing busing for description, explanation, and forecast.  2.To combine knowledge of probabilistic models empirical comparisons of approaches, and compute 3.To cover the topics such as construction and statistical forecasting approaches. These approaches in time series regression, exponential (ARIMA) methodology, and intervention analysis	s of stocha ater softwar interpretati aches invol smoothing	stic produce. ion of ve: regr	cesses,
Prerequisites	Introduction to Statistics			

Course Code	11502			
		~	F	S
Course Name	Data Mining	Credit	0	3
Course Objectives	1Understand DM concept 2.Using DM Tools 3.Understand DM methodology 4.Understand DM application			
Prerequisites	Statistics and statistical dependence application cu	rriculum		

Course Code	17276			
	Special Topics in Biostatistics Cre		F	S
Course Name		Credit	0	1
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of bioinformatics that will be applied in the solution of problems in biology, genetics and medicine and application for further study. The main concepts will be illustrated by a variety of examples and exercises.			
Prerequisites	Calculus, statistics			

Course Code	15531			
			F	S
Course Name	Special Topics in Risk Management	Credit	0	1
Course Objectives	This objectives of this course are  1.To provide a qualitative and quantitative approach of estimating risks  2.To introduce the methods of identifying, quantifying, applying, predicting, and managing risks through rigorous examples			
Prerequisites	This course requires familiarity with two-semested background should include estimation and hypotheto the generalized linear model(GLM) and various	nesis testing	g and ex	posure

Course Code	17277			
			F	S
Course Name	Special Topics in Marketing Research	Credit	0	1
Course Objectives	The objectives of this course are 1. To explore special topics in marketing research 2. To cope thesis writing with marketing research 3. To cultivate the skills of oral presentation			
Prerequisites	The Method of Marketing Survey, Research Method	The Method of Marketing Survey, Research Method, Multivariate Analysis		

Course Code	17278			
	Special Topics in Advanced Quantitative	~	F	S
Course Name	Financial	Credit	0	1
Course Objectives	The objectives of this course are  1.To discuss financial plans and the uses of funds  2.To illustrate the causes that lead to efficient use of funds and the value creation of a firm via quantitative approaches			
Prerequisites	None			

Course Code	15534				
G N			F	S	
Course Name	Special Topics in Data Mining	Credit	0	1	
Course Objectives	The objectives of this course  1. To supervise students independent learning.  2. To teach student how to write professional thesis.  3. To discuss difficult with students, and help them to solve it.				
Prerequisites	Data Mining				

Course Code	15535					
~			F	S		
Course Name	Special Topics in Quality Control	Credit	0	1		
Course Objectives	purpose of this course is to introduce engineering	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				
Prerequisites	Introduction to Statistics					

Course Code	05947				
C. W. N.				S	
Course Name	Applied Multivariate Statistics	Credit	0	3	
	The objectives of this course are				
	1.To provide the core and the central idea of multivariate data analysis that				
Course Objectives	will be applied in the solution of problems	in statistic	al theor	y and	
Course Objectives	application for further study.				
	2.To introduce some recently developed methods				
	3.To illustrate the main concepts by a variety of examples and exercises.				
Draraquisitas	Advanced Statistics II				
Prerequisites	Multivariate Data Analysis				

Course Code	11673			
	~	G 11	F	S
Course Name	Statistics in Finance	Credit	0	3
Course Objectives	The emphasis in this course is on empirical resear analysis and statistical inference.  The course has several goals:  To reinforce the material taught in the prerequise and statistics by illustrating the main concepts of with concrete examples from finance.  To introduce students to the role of empirical financial engineering.  To serve as a capstone course integrating statistics extent optimization.  To teach the use of the MATLAB software package	ite courses probability research is s, probabilit	in proby and sta	ability ntistics ce and
Prerequisites	The prerequisites for the course are two years of college mathematic			

Course Code	16652			
			F	S
Course Name	Statistics Learning	Credit	3	0
Course Objectives	The objectives of this course are  1.To discusses some commonly, used, and moder calculating methods in scientific research.  2.To focus the application of statistics on scientific 3.To employ tools ranging from statistics to combinatorics and geometry in an attempt foundations to some important applications process data sets whose sizes and complexities humans to handle.	e research. computation to provi	al comp de theo from no	olexity, oretical eed to
Prerequisites	none			

Course Code	17028			
Course Name			F	S
	Advanced Courses in Biostatistics	Credit	0	3
Course Objectives	The main purpose of biostatistics is to resolve the from biological subjects. The conclusions experimental studies or sampling. In this course the trials, genetics and general medicine will be distemphasize on statistical concepts. Topics such regression methods, logistic regression and subjects.	are obta hree major cussed. Th as likeliho	ined the topics: coefficient to the topics: coefficient to the topics of	nrough clinical es will ciples,
Prerequisites	Statistics		•	

Course Code	17029			
Course Name	Special Topics in Customer Relationship	~	F	S
	Management	Credit	0	1
Course Objectives	The objectives of this course are  1.To develop the capability of independent thinking  2.To cultivate the capability of reading the literature  3.To cultivate the capability of writing quality papers  4.To cultivate analytical capability for solving practical problems			
Prerequisites	Marketing, Basic Statistics, All foundation courses			

Course Code	07331			
Course Name	Quality Control and Design	Credit	F	S
			0	3
Course Objectives	Quality is one of the key factors in surviving toug purpose of this course is to introduce engineering to the statistical techniques to quality control improvement. This course will cover the approaches of quality control that can be app service industry, and business. Topical coverage interpretation of various control charts; rational tolerance limits; cumulative-sum (Cusum) cont weighted moving average (EWMA) control of assessment; SAS in QC.	g and managol, design, foundation lied to prowill be: co sampling; rol charts,	gement in and properties and properties in construction of the specific exponer.	majors process nodern dustry, on and ations; ntially
Prerequisites	Introduction to Statistics			

Course Code	00292				
Course Name	Reading in Business Ethics for Managers	Credit	F	S	
			0	2	
Course Objectives	The objectives of this course are  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  2.To improve English proficiency				
Prerequisites	The course will be held in English, students are expected to communicate and present case studies or research reports in English.				

Course Code	01799			
Course Name	Research Methods	Credit	F	S
			2	0
	The objectives of this course are  1.To introduce the basic concept of research methodology that applies in			
Course Objectives	academic and practical research.  2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.			
	3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.			
Prerequisites	None			

### **Finance**

#### • Course list

	MS Program in Finance	code	classes	Credit hours
Required common credit	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Market Equilibrium	03968	1	3
	Investments	01579	1	3
hours of the graduate institute	Futures and Options	03408	1	3
	Industrial Equilibrium Analysis	03967	1	3
	Thesis	00041	2	6
	Special Topics on Finance	03071	1	3
	Financial Time Series	11510	1	3
	Accounting for Financial Instruments and Services	12133	1	3
	Financial Crisis and Reform	14190	1	3
	Professional English in Finance	17371	1	1*
	Reading in Business Ethics for Managers	00292	1	2
	Financial Engineering	06978	1	3
	Securitization	08951	1	3
	Corporate Governance	15470	1	3
Elective credit hours of the graduate institute in	Seminar on Investment	15977	1	3
other sections	Finance Forum	08247	1	3
	Merger and Acquisition	08509	1	3
	Fixed Income Securities	10458	1	3
	Numerical Methods in Finance	17369	1	3
	Seminar in Credit Risk	17404	1	3
	Financial Institutions Management	04086	1	3
	Risk Management	07897	1	3
	Cases Study in Financial Engineering	16981	1	3
	International Financial Regulations	17281	1	3

<sup>\*</sup> English Conversation: Students need to read 2 hours per week.

Course Code	01855			
Course Name	Econometrics	Credit	F	S
			3	0
Course Objectives	The objectives of this course are 1.To provide a foundation for the applied research Finance. 2.To introduce the modern treatment of econometr applications that match real-world theory and data 3.To cover the topics including multiple regression on economic applications, as well as issues such as data, and instrumental variables. 4.To be able to understand and apply the econome methods using computer packages.	rics, using to technique s omitted v	heory an s with fo ariables,	cus
Prerequisites	None			·

Course Code	01983					
Course Name	Financial Management	Credit	F	S		
			3	0		
Course Objectives	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 mange 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.  1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.  2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized.  3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.  4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step.  5. Students are asked to develop the ability to find and solve the financial					
Prerequisites	None					

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
		Cicuit	3	0
Course Objectives	The objectives of this course are 1.To structure a current consumption and portfolio individual inventor 2.To realize how the changes of following factors, securities, regulation, and preference, to affect the decision 3.To analyze the welfare implications in a competity value securities in competitive market equilibity valuation) and in a no-arbitrage market condition (	namely, nu optimal po tive market orium (prefe	mber of rtfolio t equilib erence-b	rium ased
Prerequisites	None			

Course Code	01579				
Course Name	Investments	Credit	F	S	
	Hivestments	Cledit	0	3	
Course Objectives	formulate investment portfolio.  3.To understand the following subjects: (1) returns assets in money market, capital market, foreign ex derivative market. (2) Investment decision criteria mean-variance portfolio theory, (4) CAPM & APT	<ul><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</li></ul>			
	lattice approximation, (7) option pricing- Black-Scholes, and (7) portfolio performance measurement and management.				
Prerequisites	None				

Course Code	03408			
Course Name	Futures and Ontions	Credit	F	S
Course Name	Futures and Options	Credit	0	3
Course Objectives	The learning objectives of this course include:  1. The basic characteristics of derivative contracts  2.No arbitrage pricing bounds of futures, options a as swap, etc.  3.Trading strategies of options.  4.Binomial tree pricing options.  5.Black-Scholes model  6.Hedging when issue or buy an option.  7.Structured note  8.Exotic options.		erivative	s such
Prerequisites	None			

Course Code	03967				
Course Name	Industrial Equilibrium Analysis	Credit	F	S	
Course Name	industrial Equilibrium Analysis	Credit	3	0	
Course Objectives	This course comprises two important components: competitive strategy. For each component, the confollows.  1. Industrial Economics: we will focus on the S-C-and their components. The objective is to acquaint with different frameworks and different methods canalysis.  2. Competitive Strategy: the second part emphasize foundation for the development of competitive strategy.	P analyticate with the coordinate on the area.	escribed al frame competen ng indus	as work ace try	
Prerequisites	Microeconomics				

Course Code	00041			
Course Name	Thesis	Credit	F	S
			0	3
Course Objectives	Train students to have the ability to do the research	h independe	ently.	
Prerequisites	None			
	02051			
Course Code	03071	ı	-	
Course Name	Special Topics on Finance	Credit	F 0	S 3
Course Objectives	This is a lecture course that invites promising scholars and practice experts in financial field to deliver speeches. By above speeches and Q&A interactions, students are expected to know the cutting-edge studies in academics and hot issues in real-world finance.			_
Prerequisites	None			
•				
Course Code	11510			
Course Name	Financial Time series	Credit	F 3	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.			
Prerequisites	Statistics ; Calculus			
Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	F 3	S 0
Course Objectives	The purposes of this course are  1. To introduce recent developments in International Accounting Standards for financial instruments and services provided by the financial industry.  2. To emphasize the background and concepts underlying the written conclusions.  3. To discuss the implications for financial reporting and analysis  4. To exposure to the world's most advanced and innovative financial practices.			dards try.
Prerequisites	Rackground courses in accounting	C:		

Background courses in accounting and finance

Prerequisites

Course Code	14190					
Course Name	Financial Crisis and Reform	Credit	F 3	S 0		
Course Objectives	Financial Crisis and Reform Credit					
Prerequisites	None		•			

Course Code	17371			
Course Name	Professional English in Finance	Credit	F	S
Course Ivaille	Froressional English in Finance	Credit	1	0
Course Objectives	Enhancing the ability to comprehend and talk about significantly enough to be reported in Business We New York Times, and similar prestigious business magazines is a critical step for finance graduate sturp-to-date about events happening in global finance appreciate the materials covered and integrate these into theoretical and empirical research training, an career advancement through the capability to grasp intimately related first-hand information.	eek, Financ and finance udents (i) to ce and econ se real-worl d (iii) to pro	ial Time e journal o keep omics, ( d examp epare for	s, s and ii) to les
Prerequisites	None			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
	<u> </u>		0	2
Course Objectives	The objectives of this course are  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  2.To improve English proficiency			
Prerequisites	The course will be held in English, students are expected to communicate			
_	and present case studies or research reports in English.			

Course Code	06978			
Course Name	Financial Engineering	Credit	F 0	S 3
Course Objectives	The course consists of two parts. The first part foc of the mathematical tools of financial engineering, introduction to preliminaries from calculus, (2) bar probability theory, (3) information and conditioning differential equations, (5) diffusion process, (6) may for semi-martingale, and (8) change of probability. The second part relates these math tools to the theory valuation. Some classic pricing model, like CRR be Black-Scholes model, HJM interest rate model of this part.  Students are expected to have the ability using the an overview about the development of financial errors.	Topics inc sic concept ag, (4) stock artingales, ( measure. ory regarding binomial modetc, will be see math too	introduction introduction (1) so of the astice (7) calcurate the astice (7) introduction (1) and to the astice (1) and to the astice (1) and the a	lus esset eed in
Prerequisites	None			

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Maine		Credit	0	3
Course Objectives	The objectives of this course are 1.To introduce the principles, structures, and invest several major types of asset securitization, includin backed securities, commercial mortgage backed securities, credit card ABS, Asset-backed commerc Housing equity loan backed securities, CBO/CLO/backed securities. 2.To discuss the impact of new Basel Accord (Base securitization.	g residentia curities, autial paper (A CDO, and r	al mortga o loan b ABCP), ceal estat	age acked
Prerequisites	None			

Course Code	15470					
Course Name	Corporate Governance	Credit	F 0	S 3		
Course Objectives	The objectives of this course are  1.To illustrate the differences between corporate governance and management from the perspective of locus of control, ownership structure and board structure.  2.To introduce the nature, principles and mechanism of corporate governance.  3.To portray the international trends of corporate governance and shareholder activism.  4.To cover the related theories of corporate governance.  5.To introduce the corporate governance rating system and to provide evidence the influence of corporate governance on corporate performance and value.  6.To know how the listed companies adopt corporate governance and risk management in practices.  7.To cover the issue of risk management and corporate governance in financial holding companies.					
Prerequisites	None					

Course Code	15977				
Course Name	Seminar on Investment	Credit	F	S	
	Schinar on investment	Cicuit	0	3	
	The purpose of this course is to analyze the key fin	•			
	instruments that facilitate trade and investment activities on a global scale.				
	Topics include				
Course Objectives	1. The economic determinants of prices, price changes, and price				
Course Objectives	relationships in the major financial market. The current theories of pricing				
	financial instruments would be included herein.				
	2. The policy issues that result for private enterprises. Capital budgeting,				
	investment, and risk management will be included herein.				
Prerequisites	None				

Course Code	08247				
Course Name	Finance Forum	Credit	F	S	
Course maine	Finance Forum	Credit	3	0	
	The objectives of this course include:  1.To acquaint with the contemporary issues in business and finance				
Course Objectives	2.To bring finance and economics to practical use by integrating theories in				
	textbooks and current business events				
	3.To be fluent in oral presentation of financial issues in English.				
Prerequisites	None				

Course Code	08509			
Course Name	Margar and Agazisition	Credit	F	S
Course maine	Merger and Acquisition	Credit	3	0
Course Objectives	The objectives of this course are 1.To integrate theories of corporate finance as the form. M&As 2.To analyze and comment on different M&A cases. The contents that will be covered in this course are 1.M&A process 2.Risk management 3.Case studies 4.Due diligence 5.M&A strategies 6.Corporate valuation 7.Takeover and Anti-takeover Tactics 8.Capital plan for M&A (including LBO).			ating
Prerequisites	Financial Management or Corporate Finance			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course maine	Fixed income securities	Credit	3	0
Course Objectives	The objective of this course is to introduce the may of fixed securities. Topics that will be covered in the securities of the securities and innoved 2. Basic bond valuation techniques with risk and resultant and their estimated 4. Pricing of fixed income securities and their derived 5. Bond immunization strategy 6. Bond portfolio management 7. Fixed income securities' risk management and in 8. Bond related topics such as taxation of bonds, prestate securitization.  Students enrolled in this course are required 1. To calculate risk & return of fixed income securities. To price plain bond as well as option embedded 3. To analyze term structure of interest rate 4. To make investment strategy on all innovated be 5. To present designated articles with power point to 6. To finish a term paper	his course a ration, eturn analyses vatives nnovation referred storations bonds	is  ck, and r	eal
Prerequisites	None			

Course Code	17369			
Course Name	Numerical Methods in Finance	Credit	F	S
Course maine	Numerical Methods III Finance	010010	3	0
Course Objectives	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.			
Prerequisites	Statistics, numerical analysis, probability			

Course Code	17404			
Course Nome	Sominar in Credit Diels	Credit	F	S
Course Name	Seminar in Credit Risk	Credit	3	0
Course Objectives	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.			
Prerequisites	Financial Management, Calculus(General Mathematics)			

Department/ code	Graduate Institute of Finance / 7562				
Course Code	04086				
Course Name	Financial Institutions Management	Credit	F 0	S 3	
Course Objectives	soundly so as to allow shareholders to obtain a sat 2.To understand financial system and environment strategies for financial institutions, especially for b 3.To articulate action plans for achieving satisfactor performance 4.To update the current financial supervision systems integrate them into managerial practices	The objectives of this course are  1.To learn how financial institutions management can operate safely and soundly so as to allow shareholders to obtain a satisfactory compensation.  2.To understand financial system and environment so as to set feasible strategies for financial institutions, especially for banks  3.To articulate action plans for achieving satisfactory operating performance  4.To update the current financial supervision systems and rules and to			
Prerequisites	None				

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Ivallie	Kisk Management	Credit	0	3
Course Objectives	This course aims to provide students a broad persumanagement containing traditional risk management other types of risk management. The students are ecomprehensively conceptual framework as 1. To make risk management and insurance decision business value and individual welfare.  2. To understand insurance contracts and institution insurance industry  3. To understand the effects of and the rationale for affect risk and allocation of risk among business at Basically, topics in this course include  1. investment strategy  2. institutional structure  3. regulations  4. database management  5. quantitative procedures	ent and insuexpected to ons for incr nal features r public po	trance are build a easing s of the licies that	
Prerequisites	Financial Engineering			

Course Code	16981			
Course Name	Cases Study in Financial Engineering	Credit	F	S
			0	3
Course Objectives	The objectives of this courses are 1.To introduce the conceptual framework and histofinancial engineering 2. To highlight the dynamic and persistent nature of 3. To emphasize the development of financial probmulti-faceted and changing business environment, of raising capital, managing risk exposure, exploit opportunities, and coping with shifts in tax and reg EMBA students are encouraged to bring cases encouraged discussions.	of financial blem solving such as low ing arbitrag	innovati g skills i wering c ge gimes.	on. n a osts
Prerequisites	Options and Futures			

Course Code	17281			
Course Name	International Financial Regulations	Credit	F	S
Course Name	international Financial Regulations	Credit	0	3
	The objectives of this course are			
Course Objectives	1. To provide the basic knowledge of U.S Financia	1. To provide the basic knowledge of U.S Financial Law.		
	2. To improve English skills .			
Prerequisites	None			

## **Information Management**

MS Program in Informa	tion Management	Code	Classes	Credit hours
	Thesis	00041	1	6
	Reading in Business Ethics for Managers	00292	1	2
	Research Methodology	01799	1	3
Required common	Software Engineering	03024	1	3
credit hours of the	Special Topics on MIS (I)	07519	1	2
graduate institute	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
	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
	Supply Chain Management	09639	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Advanced Data Communication and Networks	10850	1	3
Elective credit hours of	Case Studies of Decision Support Systems	11347	1	3
the graduate institute in	Information System Project Management	11799	1	3
other sections	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
	Service-Oriented Architectural Enterprise Information Systems	15224	1	3
	Intelligence Systems	16653	1	3
	Service Science on Healthcare	17283	1	3

Course Code	01799			
Carres Name	Decreed Mathedaless	C 1:4	F	S
Course Name	Research Methodology	Credit	0	3
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research reacademic and practical research.  2.To learn the methods of conducting research performs strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required informapproaches in writing research papers and solving	processes, clata, and processes that	lesigning oreparing ough app	research research propriate
Prerequisites	None			

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
Course Ivaille	Software Engineering	Credit	3	0
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.			
Prerequisites	None			

Course Code	04623			
Course Name	Data Sagurity	Credit	F	S
Course Name	Data Security	Credit	3	0
Course Objectives	1.Understand basic concepts of data security,     2. Learn principles and applications of cryptography and Internet security.			
Prerequisites	None			

Course Code	07146				
Course Name	Special Topics on MIS (II)	Credit	F	S	
Course Name	Special Topics on MIS (II)	Cledit	0	1	
Course Objectives	This course focuses on applications and tech information systems, including electronic con knowledge management, intelligent systems, dat network management. It hopes students can under techniques of various topics and the trends of appropriate of the property of the pr	nmerce, manning, stand the topolications	and Interpreted and Interpreted and deve	mmerce, rnet and ad whole lopment.	
Prerequisites	None				

Course Code	07519			
Course Name	Special Topics on MIS (I)	Credit	F	S
Course Name	Special Topics on WhS (1)	Cledit	1	0
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.			
Prerequisites	None			

Course Code	07939			
Course Name	Advanced Database Management	Credit	F	S
		Credit	3	0
Course Objectives	Introduce development trends of current DBMS and various application examples and environments. Investigate the architectures and related theories and applications of distributed DBMS, OODBMS, Object-Relational DBMS and Client/Server as well as the differences between them and relational DBMS. The roles and importance of DBMS in current society are also discussed. Besides, the other important topics, such as Transaction Management, Concurrency Control, Query Processing, XML and Data Warehousing, will be included too.			
Prerequisites	Database Management			

Course Code	00292			
Course Name	Danding in Pusings Ethics for Managers	Credit	F	S
Course Name	Reading in Business Ethics for Managers	Cledit	0	2
Course Objectives	To recognize the role and social responsibility of the Information Technology profession.  To promote students' sensitivity to the business ethics and computer ethics.  To enhance students' problem solving ability related to professional ethical dilemma.			
Prerequisites	None			

Course Code	16654				
Course Name	Seminar on Information Management	Credit	F	S	
Course I turne	Seminar on information Wanagement	Croun	1	0	
Course Objectives	Take the advantage of speech to  1. Enhance the knowledge and vision of how communication and network technologies on operation, management, and decision making.  2. Make students understand the visionary a communication and network technologies which research and industries.  3. Enhance the capabilities and skills of information management.	the application are appli	of info	business ormation cademic	
Prerequisites	None				

Course Code	09636			
Course Name	Network Planning and Management for	Credit	F	S
	Enterprises	Credit	0	3
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.			
Prerequisites	None			

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Name	Kilowieuge Discovery and Data Willing	Credit	0	3
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.			
Prerequisites	None	·		

Course Code	09638			
Course Name Business Process Rec	Pusings Process Pagagingaring	Credit F S	S	
	Dusiness Frocess Reengineering	Cledit	0	3
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.			
Prerequisites	None	·		

Course Code	09639			
Community Name	S 1 Cl. : M	C 114	F	S
Course Name	Supply Chain Management	Credit	0	3
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.			
Prerequisites	None			

Course Code	10850			
Course Name	Advanced Date Communication and Nationale	C 1:4	F	S
Course Name	Advanced Data Communication and Networks	Credit	3	0
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.			
Prerequisites	None			

Course Code	11347			
Course Name	Case Studies of Decision Support Systems	Credit	F	S
Course Name	Case Studies of Decision Support Systems	Credit	3	0
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.			
Prerequisites	None			

Course Code	11799			
Course Name	I Committee Control Design Management	C 1'4	F	S
	Information System Project Management	Credit	3	0
Course Objectives	Course Objectives Train students to not only understand the theories of information system project management but also apply theories to practical projects.			
Prerequisites	None			

Course Code	11804			
Course Name	Flortronic Learning	Credit	F	S
	Electronic Learning	Credit	0	3
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.			
Prerequisites	None			

Course Code	11806			
Course Name	Adaptiva Systems	Credit	F	S
	Adaptive Systems		0	3
Course Objectives	Adaptive systems will cover methods of adaptation and learning in the context of dynamical systems embedded in the world. The purpose of the course is to introduce algorithmic techniques in the design of adaptive systems. These techniques will be taught in the context of a variety of tasks performed by currently deployed as well as research systems.			
Prerequisites	None			

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Name		Credit	3	0
Course Objectives	This course will cover analytical approaches for cust management and customer valuation at each stage of dealing with problems such as: identification of good acquisition; customer development via up-selling or segment; customer value and customer attrition/retencourse will introduce issues, techniques and terminol database marketing, data warehouse, and data mining Techniques covered will include customer behavior a response modeling using statistics and AI.	the custor I prospects cross-sellin ation mana ogy associ g for analy	ner lifecyc for custom ng; custom gement. Th ated with tical CRM	ner er ne
Prerequisites	None			

Course Code	13713				
Course Name	Comingue on Electronic Commence	Condit	F		
	Seminars on Electronic Commerce	Credit	3	0	
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.				
Prerequisites	None				

Course Code	14789				
Course Name	Topics on Logistic Information Systems	Credit	F	S	
	Topics on Logistic finormation Systems		0	3	
Course Objectives	System. Topics include demand manageme management, transportation system, logistics information system of distribution center. It can she Logistic experience for student and make each student	This course provides fundamental concepts and case of Logistic Information			
Prerequisites	None				

Course Code	15224				
Course Name	Service-Oriented Architectural Enterprise	Credit	F	S	
Course Ivallie	Information Systems	Credit	3	0	
Course Objectives	skills of SOA and its application to enterprise information include Enterprise architecture, SOA concepts, We ERP systems, management functionalities overvious management applications, business intellige value-added applications. A commercial service-or	The objective of this course is to provide the students with the concepts and skills of SOA and its application to enterprise information systems. The topics include Enterprise architecture, SOA concepts, Web services, service-oriented ERP systems, management functionalities overview, customization, supply chain management applications, business intelligence applications, and other value-added applications. A commercial service-oriented ERP system is used as the tools of demonstration, experimentation, and as the base of discussion.			
Prerequisites	None		•		

Course Code	14788			
Course Name Seminar of Decision Support Syst	Coming CD with Community of the communit	C 11	F	S
	Seminar of Decision Support Systems	Credit	0	3
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,			
Prerequisites	Case Studies in Decision Support Systems			

Course Code	16653			
Course Name	L. III. C.	G 11:	F	S
	Intelligence Systems	Credit	3	0
Course Objectives	Information retrieval and intelligence systems has growth and popularity since their commercial introdis a part of intelligence techniques. Information retrievaly's knowledge management, e-business, and systems include expert systems, neural network algorithms, Robotics, and so on. Today, intelligence science, engineering, manufacturing, medical, and management of Fu Jen Catholic University, to learn aspects of principles, theory, and programming so the use them to make an information systems knowledgeable and decisional characteristics.	duction in ieval plays Web serves, fuzzy systems are anny other indepartment these two nat students	the early 1 important vices. Internetworks, e used in brields. t of informulations of the scan devel	960s. It role for lligence genetic usiness, mation om the op and
Prerequisites	None			

Course Code	17283					
C. N.	Control Colonia Marketina	C 1'4	F	S		
Course Name	Service Science on Healthcare	Credit	0	3		
Course Objectives	The core of this course is an introduction to service science (or SSME) that is to explore service knowledge, methodologies, and strategies of service innovation. The topics of course can be divided into (1) Service Management; (2) Service Innovation; (3) Service Design; (4) Service Engineering and System; and (5) Service Information Management and Decision Support. For academic research, our graduate students can possibly identify their research issues within service science field. For practice, our graduated students will have the professional abilities: (1) background knowledge of service industries; (2) service information system development; (3) service process design and management; and (4) service innovation and entrepreneurship. In addition, the course's subjects relates to part of the current courses (i.e., Service-oriented Architecture, Customer Relationship Management, Knowledge Management, Knowledge Discovery & Data Mining, and Seminar on Electronic Commerce).  The healthcare service has been known as a service-intensive business. It is also recognized as one of most brilliant industries around the world. Service science research and practices can effectively motivate healthcare industry and business to recognize the opportunity of healthcare service innovation, leading them eventually to improve the service quality, enhance customer satisfaction, as well as change unhealthy lifestyle behaviors of individuals. In order to develop the service economy of life safety and health improvement, the course can lead our graduate students using service science knowledge and technology to facilitate and realize the exquisite healthcare services research and practice.					
Prerequisites	Basic Computer Concept and Information Managem	ent				

Course Cod	10849			
Course Name	Vnoviledes Management	Credit	F	S
	Knowledge Management	Credit	0	3
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			
Prerequisites	Enterprise Management, Human Resource Management, Organizational Theories, Database Management, Programming Design, Data Communications and Networking			

# **MS Programs**

- Evening and Weekend -

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

## Accounting

MS Program in Accounting-	evening and weekend	Code	classes	Credit hours
	Integrated Management	12486	2	3
Required common credit	Financial Accounting Theory	12102	1	3
hours of the graduate	Advanced Managerial Accounting	11756	1	3
institute	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
	Financial Statement Analysis	01982	1	3
	Seminar on Managerial Accounting	12105	1	3
	Research Methodology	01799	1	3
Elective credit hours of the	Tax Empirical Research	12104	1	3
graduate institute in other sections	The Supervision of Securities Market	13034	1	3
	Forum on Emerging Accounting Issues	16257	1	3
	Financial Theory	03008	1	3
	Financial Institutions Management	04086	1	3

Course Code	12486				
Course Name	Integrated Management	Credit	F	S	
Course Name	integrated Management		3	0	
Course Objectives	The objectives of this course are 1.To increase managerial ability through the cultivation of their visionary capability 2.To enhance familiarity with cross-functional specialties.				
Prerequisites	None				

Course Code	12102					
Course Name	E'mana'al Amarand'an Elasa	Credit	F	S		
Course Name	Financial Accounting Theory	Cledit	3	0		
Course Objectives	The objectives of this course are  1.To provide a general understanding of the empirical financial accounting researches.  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.					
Prerequisites	Accounting					

Course Code	11756				
Course Name	Advanced Managerial Aggounting	Credit	F	S	
Course Name	Advanced Managerial Accounting	Cledit	3	0	
Course Objectives	The objectives of this course are  1.To thoroughly explore the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc.  2.To focus on some selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.				
Prerequisites	None				

Course Code	11757						
Course Name	Advanced Auditing	Cradit	F	S			
Course maine	<u> </u>	Credit	0	3			
Course Objectives	Advanced Auditing   Credit						
Prerequisites	Financial Accounting or Accounting Principle						

Course Code	00041				
Course Name	Thesis	Credit	F	S	
Course Ivallic	1 110313	Credit	0	6	
Course Objectives	Train students how to solve problems, do researches and write a good thesis.				
Prerequisites	None				

Course Code	01982					
Course Name	Financial Statement Analysis	Credit	F	S		
Course runne	Tillahelai Statement Allaiysis	Credit	3	0		
Course Objectives	This course is about the analysis of financial information - particularly fir financial statements - for making decisions to invest in businesses. The prim objectives of this courses are  1. To focus on equity (share) valuation.  2. To examine the appropriate methods of fundamental analysis, including model shareholder value, a comparison of accrual accounting and discounted cash fi approaches to valuation, the analysis of profitability, growth and valuat generation in a firm, testing the quality of financial reports, forecasting earni and cash flows, pro-forma analysis for strategy and planning, analysis of risk, the determination of price/earnings and market-to-book ratios.  3. To provide the basis of valuation from the perspective of security analyst as was corporate financial analyst and to be applicable to the valuation of acquisition restructurings, other investments, and strategic analysis.  4. To be able to write a thorough and convincing research report					
Prerequisites	Accounting					

Course Code	12105			
Course Name	Comings on Managerial Accounting	G 114	F	S
Course Name	Seminar on Managerial Accounting	Credit	0	3
Course Objectives	The purpose of this course is to introduce the graduate students to Strategic Cost Management (SCM) and the selective topics on the managerial accounting			
Prerequisites	None			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
		Credit	0	3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To introduce the basic concept of research methods and practical research.</li> <li>2.To learn the methods of conducting research proposals and reports.</li> <li>3.To know how to obtain the required information the in writing research papers and solving management.</li> </ul>	processes, of lata, and particular a	designing	research research
Prerequisites	None	•	•	

Course Code	12104			
Course Name	Tax Empirical Research	Credit	F	S
Course Ivanic Tax Empirical Research	Tax Empirical Research	Cicuit	3	0
Course Objectives	This objectives of this course are  1.To provide a broad understanding of the tax research area  2.To introduce the most recent tax practice and research			
Prerequisites	3.To address new research issues in tax theory and pra None	ictice.		

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S
	The Supervision of Securities Market	Credit	0	3
Course Objectives	This objectives of this course are  1.To provide a thorough grounding in the theory and practice of capital markets  (including primary market and secondary market)  2.To have the knowledge of how the market operates			
Prerequisites	None			

Course Code	16257					
Course Name	Forum on Emerging Accounting Issues	Credit	F	S		
Course Ivaine	Forum on Emerging Accounting Issues	Cicuit	3	0		
Course Objectives	In recent years Taiwan's business and accounting environment of rapid change, al of the promulgation of the new bulletin (such as financial products, intangible assets and share based on pay and insurance guidelines for accounting treatment of leases, etc.), change in laws and regulations (such as transfer pricing norms, China Enterprise Income Tax Law and the Labor Contract Law), as well as innovative business model and so on, how the accounting in this rapidly changing environment, understanding the trend of change and development of the capacity response, and death's accounting competitiveness.  I hope by this course: (1) expert speakers; (2) scholarly and critical books on to reading and discussion, so that students can grasp the current more timely accounting, financial and management theory and practice of development trends learn how to in a rapidly changing business environment, identify problems and engage in critical thinking, while developing a wide range of business knowledge and industry perspective, to shorten the school students have learned the difference between knowledge and practice and the opportunity to work with middle school face-to-face exchange of experts to ask opportunities					
Prerequisites	None					

Course Code	03008				
Course Name	Einangial Theory	Credit	F	S	
Course Name	Financial Theory	Cledit	3	0	
Course Objectives	The course introduces the fundamentals of corporate financial management: capital budgeting (long-term) policy and the working capital management. The course to practice. By the handout complied by the instructive real situations and figures in Taiwan, and introduce addition, the course also includes the further international corporate finance and options and corporate objectives of this course are:  1. To provide a clear concept of corporate finance 2. To introduce the real situation and figures in Taiwa 3. To move from theory to practice	investment urse stress n tor, the inst uces new r issue of rate Securit	decision), noving fro ructor exp esearch pa corporate	financial m theory plains the apers. In	
Prerequisites	None				

Course Code	04086					
Course Name	Financial Institutions Management	Credit	F	S		
Course Ivaille	i manetai mstitutions ivianagement	Credit	0	3		
Course Objectives	so as to allow shareholders to obtain a satisfactory of 2. To understand financial system and environment of for financial institutions, especially for banks 3. To articulate action plans for achieving satisfactory	<ol> <li>To learn how financial institutions management can operate safely and soundly so as to allow shareholders to obtain a satisfactory compensation.</li> <li>To understand financial system and environment so as to set feasible strategies for financial institutions, especially for banks</li> <li>To articulate action plans for achieving satisfactory operating performance</li> <li>To update the current financial supervision systems and rules and to integrate</li> </ol>				
Prerequisites	None					

## **Applied Statistics**

MS	Program in Applied Statistics	Code	Classes	Credit hours
	Seminar	06827	1	2
Required common	Research Methodology	01799	1	2
credit hours of the graduate institute	Thesis	00041	1	6
	Integration management A & B	12486	1	3
	Business and Applied Statistic	06826	1	2
	Customer Relationship Management	10985	1	3
	Marketing Survey and Analysis	13575	1	3
	Practice of Marketing Research	08308	1	3
	Database Administration	02490	1	3
	Data Mining	11502	1	3
	Marketing Research	01480	1	3
Flori and the mass	Introduction to Statistics and Softwares with Application	15957	1	3
Elective credit hours of the graduate institute in	Statistical Forecasting Methods	08305	1	3
other sections	Applied Multivariate Statistical Analysis	05947	1	3
	Special Topics in Biostatistics	17276	1	1
	Special Topics in Risk Management	15531	1	1
	Special Topics in Marketing Research	17277	1	1
	Special Topics in Advanced Quantitative Financial	17278	1	1
	Special Topics in Data Mining	15534	1	1
	Special Topics in Quality Control	15535	1	1
	Special Topics in Customer Relationship Management	17029	1	1

Course Code	06826				
Course Name	Business and Applied Statistics	Credit	F	S	
Course Name	Business and Applied Statistics	Cleuit	2	0	
Course Objectives	The object of the course is to enhance the students' ability to analysis the				
Course Objectives	business related data covering from micro to macro economic data.				
Prerequisites	Basic and advance statistics methodology				

Course Code	06827			
Course Name	Seminar	Credit	F 2	S 0
Course Objectives	The main purpose of this course is to improve structure academic articles. The emphasis will be reading ability and learning various techniquarguments, and discovering new ways of this writing process. The goals of this course are:  1. To train students with the capability for reading. To direct students with adequate skills for ana 3. To teach library research skills.  4. To provide opportunities for the use of contant and Internet research.  5. To enlighten students with suitable presentations.	on develoues to straking about about the straking about the strake the strake to the strake the strake to the strake the	oping stu ucture t readin onal artic ing.	idents' logical ig and cles.
Prerequisites	None			

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F	S
Course Traine	marketing burvey and marysis	Credit	3	0
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			
Prerequisites	D-7611-10772 Advanced Statistics II D-7612-11219 Sampling Survey Theory and Pract	tice		

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course I turne	Buttouse Hammistration	Credit	3	0
Course Objectives	For various reasons, automation of business preparatice for business in this digital society. As a statistical data are stored in databases. Not surprist database design principles and experiences on database design principles and experiences on database design principles and experiences on database to facilitate career development. Follow course is designed to equip students with the knot designing an integrated database, and with the design.  Throughout this course IBM DB2 is chosen as equip students with hands-on experience on datacontents of this course are designed around three SQL (2) Advanced SQL and (3) Database System are required to work on exercises after each lecture.	result it is ringly an un atabase adm professiona wing this li wledge for skills to it the learning abase admine major top Administra	very oftenderstand inistration of factorials but a ne of factorial of the managing implementation of the thick in the thic	en that ding of on are also an ct, this ng and ent the o help n. The Basic
Prerequisites	Basic Computer Concepts (Suggested)			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Name	THESIS	Cleuit	0	6
Course Objectives	Writing paper.			
Prerequisites	None			

Course Code	05947				
Community Name	Applied Multivariate Statistics		F	S	
Course Name		Credit	3	0	
	The objectives of this course are				
	1.To provide the core and the central idea of multivariate data analysis that				
Course Objectives	will be applied in the solution of problems in statistical theory and				
Course Objectives	application for further study.				
	2.To introduce some recently developed methods				
	3.To illustrate the main concepts by a variety of examples and exercises.				
Prerequisites	Advanced Statistics II				
	Multivariate Data Analysis				

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F 3	S 0
Course Objectives	This course will cover analytical approaches f management and customer valuation at each lifecycle, dealing with problems such as: identification for customer acquisition; customer developed cross-selling; customer segmentation; customer attrition/retention management. The course techniques and terminology associated with of warehouse, and data mining for analytical CRM, include customer behavior analysis, RFM analyse using statistics and AI.	stage of ication of genent via er value will introdutabase me Technique	the custode the custode to the custode the	stomer ospects or stomer issues, data ed will
Prerequisites	None			

Course Code	01480				
Course Name	Marketing Research	Credit	F	S	
Course Ivallic		Cicuit	0	3	
	The objectives of this course are				
	1.To introduce methods of marketing research				
Course Objectives	2.To illustrate how statistical methods could	be helpf	ul in	market	
	positioning and market segmentation				
	3.To solve practical problems through various marketing research methods				
Prerequisites	1. 7261-09932 The Method of Marketing Survey I				
	2. 7261-09933 The Method of Marketing Survey	y II			

Course Code	08308			
Course Name	Drastics of Marketing Research	Credit	F	S
Course maine	Practice of Marketing Research	Cledit	0	3
Course Objectives	The objectives of this course are 1.To introduce the methods of conducting market 2.To utilize computer software and proper metion problems	•	ve real	world
Prerequisites	Marketing Survey and Analysis.			

Course Code	17276			
			F	S
Course Name	Special Topics in Biostatistics	Credit	0	1
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of bioinformatics that will be applied in the solution of problems in biology, genetics and medicine and application for further study. The main concepts will be illustrated by a variety of examples and exercises.			
Prerequisites	Calculus, statistics			
Course Code	15531			
			F	S

Course Code	15531			
G V				S
Course Name	Special Topics in Risk Management	Credit	0	1
Course Objectives	This objectives of this course are  1.To provide a qualitative and quantitative approach of estimating risks  2.To introduce the methods of identifying, quantifying, applying, predicting, and managing risks through rigorous examples			
Prerequisites	This course requires familiarity with two-semester statistical courses. This background should include estimation and hypothesis testing and exposure to the generalized linear model(GLM) and various time series models.			

Course Code	17277			
			F	S
Course Name	Special Topics in Marketing Research	Credit	0	1
Course Objectives	The objectives of this course are  1. To explore special topics in marketing research  2. To cope thesis writing with marketing research  3. To cultivate the skills of oral presentation			
Prerequisites	The Method of Marketing Survey, Research Method	od, Multiva	riate An	alysis

Course Code	17278			
	Special Topics in Advanced Quantitative	~	F	S
Course Name	Financial	Credit	0	1
Course Objectives	The objectives of this course are  1.To discuss financial plans and the uses of funds  2.To illustrate the causes that lead to efficient use of funds and the value creation of a firm via quantitative approaches			
Prerequisites	None			

Course Code	15534				
			F	S	
Course Name	Special Topics in Data Mining	Credit	0	1	
Course Objectives	The objectives of this course 1. To supervise students independent learning. 2. To teach student how to write professional thesi 3. To discuss difficult with students, and help then	<ol> <li>To supervise students independent learning.</li> <li>To teach student how to write professional thesis.</li> </ol>			
Prerequisites	Data Mining				

Course Code	15535			
~			F	S
Course Name	Special Topics in Quality Control	Credit	0	1
Course Objectives	Quality is one of the key factors in surviving tough purpose of this course is to introduce engineering to the statistical techniques to quality control improvement.	and mana	gement	majors
Prerequisites	Introduction to Statistics			

Course Code	08305			
Course Name	Statistical Forecasting Methods	Credit	F	S
Course Ivallie	Statistical Polecasting Methods	Ciedit	0	3
Course Objectives	The objectives of this course are  1.To develop competent skill in analyzing busin for description, explanation, and forecast.  2.To combine knowledge of probabilistic models empirical comparisons of approaches, and computation of the statistical forecasting approaches. These approaches time series regression, exponential (ARIMA) methodology, and intervention analysis	s of stocha uter softwar interpretati aches invol smoothing	stic prode. ion of ve: regi	cesses,
Prerequisites	Introduction to Statistics			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Name	Research Methodology	Credit	0	2
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research me academic and practical research.  2.To learn the methods of conducting resear research strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required informat approaches in writing research papers and problems.	rch process search data,	ses, des	igning paring opriate
Prerequisites	None			

Course Code	12486			
Course Name	Integration management A&B	Credit	F	S
Course Name	integration management A&B		3	0
Course Objectives	The objectives of this course are  1.To increase managerial ability through the cultivation of their visionary capability  2.To enhance familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	11502				
Course Name	Data Mining	Credit	F	S	
Course Name	Data Mining	Credit	0	3	
Course Objectives	1Understand DM concept 2.Using DM Tools				
Course Objectives	3.Understand DM methodology				
	4.Understand DM application				
Prerequisites	Statistics and statistical dependence application cu	rriculum			

Course Code	15957				
Course Nome	Introduction to Statistics and Softwares with	Credit	F	S	
Course Name	Application	Credit	3	0	
	The objectives of this course are				
	1.To enhance the understanding and appreciation of the core of the central				
	idea and methods of statistics that will be applied in the solution of				
Course Objectives	problems in a variety of applied science and application for further study.				
Course Objectives	2.To be able to use statistical software packages, specifically SPSS, for				
	manipulating data.				
	3.To illustrate the data manipulation via a v	ariety of	example	s and	
	exercises.				
Prerequisites	Statistics				

Course Code	17029				
	Special Topics in Customer Relationship		F	S	
Course Name	Management	Credit	0	1	
Course Objectives	The objectives of this course are  1. To develop the capability of independent thinking  2. To cultivate the capability of reading the literature  3. To cultivate the capability of writing quality papers  4. To cultivate analytical capability for solving practical problems				
Prerequisites	Marketing, Basic Statistics, All foundation courses				

## **Finance**

MS Progran	n in Finance- evening and weekend	code	classes	Credit hours
	Investment Decisions	10687	1	3
	Corporate Finance	10688	1	3
	Integration of Management	12486A	1	3
Required common credit hours of the graduate	Integration of Management	12486B	1	3
institute	Futures and Options	03408	1	3
	Fixed Income Securities	10458	1	3
	Thesis	00041	2	6
	Econometrics	01855	1	3
	The Introduction to Contemporary Finance	17370	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Corporate Governance	15470	1	3
Elective credit hours of	Industrial Equilibrium Analysis	03967	1	3
the graduate institute in	Risk Management	07897	1	3
other sections	Merger and Acquisition	08509	1	3
	Financial Crisis and Reform	14190	1	3
	Financial Institutions Management	04086	1	3
	Finance Forum	08247	1	3
	The Supervision of Securities Market	13034	1	3
	Cases Study in Financial Engineering	16981	1	3

Course Code	10687				
Course Name	Investment Decisions	Credit	F	S	
			3	0	
Course Objectives	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:  1. Having timely information on population, production, inflation, wealth measures, and capital market structure in both developed and emerging economies.  2. Using empirically tested investment analysis to build and maintain a diversified portfolio.  3. Focusing on the value their corporate and business-level strategies are creating.				
Prerequisites	Background courses in finance				

Course Code	10688			
Course Name	Corporate Finance	Credit	F	S
			3	0
Course Objectives	The objectives of this course are			
	1.To illustrate the primary goal of the firm: value maximization for shareholders			
	2.To cover three major functions of corporate finance: financial planning and control, allocation of funds among various assets, and the acquisition of funds.			
	3.To explore these functions though their real world applications.			
	4.To cover the topics such as Financial Statement analysis: Ratio			
	analysis/Cash Flow, Cash Management, Short term financial planning,			
	Capital Budgeting, Cost of Capital, Credit Management, Capital			
	Structure, Dividend Policy, Issuing securities & Long Term Debt			
Prerequisites	None			

Course Code	12486A			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	The objectives of this course are  1.To increase managerial ability through the cultivation of their visionary capability  2.To enhance familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	12486B			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	The objectives of this course are  1.To increase managerial ability through the cultivation of their visionary capability  2.To enhance familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	03408				
Course Name	Futures and Options	Credit	F	S	
Course Name	r dedics and Options	Credit	0	3	
Course Objectives	The learning objectives of this course include:				
Course Cojecuives	1. The basic characteristics of derivative contracts.				
	2.No arbitrage pricing bounds of futures, options a	and other de	erivatives	such	
	as swap, etc.				
	3.Trading strategies of options.	3.Trading strategies of options.			
	4.Binomial tree pricing options.				
	5.Black-Scholes model				
	6.Hedging when issue or buy an option.				
	7.Structured note				
	8.Exotic options.				
Prerequisites	Options, Futures and other Dervatives, (2003), J.C.	.Hull			

Course Code	10458	10458				
C. N.	Cinad In a consider	C 1'4	F	S		
Course Name	Fixed Income Securities	Credit	0	3		
Course Objectives	The objective of this course is to introduce the ma of fixed securities. Topics that will be covered in the 1. Introduction to fixed income products and innove 2. Basic bond valuation techniques with risk and reconstructions of interest rates and their estimated 4. Pricing of fixed income securities and their derives 5. Bond immunization strategy 6. Bond portfolio management 7. Fixed income securities' risk management and in 8. Bond related topics such as taxation of bonds, estate securitization.  Students enrolled in this course are required 1. To calculate risk & return of fixed income security 2. To price plain bond as well as option embedded 3. To analyze term structure of interest rate 4. To make investment strategy on all innovated bo 5. To present designated articles with power point to 6. To finish a term paper	his course at ation, eturn analysises vatives  nnovation preferred statics bonds	re s tock, and	i real		
Prerequisites	Financial Management					

Course Code	00041			
Carres Name	Thesis	Credit	F	S
Course Name	I nesis		0	6
Course Objectives	Train students to have the ability to do the research	Train students to have the ability to do the research independently.		
Prerequisites	None			

Course Code	01855			
C N	F	G. III	F	S
Course Name	Econometrics	Credit	3	0
Course Objectives	The objectives of this course are  1.To provide a foundation for the applied reservance.  2.To introduce the modern treatment of economic applications that match real-world theory and data and applications, as well as issues such as data, and instrumental variables.  4.To be able to understand and apply the econometric using computer packages.	netrics, using a. a. techniques omitted v	ng theorems with for	ry and ocus on , panel
Prerequisites	Statistics			

Course Code	17370				
Course Name	The Introduction To Contemporary Finance	Credit	F	S	
Course Name		Credit	3	0	
Course Objectives	concepts about economics, finance, accounting, inversal markets. We hope students should know the types of which what kind of securities be traded, including stocks, bonds, options and futures, etc. Students she essential features of these instruments and know so terms in economic, financial and accounting fields, will introduce some of the most important and influe economic and finance theory: supply and demand, identity, time value of money, valuation, risk and recapital capacity.	The purpose of this course is to give students with some introductory concepts about economics, finance, accounting, investment and derivative markets. We hope students should know the types of financial markets and in which what kind of securities be traded, including money instruments, stocks, bonds, options and futures, etc. Students should also understand the essential features of these instruments and know some important English key terms in economic, financial and accounting fields. During the course we will introduce some of the most important and influential concepts of economic and finance theory: supply and demand, equilibrium, accounting identity, time value of money, valuation, risk and return, diversification, CAPM, market efficiency, the concept of arbitrage, and the derivatives. After completion of the course students are expected to have a complete and solid			
Prerequisites	None				

Course Code	02058			
Course Nome	Dusiness Foregoting	Cradit	F	S
Course Name	Business Forecasting	Credit	0	3
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.			
Prerequisites	None			

Course Code	08951				
C. N. N.	S	C 1'4	F	S	
Course Name	Securitization	Credit	0	3	
Course Objectives	The objectives of this course are  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.  2.To discuss the impact of new Basel Accord (Basel II) on asset securitization.				
Prerequisites	None				

Course Code	15470			
Carrage Name	Commonate Covernance	Constit	F	S
Course Name	Corporate Governance	Credit	0	3
Course Objectives	The objectives of this course are  1.To illustrate the differences between cormanagement from the perspective of locus of corand board structure.  2.To introduce the nature, principles and regovernance.  3.To portray the international trends of corshareholder activism.  4.To cover the related theories of corporate governance rating evidence the influence of corporate governance and value.  6.To know how the listed companies adopt corporate governance rating evidence the influence of corporate governance and value.  7.To cover the issue of risk management and financial holding companies.	ntrol, owner mechanism rporate go ance. g system a on corporate	of convernance and to particular to an ance an	e and crovide mance and risk
Prerequisites	Financial Management or Corporate Finance			

Course Code	03967				
Carrage Name	Industrial Familiaina Analusia	C 1:4	F	S	
Course Name	Industrial Equilibrium Analysis	Credit	3	0	
Course Objectives	This course comprises two important components: industry economics and competitive strategy. For each component, the contents are described as follows.  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.  2. Competitive Strategy: the second part emphasizes on the analytical foundation for the development of competitive strategy.				
Prerequisites	Microeconomics	•			

Course Code	07897			
Course Name	Piels Managament	Credit	F	S
Course Ivaille	Risk Management	Credit	3	0
Course Objectives	This course aims to provide students a broad perspectontaining traditional risk management and insuran management. The students are expected to be conceptual framework as  1. To make risk management and insurance decision value and individual welfare.  2. To understand insurance contracts and institutionance industry  3. To understand the effects of and the rationale for risk and allocation of risk among business and individually, topics in this course include  1. investment strategy  2. institutional structure  3. regulations  4. database management  5. quantitative procedures	nce and other puild a co ons for incre itutional fe	er types mpreher easing bu	of risk nsively usiness of the
Prerequisites	None			

Course Code	08509			
Common Name	Manage 1 April 1971	G = 1'4	F	S
Course Name	Merger and Acquisition	Credit	3	0
Course Objectives	The objectives of this course are  1.To integrate theories of corporate finance as the M&As  2.To analyze and comment on different M&A cases. The contents that will be covered in this course are  1.M&A process  2.Risk management  3.Case studies  4.Due diligence  5.M&A strategies  6.Corporate valuation  7.Takeover and Anti-takeover Tactics  8.Capital plan for M&A (including LBO).			luating
Prerequisites	Financial Management or Corporate Finance			

Course Code	14190			
C N	Figure 10 Cities and D. Comp.	G I'	F	S
Course Name	Financial Crisis and Reform	Credit	3	0
Course Objectives	The Asian financial crisis began in July 1997, Russian in 1998, the crisis of Brazilian in 1999, the and the crisis of Argentine in 2001.  Countries the encountered the financial crises e currencies, sharp fall in share prices, declin unemployment, dramatic increase in short-term inflation and decline in foreign trade. Though too a standardize prescription, there are certain commentated that can be learned from the crises. The objectives of 1.To discuss various definitions, causes, and model 2.To explain how and why did it spread to other commentated as 3.To review the history of financial crisis 4.To analyze the effects of the crisis on economic consumer prices, foreign trade, exchange rates are 5.To describe the policy prescriptions by the IMF 6.To examine the measures used to deal with the critical international and regional cooperation 8.To provide useful data and reference for the economic researchers and the general public.	e crisis of T xperienced ne in outpinterest rate different in mon feature of this cours is of financi untries and mic growth and share price isis	devalua put, sur e, high nature to es and l se are al crises regions , emplo ces	tion of rge in rate of o draw essons  yment,
Prerequisites	None			

Course Code	04086			
Common Name	Figure 11 Annual Control of the Cont	G 1''	F	S
Course Name	Financial Institutions Management	Credit	0	3
Course Objectives	The objectives of this course are  1. To learn how financial institutions management can operate safely and soundly so as to allow shareholders to obtain a satisfactory compensation.  2. To understand financial system and environment so as to set feasible strategies for financial institutions, especially for banks  3. To articulate action plans for achieving satisfactory operating performance  4. To update the current financial supervision systems and rules and to integrate them into managerial practices			
Prerequisites	None			

Course Code	08247				
Course Name	Einanaa Eamum	Cuadit	F		
Course Name	Finance Forum	Credit	0	3	
Course Objectives	The objectives of this course include:  1.To acquaint with the contemporary issues in business and finance  2.To bring finance and economics to practical use by integrating theories in textbooks and current business events  3.To be fluent in oral presentation of financial issues in English.				
Prerequisites	None				

Course Code	13034			
Course Norma	The Commission of Committee Monket	C 1:4	F	S
Course Name	The Supervision of Securities Market	Credit	0	3
Course Objectives	This objectives of this course are  1.To provide a thorough grounding in the theory and practice of capital markets (including primary market and secondary market)  2.To have the knowledge of how the market operates			
Prerequisites	None			

Course Code	16981			
Carres Name	Conse Studenia Einemaial Engineering	Credit	F	S
Course Name	Cases Study in Financial Engineering	Credit	0	3
Course Objectives	The objectives of this courses are			
3	1.To introduce the conceptual framework and historical background of			
	financial engineering			
	2. To highlight the dynamic and persistent nature of	f financial i	nnovatio	on.
	3. To emphasize the development of financial problem solving skills in a multi-faceted and changing business environment, such as lowering costs			
	of raising capital, managing risk exposure, exploiting arbitrage opportunities, and coping with shifts in tax and regulatory regimes.  EMBA students are encouraged to bring cases encountered in practice to class discussions.			
Prerequisites	Options and Futures			

# **Information Management**

#### Course list

MS Program in Inform	nation Management- evening and weekend	Code	classes	Credit hours
	Research Methodology	01799	1	3
Required common	Management Information Systems	02631	1	3
credit hours of the graduate institute	Integration Management	12486	1	3
graduate mountain	Thesis	00041	1	6
	Data Security	04623	1	3
	General Topics on Electronic Commerce	09290	1	3
	Knowledge Management	10849	1	3
Elective credit hours	Customer Relationship Management	10985	1	3
of the graduate	Case studies in Decision Support Systems	11347	1	3
institute in other	Knowledge Discovery and Data Mining	09637	1	3
sections	Special Topics on Intelligent System	12224	1	3
	Service-Oriented Architectural Enterprise Information Systems	15224	1	3
	Supply Chain Management	09639	1	3

## • Course objective and prerequisites

Course Code	00041				
Course Name	Thesis	Credit	F	S	
Course maine	Tilesis	Cledit	0	6	
Course Objectives	Train students how to solve problems, do researches and write a good				
Course Objectives	thesis.				
Course Materials	None				

Course Code	01799				
Course Name	Passarah Mathadalagu	Credit	F	S	
	Research Methodology		3	0	
Course Objectives	Understand the importance of research methodology on business decisions.  Learn the procedures and strategies of research. Understand various tools and techniques of collecting data. Learn to solve problems of research and business applications by scientific methods.				
Prerequisites	None		•	·	

Course Code	12486				
Course Name	Integration Management	Credit	F	S	
Course Objectives	To increase students' managerial ability through the cultivation of their visionary capability and the enhancement of their familiarity with cross-functional specialties				
Prerequisites	None				

Course Cod	02631			
Course Name	Management Information System	Credit	F	S
Course Name	Management Information System		0	3
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.			
Prerequisites	None			

Course Code	04623				
Course Name	Data Security	Credit	F	S	
Course Ivallie	Data Security	Credit	3	0	
Course Objectives	1.Understand basic concepts of data security,				
	2. Learn principles and applications of cryptography and Internet security.				
Prerequisites	None				

Course Cod	09290				
Course Name	General Topics on Electronic Commerce	Credit	F	S	
		Credit	3	0	
Course Objectives	Introduce general topics of electronic commerce. Investigate the basic management concepts and techniques which are needed by organizations and individuals facing the era of electronic commerce. It will help students understand totally and broadly about the development, applications and management of electronic commerce.				
Prerequisites	None		•		

Course Cod	10849				
Course Name	Knowledge Management	Credit	F	S	
Course Ivallie	Knowledge Management	Credit	0	3	
Course Objectives	In this course, a comprehensive introduction to knowledge management will be covered. The importance of knowledge and the importance of knowledge management will be first emphasized. Technologies for knowledge management will also be covered. A very practical approach will be used to introduce knowledge management. Concepts and techniques widely used in the organizations such as benchmarking and best practice will be introduced. Basic knowledge management steps like, creating, transferring and measuring knowledge will be covered in this course, too.				
Prerequisites	Enterprise Management, Human Resource Management, Organizational Theories, Database Management, Programming Design, Data Communications and Networking				

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course I value	Customer Relationship Management	Credit	3	0
Course Objectives	This course will cover analytical approaches for management and customer valuation at each stalifecycle, dealing with problems such as: identifing for customer acquisition; customer development cross-selling; customer segment; customer valuattrition/retention management. The course will techniques and terminology associated with data warehouse, and data mining for analytical CRM include customer behavior analysis, RFM analytical statistics and AI.	ge of the cust ication of good twia up-selling and custome introduce issuabase marketi. Techniques	omer od prosp g or er ues, ng, data covered	ects
Prerequisites	None			

Course Cod	11347			
Course Name	Case Studies in Decision Support Systems	Credit	F	S
Course Name		Cledit	3	0
Course Objectives	This curriculum focuses on the discussion of pracompleting the introduction to the basic concept systems (DSS). Hence, the purpose of this cours between academic and real works, and then stir research and practices for increasing the busines designed to foster a dissertation for decision sup concepts and possibilities, impart practical DSS point out the important role these systems play forganizations today.	of decision s se is to narrow up the combin so value of DS port system ( development	upport the gap nation of SS. It is a DSS) skills, a	o f also
Prerequisites	None			

Course Cod	09637				
Course Name	Vnoviladas Dissaviers and Data Mining	Credit	F	S	
Course Name	Knowledge Discovery and Data Mining	Credit	0	3	
	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				
Course Objectives	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.					
Prerequisites	None				

Course Code	12224						
Course Nome	Special Topics on Intelligent System	Credit	F	S			
Course Name	Special Topics on Intelligent System	Credit	0	3			
Course Objectives	evolutional computation (EC), especially on the to algorithms (GA) and genetic programming (GP). theoretical information and the implementation de topics. In addition, this course will be also to intro	This course is to introduce that the fundamentals and the applications of the evolutional 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					
Prerequisites	None						

Course Code	15224			
Course Name	Service-Oriented Architectural Enterprise	Credit	F	S
Course tvanie	Information Systems	Credit	3	0
Course Objectives	The objective of this course is to provide the stude skills of SOA and its application to enterprise info topics include Enterprise architecture, SOA concerservice-oriented ERP systems, management function customization, supply chain management application intelligence applications, and other value-added appropriate tools of experimentation, and as the base of discussion. Stuexperience	rmation systems, Web seronalities over the constructions, busines opplications.	etems. Trvices, verview ess A commution,	The , mercial
Prerequisites	None			

Course Code	09639			
Course Name	Cumply Chain Management	Credit	F	S
	Supply Chain Management	Credit	0	3
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.			
Prerequisites	None			

## **Technology Management**

#### • Course list

MS Program in '	Technology Management- evening and weekend	Code	Classes	Credit hours
	Management of Technology and Innovation	04161	1	3
	Intellectual Property Law and Science	11805	1	3
	Integration Management	12486	1	3
Required common	Optoelectronic Industry Analysis	12587	1	3
credit hours of the graduate institute	Technology Organization and Human Resource Management	12589	1	3
	Introduction of Biotechnology Pharmaceutical Industry	16773	1	3
	Financial Strategy and Management	16772	1	3
	Thesis	00041	1	6
	Innovation and Entrepreneurial Management	11313	1	3
	Marketing in Technology	12590	1	3
	Industry Analysis and Competitive Strategy	03132	1	3
	Merger and Acquisition	08509	1	3
Elective credit hours of the graduate	Industrial Analysis of Mainland China	12132	1	3
institute in other sections	Industry Analysis of Emerging Countries	16256	1	3
	Valuation and Management	16529	1	3
	Corporate Investment and Risk Management	16530	1	3
	An analysis of Macroeconomic environment on business	17454	1	3
	Research Methodology	01799	1	3

## • Course objective and prerequisites

Course Code	04161			
Course Name	Management of Technology and Innovation	G 11:	F	S
		Credit	0	3
Course Objectives	The objectives of this course are  1.To provide fundamental concepts and principles of technology innovation  management			
Prerequisites	None			

Course Code	11313			
C. N.	I am a diam a 1 Fatanana di 1 Managana	C . 114	F	S
Course Name	Innovation and Entrepreneurial Management	Credit	3	0
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.			
Prerequisites	None			

Course Code	11805				
Course Name	Intellectual Property Law and Science	Cradit		S	
Course Name	Intellectual Property Law and Science	Credit	0	3	
Course Objectives	1.This course provides the concept of Intellectual Property (IP) and the content of the Law.     2. How to use IP well and develop the Competitive Intelligence.				
Prerequisites	None				

Course Code	12486			
Course Name	Internation Management	C 4:4	F	S
	Integration Management	Credit	3	0
Course Objectives	The objectives of this course are  1.To increase managerial ability through the cultivation of their visionary capability  2.To enhance familiarity with cross-functional specialties.			
Prerequisites	None			·

Course Code	12587			
Course Name	Optoelectronic Industry Analysis	Credit	F 3	S 0
Course Objectives	Knowledge economics has become an increasingle century. The development of new economics technology industry in the future. The employer market, financial market, technology management interrelated to high technology industry.  The objectives of this course are  1.To cover industry analysis and technology  2.To describe all fields of industries now and in the  3.To arouse appreciation of the high-tech industrie technology background	will also be ent market ent, and tec	e leaded such as s chnology	by high securities law are
Prerequisites	None			

Course Code	12589			
Course Name	Technology Organization and Human Resource	Credit	F	S
Course Name	Management	Credit	0	3
Course Objectives	The objectives of this course are  1. To provides both theory and practical case discussion  2. To understand the evolution of management organization theory thoughts and contemporary management/Human Resources management challenges in technology organization.  3. To learn the management problem solving skill through case studying practices.			
Prerequisites	None			

Course Code	16773			
Course Name	Introduction of Biotechnology Pharmaceutical	Credit -	F	S
	Industry	Credit	0	3
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			
Prerequisites	None			

Course Code	12590			
Course Name	Marketing in Technology	Credit	F	S
	Warketing in Technology	Credit	3	0
Course Objectives	As the development of high-technology industries of digital technology and creative marketing customers high value added products and service strategy for business to create sustainable competitive above, the objectives of this course are 1. To combine theories and experiments so as to expension technology marketing, for technology marketing's operational strategies, behavior, the product, price, promotion and charmarketing, e-marketing and e-commerce, technology relationship management, technology marketing future of creative technology marketing.  2. To cultivate the potential of becoming a marketing industries	strategies es has becove advantage exploit issues mation and the analys nnel stratege logy marke of specific	to provide ome an inges. In views such as implement is of congress of tecting and of corresponding to groups,	e picky nevitable w of the dynamic tation of nsumers' chnology customer and the
Prerequisites	None			

Course Code	03132			
Course Name	Industry Analysis and Commetitive Strategy	Credit	F	S
	Industry Analysis and Competitive Strategy	Credit	0	3
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			
Prerequisites	None			

Course Code	08509				
Course Name	W 14 132	G 11:	F	S	
	Merger and Acquisition	Credit	3	0	
Course Objectives	The objectives of this course are  1.To integrate theories of corporate finance as M&As  2.To analyze and comment on different M&A cases. The contents that will be covered in this course are  1.M&A process  2.Risk management  3.Case studies  4.Due diligence  5.M&A strategies  6.Corporate valuation  7.Takeover and Anti-takeover Tactics  8.Capital plan for M&A (including LBO).			valuating	
Prerequisites	Financial Management or Corporate Finance				

Course Code	12132			
Course Name	Industrial Analysis of Mainland China	C 4:4	F	S
Course Name	Industrial Analysis of Mainland China	Credit	0	3
Course Objectives	This course is designed in a way of intensive speeches delivered by practitioners running business in Mainland China or scholars who knows industrial evolutions of China well. After completing this course, we hope that students have fundamental concepts of regulations of the authority, operations, managements and strategies of industries like securities, electronics and biotech in Mainland China.			
Prerequisites	None	•		

Course Code	16256			
Course Name	Industry Analysis of Emerging Countries C	Credit	F	S
		Credit	0	3
Course Objectives	The objectives of this course are 1.To grasp the information of emerging markets 2.To acquaint with the industry environment of the emerging markets for the foundation of valuation and policy making			
Prerequisites	None			

Course Code	16529				
Course Name	Valuation and Management	Credit	F	S	
	valuation and Management	Cledit	3	0	
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.				
Prerequisites	None				

Course Code	16530				
Course Name	Corporate Investment and Risk Management	Credit	F	S	
		Credit	0	3	
Course Objectives	The objective of this course is to introduce a fir processes, strategies, asset management and risk contents that will be covered include:  1.Introduction of financial markets and instruments  2.The risk-return tradeoffs between different financ  3.Valuation models and fundamental analysis  4.Alternative risk measures, including standard Monte Carlo simulation technique.  5.Hedge opinions and tools, including divers management, exchange rate risk management, ir options.  6.The concept of credit risk	managemer ial assets deviation,	nt techniq value at interest 1	risk and	
Prerequisites	None				

Course Code	16772			
Course Name	Course Name Financial Strategy and Management Credit		F	S
Course Name		Credit	3	0
Course Objectives	The purposes of this course are  1.To provide students the modern fundamentals of the financial theories  2.To integrate theories with practices  3.To introduce the practical topics, such as takeovers, junk bonds, financial restructuring, initial public offerings, bankruptcy, derivatives, venture capital and fund raising.			financial
Prerequisites	None			

Course Code	01799				
Course Name	Descend Methodology	Credit	F	S	
Course Name	Research Methodology	Credit	3	0	
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research methodology that applies in academic and practical research.  2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.  3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.				
Prerequisites	None				

# **Doctoral Program**

Business Administration

## **Business Administration**

#### • Course list

Ph. D. Prog	gram in Business Administration	Code	classes	Credit hours
	Organization and Management Theory	02237	1	3
	Quantitative Method	02746	1	3
	Seminar on Information Management	12191	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
Required common credit hours of the graduate institute	Strategic Management	10383	1	3
institute	Seminar in Production Management	05989	1	3
	Seminar on Corporate Finance	15660	1	3
	Seminar in Futures and Options	15976	1	3
	Seminar on Information Technology	15661	1	3
	Business Research Project (II)	16480	1	3
	Independent Study in Business (II)	17285	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Seminar in International Marketing	17011	1	3

## • Course objective and prerequisites

Course Code	02237				
Course Name	Organization and Management Theory	Credit	F	S	
Course Name	Organization and Management Theory	Cledit	3	0	
Course Objectives	<ol> <li>1. 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>				
Prerequisites	Fundamental of management, Introduction of busing	ness admini	stration		

Course Code	02746			
Course Name	Quantitativa Mathad	Credit	F	S
Course Ivallie	Quantitative Method	Credit	3	0
Course Objectives	The objectives of this courses are  1.To provide fundamental concepts and skills for (ANNs).  2.To impart such the knowledge via detailed exercises  3.To ensure a further understanding of the implication of using artificial neural networks in solving real 4.To be able to use related techniques and softwar application problems.  5.To introduce the concepts of knowledge discovered. To understand how to analyze large volume knowledge and interesting patterns.  7.To investigate business cases as to show how mining tasks in the real world.	instruction ations and in I world prol re in handl ry and data of data in	and in ntricate olems. ing the mining order t	n-class effects related o find
Prerequisites	None			

Course Code	12191			
Course Name	Comingue on Information Management	Credit	F	S
Course Name	Seminars on Information Management	Credit	3	0
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.			
Prerequisites	None			

Course Code	16479			
Course Name	Dusiness Descend Dusinet (I)	Credit	F	S
Course Name	Business Research Project (I)	Credit	3	0
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	n		
Prerequisites	None			

Course Code	17284			
Course Name	Independent Study in Business (I)	Credit	F	S
Course Ivaille	independent study in Business (1) Credit	Cledit	3	0
The objective of this course is to serve as the foundation for con			or cond	lucting
Course Objectives	dissertation with through the process of independence study.			
Prerequisites	None	-		
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Course Code 01799
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	1	1	F	S
Course Name	Research Methodology	Credit	3	0
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.			
Prerequisites	None			
Course Code	17378			
Course Name	Seminar on Business Ethics	Credit	F	S
Course Objectives	The objectives of this course are  1.To appreciate the essential of Business Ethics to recognizing socially acceptable business comperspectives, embedding good business in treat reengineering corporate image, enhancing investing in sustainable and socially responsible 2.To improve English proficiency	onduct from ting people professiona	m the nice and ethics	global d fair,
Prerequisites	None			
Carrage Carla	10202			
Course Code	10383		F	S
Course Name	Strategic Management	Credit	0	3
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			
Prerequisites	None			
	0,000			
Course Code	05989	1	F	S
Course Name	Seminar in Production Management	Credit	0	3
Course Objectives	This course is an advanced course of operations on managerial processes for achieving effective and service.	_		
Prerequisites	None			-
Course Code	15660			
			F	S
Course Name	Seminar on Corporate Finance	Credit	0	3
Course Objectives	This objectives of this course are 1.To provide an overview of theoretical and empirical contributions of modern corporate finance 2.To prepare for conducting independent studies 3.To present and discuss the assigned papers in the class.			
Prerequisites	None			

Course Code	15976			
Course Name	Seminar in Futures and Options	Credit	F	S
Course Name	Seminar in Futures and Options	Credit	0	3
Course Objectives	The learning goals of this class can be summarized 1. The basic characteristics of derivative contracts 2. No arbitrage pricing of forward and future 3. No arbitrage pricing bounds of options 4. Trading strategies of options 5. Binomial tree and Risk-neutral valuation of option 6. Swaps and valuation 7. Structured Notes and Exotic Options 8. the fundamental contracts of derivatives 9. pricing of future 10. pricing options by lattice tree 11. derivation of Black-Sholes formula 12. investment evaluation by real option After completing this course, students shall derivatives' theories, especially quantitative derivatives by simulating time path of underlying strategies.	ons have the algorithm	knowled	_
Prerequisites	None	-		

Course Code	15661			
Course Name	Seminar on Information Technology	Credit	F	S
Course Name	Schinar on information reciniology	Cicuit	3	0
Course Objectives	This course is aimed at teaching students to be far research directions of Information Technology. reading and seminar, this course tries to have somethodologies as well as research background of in order to recognize the appropriate methods are pertaining to the area of Information Technology, aims to train students possess quantitative a capabilities, as well as the ability to engage in it research.	Through I tudents to f Information d procedur Furthermonand quality	ectures, learn re on Technores of re ore, this active re	paper esearch nology esearch course esearch
Prerequisites	None			

Course Code	16480			
Course Name	Pusings Descerab Project (II)	Credit	F	S
Course Name	Business Research Project (II)	Credit	0	3
	The objectives of this course are			
Course Objectives	1.To cultivate the ability of planning and execution	ì		
Course Objectives	2.To be able to conduct business research			
	3.To cultivate the capability of independent study			
Prerequisites	None			

Course Code	17285			
Course Name	Independence Study in Business (II)	Credit	F	S
Course Ivallie	independence study in Business (ii)	Cicuit	0	3
Course Objectives	The objective of this course is to serve as the foundation for conducting			lucting
dissertation with through the process of independence study.				
Prerequisites	None			

Course Code	17011				
Course Name	Seminar in International Marketing	Credit	F	S	
Course Name	Seminar in international warketing	Credit	0	3	
Course Objectives	research.	<ol> <li>To learn the necessary concepts and skills in international marketing research.</li> <li>To discuss the interesting topics in international marketing.</li> </ol>			
Prerequisites	None				