

College of Management

Fu Jen Catholic University

2011-2012 Course Catalog



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BBA Programs

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

Business Administration

● Course list

BBA Program in Business Administration		Code	Classes	Credit hours	
Required common credit hours of the department	Accounting	02412	3	6	
	Economics	02457	3	6	
	Calculus	02390	3	6	
	Introduction to Business	05201	3	3	
	Introduction to Computer Science	01863	3	3	
	Statistics	02222	3	6	
	Commercial Law	02056	3	3	
	Management	02635	3	3	
	Managerial Mathematics	02632	3	3	
	Human Resources Management	01013	3	3	
	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	20	2	
Seminar on Business Administration(II)	14213	20	2		
Business Policy	01389	5	3		
Required credit hours by Integrating courses	Enterprise Resources Planning	09289	1	3	
	Knowledge Management	10849	1	3	
	Discussion in Industrial Management	14211	1	3	
	Innovation Management	04564	1	3	
Required credit hours by sections	Human resources management	Organization Development & Change	06935	1	3
		Performance Management	14209	1	3
		Training in Business & Industry	05426	1	3
	Financial management	Intermediate Accounting	01109	1	6
		Fixed Income Securities	10458	1	3
		International Financial Management	02093	1	3
	Marketing management	Marketing Research	01480	1	3
		Consumer Behavior	01951	1	3
		Promotional Strategy	14210	1	3
	Operational management	Design of Production System	05827	1	3
Operations and Managerial Decision Making		11492	1	3	
Logistics/ Supply Chain Management		14208	1	3	
Elective credit hours by sections	Human resources management	International Human Resources Management	05559	1	2
		Organizational Behavior	02234	1	3
		Organization Study	05828	1	2
		Organizational Leadership	15777	1	2

BBA Program in Business Administration		Code	Classes	Credit hours
Financial management	Investment	01579	1	3
	Macroeconomics	02891	1	3
	Financial Market	01758	1	2
Marketing management	Industrial Marketing	01085	1	2
	Strategic Marketing Management	07161	1	3
	International Marketing Management	06037	1	3
	Project Management	02141	1	3
	Chain Store Business Management	02252	1	2
	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 management	Facility Planning	05865	1	3
	Production System Simulation	14236	1	3
Elective credit hours of the department in other sections	Sophomore English	00016	1	4
	Food & Beverage Management	07171	1	2
	Japanese Management	05987	1	3
	Innovative Entrepreneurship Competition Practice	16984	1	1
	Entrepreneurial Management	11178	1	3

● Course objective and prerequisites

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

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

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

	<p>this course are</p> <ol style="list-style-type: none"> 1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study. 2.To illustrate the main concepts by a variety of examples and exercises. 3.To have an overall understanding in calculus.
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Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers. 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D. 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling. 4.To integrate the factors of environment, management functions and business functions. 5.To combine theory and practice. 			

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

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

Course Code	02056			
Course Name	Commercial Laws	Credit	F	S

Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance 2.To build the basis of further legal studies and examination skills on the commercial laws. 			
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Course Code	02635			
Course Name	Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To know the basic knowledge of management 2.To know how to use planning, organizing, leading, and controlling in management practices. 			

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

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	<p>The main purposes of this course are</p> <ol style="list-style-type: none"> 1.To develop systematic knowledge of human resources management 2.To enhance the capability of practicing theories into a real life 3.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. 			

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

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

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

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

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

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S

Course Objectives	This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and technical point of views.
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Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Objectives	This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving			

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

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

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

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To focus on manufacturing and supply chain system 2.To provides fundamental concepts and skills for material and capacity 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. 			

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 			

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

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To cover the major sources of innovation, their analytical models and their empirical explorations (verifications). 2.To concentrate on the principles and methodologies of designing and promoting innovation as well as policies within an international industrial economics context for high technology industries. 3.To provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks 4.To draw benefits from overlaps with neighbouring disciplines such as systems theory, clinometric and institutionalism. 5.To apply the analyses of the interactions of innovation, strategy, market structure, competition intensity and speed of technology change in major high technology, network and increasing returns industries 			

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

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

Course Code	05426			
Course Name	Training in Business & Industry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 			

Course Code	01109			
Course Name	Intermediate Accounting	Credit	F	S
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> 1. To learn and evaluate current principles of financial accounting 2. To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements 3. To read and critically evaluate financial statements 4. To consider the larger context of financial reporting 			

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

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

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

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

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

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

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

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

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

Course Code	02234			
Course Name	Organizational Behavior	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the basic knowledge of OB. 2.To learn the concept of individual behavior, group behavior, organization system, and other OB related issues. 3.To learn and practice the OB knowledge and skills through examples in real business world. 			

Course Code	05828			
Course Name	Organization Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of 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. 			

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

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 			

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Objectives	<p>The key objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand how the macro-economy works and, more specifically, how monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations. 2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues. 3.To discuss some key issues of macroeconomics: short-run economic variations in output and employment, how the quantity of money affects output and inflation rate, the role of expectations, long-run economic growth, and the effects of macroeconomic policies. 4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today. 			

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

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

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

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

Course Code	02141			
Course Name	Project Management	Credit	F	S
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.			

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

Course Code	14235			
Course Name	Integration of Production and Commerce	Credit	F	S
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.			

Course Code	13222			
Course Name	Seminar on Global Business Management	Credit	F	S
Course Objectives				

Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide would-be entrepreneurs a broad-based exposure to international business operations and capital market practices. 2.To cover the entrepreneurial processes from raising the first dollar from friends and families to IPO to eventually running a global operation 3.To cultivate analytical capabilities as well as presentation skills 4.To gain insights in global market, marketing and sales, operation, finance, and human resource management through study group discussions and group presentation. 			
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Course Code	02695			
Course Name	Advertising Agency Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To explain the basic concept of Advertising and marketing communication. 2. To understand Advertising role in marketing. 3. To explain “How does Advertising work and how to create Advertisement?” 4. To research “How consumers respond to marketing communication?” 5. To catch up each kind of media is one of the most dynamic and fast-changing areas of marketing communication practice. 6. Try to simulate Advertising planning in the Advertising client-agency. 			

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

Course Code	05865			
Course Name	Facility Planning	Credit	F	S
Course Objectives	<p>Manufacturing and service companies spend a significant amount of time and money to design or redesign their facilities. A poor facility design can be costly and may result in poor-quality products, low employee morale, and customer dissatisfaction. This course deals with the proper design, layout, and location of facilities. The goal of facilities and material handling is to provide students with a practical resource that describes the technique of-the-art tools such as computer simulation.</p>			

Course Code	14236			
Course Name	Production System Simulation	Credit	F	S
Course Objectives	<p>The course presents basic techniques of systems simulation concentrating on both theoretical and modeling aspects. The focus of the course is building computer simulation models to represent existing real-world systems, or hypothetical future systems, and of experimenting with these models to explain system behavior, improve system performance, or design new systems with desirable performances. Topics includes introduction of simulation, data analysis, modeling of real world systems using ARENA, random number generators, statistical analysis of simulation output, design of simulation experiments, and future trend of systems simulation.</p>			

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

Course Code	07171			
Course Name	Food & Beverage Management	Credit	F	S
Course Objectives	Foodservice industry has growing up in the world. There are three primary goals: 1.To provide a source of information about food & beverage operation 2.To provide basic knowledge for those who are entering the society, will eat healthy & drink happily in the future 3.To provide an introduction for those who are considering careers in Foodservice industry.			

Course Code	05987			
Course Name	Japanese Management	Credit	F	S
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			

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
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.			

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

Accounting

● Course list

BBA Program in Accounting		code	classes	Credit hours
Required common credit hours of the graduate institute	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
	Cost & Management Accounting	06840	2	6
	English conversation	01846	2	1
	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	
Financial Statement Analysis	01982	1	3	

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

BBA Program in Accounting		code	classes	Credit hours
Elective credit hours by sections (3 select 2)	Marketing Management	01483	2	3
	Human Resources Management	01013	1	3
	Production and Operations Management	01370	1	3
Elective credit hours by sections (4 select 3)	Managerial Mathematics	02632	1	3
	Investments	01579	1	3
	Government Accounting & Auditing Laws	06223	1	3
	Tax Accounting	02329	1	3
Required common credit hours of the graduate institute	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
	Public Finance	01981	1	3
	Seminar on Accounting for Specific Industries	16918	1	3
	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
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● Course objective and prerequisites

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

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

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

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

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

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

Course Code	07255			
Course Name	Intermediate Accounting(I)	Credit	F	S
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p>			

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

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

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

Course Code	06840						
Course Name	Cost and Management Accounting	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objective of this course is to introduce the contemporary cost and management accounting tools used in nowadays business. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing & management, balanced scorecard, life-cycle costing, etc.</p>						

Course Code	01846						
Course Name	English conversation	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<ol style="list-style-type: none"> 1.To enhance the students general English proficiency 2.To practice daily and academic language skills in listening and speaking 						

Course Code	07259						
Course Name	Auditing(I)	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	The objectives of this course are:						

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

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

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

Course Code	05630						
Course Name	Civil Law	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						

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

Course Code	02411			
Course Name	Accounting Information System	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the business environment and key concepts of Accounting Information systems. 2. To discuss the development process and implementation of Accounting Information systems. 3. To understand the internal controls and auditing techniques of Accounting Information systems. 4. To discuss the processes, data models, controls, and information requirement of transaction cycles. 5. To discuss the other related problems of Accounting Information systems. 			

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

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

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

	<p>database, and with the skills to implement the design.</p> <p>Throughout this course IBM DB2 is chosen as the learning tool to help equip students with hands-on experience on database administration. The contents of this course are designed around three major topics: (1) Basic SQL (2) Advanced SQL and (3) Database System Administration. Students are required to work on exercises after each lecture.</p>
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Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	<p>The objectives of the course are</p> <ol style="list-style-type: none"> 1. To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency. 2. To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial statements and the related information. 			

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

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

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

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

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

Course Code	06223			
Course Name	Government Accounting & Auditing Laws	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the accounting system in government and in NPO organizations 2.To encourage the involvement in the certified public accounting/civil services 3.To facilitate the preparation for the examinations in Certified Public Accountant or Government Accountant and Auditor (Senior/Junior Civil Servants, Local Government Officials Exams). 			

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

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1.To improve the students' English presentation skills, communication skills, and interview skills. 2.To enhance the students' reading comprehension and writing skills through a variety of international business texts such as e-mails, faxes, memo, letters, notice, advertisements, table and charts. 3.To familiarize the students with business English contexts and usages through business English conversations. 			

Course Code	05828			
Course Name	Organization Study	Credit	F	S

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

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

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

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

Course Code	16918			
Course Name	Seminar on Accounting for Specific Industries	Credit	F	S
Course Objectives	<p>Although the basic features of accounting are common across different industries, the peculiar nature of some industries and business models do require unique accounting treatments and in some cases, even departure from general accounting principles. Besides, without knowledge about the business model and the characteristics of business activities and operating environments, accountants would not be able to make appropriate judgment and accounting choice and have awareness of risks inherent in specific industries. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a broad perspective for business and industrial sector 2.To introduce the important accounting and auditing issues for specific industries, such as high-tech industry, construction industry, financial and banking industry, and retail industry, etc. 3.To highlight practical issue by inviting practitioners, such as the partners of the 			

	auditing group of Taiwan KPMG
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Course Code	17012			
Course Name	Service Learning-Tax Return (I)	Credit	F	S
Course Objectives	The objectives of this course are 1.To examine the income tax return 2.To learn the topics of financial accounting, tax law and tax accounting via service learning			

Course Code	17013			
Course Name	Service Learning-Tax Return (II)	Credit	F	S
Course Objectives	The objectives of this course are 1.To examine the income tax return 2.To learn the topics of financial accounting, tax law and tax accounting via service learning			

Course Code	15521			
Course Name	Intermediate Accounting(III)	Credit	F	S
Course Objectives	This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are: 1.To learn and evaluate current principles of financial accounting 2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements 3.To read and critically evaluate financial statements 4.To consider the larger context of financial reporting			

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

Course Code	13598			
Course Name	Global Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To examine the international dimension of financial reporting and analysis. 2.To provide students with an in-depth look at the development of accounting and its related disciplines from an international perspective. <p>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 Reporting Standards, major issues in reporting and international financial analysis.</p>			

Course Code	17417			
Course Name	Seminar on Global Accounting	Credit	F	S
Course Objectives	<p>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.</p> <p>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 Reporting Standards, major issues in reporting and international financial analysis.</p>			

Statistics and Information Science

Course list

BBA Program in Statistics and Information Science		Code	Classes	Credit hours
Required common credit hours of the department	Statistics	02222	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Introduction to Business	05201	2	3
	Introduction to Computer Science	01863	2	3
	Mathematical Statistics	02743	2	6
	Linear Algebra	02766	2	4
	Programming Techniques	03056	2	3
	Advanced Programming Techniques	14761	2	3
	Application of Statistics Package	10931	2	2
	Management Information Systems	02631	2	3
	Database Administration	02490	2	3
	Survey Sampling	01634	2	3
	Regression Analysis	01987	2	3
Design of Experiment and Analysis	11218	2	3	
Data Mining	11502	2	3	
Independent Study I	07344	10	3	
Independent Study II	07699	10	3	
Elective credit hours by sections (5 select 3)	Multivariate Data Analysis	09886	1	3
	Nonparametric Statistics-English	17289	1	3
	Discrete Data Analysis	09887	1	3
	Time Series Analysis	01943	1	3
	Inference Statistics	06424	1	3
Elective credit hours by sections (3 select 1)	Electronic Commerce-English	09514	1	3
	Database Practice	11099	1	3
	Data Structures	02492	1	3
Elective credit hours of the department in other sections	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
	Insurance Statistics	03927	1	3
	Macro-Economics	02891	1	3
	English Speech and Presentation	15539	1	2
	English Listening and Writing	17729	1	2
	English Conversation	01846	2	4
	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 Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision-making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> 1.Statistics methods and concept and its relevance to the real world. 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods 5. Statistical inference – interval estimation 			

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

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

	8. Understand the meanings and measuring of Nation's income. 9. Realize the meaning of production, saving, and investment. 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and aggregate supply. 12. Use macroeconomics theories to analyze the effects of macroeconomic policy.
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Course Code	02412		
Course Name	Accounting	Credit	F S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <p>7. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</p> <p>8. To understand the basic recording and reporting processes of accounting information system.</p> <p>9. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</p> <p>10. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</p> <p>11. To understand how to resolve the ethical dilemma and make ethical professional judgment.</p> <p>12. To understand how to develop and make planning of an accounting career.</p>		

Course Code	05201		
Course Name	Introduction to Business	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <p>1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</p> <p>2. To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D.</p> <p>3. To introduce management functions, including analysis, planning, organizing, leading, and controlling.</p> <p>4. To integrate the factors of environment, management functions and business functions.</p> <p>5. To combine theory and practice.</p>		

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

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

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

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

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course Objectives	Object-Oriented Programming (OOP) is a new approach to programming that emphasized the modeling of objects through classes and inheritance. To facilitate the modeling of real world object, C++ provides not only multiple inheritance, but also operator overloading, template, and polymorphism. Standard Template Library (STL) gives programmer a easy way to overcome difficult problem, which is also achieved by OOP technique.			

Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
Course Objectives	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
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Course Code	02631		
Course Name	Management Information Systems	Credit	F S
Course Objectives	The objective of this course is to provide the students to understand how the information technology (IT) supports organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration, and enabling business process restructuring. This course covers the practical, managerial-oriented approach, and how IT is being provided by information systems departments, vendors, service providers, supply chain partners, and end users.		

Course Code	02490		
Course Name	Database Administration	Credit	F S
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.		

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

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

Course Code	11218			
Course Name	Design of Experiment and Analysis	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 			

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

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

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

Course Code	09886			
Course Name	Multivariate Data Analysis	Credit	F	S
Course Objectives	<p>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.</p>			

Course Code	17289			
Course Name	Nonparametric Statistics-English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the modern nonparametric statistics that comprises a broad range of methods for data analysis, namely, rank based methods, permutation test, bootstrap, and curve smoothing. 2. To be able to apply nonparametric methods in problem solving when the normal assumption is violated. 			

Course Code	09887			
Course Name	Discrete Data Analysis	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 			

Course Code	01943			
Course Name	Time Series Analysis	Credit	F	S
Course Objectives	<p>Time series analysis is essential for today's world. Our objective is to develop competent skill in analyzing time series data for description, explanation, and forecast. This skill combines knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. The main topical coverage will be construction and interpretation of various time series approaches. These approaches involve: time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.</p>			

Course Code	06424			
Course Name	Inference Statistics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To concentrate on the fundamental aspects of statistical inference, rather than the particular methods used in various disciplines. 2.To provide a deeper understanding the theoretical part of statistical inference <p>The topics to be covered include point estimation, interval estimation and testing hypotheses.</p>			

Course Code	17559			
Course Name	Electronic Commerce-English	Credit	F	S
Course Objectives	<p>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</p>			

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

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

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	<p>The purposes of the subject course are</p> <ol style="list-style-type: none"> 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 status quo and the contents of insurance management. 			

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

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 			

	<p>4. Understand the meaning and scopes of marketing mix 4P.</p> <p>5. Utilize marketing theory to analyze firm's marketing activities.</p> <p>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.</p>
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Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To analyze the behavior of individual economic units, including consumers, workers, and investors, owners of land and business firms, and how and why these units make economic decisions.</p> <p>2.To explore the issues on how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions.</p> <p>3.To extensively cover the topics of game theory, strategic interactions of firms, the role and implications of uncertainty and asymmetric information, the pricing strategies of firms with/without market powers, and the design of policies taking into account of market efficiency and externalities.</p>			

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

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

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	<p>In this course, we provide an overview of the finance markets, with emphasis on the monetary and banking. Students are expected to understand the following questions after studying in this course:</p> <p>1. What role does the money play in the economy?</p> <p>2. How are interest rates determined and how do they behave?</p> <p>3. Why are the financial institutions important in the economics?</p>			

	4. What tools does central bank use to manipulate the money supply and interest rate?
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Course Code	03927			
Course Name	Insurance Statistics	Credit	F	S
				3
Course Objectives	1.Career plan- preparation for joining in insurance industry 2.Build up the concept of insurance 3.Foundation of actuarial science			

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

Course Code	15539			
Course Name	English Speech and Presentation	Credit	F	S
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			

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F	S
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.			

Course Code	17729			
Course Name	English Listening and Writing	Credit	F	S
Course Objectives	<p>The course is to help the students acquire:</p> <ol style="list-style-type: none"> 1.the ability to use English fluently and accurately in speaking, listening, reading and writing. 2.the ability to communicate in culturally appropriate ways in spoken and written English 3.cultural awareness through readings and topic discussions in class 			

Course Code	01846			
Course Name	English Conversation	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1.To enhance the students general English proficiency 2.To practice daily and academic language skills in listening and speaking 			

Course Code	05828			
Course Name	Organization Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of 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. 			

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

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
Course Objectives				

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

● Course list

BBA in Finance and International Business		code	classes	Credit hours	
Required common credit hours of the department		Introduction to Civil Law	01343	2	4
		Economics	02457	2	6
		Calculus	02390	2	6
		Accounting	02412	2	6
		Introduction to Business Management-English	13513	2	3
		Introduction to Computer Science	01863	2	3
		Marketing Management	01483	2	3
		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	
Required credit hours by sections	International finance	Investments	01579	1	3
		Futures and Options	03408	1	3
		Fixed Income Securities	10458	1	3
		Independent Study I	07344	8	3
		Independent Study II	07699	8	3
	International business	International Business Management	02083	1	3
		International Co-opetition Strategy	15493	1	3
		International Marketing	02084	1	3
		Independent Study I	07344	6	3
		Independent Study II	07699	6	3
Selected credit hours of the department in other sections		Security Markets Studies	12883	1	3
		Money and Banking	02249	1	3
		Commercial Law	02056	1	3
		Financial Statement Analysis	01982	1	3
		Insurance	01768	1	2
		International Service Management	08640	1	3
		Case Study in Management	12121	1	2
		Risk Management	07897	1	3
		Analysis for Global Industry	08314	1	3
		Foreign Exchange Market	14042	1	2
		Innovation and Entrepreneurial Management	11313	1	3
		An Introduction to Financial Derivatives	11101	1	3
		International Marketing-English	15149	1	3
		Emerging Market Management	17483	1	3
		Commercial Application of Communication & Brand Management	17783	1	2
		Readings in Financial and Economic News-English	17484	1	2
		International Marketing Research	18095	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 Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the general principles of civil laws 2.To identify relation among the fixed individuals. 3.To cover the knowledge about common daily life and the knowledge and capability necessary for future jobs. 			

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

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

Course Code	02412			
Course Name	Accounting	Credit	F	S

Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general. 2. To understand the basic recording and reporting processes of accounting information system. 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses. 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions. 5. To understand how to resolve the ethical dilemma and make ethical professional judgment. 6. To understand how to develop and make planning of an accounting career.
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Course Code	13513		
Course Name	Introduction to Business Management-English	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers. 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D. 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling. 4.To integrate the factors of environment, management functions and business functions. 5.To combine theory and practice. 		

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

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

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

Course Code	02891			
Course Name	Macro-Economics	Credit	F	S
Course Objectives	<p>The key objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand how the macro-economy works and, more specifically, how monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations. 2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues. 3.To discuss some key issues of macroeconomics: short-run economic variations in output and employment, how the quantity of money affects output and inflation rate, the role of expectations, long-run economic growth, and the effects of macroeconomic policies. 4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today. 			

Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 policies and global economic conditions. 3.To extensively cover the topics of game theory, strategic interactions of firms, the role and implications of uncertainty and asymmetric information, the pricing strategies of firms with/without market powers, and the design of policies taking into account of market efficiency and externalities. 			

Course Code	01983			
Course Name	Financial Management	Credit	F	S

Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital structure and dividend policy. 5. working capital management
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Course Code	02100			
Course Name	The Practice of International Trade	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce customary practices, professional terms, and regulatory framework in field of international transactions. 2.To systematically integrate the aforesaid conventions, terms, and regulations and illustrate cases for business transactions in relation to different jurisdictions. 3.To possess basic knowledge of international trade practice and the ability to manage multiple effectively tasks in a pressured environment 4.To handle the whole transactions independently with adequate working experiences. 			

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

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 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. 			

Course Code	01579			
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Course Name	Investment	Credit	F	S
Course Objectives	The objectives of this course are 1.To explore the operation of capital markets and the related theory about investment. 2.To introduce the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc.			

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Objectives	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. 3.Trading strategies of options. 4.Binomial tree pricing options. 5.Black-Scholes model 6.Hedging when issue or buy an option. 7.Structured note 8.Exotic options.			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include: 1. introduction to fixed income products and innovation 2. basic bond valuation techniques with risk and return analysis 3. term structure of interest rates and their estimates 4. pricing of fixed income securities and their derivatives 5. bond immunization strategy 6. bond portfolio management 7. fixed income securities' risk management and innovation 8. bond related topics such as taxation of bonds, preferred stock, and real estate securitization.			

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

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

	understand the basic concept and methodology of research.; (5) collect and summarize data.; (6) write and accomplish a project report.
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Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<p>International investment and industrial environment have been more capricious than ever before since 21st century when globalization, digitalization, and liberalization came to be the trend. In order to fertilize outstanding international-level talents with overall thinking, the objectives of this course are</p> <ol style="list-style-type: none"> 1.To profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management 2.To broaden international views 3.To synchronize with changes and development of the world 4.To strengthen international competence. 			

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

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

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

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	<p>In this course, we provide an overview of the finance markets, with emphasis on the monetary and banking. Students are expected to understand the</p>			

	<p>following questions after studying in this course:</p> <ol style="list-style-type: none"> 1. What role does the money play in the economy? 2. How are interest rates determined and how do they behave? 3. Why are the financial institutions important in the economics? 4. What tools does central bank use to manipulate the money supply and interest rate?
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Course Code	02056			
Course Name	Commercial Law	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance 2.To build the basis of further legal studies and examination skills on the commercial laws. 			

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

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	<p>The purposes of the subject course are</p> <ol style="list-style-type: none"> 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. 			

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

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

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	<p>This course aims to provide students a broad perspective of risk management</p>			

	<p>containing traditional risk management and insurance and other types of risk management. The students are expected to build a comprehensively conceptual framework as</p> <ol style="list-style-type: none"> 1. To make risk management and insurance decisions for increasing business value and individual welfare. 2. To understand insurance contracts and institutional features of the insurance industry 3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals. <p>Basically, topics in this course include</p> <ol style="list-style-type: none"> 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures
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Course Code	08314			
Course Name	Analysis for Global Industry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To theoretically analyze the impetus of industrial globalization and explain industrial analysis tools used to anatomize global industry. 2.To introduce several industrial development trend, especially in the competitive strategies of global IC industry, PC industry, telecommunication industry, biotechnology and pharmaceuticals industry, cultural and creative industry, and retailing industry. 3.To provide a game-theoretic framework for understanding how firms compete in the industry. 4.To emphasize how to design successful competitive strategies 			

Course Code	14042			
Course Name	Foreign Exchange Market	Credit	F	S
Course Objectives	<p>The objectives of this course include</p> <ol style="list-style-type: none"> 1.To forecast the trend of foreign exchange rate fluctuation 2.To hedge the risk from foreign exchange exposure <p>The contents that will be covered are</p> <ol style="list-style-type: none"> 1.The theory and practice of foreign exchange 2. The method of forecasting foreign exchange rate fluctuation, including fundamental (scenario) approach and technical analysis approach. 3. The tools and method of hedging foreign exchange risks. 4. Some topics about foreign investment, such as FX marginal trading, non-delivery forward, overseas mutual funds. FX money market fund, foreign currency deposit etc. 			

Course Code	11313			
Course Name	Innovation and Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the basic concepts and theories of innovation management 2.To discuss real cases across industries 3.To improve management skills in middle and small enterprises. 			

Course Code	11101			
Course Name	An Introduction to Financial Derivatives	Credit	F	S

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

Course Code	17483			
Course Name	Emerging Market Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 			

Course Code	17783			
Course Name	Commercial Application of Communication & Brand Management	Credit	F	S
Course Objectives	<p>The course is opened to 40 Junior and Senior grade students, who should have good understanding on commerce mechanism. We seek to help participants to establish sound understanding of communication and brand management as a preparation for a professional career on global level:</p> <ol style="list-style-type: none"> 1. Applied communication techniques, including communication concept, presenting with impact, effective coordination and negotiation in commercial world; 2. Brand Management, including concept, frameworks and applications on brand marketing. <p>The course will proceed in various formats, including speech, workshop, case study and presentation.</p>			

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

Course Code	18095			
Course Name	International Marketing Research	Credit	F	S
Course Objectives	To learn the basic concept of international marketing research and improve the ability of data analysis.			

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

Course Code	05828			
Course Name	Organizational Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To be able to internalize the spirit of 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. 			

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

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

Information Management

● Course list

BBA Program in Information Management		Code	Classes	Credit hours
Required common credit hours of the department	Operating System	01558	2	3
	JAVA Programming Language(I)	15995	3	3
	JAVA Programming Language(II)	16241	2	3
	Data Structures	02492	2	3
	Database Administration	02490	2	3
	Data Communication and Network	10681	2	3
	Management Information Systems	02631	2	3
	Introduction to Information Management	04319	2	3
	System Analysis and Design	01584	2	3
	Information System Project (I)	04317	10	3
	Information System Project (II)	04038	10	3
	Statistics	02222	2	6
	Introduction to Computer Science	01863	2	3
	Introduction to Business	05201	2	3
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
Time for Class Advisor	02795	8	0	
Elective credit hours of the department in other sections	C Language	03094	1	3
	Financial Management	01983	1	3
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
	Enterprise Resources Planning	09289	1	3
	Enterprise Resources Planning-English	13701	1	3
	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

BBA Program in Information Management		Code	Classes	Credit 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
	Organization Study	05828	1	3
	Knowledge Management System	18040	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

● Course objective and prerequisites

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

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

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

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

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

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

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

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

Course Code	04319			
Course Name	Introduction to Information Management	Credit	F	S
Course Objectives	The course provides fundamental knowledge and concepts of Information Management. Students will study the five guides of Information System: IT in the Organization, The Web Revolution, Organization Applications, Managerial and Decision Support Systems, Implementing and Managing IT.			

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

Course Code	04317			
Course Name	Information System Project (I)	Credit	F	S

Course Objectives	By using a real project, the objective of this course is to train students to have the ability for applying information techniques to solve the problems of organizational management or individual business. Students enrolled in this course will obtain experiences for developing information systems (IS), especially including planning, analysis, development, implementation, etc. Finally, students of each team need demonstrate their IS and then provide an innovative marketing plans for finding business opportunity of IS in this course.
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Course Code	04038			
Course Name	Information System Project (II)	Credit	F	S
Course Objectives	The objective of this course is to train students to have the ability for applying information techniques to solve the problems of organizational management or individual business. Students enrolled in this course will obtain experiences for developing information systems (IS), especially including planning, analysis, development, implementation, etc. Finally, students of each team need demonstrate their IS and then provide an innovative marketing plans for finding business opportunity of IS in this course.			

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

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

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers. 2.To introduce business functions, including marketing, finance, human 			

	resources, production & operation, information, and R&D. 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling. 4.To integrate the factors of environment, management functions and business functions. 5.To combine theory and practice.
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Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study. 2.To illustrate the main concepts by a variety of examples and exercises. 3.To have an overall understanding in calculus. 			

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

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the</p>			

	<p>fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> 1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general. 2. To understand the basic recording and reporting processes of accounting information system. 3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses. 4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions. 5. To understand how to resolve the ethical dilemma and make ethical professional judgment. 6. To understand how to develop and make planning of an accounting career.
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Course Code	02795			
Course Name	Time for Class Advisor	Credit	F	S
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.			

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

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

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide students with basic marketing			

	<p>concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.
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Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<p>Production is an essential function of a business unit. The objective of this course is to help students understand the whole concepts of production management and to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the basic concepts and theoretical knowledge of Operations Management, 2. Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology to solve the real problems, 3. Obtain the ability for the further study and research. 			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To focus on manufacturing and supply chain system 2.To provides fundamental concepts and skills for material and capacity 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. 			

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

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

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

Course Code	17559			
Course Name	Electronic Commerce-English	Credit	F	S
Course Objectives	In this course we provide the fundamental theory of electronic commerce including electronic commerce models, electronic store, evaluation model, and mobile commerce. In practice, we will introduce some cases in Taiwan to learn business model and experience.			

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

Course Code	04619			
Course Name	Algorithms	Credit	F	S
Course Objectives	1. Understand basic concepts of algorithms, 2. Learn various designs of algorithms in order to use computers to solve problems more efficiently.			

Course Code	02933			
Course Name	Discrete Mathematics	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand mathematical induction, functions, and relationships, etc. 2. To learn the applications of discrete mathematics.			

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

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Objectives	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.			

Course Code	11856			
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Course Name	Topic on Electronic Procurement	Credit	F	S
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.			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.			

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

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

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To investigate related knowledge and techniques of internet marketing 2.To cultivate the ability of conducting marketing research. 3.To articulate plans and strategies for internet marketing 			

Course Code	13141			
Course Name	Special Topics On Finance and Investment Systems	Credit	F	S
Course Objectives	The objective of this course is to examine all aspects of Mat Lab Financial tool box and Computation Intelligence in financial field. The course emphasizes the need to understand conceptual and implementation issues of financial management and examines the latest techniques and practical issues, including: Value at Risk (VaR), Portfolio Analysis (Stock market),			

	Asset Allocation , CAPM, Investment performance evaluate, Option Market, Mutual found, and GARCH Models.
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Course Code	11845			
Course Name	Introduction to Business Intelligence Management	Credit	F	S
Course Objectives	An intelligent enterprise is one that makes better decisions faster and outsmarts its rivals. Being an intelligent business is a prerequisite not just to win, but to compete in the first place. Amid the competition of the Internet economy, business intelligence is fast emerging as a cross-departmental mandate for companies in virtually all industries. The core topics of this course include introduction to business intelligence and data decision, types of business intelligence, functions of business intelligence, and applications of business intelligence and data decision.			

Course Code	13587			
Course Name	Network Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the fundamental theory of LAN wiring and network management. 2. To introduce some cases in Taiwan to learn network planning of LAN <p>The contents that will be covered in this course include</p> <ol style="list-style-type: none"> 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 Name Server. 			

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

Course Code	05828			
Course Name	Organization Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To be able to internalize the spirit of 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. 			

Course Code	18040			
Course Name	Knowledge Management System	Credit	F	S
Course Objectives	The main objective of the course is to help students have a comprehensive understanding of the knowledge management systems (KMS). Accordingly, this course covers essential theories and techniques to develop the KM applications for effective knowledge reuse and sharing. Basically, we will introduce the model and theories of Information Retrieval, Text analytic and Web mining techniques in detail. Furthermore, the advanced content			

	<p>management, search and e-discovery solutions with the aid of the above techniques for building commercial IR systems, enterprise search system or KM applications are also included in the class. To sum up, the learning objectives in this course are including:</p> <p>A. To understand the key concepts of KM and KMS.</p> <p>B. To learn the information retrieval, Text analytic and Web mining related techniques applied in the KMSs.</p> <p>C. To investigate the KM search solutions applies in the business environment that can help users put knowledge into action.</p> <p>D. To provide latest information about best practices for enterprise search, enterprise content management, and e-discovery.</p>
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Course Code	04035			
Course Name	Marketing of Information Products	Credit	F	S
Course Objectives	<p>1.Explore the Information Products Technology Trend and Development</p> <p>2.Understand the competition strategy & SWOT of the Taiwan's IT Industry.</p> <p>3.Discuss the Success Factor of USA, Japan and Taiwan's leader companies.</p> <p>4. Learning the Marketing Research Meted</p>			

Course Code	16896			
Course Name	Management Information Systems-English	Credit	F	S
Course Objectives	<p>This course teaches students to understand the purposes, functions and architectures of various types of information systems, and the theories and methodologies of planning MIS. In addition, this course is designed to equip students with the knowledge of IT applications and IT management required to better govern a modern organization. After learning above, it makes students have the abilities to do the jobs of computerization in an organization. Thus, the learning objectives in this course are</p> <p>1. To build up the broad and deep ICT knowledge and skills for solving the issues in planning, designing, and developing business information systems under current age of electronic business.</p> <p>2. To learn how to apply and leverage cutting-edge information and communication technologies, and modern system development methodologies to develop and reengineer enterprise information systems.</p> <p>3. To build up the profound capacity for developing an integrated system architecture and information infrastructure in developing business information systems.</p> <p>4. To learn how to model and implement enterprise decision models and integrated data models including enterprise databases and data warehouse to support the development of business intelligence and information systems.</p> <p>5. To learn how to measure and evaluate the business values and performance resulted from the IS/IT implementation.</p> <p>After learning above, it makes students have the abilities to do the jobs of computerization in an organization.</p>			

Course Code	16986			
Course Name	Management Information Systems- Course In English	Credit	F	S
Course Objectives	<p>This course teaches students to understand the purposes, functions and architectures of various types of information systems, and the theories and methodologies of planning MIS. In addition, this course is designed to equip students with the knowledge of IT applications and IT management required to better govern a modern organization. After learning above, it makes</p>			

	<p>students have the abilities to do the jobs of computerization in an organization. Thus, the learning objectives in this course are</p> <ol style="list-style-type: none"> 1. To build up the broad and deep ICT knowledge and skills for solving the issues in planning, designing, and developing business information systems under current age of electronic business. 2. To learn how to apply and leverage cutting-edge information and communication technologies, and modern system development methodologies to develop and reengineer enterprise information systems. 3. To build up the profound capacity for developing an integrated system architecture and information infrastructure in developing business information systems. 4. To learn how to model and implement enterprise decision models and integrated data models including enterprise databases and data warehouse to support the development of business intelligence and information systems. 5. To learn how to measure and evaluate the business values and performance resulted from the IS/IT implementation. <p>After learning above, it makes students have the abilities to do the jobs of computerization in an organization.</p>
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Course Code	15777			
Course Name	Organizational Leadership	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To be to internalize the spirit of autonomous learning. 2. To be able to build a team and cooperate with each other within the team. 3. To be able to manage the group dynamic of an organization. 4. To be able to implement the selected project and achieve the set goals. 5. To be able to run an organization to have high performance. 6. To be able to have the vision and capacity to be a leader. 			

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

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
Course Objectives	<p>Innovative Entrepreneurship Competition Practice integrates Innovative Entrepreneurship Management, Seminar on Cultural Creative Industry, and Creativity Development and Practice with the aim to evaluate their learning results.</p> <p>Innovative Entrepreneurship Competition Practice, which combines essentials from Management, Marketing, Financial Management etc., utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects through practical competition. This course intends to achieve the below objectives:</p> <ol style="list-style-type: none"> 1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice. 2. Learn how to conduct entrepreneurial business management by creative 			

	<p>development and activity.</p> <p>3.Learn how to build an entrepreneurial business team and promote teamwork to achieve success.</p> <p>4.Understand the real industrial scenarios and learn how to deal with it.</p> <p>5.Experience and demonstrate entrepreneurship through competition.</p> <p>Innovative Entrepreneurship Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on entrepreneurial start-ups. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an entrepreneurial business start-up.</p>
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Course Code	17558			
Course Name	Introduction to Computer Science-English	Credit	F	S
Course Objectives	The major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification) , etc., will be covered in the class.			

Course Code	01862			
Course Name	Computer Organization	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. Understand basic concepts of computer hardware 2. Learn the Principle of logic and computer design 			

Business Management -Evening and Weekend

- Course list

BBA in Business Management -Evening and Weekend		code	classes	Credit hours
Required common credit hours of the department	Statistics	02222	2	6
	Economics	02457	2	6
	Calculus	02390	2	6
	Accounting	02412	2	6
	Introduction to Business	05201	2	3

● Course objective and prerequisites

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

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

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

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

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

MBA Programs

- Full-Time -

- Management
- International Management

Management

● Course list

MBA Program in Management - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
	Organization and Management Theory	02237	1	3
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management	02502	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
Elective credit hours by sections (3 select 1)	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
	Seminar on Human Resources Management	13227	1	1.5
	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	

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

● Course objective and prerequisites

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

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

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

Course Code	02237			
Course Name	Organization and Management Theory	Credit	F	S
Course Objectives	The objectives of this course are			

	<ol style="list-style-type: none"> 1.To understand the theories and meanings about management in practice through discussing and lecturing 2.To have theoretical perspectives about management. 3.To be able to analyze and solve practical problems 4.To explore new insights about business and management.
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Course Code	01483						
Course Name	Marketing Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices. 2.To arouse learning interest in marketing 3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc. 4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. 						

Course Code	01370						
Course Name	Production and Operations Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce production and operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations. 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 manufacturing and related functions. 						

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

Course Code	02502						
Course Name	Information Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						
Course Objectives	<p>This course is designed to provide the current and future managers with an understanding and appreciation of issues that are related to the organization’s information technology assets. Students can know how to analyze and design a business operation system and use it to improve companies’ competitive advantages. Notably, the course will give students a managerial perspective on the use, design, and evaluations of information systems that exist in organizations today. The objective of this course is to prepare students with the capability of managing information services in both today’s and tomorrow’s environment and to cope with its managerial, social, political, ethical and global issues.</p>						

Course Code	00041						
Course Name	Thesis	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td></td> <td></td> </tr> </table>	F	S		
F	S						

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

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

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

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

Course Code	01445			
Course Name	Multivariate Statistical Analysis	Credit	F	S
Course Objectives	<p>The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.</p>			

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

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

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<p>The learning objectives of this course are</p> <ol style="list-style-type: none"> 1.To know characteristics of financial tools. 2.To cover the issues such as what are their fair prices and when and how to formulate investment portfolio. 3.To understand the following subjects: (1) returns and risks of financial assets in money market, capital market, foreign exchange market and derivative market. (2) Investment decision criteria of NPV and IRR. (3) mean-variance portfolio theory, (4) CAPM & APT and general principle of pricing (5) forward, future, option and Swap contracts, (6) option pricing- lattice approximation, (7) option pricing-Black-Scholes, and (7) portfolio performance measurement and management. 			

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

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

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	<p>The objectives of this course provide students applications in Management Science of Management Psychology. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To know each other and learn by team work. 2.To describe the meaning of Management Psychology 3.To know communication, socialization, decision and leadership style. 4.To describe the personal effectiveness of life. 			

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

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

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

Course Code	12861			
Course Name	Contemporary Issues in Security Market	Credit	F	S
Course Objectives	<p>This course provides a general introduction to some relevant issues in current financial markets. We first review few basic knowledge in this filed, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze few specific issues to understand how they work in a generalized framework. Related issues include the securities issuance, focusing on IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are required to investigate some current issues by means of articles in the press and cited reference and material. Every student must complete a term paper that forces on one particular topic in this field and make an oral presentation in the end of this class.</p>			

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Objectives				

Course Code	05989			
Course Name	Seminar in Production Management	Credit	F	S

Course Objectives	This course is an advanced course of operations management. Emphasis is on managerial processes for achieving effective operations in both goods and service.
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International Management

● Course list

MBA Program in International Management - Full-Time		Code	Classes	Credit hours
Required credit hours	Management Paradigm and Organization Theories	11173	1	3
	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
	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
Elective credit hours	Innovation Management	04564	1	3
	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 Theories	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To facilitate understanding and learning of “management paradigm” and “organization theory” 2.To exercise the management practices by case study and experience learning. 3.To cultivate the mentality and human skill of management professionalism. 			

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

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

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce production and operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations. 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 manufacturing and related functions. 			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and</p>			

	<p>return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).
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Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Objectives	<p>This course is designed to provide the current and future managers with an understanding and appreciation of issues that are related to the organization's information technology assets. Students can know how to analyze and design a business operation system and use it to improve companies' competitive advantages. Notably, the course will give students a managerial perspective on the use, design, and evaluations of information systems that exist in organizations today. The objective of this course is to prepare students with the capability of managing information services in both today's and tomorrow's environment and to cope with its managerial, social, political, ethical and global issues.</p>			

Course Code	02629			
Course Name	Management Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. 2. To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc. 			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To build up a complete concept of strategic management. 2. To integrate knowledge in relevant academic fields. 3. To explore new insights about strategic management and business trends through class discussions 			

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 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.
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Course Code	15671			
Course Name	International Field Trip	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 			

Course Code	15991			
Course Name	Professional Case Research (I)	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide opportunities to integrate the studied knowledge and the real-world problems 2.To have a hand-on experience of dealing real-world problems 			

Course Code	16250			
Course Name	Professional Case Research (II)	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide opportunities to integrate the studied knowledge and the real-world problems 2.To have a hand-on experience of dealing real-world problems 			

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To cover the major sources of innovation, their analytical models and their empirical explorations (verifications). 2.To concentrate on the principles and methodologies of designing and promoting innovation as well as policies within an international industrial economics context for high technology industries. 3.To provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks 4.To draw benefits from overlaps with neighbouring disciplines such as systems theory, clinometric and institutionalism. 5.To apply the analyses of the interactions of innovation, strategy, market structure, competition intensity and speed of technology change in major high technology, network and increasing returns industries 			

Course Code	15975			
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Course Name	International Business Seminar	Credit	F	S
Course Objectives	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, international knowledge management, etc.			

Course Code	02050			
Course Name	Business English	Credit	F	S
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			

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

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	The objectives of this course provide students applications in Management Science of Management Psychology. The objectives of this course are 1.To know each other and learn by team work. 2.To describe the meaning of Management Psychology 3.To know communication, socialization, decision and leadership style. 4.To describe the personal effectiveness of life. 5.To demonstrate the ability to adapt group and deal with conflict. 6.To explore topics of Management Psychology and Human Resource Management.			

MBA Programs

- Evening and Weekend -

- Management
- Global Entrepreneurial Management and Business Administration

Management

● Course list

MBA Program in Management –Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Management Paradigm and Organization Theories	11173	1	3
	Integration Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
Elective credit hours of the graduate institute in other sections	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Strategic Marketing Management	07161	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	1	3
	Knowledge Management	10849	1	3
	Production Strategy and Management	11034	1	3
	International Business Management	02083	1	3
	Seminar in International Business Management	11422	1	3
	Human Resources Management	01013	1	3
	Channel & Retail Management	11826	1	3
	International Financial Management	02093	1	3
	Customer Relationship Management	10985	1	3
	Topics of Strategic Management	14104	1	1.5

● Course objective and prerequisites

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

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

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

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

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build up a complete concept of strategic management. 2.To integrate knowledge in relevant academic fields. 3.To explore new insights about strategic management and business trends through class discussions 			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This course provides advanced treatment of corporate finance for graduate level			

	<p>finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).
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Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore the external issues that affect international marketing activities including the economic, social/cultural and political/legal environments. 2.To understand and simulate the process of implementing global marketing strategies. 3.To adapt marketing activities to specific market needs. 			

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 			

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

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S

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

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

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 			

Course Code	11034			
Course Name	Production Strategy and Management	Credit	F	S
Course Objectives	<p>Production Strategy and Management have become global and shifted towards process management, and .inconceivable without modern information technology. The content includes both theory and practice of Operations Management. The objective of this course is to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the theoretical knowledge of Operations Management. 2. To think systemically about a company, its resources allocated, economic scale, product and service design, process design, quality management, and operations scheduling for gaining a sustainable competitive advantage. 3. Obtain the ability for the further study and research. 			

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

Course Code	11422			
Course Name	Seminar in International Business Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To broaden perspectives. 2.To enhance managerial effectiveness. 			

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

Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S
Course Objectives	<p>The power of marketing has moved from manufacturers to middlemen. Channel has become an important strategic issue, and an opportunity to gain profit. It is necessary to control and manage channels effectively. The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To understand the importance of channel and retail management. 2.To effectively manage channels for attracting customers and gaining profits. 3.To learn how to manage non-store shops, electronic channels, and integrate multi-channels. 			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	<p>The objectives of this courses are:</p> <ol style="list-style-type: none"> 1.To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. 2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms. 3.To explore issues of multiple currencies, volatility in exchange rate and inflation rate, multiple money markets, governmental exchange control, segmented capital market, political risk, international diversification, arbitrage potential, and international finance with a lower cost. 			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S

Course Objectives	The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.
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Course Code	14104						
Course Name	Topics of Strategic Management	Credit	<table border="1"> <tr> <td data-bbox="1187 658 1302 680">F</td> <td data-bbox="1307 658 1359 680">S</td> </tr> <tr> <td data-bbox="1187 687 1302 710"></td> <td data-bbox="1307 687 1359 710"></td> </tr> </table>	F	S		
F	S						
Course Objectives	This course provides the opportunities to discussion six processes Modules, Strategic Processes, Resource Allocation Processes, Decision Making Processes, Learning Processes, Managerial Processes, and Change Processes, Which focuses on implementation and the way that general managers get things done.						

Global Entrepreneurial Management and Business Administration

- Course list

MBA Program in Global Entrepreneurial Management and Business Administration- Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	International Business Management	02083	1	3
	Modeling and Executive Decision Making	13603	1	3
	Information Systems and Technology	13608	1	3
	International Financial Management	02093	1	3
	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 objective and prerequisites

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

Course Code	13603			
Course Name	Modeling and Executive Decision Making	Credit	F	S
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.			

Course Code	13608			
Course Name	Information Systems and Technology	Credit	F	S
Course Objectives	<p>This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goals of this course are:</p> <ol style="list-style-type: none"> 1.To offer an introduction to major enterprise applications and information technologies which are used for achieving digital integration and enhancing global organization performance. 2.To demonstrate the business value of information system in the organization. 3.To provide additional projects for solving the hands-on problems. 			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	<p>The objectives of this courses are:</p> <ol style="list-style-type: none"> 1.To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. 2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms. 3.To explore issues of multiple currencies, volatility in exchange rate and inflation rate, multiple money markets, governmental exchange control, segmented capital market, political risk, international diversification, arbitrage potential, and international finance with a lower cost. 			

Course Code	14137			
Course Name	Entrepreneurial Management	Credit	F	S

Course Objectives	Enabling students to organize all the prerequisites to formulate a good business plan to achieve the functions of getting funding & pooling resources.
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Course Code	14136			
Course Name	Strategic Marketing	Credit	F	S
Course Objectives	<p>To identify marketing opportunities and to formulate and implement marketing plans based on analysis of the marketing mix requirements of the firm. The course will provide students with an opportunity to:</p> <ol style="list-style-type: none"> 1. 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. 3. Understand the financial aspects of marketing such as cost, margins, contribution and operating leverage 4. Develop critical thinking, strategic analysis, problem-solving and implementation skills required for marketing management decision-making. 5. Develop marketing strategies for middle- and upper-level marketing management decisions. 6. Develop additional presentation and group dynamic skills within the strategic marketing framework. 7. Develop and present a marketing plan for a product or service. 			

Course Code	14144			
Course Name	Seminar in Global Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To provide would-be entrepreneurs a broad-based exposure to international business operations and capital market practices. 2.To cover topics from raising the first dollar from friends and families to IPO to capital market exercises 3.To cultivate analytical capabilities as well as presentation skills. 4.To gain insights in global market, marketing and sales, operation, finance, and human resource management through study group discussions and group presentation. 			

Course Code	13597			
Course Name	Analysis of Economic Conditions	Credit	F	S
Course Objectives	<p>This course comprises two important components: industry economics and competitive strategy. For each component, the contents are described as follows:</p> <ol style="list-style-type: none"> 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. 			

MS Programs

- Full-Time -

- Accounting
- Applied Statistics
- Finance
- Information Management

Accounting

● Course list

MS Program in Accounting - Full-Time		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
	Financial Statement Analysis and Business Valuation	18302	1	3
	Reading in Business Ethics for Managers	00292	2	2
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
	Accounting for Financial Instruments and Services	12133	1	3
	Risk Management	07897	1	3
	Marketing Management	01483	1	3
	Seminar in Empirical Tax Research	12104	1	3
	Seminar in Accounting Problems (I)	18300	1	2
	Seminar in Accounting Problems (II)	18301	1	2
	Seminar in International Accounting - English	17781	1	3
	Seminar in New Accounting Issues	14773	1	3

● Course objective and prerequisites

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

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

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

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	<p>This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary objectives of this courses are</p> <ol style="list-style-type: none"> 1.To focus on equity (share) valuation. 2.To examine the appropriate methods of fundamental analysis, including models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings 			

	<p>and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios.</p> <p>3.To provide the basis of valuation from the perspective of security analyst as well as corporate financial analyst and to be applicable to the valuation of acquisitions, restructurings, other investments, and strategic analysis.</p> <p>4.To be able to write a thorough and convincing research report</p>
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Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <p>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.</p> <p>2.To improve English proficiency.</p>			

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

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <p>1.To provide a foundation for the applied research in Economics and Finance.</p> <p>2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data.</p> <p>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.</p> <p>4.To be able to understand and apply the econometric and statistical methods using computer packages.</p>			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <p>1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</p> <p>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized.</p> <p>3. The concept of weighted average cost of capital (WACC) is emphasized with</p>			

	<p>special focus on possible approaches to estimate each cost element.</p> <p>4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step.</p> <p>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</p>
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Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To introduce the basic concept of research methodology that applies in academic and practical research.</p> <p>2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports.</p> <p>3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.</p>			

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Objectives	<p>The purpose of operations management is to create a competitive advantage for manufacture and service operators in the market place by conveying a set of knowledge, skills and tools. The entry-level operations specialist is the person who determines how best to design, supply, and run the process. Senior operations manager are responsible for setting the strategic direction of the company from an operation standpoint, deciding what technology should be used, where facilities should be located, and managing the facilities that make the products or provide the services. The goal of operations management is to efficiently create wealth by supplying quality goods and services.</p>			

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

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	<p>This course aims to provide students a broad perspective of risk management containing traditional risk management and insurance and other types of risk management. The students are expected to build a comprehensively conceptual framework as:</p> <p>1. To make risk management and insurance decisions for increasing business value and individual welfare.</p> <p>2. To understand insurance contracts and institutional features of the insurance industry.</p> <p>3. To understand the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals.</p> <p>Basically, topics in this course include:</p> <p>1. investment strategy</p>			

	<ul style="list-style-type: none"> 2. institutional structure 3. regulations 4. database management 5. quantitative procedures
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Course Code	01483		
Course Name	Marketing Management	Credit	F S
Course Objectives	<p>The objectives of this course are:</p> <ul style="list-style-type: none"> 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices. 2.To arouse learning interest in marketing. 3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc. 4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. 		

Course Code	12104		
Course Name	Seminar in Empirical Tax Research	Credit	F S
Course Objectives	<p>This objectives of this course are:</p> <ul style="list-style-type: none"> 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. 		

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

Course Code	18301		
Course Name	Seminar in Accounting Problems (II)	Credit	F S
Course Objectives	<p>The purposes of this course are</p> <ul style="list-style-type: none"> 1.To introduce the most recent topics in accounting research 2.To 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 		

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

	including the context of International Financial Reporting Standards, major issues in reporting and international financial analysis..
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Course Code	14773		
Course Name	Seminar in New Accounting Issues	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the concept of derivatives accounting, covering the topics of accurate determination of the fair value of derivatives, accounting for derivatives, and the existing authoritative guidance for derivatives. 2. To provide the related reporting requirements of environmental liability and risks, covering the issues of emission trading market introduction, accounting for emission trading, accurate environmental liability, and accounting for environmental liability. 3. To discuss the need of international accounting standards converge. Topics the will be covered include: the advantage and disadvantage of standards converge, the lesson from the EU countries and the progress of converge of countries other than EUs. 		

Applied Statistics

● Course list

MS Program in Applied Statistics - Full-Time		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Seminar	06827	1	2
	Research Methodology	01799	1	2
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	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
	Statistic Analysis Software	04322	1	1
	Statistical Forecasting Methods-English	17851	1	3
	Reading in Business Ethics for Managers	00292	1	2
	Statistics in Finance	11673	1	3
	Categorical Data Analysis	05967	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
	English Conversation and Writing I	12571	1	3
	English Conversation and Writing II	12573	1	3
	Statistics Learning	16652	1	3
Quality Control and Design	07331	1	3	

● Course objective and prerequisites

Course Code	06827			
Course Name	Seminar	Credit	F	S
Course Objectives	<p>The main purpose of this course is to improve students' ability to read and write academic articles. The emphasis will be on developing students' reading ability and learning various techniques to structure logical arguments, and discovering new ways of thinking about reading and writing process. The goals of this course are:</p> <ol style="list-style-type: none"> 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, email, and Internet research. 5.To enlighten students with suitable presentation skills. 			

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

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Writing paper.			
			0	6

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F	S
Course Objectives	<p>The objective of this course are</p> <ol style="list-style-type: none"> 1.To introduce methods of survey data analysis.. 2.To utilize computer software and proper methods to solve real world problems 			
			3	0

Course Code	08308			
Course Name	Practice of Marketing Research	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the methods of conducting market survey 2.To utilize computer software and proper methods to solve real world problems 			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S

Course Objectives	The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.			
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Course Code	06825			
Course Name	Applied Mathematical Statistics	Credit	F	S
Course Objectives	The objectives of this course are 1.To enhance the theoretical base of mathematical statistics including matrix algebra, distributional theory, and probability. 2.To emphasize Linear Model, and Multivariate Linear Model when the application is of concern			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
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.			

Course Code	15236			
Course Name	Special Topics in Applied Statistics I	Credit	F	S
Course Objectives	The objectives of this course are 1.To invite distinguished guest speakers to deliver speeches 2.To provide a general perspective on how statistics can be applied to different disciplinary studies			

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

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

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

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

Course Code	15237			
Course Name	Special Topics in Applied Statistics II	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To invite distinguished guest speakers to deliver speeches 2.To provide a general perspective on how statistics can be applied to different disciplinary studies 			

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

Course Code	04322			
Course Name	Statistic Analysis Software	Credit	F	S

Course Objectives	This course aims to enhance students' understanding and appreciation of the core of the central idea and methods of statistics that will be applied in the solution of problems in a variety of applied science and application for further study, and the use of statistical software packages in manipulating data. One of the most widely used statistical software packages, SPSS, will be introduced in the class. The manipulation will be illustrated by a variety of examples and exercises.			
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Course Code	17851			
Course Name	Statistical Forecasting Methods-English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To develop competent skill in analyzing business and/or industrial data for description, explanation, and forecast. 2.To combine knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. 3.To cover the topics such as construction and interpretation of various statistical forecasting approaches. These approaches involve: regression modeling, time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis. 			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 			

Course Code	11673			
Course Name	Statistics in Finance	Credit	F	S
Course Objectives	<p>The emphasis in this course is on empirical research methods, that is, data analysis and statistical inference.</p> <p>The course has several goals:</p> <ul style="list-style-type: none"> To reinforce the material taught in the prerequisite courses in probability and statistics by illustrating the main concepts of probability and statistics with concrete examples from finance. To introduce students to the role of empirical research in finance and financial engineering. To serve as a capstone course integrating statistics, probability and to some extent optimization. To teach the use of the MATLAB software package. 			

Course Code	05967			
Course Name	Categorical Data Analysis	Credit	F	S
Course Objectives	This course presents the most important methods for analyzing categorical data. It summarizes methods in the introductory level that has been applied widely and more recently developed. The major focus of this course is modeling of categorical response; i.e, the introduction of logistic regression and loglinear modeling techniques.			

Course Code	17276			
Course Name	Special Topics in Biostatistics	Credit	F	S
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of 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.			

Course Code	15531			
Course Name	Special Topics in Risk Management	Credit	F	S
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			

Course Code	17277			
Course Name	Special Topics in Marketing Research	Credit	F	S
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			

Course Code	17278			
Course Name	Special Topics in Advanced Quantitative Financial	Credit	F	S
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			

Course Code	15534			
Course Name	Special Topics in Data Mining	Credit	F	S
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.			

Course Code	15535			
Course Name	Special Topics in Quality Control	Credit	F	S
Course Objectives	Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement.			

Course Code	17029			
Course Name	Special Topics in Customer Relationship	Credit	F	S

	Management				
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				

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

Course Code	12573			
Course Name	English Conversation and Writing II	Credit	F	S
		3		0
Course Objectives	The course is to help the students acquire: 1.English proficiency in speaking, listening, reading and writing through various materials covering daily situations and business context. 2.cultural awareness and appropriate expressions when communicating in spoken and written English 3.skills needed for making effective oral presentation in English.			

Course Code	16652			
Course Name	Statistics Learning	Credit	F	S
Course Objectives	The objectives of this course are 1.To discuss some commonly, used, and modern statistical methods and calculating methods in scientific research. 2.To focus the application of statistics on scientific research. 3.To employ tools ranging from statistics to computational complexity, combinatorics and geometry in an attempt to provide theoretical foundations to some important applications emerging from need to process data sets whose sizes and complexities are beyond the ability of humans to handle.			

Course Code	07331			
Course Name	Quality Control and Design	Credit	F	S
Course Objectives	Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement. This course will cover the foundation of modern approaches of quality control that can be applied to process industry, service industry, and business. Topical coverage will be: construction and interpretation of various control charts; rational sampling; specifications; tolerance limits; cumulative-sum (Cusum) control charts, exponentially weighted moving average (EWMA) control chart; process capability assessment; SAS in QC.			

Finance

● Course list

MS Program in Finance - Full-Time		code	classes	Credit hours
Required common credit hours of the graduate institute	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Market Equilibrium	03968	1	3
	Investments	01579	1	3
	Futures and Options	03408	1	3
	Risk Management	07897	1	3
	Thesis	00041	2	6
	Special Topics on Finance	03071	1	3
Elective credit hours of the graduate institute in other sections	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
	Seminar on Investment	15977	1	3
	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
	Business Analysis and Valuation	14068	1	3
	Cases Study in Financial Engineering	16981	1	3
	International Financial Regulations	17281	1	3

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

● Course objective and prerequisites

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 computer packages. 			

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

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To structure a current consumption and portfolio decision model of an individual investor 2.To realize how the changes of following factors, namely, number of securities, regulation, and preference, to affect the optimal portfolio decision 3.To analyze the welfare implications in a competitive market equilibrium 4.To value securities in competitive market equilibrium (preference-based 			

	valuation) and in a no-arbitrage market condition (relative-based valuation).
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Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<p>The learning objectives of this course are</p> <ol style="list-style-type: none"> 1.To know characteristics of financial tools. 2.To cover the issues such as what are their fair prices and when and how to formulate investment portfolio. 3.To understand the following subjects: (1) returns and risks of financial assets in money market, capital market, foreign exchange market and derivative market. (2) Investment decision criteria of NPV and IRR. (3) mean-variance portfolio theory, (4) CAPM & APT and general principle of pricing (5) forward, future, option and Swap contracts, (6) option pricing- lattice approximation, (7) option pricing- Black-Scholes, and (7) portfolio performance measurement and management. 			

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

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

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students to have the ability to do the research independently.			

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

Course Code	11510			
Course Name	Financial Time series	Credit	F	S
Course Objectives	<p>The objective of this course is to facilitate students building empirical time-series models. Upon course completion , the students should be able to :</p> <ol style="list-style-type: none"> 1.Realize how to deal with the time-series data 2.Realize how to apply the modern time-series technique, including ARCH , GARCH , VAR , and Error-Correction Models in finance . 			

Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	F	S
Course Objectives	<p>The purposes of this course are</p> <ol style="list-style-type: none"> 1. To introduce recent developments in International Accounting Standards for financial instruments and services provided by the financial industry. 2. To emphasize the background and concepts underlying the written conclusions. 3. To discuss the implications for financial reporting and analysis 4. To exposure to the world's most advanced and innovative financial practices. 			

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

Course Code	17371			
Course Name	Professional English in Finance	Credit	F	S

Course Objectives	Enhancing the ability to comprehend and talk about subject matters that are significantly enough to be covered by Business Week, Financial Times, and similar prestigious journals and magazines is a critical step for finance graduate students (i) to keep up-to-date about events happening in global finance and economics, (ii) to appreciate the materials covered and integrate these real-world examples into theoretical and empirical research training, and (iii) to prepare for career advancement through the capability to grasp and digest the intimately related first-hand information.
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Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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 			

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

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 			

Course Code	15470			
Course Name	Corporate Governance	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To illustrate the differences between corporate governance and management from the perspective of locus of control, ownership structure, and board structure. 			

	<p>2.To introduce the nature, principles and mechanism of corporate governance.</p> <p>3.To portray the international trends of corporate governance and shareholder activism.</p> <p>4.To cover the related theories of corporate governance.</p> <p>5.To introduce the corporate governance rating system and to provide evidence the influence of corporate governance on corporate performance and value.</p> <p>6.To know how the listed companies adopt corporate governance and risk management in practices.</p> <p>7.To cover the issue of risk management and corporate governance in financial holding companies.</p>
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Course Code	15977			
Course Name	Seminar on Investment	Credit	F	S
Course Objectives	<p>The purpose of this course is to analyze the key financial market and instruments that facilitate trade and investment activities on a global scale. Topics include</p> <p>1.The economic determinants of prices, price changes, and price relationships in the major financial market. The current theories of pricing financial instruments would be included herein.</p> <p>2.The policy issues that result for private enterprises. Capital budgeting, investment, and risk management will be included herein.</p>			

Course Code	08247			
Course Name	Finance Forum	Credit	F	S
Course Objectives	<p>The objectives of this course include:</p> <p>1.To acquaint with the contemporary issues in business and finance</p> <p>2.To bring finance and economics to practical use by integrating theories in textbooks and current business events</p> <p>3.To be fluent in oral presentation of financial issues in English.</p>			

Course Code	08509			
Course Name	Merger and Acquisition	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1.To integrate theories of corporate finance as the foundation of evaluating M&As</p> <p>2.To analyze and comment on different M&A cases and valuations.</p> <p>The contents that will be covered in this course are</p> <p>1.M&A process</p> <p>2.Risk management</p> <p>3.Case studies</p> <p>4.Due diligence</p> <p>5.M&A strategies</p> <p>6.Corporate valuation</p> <p>7.Takeover and Anti-takeover Tactics</p> <p>8.Capital plan for M&A (including LBO).</p>			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered in this course are</p>			

	<ol style="list-style-type: none"> 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. <p>Students enrolled in this course are required</p> <ol style="list-style-type: none"> 1.To calculate risk & return of fixed income securities 2.To price plain bond as well as option embedded bonds 3.To analyze term structure of interest rate 4.To make investment strategy on all innovated bond derivatives 5.To present designated articles with power point technique in the class. 6.To finish a term paper
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Course Code	17369			
Course Name	Numerical Methods in Finance	Credit	F	S
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			

Course Code	17404			
Course Name	Seminar in Credit Risk	Credit	F	S
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.			

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

Course Code	16981			
Course Name	Cases Study in Financial Engineering	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To introduce the conceptual framework and historical background of financial engineering 2. To highlight the dynamic and persistent nature of financial innovation. 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.
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Course Code	17281			
Course Name	International Financial Regulations	Credit	F	S
Course Objectives	The objectives of this course are 1. To provide the basic knowledge of U.S Financial Law. 2. To improve English skills .			

Information Management

● Course list

MS Program in Information Management - Full-Time		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Thesis	00041	1	6
	Reading in Business Ethics for Managers	00292	1	2
	Research Methodology	01799	1	3
	Software Engineering	03024	1	3
	Special Topics on MIS (I)	07519	1	2
	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
Elective credit hours of the graduate institute in other sections	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
	Case Studies of Decision Support Systems	11347	1	3
	Information System Project Management	11799	1	3
	Electronic Learning	11804	1	3
	Adaptive Systems	11806	1	3
	Seminars on Electronic Commerce	13713	1	3
	Seminars on Decision Support Systems	14788	1	3
	Topics on Logistic Information Systems	14789	1	3
	Service-Oriented Architectural Enterprise Information Systems	15224	1	3
	Intelligence Systems	16653	1	3
Service Science on Healthcare	17283	1	3	

● Course objective and prerequisites

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

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

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
Course Objectives	<p>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.</p>			

Course Code	07519			
Course Name	Special Topics on MIS (I)	Credit	F	S
Course Objectives	<p>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.</p>			

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

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

Course Code	16654			
Course Name	Seminar on Information Management	Credit	F	S
Course Objectives	<p>Take the advantage of speech to:</p> <ol style="list-style-type: none"> 1. Enhance the knowledge and vision of how to apply the information communication and network technologies on the applications business operation, management, and decision making. 2. Make students understand the visionary application of information communication and network technologies which are applied on academic research and industries. 3. Enhance the capabilities and skills of information system development and management. 			

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

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

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.			

Course Code	09638			
Course Name	Business Process Reengineering	Credit	F	S

Course Objectives	This course aims to introduce the concepts and methods of Business Process reengineering (BPR). With the lectures, cases studies, and a group term-project, the students will learn to think the business process in a new customer-oriented way and to use the information technology in helping enterprises restructure for better performance.			
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Course Code	09639			
Course Name	Supply Chain Management	Credit	F	S
Course Objectives	This course provides fundamental ERP and SCM concepts and hands-on experience. Topics include ERP functions such as distribution, purchase, inventory management, manufacturing and planning. SCM issues such as bullwhip effect, risk pooling, supply chain integration and supply chain planning are also included. Workshops and experiments will provide the students hands-on experiences.			

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

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

Course Code	10850			
Course Name	Advanced Data Communication and Networks	Credit	F	S
Course Objectives	<p>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.</p>			

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

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

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

Course Code	11806			
Course Name	Adaptive Systems	Credit	F	S
Course Objectives	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.			

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

Course Code	14788			
Course Name	Seminar on Decision Support Systems	Credit	F	S
Course Objectives	The course focuses on the application of computer systems to aid business decision making (i.e., semi- or un- structured problems). It is designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today. First, some requirements of skill and software are introduced. Then, latest paper readings about new research directions are assigned and presented in class.			

Course Code	14789			
Course Name	Topics on Logistic Information Systems	Credit	F	S
Course Objectives	This course provides fundamental concepts and case of Logistic Information System. Topics include demand management, procurement, supply management, transportation system, logistics information system, and information system of distribution center. It can shorten on job learning time in Logistic experience for student and make each students be able to become a manager specializing in Logistic information management.			

Course Code	15224			
Course Name	Service-Oriented Architectural Enterprise Information Systems	Credit	F	S
Course Objectives	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. Students will have hands-on experience.			

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

Course Code	17283			
Course Name	Service Science on Healthcare	Credit	F	S
Course Objectives	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 practices. Therefore, the core of this course is designed on an exploration of service science with its practice and application in the service industries, especially in the healthcare. The objectives of this course aim to lead our graduate students to 1) Explore service management, knowledge, methodologies, and strategies of service innovation. 2) Build the professional and research abilities of background knowledge of service industries regarding service process design and management; service			

	<p>innovation and entrepreneurship.</p> <p>3) Explore the practice and application of service sciences in service-oriented information system development and implementation, particularly in the areas of healthcare.</p> <p>4) Identify the potential research issues and subjects within service science as well as its applications.</p>
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MS Programs

- Evening and Weekend -

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

Accounting

● Course list

MS Program in Accounting- Evening and Weekend		Code	classes	Credit hours
Required common credit hours of the graduate institute	Integrated Management	12486	1	3
	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Financial Statement Analysis and Business Valuation	18302	1	3
	Seminar on Managerial Accounting	12105	1	3
	Research Methodology	01799	1	3
	Seminar in Empirical Tax Research	12104	1	3
	The Supervision of Securities Market	13034	1	3
	Forum on Emerging Accounting Issues	16257	1	3
	Financial Theory	03008	1	3

● Course objective and prerequisites

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

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

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

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

Course Code	00041			
Course Name	Thesis	Credit	F	S

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

Course Code	12105			
Course Name	Seminar on Managerial Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To introduce the concept of Strategic Cost Management (SCM) and the selective topics on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, R&D etc. which may be applicable to the management accounting research. 2.To explore the new research issues in management accounting. 			

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

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<p>This objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S

Course Objectives	<p>This objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			
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Course Code	16257			
Course Name	Forum on Emerging Accounting Issues	Credit	F	S
Course Objectives	<p>The goal of this course is to introduce students to International Financial Reporting Standard (hereafter, IFRS). It will be conducted primarily as a seminar, with substantial class discussions. Several guest lecturers or speakers in IFRS will participate in this seminar and present their knowledge for enhancing students' working abilities in the future.</p>			

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

Applied Statistics

● Course list

MS Program in Applied Statistics - Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Seminar	06827	1	2
	Research Methodology	01799	1	2
	Thesis	00041	1	6
	Integration management	12486	1	3
Elective credit hours of the graduate institute in other sections	Special Topics in Applied Statistics		1	1
	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
	Introduction to Statistics and Softwares with Application	15957	1	3
	Statistical Forecasting Methods	08305	1	3
	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 objective and prerequisites

Course Code	06827			
Course Name	Seminar	Credit	F	S
Course Objectives	<p>The main purpose of this course is to improve students' ability to read and write academic articles. The emphasis will be on developing students' reading ability and learning various techniques to structure logical arguments, and discovering new ways of thinking about reading and writing process. The goals of this course are:</p> <ol style="list-style-type: none"> 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, email, and Internet research. 5.To enlighten students with suitable presentation skills. 			

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

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Writing paper.			

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

Course Code				
Course Name	Special Topics in Applied Statistics	Credit	F	S
Course Objectives				

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as			

	well as the methodologies and applications of CRM and DM. This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.
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Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F	S
Course Objectives	The objective of this course are 1.To introduce methods of survey data analysis.. 2.To utilize computer software and proper methods to solve real world problems			

Course Code	08308			
Course Name	Practice of Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce the methods of conducting market survey 2.To utilize computer software and proper methods to solve real world problems			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
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.			

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

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are			

	1.To introduce methods of marketing research 2.To illustrate how statistical methods could be helpful in market positioning and market segmentation 3.To solve practical problems through various marketing research methods
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Course Code	15957			
Course Name	Introduction to Statistics and Softwares with Application	Credit	F	S
Course Objectives	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 problems in a variety of applied science and application for further study. 2.To be able to use statistical software packages, specifically SPSS, for manipulating data. 3.To illustrate the data manipulation via a variety of examples and exercises.			

Course Code	08305			
Course Name	Statistical Forecasting Methods	Credit	F	S
Course Objectives	The objectives of this course are 1.To develop competent skill in analyzing business and/or industrial data for description, explanation, and forecast. 2.To combine knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. 3.To cover the topics such as construction and interpretation of various statistical forecasting approaches. These approaches involve: regression modeling, time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.			

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

Course Code	17276			
Course Name	Special Topics in Biostatistics	Credit	F	S
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of 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.			

Course Code	15531			
Course Name	Special Topics in Risk Management	Credit	F	S
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
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Course Code	17277			
Course Name	Special Topics in Marketing Research	Credit	F	S
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			

Course Code	17278			
Course Name	Special Topics in Advanced Quantitative Financial	Credit	F	S
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			

Course Code	15534			
Course Name	Special Topics in Data Mining	Credit	F	S
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.			

Course Code	15535			
Course Name	Special Topics in Quality Control	Credit	F	S
Course Objectives	Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement.			

Course Code	17029			
Course Name	Special Topics in Customer Relationship Management	Credit	F	S
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			

Finance

● Course list

MS Program in Finance - Evening and Weekend		code	classes	Credit hours
Required common credit hours of the graduate institute	Investment Decisions	10687	1	3
	Corporate Finance	10688	1	3
	Integration of Management	12486	1	3
	Futures and Options	03408	1	3
	Fixed Income Securities	10458	1	3
	Thesis	00041	2	6
Elective credit hours of the graduate institute in other sections	Econometrics	01855	1	3
	The Introduction to Contemporary Finance	17370	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Corporate Governance	15470	1	3
	Merger and Acquisition	08509	1	3
	Financial Crisis and Reform	14190	1	3
	Risk Management and Insurance	17857	1	3
	Credit Risk and Applications	18159	1	3
	Private Equity Management	18275	1	3
	Finance Forum	08247	1	3
	The Supervision of Securities Market	13034	1	3
	Cases Study in Financial Engineering	16981	1	3

● Course objective and prerequisites

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

Course Code	10688			
Course Name	Corporate Finance	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To illustrate the primary goal of the firm: value maximization for shareholders 2.To cover three major functions of corporate finance: financial planning and control, allocation of funds among various assets, and the acquisition of funds. 3.To explore these functions 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 			

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

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

	8.Exotic options.
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Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered in this course are</p> <ol style="list-style-type: none"> 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. <p>Students enrolled in this course are required</p> <ol style="list-style-type: none"> 1.To calculate risk & return of fixed income securities 2.To price plain bond as well as option embedded bonds 3.To analyze term structure of interest rate 4.To make investment strategy on all innovated bond derivatives 5.To present designated articles with power point technique in the class. 6.To finish a term paper 			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students to have the ability to do the research independently.			

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

Course Code	17370			
Course Name	The Introduction To Contemporary Finance	Credit	F	S
Course Objectives	The purpose of this course is to give students with some introductory concepts about economics, finance, accounting, investment and derivative			

	<p>markets. We hope students should know the types of financial markets and in which what kind of securities be traded, including money instruments, stocks, bonds, options and futures, etc. Students should also understand the essential features of these instruments and know some important English key terms in economic, financial and accounting fields. During the course we will introduce some of the most important and influential concepts of economic and finance theory: supply and demand, equilibrium, accounting identity, time value of money, valuation, risk and return, diversification, CAPM, market efficiency, the concept of arbitrage, and the derivatives. After completion of the course students are expected to have a complete and solid understanding of all major areas in economics and finance.</p>
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Course Code	02058			
Course Name	Business Forecasting	Credit	F	S
Course Objectives	<p>This course would provide a comprehensive and systematic introduction to financial time series models, the methodology of neural networks and their application to modeling and prediction of financial data. Upon course completion, the students could enhance their ability to explain the empirical regularities in the economy and to do the business forecasting.</p>			

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

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

	7.To cover the issue of risk management and corporate governance in financial holding companies.
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Course Code	08509			
Course Name	Merger and Acquisition	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To integrate theories of corporate finance as the foundation of evaluating M&As 2.To analyze and comment on different M&A cases and valuations. <p>The contents that will be covered in this course are</p> <ol style="list-style-type: none"> 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). 			

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

Course Code	17857			
Course Name	Risk Management and Insurance	Credit	F	S
Course Objectives	<p>This course aims to provide a general framework for thinking about the effects of risk and a broad knowledge of insurance and risk management. The major objectives of the course include,</p> <ol style="list-style-type: none"> (1) to provide students with a broad perspective of risk management in 			

	<p>which traditional insurance risk management as well as other types of risk management are introduced together;</p> <p>(2) to provide students with a conceptual framework for (a) making risk management and insurance decisions to increase business value and individual welfare (b) understanding insurance contracts and institutional features of the insurance industry including their relationship to other financial contracts such as futures and options (c) understanding the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals;</p> <p>(3) to enhance the ability of students to think and solve analytically problems of risk management that confront business managers and individuals.</p>
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Course Code	18159			
Course Name	Credit Risk and Applications	Credit	F	S
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Course Objectives	<p>Under the financial crisis which was the most serious impact to the global economics in decays, a new fundamental revolution was formed in the financial environments. Investment bank model had been challenged and revised during the crisis and the tradition financial engineering technique was changed dramatically. This course would focus on introducing the basic concepts of credit risk and its related innovations for different domestic and cross-border transactions such as structured products, securitization, and the related fixed income transactions applying to the financial and real estate assets. This course would not only provide the students for the knowledge in the areas of credit related risk but also the actual applications and the processes of transaction executions in the international practice.</p>			

Course Code	18275			
Course Name	Private Equity Management	Credit	F	S
Course Objectives	<p>The purpose of the Private Equity Management is revealing the function of global market place in terms of private equity dealing within the context of financial asset class. The organizational structure investment philosophy, investment policies, investment guidelines, and operational procedure will be discussed in this class. This course will also lecture the management governance with respect to regulatory frameworks and the protectionism of investors beneficiaries. Therefore, risk and reward relationship can be involved with the investment performance, and it will be referred to risk adjusted investment return as the major benchmark for evaluating investment management in private equity.</p>			

Course Code	08247			
Course Name	Finance Forum	Credit	F	S
Course Objectives	<p>The objectives of this course include:</p> <ol style="list-style-type: none"> 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. 			

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> 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 			

Course Code	16981			
Course Name	Cases Study in Financial Engineering	Credit	F	S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> 1.To introduce the conceptual framework and historical background of financial engineering 2. To highlight the dynamic and persistent nature of financial innovation. 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. <p>EMBA students are encouraged to bring cases encountered in practice to class discussions.</p>			

Information Management

● Course list

MS Program in Information Management- Evening and Weekend		Code	classes	Credit hours
Required common credit hours of the graduate institute	Research Methodology	01799	1	3
	Management Information Systems	02631	1	3
	Integration Management	12486	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Data Security	04623	1	3
	General Topics on Electronic Commerce	09290	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Case studies in Decision Support Systems	11347	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	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	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To introduce the basic concept of research methodology that applies in academic and practical research. 2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports. 3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 			

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

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

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

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

Course Cod	09290			
Course Name	General Topics on Electronic Commerce	Credit	F	S
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.			

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

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

Course Cod	11347			
Course Name	Case Studies in Decision Support Systems	Credit	F	S
Course Objectives	<p>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.</p>			

Course Cod	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.			

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

Course Code	15224			
Course Name	Service-Oriented Architectural Enterprise Information Systems	Credit	F	S
Course Objectives	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. Students will have hands-on experience.			

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

Technology Management

● Course list

MS Program in Technology Management- Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Management of Technology and Innovation	04161	1	3
	Intellectual Property Law and Science	11805	1	3
	Integration Management	12486	1	3
	Optoelectronic Industry Analysis	12587	1	3
	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
Elective credit hours of the graduate institute in other sections	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
	Industrial Analysis of Mainland China	12132	1	3
	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	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and principles of technology innovation management. 2.To learn the practice of Hi-tech firms technological innovation activities. 3.To acquire analytical and problem-solving capability from case study. 4.To enhance presentation skill from in-class Q&As. 			

Course Code	11805			
Course Name	Intellectual Property Law and Science	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 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. 			

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

Course Code	12587			
Course Name	Optoelectronic Industry Analysis	Credit	F	S
Course Objectives	<p>Knowledge economics has become an increasingly hot and popular topic in 21 century. The development of new economics will also be led by high technology industry in the future. The employment market such as securities market, financial market, technology management, and technology law are interrelated to high technology industry.</p> <p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To cover industry analysis and technology. 2.To describe all fields of industries now and in the future. 3.To arouse appreciation of the high-tech industries for all students even without technology background. 			

Course Code	12589			
Course Name	Technology Organization and Human Resource Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	16773			
Course Name	Introduction of Biotechnology Pharmaceutical	Credit	F	S

	Industry			
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To understand the modern biotech and pharmaceutical industry. 2. To know that the knowledge-based nature of this industry. 3. To know the keys to successful of this industry. 			

Course Code	16772			
Course Name	Financial Strategy and Management	Credit	F	S
Course Objectives	<p>The purposes of this course are :</p> <ol style="list-style-type: none"> 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. 			

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

Course Code	11313			
Course Name	Innovation and Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To provide the basic concepts and theories of innovation management. 2.To discuss real cases across industries. 3.To improve management skills in middle and small enterprises. 			

Course Code	12590			
Course Name	Marketing in Technology	Credit	F	S
Course Objectives	<p>As the development of high-technology industries grow, how to take advantages of digital technology and creative marketing strategies to provide picky customers high value added products and services has become an inevitable strategy for business to create sustainable competitive advantages. In view of the above, the objectives of this course are:</p> <ol style="list-style-type: none"> 1.To combine theories and experiments so as to exploit issues such as dynamic environment of global technology marketing, formation and implementation of technology marketing's operational strategies, the analysis of consumers' behavior, the product, price, promotion and channel strategies of technology marketing, e-marketing and e-commerce, technology marketing and customer relationship management, technology marketing of specific groups, and the future of creative technology marketing. 2.To cultivate the potential of becoming a marketing specialist in the high-tech industries. 			

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

Course Code	08509			
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Course Name	Merger and Acquisition	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To integrate theories of corporate finance as the foundation of evaluating M&As. 2.To analyze and comment on different M&A cases and valuations. <p>The contents that will be covered in this course are:</p> <ol style="list-style-type: none"> 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). 			

Course Code	12132			
Course Name	Industrial Analysis of Mainland China	Credit	F	S
Course Objectives	<p>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.</p>			

Course Code	16256			
Course Name	Industry Analysis of Emerging Countries	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	16529			
Course Name	Valuation and Management	Credit	F	S
Course Objectives	<p>The purposes of this course are:</p> <ol style="list-style-type: none"> 1. To acquaint how a company manages and creates its value. 2. To emphasize on valuation and management. 3. To understand what and how factors influences value of a company. 			

Course Code	16530			
Course Name	Corporate Investment and Risk Management	Credit	F	S

Course Objectives	<p>The objective of this course is to introduce a firm's decisions on investment processes, strategies, asset management and risk management techniques. The contents that will be covered include:</p> <ol style="list-style-type: none"> 1.Introduction of financial markets and instruments. 2.The risk-return tradeoffs between different financial assets. 3.Valuation models and fundamental analysis. 4.Alternative risk measures, including standard deviation, value at risk and Monte Carlo simulation technique. 5.Hedge opinions and tools, including diversification, interest rate risk management, exchange rate risk management, immunization, and futures and options. 6.The concept of credit risk.
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Course Code	17454			
Course Name	Corporate Investment and Risk Management	Credit	F	S
Course Objectives	The purpose of this course is to let students realize the macroeconomic background, especially the causes and forecast of business cycle.			

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

Doctoral Program

- Business Administration

Business Administration

● Course list

Ph.D. Program in Business Administration		Code	classes	Credit hours
Required common credit hours of the graduate institute	Organization and Management Theory	02237	1	3
	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
	Strategic Management	10383	1	3
	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 Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To understand the theories and meanings about management in practice through discussing and lecturing. 2.To have theoretical perspectives about management. 3.To be able to analyze and solve practical problems. 4.To explore new insights about business and management. 			

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

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

Course Code	16479			
Course Name	Business Research Project (I)	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	17284			
Course Name	Independent Study in Business (I)	Credit	F	S
Course Objectives	<p>The objective of this course is to serve as the foundation for conducting dissertation with through the process of independence study.</p>			

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

Course Code	17378			
Course Name	Seminar on Business Ethics	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To build up a complete concept of strategic management. 2.To integrate knowledge in relevant academic fields. 3.To explore new insights about strategic management and business trends through class discussions. 			

Course Code	05989			
Course Name	Seminar in Production Management	Credit	F	S
Course Objectives	<p>This course is an advanced course of operations management. Emphasis is on managerial processes for achieving effective operations in both goods and service.</p>			

Course Code	15660			
Course Name	Seminar on Corporate Finance	Credit	F	S
Course Objectives	<p>This objectives of this course are:</p> <ol style="list-style-type: none"> 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. 			

Course Code	15976			
Course Name	Seminar in Futures and Options	Credit	F	S
Course Objectives	<p>The learning goals of this class can be summarized as following:</p> <ol style="list-style-type: none"> 1.The basic characteristics of derivative contracts 2.No arbitrage pricing of forward and future 3.No arbitrage pricing bounds of options 			

	<p>4.Trading strategies of options 5.Binomial tree and Risk-neutral valuation of options 6.Swaps and valuation 7.Structured Notes and Exotic Options 8.the fundamental contracts of derivatives 9.pricing of future 10.pricing options by lattice tree 11.derivation of Black-Sholes formula 12.investment evaluation by real option</p> <p>After completing this course, students shall have the knowledge of derivatives' theories, especially quantitative algorithm of pricing derivatives by simulating time path of underlying variables.</p>
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Course Code	15661			
Course Name	Seminar on Information Technology	Credit	F	S
Course Objectives	<p>This course is aimed at teaching students to be familiar with the trends and research directions of Information Technology. Through lectures, paper reading and seminar, this course tries to have students to learn research methodologies as well as research background of Information Technology in order to recognize the appropriate methods and procedures of research pertaining to the area of Information Technology. Furthermore, this course aims to train students possess quantitative and qualitative research capabilities, as well as the ability to engage in independent or integrated research.</p>			

Course Code	16480			
Course Name	Business Research Project (II)	Credit	F	S
Course Objectives	<p>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.</p>			

Course Code	17285			
Course Name	Independence Study in Business (II)	Credit	F	S
Course Objectives	<p>The objective of this course is to serve as the foundation for conducting dissertation with through the process of independence study.</p>			

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

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

