# 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 Progra	m in Business	s Administration	Code	Classes	Credit hours
		Accounting	02412	3	6
		Economics	02457	3	6
		Calculus	02390	3	6
		Introduction to Business	05201	3	3
		Introduction to Computer Science	01863	3	3
		Statistics	02222	3	6
		Commercial Law	02056	3	3
		Management	02635	3	3
		Managerial Mathematics	02632	3	3
Required co	mmon credit	Human Resources Management	01013	3	3
hours of the		Marketing Management	01483	3	3
		Financial Management	01983	3	3
		Production and Operations Management	01370	3	3
		Cost Accounting	01449	3	3
		Management Accounting & Control	11493	3	3
		Total Quality Management	03021	3	3
		Information Management	02502	3	3
		Seminar on Business Administration(I)	14212	20	2
		Seminar on Business Administration(II)	14213	20	2
		Business Policy	01389	5	3
		Enterprise Resources Planning	09289	1	3
Required cr	edit hours by	Knowledge Management	10849	1	3
Integrating c		Discussion in Industrial Management	14211	1	3
		Innovation Management	04564	1	3
	Human	Organization Development & Change	06935	1	3
	resources	Performance Management	14209	1	3
	management	Training in Business & Industry	05426	1	3
		Intermediate Accounting	01109	1	6
	Financial	Fixed Income Securities	10458	1	3
Required	management	International Financial Management	02093	1	3
credit hours by sections		Marketing Research	01480	1	3
by sections	Marketing	Consumer Behavior	01951	1	3
	management	Promotional Strategy	14210	1	3
		Design of Production System	05827	1	3
	Operational	Operations and Managerial Decision Making	11492	1	3
	management	Logistics/ Supply Chain Management	14208	1	3
		International Human Resources Management	05559	1	2
Elective	Human	Organizational Behavior	02234	1	3
credit hours by sections		Organization Study	05828	1	2
by sections	management	Organizational Leadership	15777	1	2

BBA Program	m in Business	Administration	Code	Classes	Credit hours
	<b>.</b>	Investment	01579	1	3
	Financial management	Macroeconomics	02891	1	3
	management	Financial Market	01758	1	2
		Industrial Marketing	01085	1	2
		Strategic Marketing Management	07161	1	3
		International Marketing Management	06037	1	3
		Project Management	02141	1	3
	Marketing	Chain Store Business Management	02252	1	2
	management	Integration of Production and Commerce	14235	1	3
		Seminar on Global Business Management	13222	1	3
		Advertising Agency Management	02695	1	2
		Product & Marketing Innovation	10523	1	3
	Operational	Facility Planning	05865	1	3
	•	Production System Simulation	14236	1	3
		Sophomore English	00016	1	4
		Food & Beverage Management	07171	1	2
Elective credit hours of the department in other sections		Japanese Management	05987	1	3
		Innovative Entrepreneurship Competition Practice	16984	1	1
		Entrepreneurial Management	11178	1	3

## • Course objective and prerequisites

Course Code	02412	02412			
Course Name	Accounting	Credit	F	S	
Course Objectives	The objective of this course is to introduce the binformation system, the principle and rules of a reporting, and how to analyze and interpret accounting and external business users making economic decision business enterprises and enhance the fairness and effect the emphasizes the dual roles of accounting in Specifically, this course aims to help students:  1. To understand the functioning of accounting in the governmental units, non-profit organizations and the 2. To understand the basic recording and reporting information system.  3. To understand the concepts and standards underly accounting to develop the financial statements of but 4. To understand how to analyze and interpret accountiness of the entire that the statements of the standards and business managers to make 5. To understand how to resolve the ethical dilemma judgment.  6. To understand how to develop and make planning of	business we society in the measuresses.  counting informat one in order ficiency of valuation business we society in ing processing the measuresses.  counting in each of the make of and make of the	measurements formation formation formation formation fections, ethical pro-	nent and o internal value for I market. ntracting. ell as the counting is used in to help fessional	

Course Code	02457				
Course Name	Economics	Credit	F	S	
Course Objectives	The objective of this course is to provide student concepts and to improve students' abilities to a household, and firm's behavior. Upon course compable to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand fur.  3. Realize the meaning of elasticity and its application.  4. Realize how individual consumer, household, and fur.  5. Understand various types of industry organizations.  6. Use Microeconomics theories to analyze the effects.  7. Realize the basic concepts of macroeconomics.  8. Understand the meanings and measuring of Nation.  9. Realize the meaning of production, saving, and inv.  10. Understand the monetary system.  11. Understand the meanings of aggregate demand an.  12. Use macroeconomics theories to analyze the effects.	nnalyze indeletion, the nctions.  in.  firm make de and their ces of public public public public public public destination.	lividual constitution of the students of the s	onsumer, hould be	

Course Code	02390				
Course Name	Calculus	Credit	F	S	
Course tvaine		Cicuit			
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The conter concepts and theory in calculus and their applications in one-variable differential calculus such as limit, cor implicit differentiation, the mean value theorem, and will be introduced. In the second semester, topics in calculus, techniques in integration, multivariate diff such as partial derivatives and multiple integrals will	nts of this c i. In the fintinuity, den application in the funda ferential an	ourse inclusives the semester of the dimental the dimenta	ude basic er, topics nain rule, erivative eorem of calculus	

this course are
1.To provide the core of the central idea and methods of calculus that will be
applied in the solution of problems in a variety of applied science and application
for further study.
2.To illustrate the main concepts by a variety of examples and exercises.
3.To have an overall understanding in calculus.

Course Code	05201				
C N	Leter 1 of an to D. danse	G 114	F	S	
Course Name	Introduction to Business	Credit			
Course Objectives	The objectives of this course are  1.To gain a fundamental working knowledge about even in which business prospers.  2.To introduce business functions, including marketing production & operation, information, and R&D.  3.To introduce management functions, including and leading, and controlling.  4.To integrate the factors of environment, manage functions.	ng, finance	, human ro	esources,	
	5.To combine theory and practice.				

Course Code	01863				
Course Name	Introduction to Computer Science	Credit	F	S	
Course Objectives	The major objective of this course is to learn the computer hardware and software. Topics such as the unit, operating systems and utility programs, concluding electronic commerce, computer security languages and program development, introduction information related issues(include computer ethics, will be covered in the class.	ne componemmunication and safet not datal	ents of the ons and y), prog base man	e system networks ramming agement,	

Course Code	02222				
Course Name	Statistics	Credit	F	S	
Course Objectives	The objective of this course is to provide the stufundamental concepts of elementary statistics. This control intuitive understanding of statistical procedures and formula. A wide selection of real problems and exam are introduced. It emphasizes that Statistics is used as virtually all areas of management sciences.  This course will cover:  1. Statistics methods and concept and its relevance to the 2. Descriptive Statistics.  3. Basic notions of probability, random variable, probability distribution.  4. Sampling methods  5. Statistical inference – interval estimation	course is de logical pri ples from r s a tool in d	esigned to nciples be nany vario lecision -n	stress an chind the ous fields naking in	

Course Code	02056			
Course Name	Commercial Laws	Credit	F	S
Course I varile	Commercial Laws	Credit		

	The objectives of this course are
	1.To learn the fundamental concepts of commercial laws, including company law,
Course Objectives	negotiable instrument, and insurance
	2.To build the basis of further legal studies and examination skills on the
	commercial laws.

Course Code	02635			
Course Name	Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To know the basic knowledge of management 2.To know how to use planning, organizing, management practices.	leading, a	nd contro	olling in

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Ivanic	Manageriai Madiematies	Credit		
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and skills to problems that confound managers in both the public 2.To develop mathematical models for problem solvin 3.Topics that will be covered include Linear Program models, Project Management, Queuing Analysis and	and the pring and decise and ming mod	ivate secto sion makin els, Netwo	r g

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	The main purposes of this course are  1.To develop systematic knowledge of human resource  2.To enhance the capability of practicing theories into  3.Toe provide practical cases for a better understanding management, including planning, recruiting, selevaluation, salary system, and labor-capital relation  4.To learn skills of teamwork and discussion.	a real life ng of genera ecting, trai	al human r	

Course Code	01483				
Course Name	Marketing Management	Credit	F	S	
	Warketing Wanagement	Credit			
Course Objectives	The objective of this course is to provide students with basic marketing concept and to improve students' abilities to implement marketing related activities. Upocourse completion, the students should be able to:  1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of marketing plan.  3. Realize the meaning of segmenting, targeting, and positioning (STP).  4. Understand the meaning and scopes of marketing mix 4P.  5. Utilize marketing theory to analyze firm's marketing activities.  6. Learn the skill of marketing planning and apply Marketing Management in a effective manner.				

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

Course Code	01370				
Course Name	Production and Operations Management	Credit	F	S	
Course Name	1 foduction and Operations Management	Credit			
Course Objectives	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:  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	Course Name Cost Accounting Credi	Credit	F	S
Course Traine	Cost Accounting	Cicuit		
Course Objectives	The purpose of this course is to introduce the conterused in the nowadays business world. The related to system, cost-volume-profit analysis, target costing management, balanced scorecard, life-cycle costing, experiences are content to the content of the conten	opics inclu g, activity	de produc	t costing

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

Course Code	03021			
Common Name	Tatal O. P. Manager	C 1'4	F	S
Course Name	Total Quality Management	Credit		

Course Objectives	This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and
	technical point of views.

Course Code	02502			
Course Name	Information Management	Credit	F	S
Course rvaine	information wanagement	Credit		
Course Objectives	Information Management  Credit  This course is based on the premise that information systems knowledge is essent for creating competitive firms, managing global corporations, adding busing value, and providing useful products and services to customers. The primary goal this course is to offer an introduction to major enterprise applications information technologies that are being used for achieving digital integration enhancing global organization performance. It also calls attention to the need demonstrate the business value of information system in the organization provides students with additional projects for hands-on problem-solving		business y goal of ons and ation and need to	

Course Code	14212			
Course Name	Seminar on Business Administration (I)	Credit	F	S
Course Objectives	The goals of the course are 1.To implement the goal of "learning by doing". 2.To integrate all the knowledge of business administr 3.To be problem-solving orientated 4.To build competence of teamwork, communical creation 5.To be responsible for completing one's own work.		ysis, lead	ing, and

Course Code	14213			
Course Name	Seminar on Business Administration (II)	Credit	F	S
Course Objectives	The goals of the course are 1.To implement the goal of "learning by doing". 2.To integrate all the knowledge of business administr 3.To be problem-solving orientated 4.To build competence of teamwork, communical creation 5.To be responsible for completing one's own work.		ysis, lead	ing, and

Course Code	01389				
Course Name	Business Policy	Credit	F	S	
Course Objectives	The objectives of this course are 1.To develop strategic thinking ability. 2.To train students in organizational learning ability. 3.To build up a complete concept of strategic manage 4.To integrate knowledge in relevant academic fields. 5.To observe new business trends.				

Course Code	09289				
Course Name	Enterprise Resources Planning	Credit	F	S	
		Credit			
	The objectives of this course are				
	1.To focus on manufacturing and supply chain system				
	2.To provides fundamental concepts and skills for material and capacity planning				
Course Objectives	and control.				
	3.To introduce the tools techniques of ERP				
	4.To discuss the application of these to different types of enterprises				
	5.To provide the opportunity to try the concepts on a computer simulator.				

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the important issue of managing kn and in cooperative strategies  2.To emphasize the importance of knowledge manag competitive success of firms  3.To emphasize the application and development of leads to competencies and sustainable success  4.To explore how organizations can develop and management of the success o	ement as the	ne key to o	obtaining

Course Code	14211			
Course Name	Discussion in Industrial Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To explore various industries and the trends of them</li> <li>2.To explore competitions in various industries.</li> <li>3.To explore the processes of strategic planning industries.</li> <li>4.To provide the contact opportunities for students and</li> </ul>	and implen	nenting in	various

Course Code	04564				
Course Name	Innovation Management	Credit	F	S	
Course I value		Credit			
	The objectives of this course are				
	1.To cover the major sources of innovation, their empirical explorations (verifications).	analytical	models a	and their	
	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.				
Course Objectives	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	<ol> <li>The objectives of this course are</li> <li>To understand the knowledge scope of OD/OC.</li> <li>To familiar with the factors which lead organization</li> <li>To be able to handle the principle, method and mod organization.</li> <li>To study the case and induce the principle.</li> <li>To establish the skill in solving the OD/OC problem</li> <li>To set up the open mentality to face changes.</li> </ol>	el to adjust	the		

Course Code	14209			
Course Name	Performance Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the theories and practical methods of per 2.To understand the decision logic and thinking of hur 3.To establish the overall concepts of performance ma 4.To realize how to apply the theories to prac- complement of practical cases.	nan resourc nagement	ce manage	ment

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

Course Code	01109			
Course Name	Intermediate Accounting	Credit	F	S
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course are:  1.To learn and evaluate current principles of financial  2.To apply generally accepted accounting principle recording of transactions and the preparation of fina  3.To read and critically evaluate financial statements  4.To consider the larger context of financial reporting	accounting es to situat ncial staten	ions invol	

Course Code	10458				
Course Name	Fixed Income Securities	Cradit	F	S	
Course Ivallie	Fixed income Securities	Credit			
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				

Course Code	02093			
Course Name	International Financial Management	Credit	F	S 3
Course Objectives	The objectives of this courses are  1.To provide an analytical framework for understamarket  2.To enhance the capability of conducting research financial management.  3.To explore the operation of international capital manarkets, and the related theory of currency risk and	in the fie	ld of inte	rnational erivative

Course Code	01480				
Course Name	Marketing Research	Credit	F	S	
Course Objectives	The objectives of this course are  1.To provides fundamental concepts and skills for conducting marketing research.  2.To cover topics of problem definition, secondary data research, survey research, questionnaire design, sampling design, etc.				

Course Code	01951			
Course Name	Consumer Behavior	Credit	F	S
Course Objectives	The objectives of this course are 1.To discuss the process of consumer decision 2.To understand the factors that influence the decision factors, social factors, cultural factors, and situations 3.To focuses on the applications of consumer b activities.	al factors.	C	1

Course Code	14210				
Course Name	Dromational Stratagy	Credit	F	S	
Course Name	Promotional Strategy				
	This objectives of this course are				
	1. To discuss the fundamental theories and practices of promotional strategies.				
Course Objectives	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	To learn and understand the advantage and disadvanta system where includes MRP system, JIT system, and	_		

Course Code	11492						
Course Name	Operations and Managerial Decision Making	Credit	F	S			
Course Ivallie	Operations and Managerial Decision Making	Creun					
Course Objectives	fundamental concepts and skills for applied operation the knowledge via detailed instruction and in-class estudents can further understand the implications and research on aspects of business-related activities.	on research. exercises is intricate ef The student	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				

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
Course Objectives	<ol> <li>To understand the definition and content of management</li> <li>To learn the state-of-the-art models, concepts, and and supply chain management</li> <li>To learn the design, control, operation, and management</li> </ol>	solution m	ethods of l	Logistics

Course Code	05559				
Course Name	International Human Resources Management	Credit	F	S	
Course Objectives	The objectives of this course are to  1.To realize and master the fundamental concept international human resources management  2.To cover the topics of human resource planning, reperformance appraisal, rewards and benefits, development international business.	ecruitment,	selection,	training,	

Course Code	02234			
Course Name	Organizational Behavior	Credit	F	S
Course Objectives	The objectives of this course are 1.To understand the basic knowledge of OB. 2.To learn the concept of individual behavior, group and other OB related issues. 3.To learn and practice the OB knowledge and sk business world.			·

Course Code	05828			
Course Name	Organization Study	Credit	F	S
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy lear  2.To be able to build a team and cooperate with each  3.To be able to handle the implement process of a pro  4.To be able to manage the group dynamic of an orga  5.To be able to implement the selected project and ac	other withir oject. nization.		

Course Code	15777			
Course Name	Organization Leadership	Credit	F	S
Course Objectives	1. To be to internalize the spirit of autonomous learni 2. To be able to build a team and cooperate with each 3. To be able to manage the group dynamic of an orga 4. To be able to implement the selected project and ac 5. To be able to run an organization to have high perf 6. To be able to have the vision and capacity to be a least organization.	other within anization. chieve the secondary.		

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	The objectives of this course are  1.To explore the operation of capital markets as investment.  2.To introduce the fundamental rationale of financia market and investment instruments, the evaluation a risk and return, the concept and pricing analysis derivative and risk management, etc.	al investment and manage	nt theory, ement of p	financial ortfolio's

Course Code	02891				
Course Name	Macroeconomics	Credit	F	S	
	Wacrocconomics	Credit			
Course Objectives	The key objectives of this course are  1.To understand how the macro-economy works monetary and fiscal policy might be able to reduce of nationwide business fluctuations.  2.To give a sense of macroeconomics as an applied with complex and often urgent issues.  3.To discuss some key issues of macroeconomics: so in output and employment, how the quantity of inflation rate, the role of expectations, long-rune effects of macroeconomic policies.  4.To learn about classical and traditional macroeconomic most modern macroeconomic theories that economic policies that economic macroeconomic theories that economic policies.	sciencea short-run ed f money a n economic	science the conomic vaffects out to growth,	severity hat deals ariations tput and and the	

Course Code	01758				
Course Name	Financial Market C	Credit	F	S	
		Credit			
Course Objectives	This course provides a general introduction to some relevant issues in curre 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 generalized framework. Related issues include the securities issuance, focusing of IPOs and SEOs, the agency problem, and the asset pricing. In addition, students a required to investigate some current issues by means of articles in the press are cited reference and material. Every student must complete a term paper that force on one particular topic in this field and make an oral presentation in the end of the class.				

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 o 2.To cover the topics such as the nature an understanding market, target market, and satisfy	d scope of b		arketin
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 approp 2.To provide fundamental concepts and theory of		agement	
Course Code	06037			
Course Name	International Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide fundame marketing management. The contents that will be 1.regional trade organization, (EU, WTO, 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.	covered in this	course inc	lude
Course Code	02141			

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 a 2.To learn the technique and tool of project management 3.To possess the capability of project management.		t.	

Course Code	02252			
Course Name	Chain Store Business Management	Credit	F	S
Course Objectives	The objective of this course is to train chain's profess executive	sional mana	iger and hi	gh-order

Course Code	14235			
Course Name	Integration of Production and Commerce	Credit	F	S
Course rvaine	integration of Froduction and Commerce			
Course Objectives	<ul><li>1.To improve the literacy and interest of manufacturing and commerce technology.</li><li>2.To integrate related courses about manufacturing and commerce technology into a plan.</li></ul>			

Course Code	13222			
Community Name	Coming Chila I Paris Manager	Credit	F	S
Course Name	Seminar on Global Business Management			

	The objectives of this course are
	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
Course Objectives	and families to IPO to eventually running a global operation
, and the second	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	02695				
Course Name	Advertising Agency Management	Credit	F	S	
Course Traine	ravertising rigency management	Crount			
	1. To explain the basic concept of Advertising and marketing communicatio				
	2. To understand Advertising role in marketing.				
	3. To explain "How does Advertising work and how to create Advertisement?"				
Course Objectives	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 Adver	rtising clien	t-agency.		

Course Code	10523			
Course Name	Product & Marketing Innovation	Credit	F	S
Course Objectives	This is a course about the theory of innovation and and evaluations, students will enhance their creative practices will make students have better understanding creativity. The curricular design helps students to kno creativity and it is a foundation for them to engage at a	abilities. A g of the pro ow how to	Also, discu cess and n manage tea	asses and models of ams with

Course Code	05865			
Course Name	Facility Planning	Credit	F	S
Course Objectives	Manufacturing and service companies spend a sig money to design or redesign their facilities. A poor fa may result in poor-quality products, low emploissatisfaction. This course deals with the proper defacilities. The goal of facilities and material handling practical resource that describes the technique of-th simulation.	cility desig oyee mora esign, layo g is to prov	n can be colle, and out, and look ide studen	ostly and customer cation of ts with a

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

Course Code	00016			
Carra Nama	Combourage English	C 1:4	F	S
Course Name	Sophomore English	Credit		
Course Objectives	To develop the students' English proficiency through their daily lives and business world.	a variety o	of reading	topics in

Course Code	07171			
Course Name	Food & Beverage Management	Credit	F	S
Course Objectives	Foodservice industry has growing up in the world. Th 1.To provide a source of information about food & be 2.To provide basic knowledge for those who are healthy & drink happily in the future 3.To provide an introduction for those who are considing industry.	verage oper entering th	ration e society,	will eat

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 indus  2.To discuss the lesson we could learn from Japanese				

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 Nome	Entranganavrial Managament	Credit	F	S		
Course Name	Entrepreneurial Management	Credit				
	The objectives of this course are					
Course Objectives   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 Accoun	ating	code	classes	Credit hours
	Introduction to Computer Science	01863	2	3
	Accounting	02412	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Introduction to Business	05201	2	3
	Statistics	02222	2	6
	Intermediate Accounting (I)	07255	2	3
	Intermediate Accounting (II)	07256	2	3
	Advanced Accounting (I)	07257	3	3
	Advanced Accounting (II)	07258	2	3
Required common credit	Cost & Management Accounting	06840	2	6
hours of the graduate institute	English conversation	01846	2	1
	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

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

В	BA Program in Accounting	code	classes	Credit hours
Elective credit hours by	Marketing Management	01483	2	3
sections	Human Resources Management	01013	1	3
(3 select 2)	Production and Operations Management	01370	1	3
E1	Managerial Mathematics	02632	1	3
Elective credit hours by sections	Investments	01579	1	3
(4 select 3)	Government Accounting & Auditing Laws	06223	1	3
(4 select 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

## • 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 computer hardware and software. Topics such a unit, operating systems and utility programs, (including electronic commerce, computer seculanguages and program development, introducinformation related issues(include computer etc., will be covered in the class.	as the comport communications and safet ction to data	nents of ions and y), pro base ma	the system d networks ogramming anagement,

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	The objective of this course is to introduce the information system, the principle and rules or reporting, and how to analyze and interpret internal and external business users making a create value for business enterprises and enhant the capital market. It emphasizes the dual role contracting. Specifically, this course aims to had 1. To understand the functioning of accounting the governmental units, non-profit organization 2. To understand the basic recording and reprinformation system.  3. To understand the concepts and standards under in accounting to develop the financial statemed 4. To understand how to analyze and interpret investors, creditors and business managers to 5. To understand how to resolve the ethical professional judgment.  6. To understand how to develop and make plant.	of accounting in accounting in accounting in accounting in accounting in the fairness of accounting in the business and the so orting process derlying the interest of business accounting in make economial dilemma	measure formaticisions is and ef- ing in values world ciety in asses of measure asses. Informatic and ma	rement and on to help in order to officiency of luation and I as well as general. accounting ments used ion to help ions. ake ethical

Course Code	02390				
Course Name	Calculus	Credit	F	S	
Course Objectives	This is a one-year introductory course in Calcibackground in high school mathematics. The basic concepts and theory in calculus and the semester, topics in one-variable differential calculations of the derivative will be introduced in the fundamental theorem of calculus, technical differential and integral calculus such as printegrals will be covered. The objectives of this 1. To provide the core of the central idea and rapplied in the solution of problems in a application for further study.  2. To illustrate the main concepts by a variety of 3. To have an overall understanding in calculus.	contents of their application	this countries in the countries of the c	rse include n the first continuity, corem, and ester, topics nultivariate d multiple hat will be cience and	

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Course Name	Economics	Credit	F	S		
Course Name	The objective of this course is to provide students with basic Microecconcepts and to improve students' abilities to analyze individual concepts and firm's behavior. Upon course completion, the students shable to:  1. Realize the basic concepts of Microeconomics.					
Course Objectives	<ol> <li>Understand the meanings of supply and demand functions.</li> <li>Realize the meaning of elasticity and its application.</li> <li>Realize how individual consumer, household, and firm make decision.</li> <li>Understand various types of industry organizations and their characteristics.</li> <li>Use Microeconomics theories to analyze the effects of public policy.</li> <li>Realize the basic concepts of macroeconomics.</li> </ol>					
	<ul> <li>8. Understand the meanings and measuring of Nation's income.</li> <li>9. Realize the meaning of production, saving, and investment.</li> <li>10. Understand the monetary system.</li> <li>11. Understand the meanings of aggregate demand and aggregate supply.</li> <li>12. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ul>					

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

Course Code	02222			
Course Name	Statistics		F	S
Course maine	Statistics	Credit		
Course Objectives	The objective of this course is to provide the st fundamental concepts of elementary statistics. The an intuitive understanding of statistical procedures the formula. A wide selection of real problems and fields are introduced. It emphasizes that Statistics—making in virtually all areas of management scient This course will cover:  1. Statistics methods and concept and its relevance 2. Descriptive Statistics.  3. Basic notions of probability, random variable, probability distribution.  4. Sampling methods  5. Statistical inference — interval estimation	is course and log dexample is used aces.	is designical princes from no as a tool	ned to stress iples behind nany various in decision

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

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

Course Code	07256				
Course Name	Intermediate Accounting(II)	Credit	F	S	
	intermediate Accounting(11)	Cicuit			
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course are 1.To learn and evaluate current principles of finance 2.To apply generally accepted accounting principles recording of transactions and the preparation of 3.To read and critically evaluate financial statement 4.To consider the larger context of financial reporting	e: cial account les to situa financial sta	ting tions invo		

Course Code	07257				
Course Name	Advanced Accounting(I)	Credit	F	S	
Course Objectives	The objective of this course is to provide theoretic advanced financial accounting. The contents that include 1.Combined corporate entities 2.Consolidated statements 3.Accounting for international operations and part	t will be sp			

Course Code	07258				
Course Name	Advanced Accounting(II)	Credit F		S	
Course I valle	Tid valieta Tieta anting(11)	Crean			
Course Objectives	The objective of this course is to provide theoretic advanced financial accounting. The contents that include  1. Combined corporate entities  2. Consolidated statements  3. Accounting for international operations and part	t will be sp		_	

Course Code	06840				
Course Name	Cost and Management Accounting	Credit	F	S	
Course Objectives	The objective of this course is to introduce management accounting tools used in nowadays include product costing system, cost-volume-practivity-based costing & management, balanced etc.	s business. rofit analys	The relatesis, target	ed topics costing,	

Course Code	01846			
Course Name	English conversation	Cradit	Credit F	S
	English conversation	Credit		
Course Objectives	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	F	S
Course maine	Auditing(I)	Credit		
Course Objectives	The objectives of this course are:			

1. To introduce auditing theory framework and major content of statement of
auditing standard.
2. To introduce skills of auditing practices.
3. To improve decision-making ability of auditing judgments.

Course Code	07260				
Course Name	Auditing(II)	Credit	F	S	
Course Objectives	<ul><li>The objectives of this course are:</li><li>1. To introduce auditing theory framework and auditing standard.</li><li>2. To introduce skills of auditing practices.</li><li>3. To improve decision-making ability of auditing</li></ul>	·		ement of	

Course Code	01983					
Course Name	Financial Management	Credit	F	S		
Course Objectives	This course provides advanced treatment of corpo finance majors. The primary objective of the counderstanding on the theory and application of These decisions include choosing between comperaising money on the financial markets and the iss manage operating cash flows with advanced firmange risk and return, what dividend policy to four major topics, namely capital budgeting, cap management and dividend policy will be emphaen enrolled the course are expected to familiar with completion.  1. The possible types and control mechanism of agrom modern corporate structure separating major ownership.  2. Valuation approaches, cash flow estimation, and budgeting. The concept of real option embedde emphasized.  3. The concept of weighted average cost of capital special focus on possible approaches to estimate 4. Possible arguments that dictate the optimal conditions of the policy. Market frictions such as transaction condiscussions step by step.  5. Students are asked to develop the ability to problems like an Executive Financial Manager.	ourse is to corporate fating investing investing investing and capital arrabe made, a sital structurated in the following gency problemagement of the cost of the cost of taxes of the cost of taxes find and sitting investigation in the cost of taxes of tax	enhance innancial dement opporal structure angements, and etc. Tree, working is course, wings upon the trelating of the trivestments is emphasis element.	student's lecisions. ortunities, e, how to herefore, g capital Students or course originates eholder's to capital nt is also dividend ded into		

Course Code	02056				
Course Name	Commercial Law	Credit	F	S	
Course Objectives	The objectives of this course are 1.To learn the fundamental concepts of commer law, negotiable instrument, and insurance 2.To build the basis of further legal studies and ex commercial laws.		C		

Course Code	05630			
	a	~	F	S
Course Name	Civil Law	Credit		

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

Course Code	02328				
C N	To Lond Don 1 d'ann	C 114	F	S	
Course Name	Tax Laws & Regulations	Credit			
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	
	Ç ,				
	The objectives of this course are				
	1. To understand the business environment and key concepts of Accounting				
	Information systems.				
	2. To discuss the development process and implementation of Accounting				
Course Objectives	Information systems.				
Course Objectives	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	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 pract	ical proble	m			

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

Course Code	02490				
Course Name	Database Administration	Credit	F	S	
Course runne	Database Administration	Credit			
	For various reasons, automation of business proc	esses is an	on –going	g 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				
Course Objectives	principles and experiences on database administration are considered not only				
	fundamental for statistical professionals but als	so an adva	intage to	facilitate	
	career development. Following this line of fact, this course is designed to equip				
	students with the knowledge for managing a	and design	ing an i	ntegrated	

<del>-</del>
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	01982					
Course Name	Financial Statement Analysis	Credit	F	S		
Course runne	1 manetar Statement Anarysis	Credit				
	The objectives of the course are					
	1. To understand the financial performances from six important dimensions,					
	including short-term liquidity, return on invested capital, asset utilization					
Course Objectives	analysis, operating performance analysis, cash flow analysis, capital structure					
Course Objectives	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					
Carras Nama	Madatina Managament	C 1:4	F	S		
Course Name	Marketing Management	Credit				
Course Objectives	Marketing Management  Credit  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:  Realize the basic concepts of marketing.  Understand the meanings and procedure of marketing plan.  Realize the meaning of segmenting, targeting, and positioning (STP).  Understand the meaning and scopes of marketing mix 4P.  Understand the meaning and scopes of marketing activities.  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	The main purposes of this course are 1.To develop systematic knowledge of human resc 2.To enhance the capability of practicing theories 3.Toe provide practical cases for a better underesources management, including planning, reperformance evaluation, salary system, and labo 4.To learn skills of teamwork and discussion.	into a real lerstanding ecruiting,	ife of genera selecting,	

Course Code	01370			
Course Name	Production and operations management	Credit	F	S
Course Objectives	Production is an essential function of a business course is to help students understand the whom management and to improve the students' ability to a company. Upon course completion, the students 1. Realize the basic concepts and theoretical Management, 2. Understand how to integrate the resource is systems to achieve the goals of organization and	hole conce o plan and o should be a al knowled in business	pts of properties of properties of properties of the properties of	roduction ources in perations

to solve the real problems,
3. Obtain the ability for the further study and research.

Course Code	02632			
Course Name	Managarial Mathematics	Credit	F	S
	Managerial Mathematics	Credit		
Course Objectives	The objectives of this course are  1.To provide fundamental concepts and skills to problems that confound managers in both the public 2.To develop mathematical models for problem solvin 3. Topics that will be covered include Linear Program models, Project Management, Queuing Analysis and I	c and the pr ng and decise mming mod	ivate secto sion makin	or g

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To explore the operation of capital markets an investment.</li> <li>2.To introduce the fundamental rationale of financia market and investment instruments, the evaluation a risk and return, the concept and pricing analysis derivative and risk management, etc.</li> </ul>	l investme	nt theory, ement of p	financial ortfolio's

Course Code	06223			
Course Name	Government Accounting & Auditing Laws	Credit	F	S
	covernment recomming et riudiumg zuw	0.000		
Course Objectives	The objectives of this course are 1.To introduce the accounting system in government a 2.To encourage the involvement in the certified public 3.To facilitate the preparation for the examinations in or Government Accountant and Auditor (Senior/ Government Officials Exams).	accounting a Certified	g/civil serv Public Ac	vices ecountant

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

Course Code	02050			
Course Name	Dusiness English	Credit	F	S
	Business English	Credit		
Course Objectives	<ol> <li>To improve the students' English presentation skil interview skills.</li> <li>To enhance the students' reading comprehension variety of international business texts such as e notice, advertisements, table and charts.</li> <li>To familiarize the students with business English business English conversations.</li> </ol>	and writin -mails, fax	g skills tl	hrough a

Course Code	05828			
C. N.	O	C 1'4	F	S
Course Name	Organization Study	Credit		

Course Objectives	The objectives of this course are
	1.To be able to internalize the spirit of autonomy learning
	2. To be able to build a team and cooperate with each other within the team.
	3. To be able to handle the implement process of a project.
	4. To be able to manage the group dynamic of an organization.
	5.To be able to implement the selected project and achieve the set goals.

Course Code	15777				
Course Name	Organizational Leadership	Credit	F	S	
Course Objectives	1. To be to internalize the spirit of autonomous learnin 2. To be able to build a team and cooperate with each 3. To be able to manage the group dynamic of an orga 4. To be able to implement the selected project and ac 5. To be able to run an organization to have high performance of the cooperation of the cooperatio	other within other within only anization. hieve the secondary contraction.			

Course Code	08200			
Common Name	Consider the Late of the Late	Credit	F	S
Course Name	Security and Financial Market Regulations			
Course Objectives	This objectives of this course are 1.To provide fundamental concepts and knowledge of 2.To effectively apply the knowledge to practices.	financial n	narket regu	ılations

Course Code	10997				
Course Nome	Cost Managament System	Credit	F	S	
Course Name	Cost Management System				
	The objectives of this course are				
Course Objectives	1.To build the concept of cost and cost management methodology				
2.To be able to implement cost management system in ERP.					

Course Code	01981			
Course Name	Public Finance	Credit	F	S
Course Objectives	Public finance is the field of economics that analy spending. Upon course completion, the students shoul 1. The role of government.  2. How the government conduct its financial operation 3. The effects of actual government taxing and spendiresource distribution.	d be able to	realize:	

Course Code	16918				
Course Name	Seminar on Accounting for Specific Industries		F	S	
	Seminar on Accounting for Specific industries	Credit			
Course Objectives	Although the basic features of accounting are comm the peculiar nature of some industries and busines accounting treatments and in some cases, even depart principles. Besides, without knowledge about the characteristics of business activities and operating would not be able to make appropriate judgment and awareness of risks inherent in specific industries. The 1.To provide a broad perspective for business and indu 2.To introduce the important accounting and auditing such as high-tech industry, construction industry, fi and retail industry, etc.  3.To highlight practical issue by inviting practitioner	ss models rture from the business genvironard accounting objectives of ustrial sectors issues for nancial and	do requir general ac s model nents, acc g choice a of this cou or specific in d banking	e unique ecounting and the countants and have arse are industries, industry,	

auditing group of Taiwan KPMG

Course Code	17012					
Course Name	Service Learning-Tax Return (I)	Credit F	F	S		
	Service Learning Tux Retain (1)	Crount				
	The objectives of this course are					
Common Objection	1.To examine the income tax return					
Course Objectives	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			
	Service Learning-Tax Return (11)	Credit				
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 runne	intermediate Accounting(iii)	Credit				
	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					
Course Objectives	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	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	13598				
Course Name	Clalad Assaulting	G III	F	S	
	Global Accounting	Credit			
	The objectives of this course are	•	•		
	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 perspect	ive.			
Course Objectives	The course comprises two sections: The first section will be devoted to a discussion				
	of international accounting patterns, culture and	d developr	nent, con	nparative	
	accounting and international harmonization. The s	econd sect	ion will	focus on	
	practical issues, including the context of International	national Fi	nancial F	Reporting	
	Standards, major issues in reporting and international	financial ar	nalysis.		

Course Code	17417					
Course Name	Seminar on Global Accounting	Credit	F	S		
Course Objectives	To examine the international dimension of financial reporting and analysis.  To provide students with an in-depth look at the development of accounting and it related disciplines from an international perspective.  The course comprises two sections: The first section will be devoted to a discussion.					

## **Statistics and Information Science**

#### Course list

BBA Program in	BBA Program in Statistics and Information Science		Classes	Credit
	Statistics	02222	2	hours 6
	Calculus	02390	2	6
	Economics	02350	2	6
	Accounting	02437	2	6
	Introduction to Business	05201	2	3
	Introduction to Business Introduction to Computer Science	01863	2	3
	Mathematical Statistics	02743	2	6
	Linear Algebra	02743	2	4
Required	Programming Techniques	03056	2	3
common credit	Advanced Programming Techniques	14761	2	3
hours of the	Application of Statistics Package	10931	2	2
department		02631	2	3
	Management Information Systems  Database Administration	02490	2	3
		01634	2	3
	Survey Sampling	01034	2	3
	Regression Analysis			3
	Design of Experiment and Analysis	11218	2	3
	Data Mining	11502	2	3
	Independent Study I	07344	10	
	Independent Study II	07699	10	3
	Multivariate Data Analysis	09886	1	3
Elective credit	Nonparametric Statistics-English	17289	1	3
hours by sections (5 select 3)	Discrete Data Analysis	09887	1	3
(3 select 3)	Time Series Analysis	01943	1	3
	Inference Statistics	06424	1	3
Elective credit	Electronic Commerce-English	09514	1	3
	Database Practice	11099	1	3
(3 select 1)	Data Structures	02492	1	3
	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
	Marketing Management	01483	1	3
	Micro-Economics	01910	1	3
	Practice of Statistical Decision	09626	1	3
Elective credit	Quality Control	01771	1	3
hours of the	Money and Banking	02249	1	3
department in	Insurance Statistics	03927	1	3
other sections	Macro-Economics	02891	1	3
	English Speech and Presentation	15539	1	2
	Egnlish 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	Statistics  Credit  The objective of this course is to provide the students with the essential a fundamental concepts of elementary statistics. This course is designed to stress intuitive understanding of statistical procedures and logical principles behind formula. A wide selection of real problems and examples from many varie fields are introduced. It emphasizes that Statistics is used as a tool in decision-making in virtually all areas of management sciences.					

Course Code	02390					
Course Name	Calculus	Credit	F	S		
Course Objectives	This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, 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  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	The objective of this course is to provide student concepts and to improve students' abilities to a household, and firm's behavior. Upon course comp able to:  Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand f 3. Realize the meaning of elasticity and its application 4. Realize how individual consumer, household, and 5. Understand various types of industry organization 6. Use Microeconomics theories to analyze the effect 7. Realize the basic concepts of macroeconomics.	nalyze ind letion, the functions. on. firm make and their	ividual co students si decision. characteri	onsumer, hould be	

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
	The objective of this course is to introduce the b	asic proces	sses of ac	counting
Course Objectives	information system, the principle and rules of a reporting, and how to analyze and interpret accinternal and external business users making econom value for business enterprises and enhance the facapital market. It emphasizes the dual roles of contracting. Specifically, this course aims to help s 7. To understand the functioning of accounting in the governmental units, non-profit organizations a 8. To understand the basic recording and reportininformation system.  9. To understand the concepts and standards underly accounting to develop the financial statements of the concepts and business managers to mak 11. To understand how to resolve the ethical professional judgment.  12. To understand how to develop and make planning the professional professional develop and make planning the professional planning the professional make planning the professional planning the professional make planning the professional planning	ccounting ounting in ic decision irness and accounting tudents: he business and the sociong process ing the measurements. It is the counting in the measurement in the counting in the economic dilemma	measuren formation s in order efficienc in valua s world as ety in gene ses of ac asurement nformation decisions and make	nent and to help to create y of the tion and s well as eral. counting s used in n to help s. e ethical

Course Code	05201					
Course Name	Introduction to Business	Credit	F	S		
Course Objectives	The objectives of this course are  1.To gain a fundamental working knowledge environment in which business prospers.  2.To introduce business functions, including resources, production & operation, information, an 3.To introduce management functions, including an leading, and controlling.  4.To integrate the factors of environment, manage functions.  5.To combine theory and practice.	marketing, d R&D. nalysis, pla	finance,	human ganizing,		

Course Code	01863					
Course Name	Introduction to Computer Science	Credit	F	S		
Course Objectives	The major objective of this course is to learn the computer hardware and software. Topics such as tunit, operating systems and utility programs, co (including electronic commerce, computer securit languages and program development, introduction information related issues(include computer ethics).	the comport ommunication and safet on to datal	nents of the ons and response programme on the one of t	e system networks ramming agement,		

etc., will be covered in the class.

Course Code	02743			
Course Name	Mathematical Statistics	Credit	F	S
Course Objectives	The objective of this course is to provide the studer idea and methods of statistics that will be applied statistical theory and application for further study. probability theory will be introduced first, follow theory, and then the basic theory of statistical informain concepts will be illustrated by a variety of example.	in the solut The fundar wed by san erence will	ion of promentals of options of the provider o	blems in f modern stribution ded. The

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

Course Code	03056					
Course Name	Programming Techniques	Credit	F	S		
Course I turne	Trogramming roominques	Crount				
Course Objectives	The first course of programming language for the should accomplish two goal:  (1) Introduce students to the breadth of the disciplication come to understand the role of programmin computing.  (2) Introduce the methodologies and techniques of C++, providing a complete introduction to the language for the should accomplete.	ne of compg in the b	outing, so croader co	that they ontext of		

Course Code	14761						
Course Name	Advanced Programming Techniques	Credit	F	S			
Course Objectives	Object-Oriented Programming (OOP) is a new apemphasized the modeling of objects through classes the modeling of real world object, C++ provides report also operator overloading, template, and polyn Library (STL) gives programmer a easy way to which is also achieved by OOP technique.	and inhering and only morphism.	tance. To ultiple inh	facilitate eritance, Femplate			

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 package managerial or analytical works. 2.To render examples or cases in daily life or in n					

with statistics lectures
3.To be able to use the software packages such as SAS and SPSS

Course Code	02631					
Course Name	Management Information Systems	Credit	F	S		
Course Objectives	The objective of this course is to provide the studinformation technology (IT) supports organizations facilitating problem solving, increasing productive speed, improving customer service, enhancing command enabling business process restructuring. This managerial-oriented approach, and how IT is being systems departments, vendors, service providers, supports.	with strat vity and on munication course course course	egic advanguality, in and collal vers the ped by info	ntage by acreasing boration, practical, ormation		

Course Code	02490						
Course Name	Database Administration	Credit	F	S			
Course Objectives	FS						

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

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

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

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

Course Code	07344			
Course Name	Independent Study I	Credit	F 0	S 3
Course Objectives	The objectives of this course are 1.To obtain independent thinking ability 2.To be able to read the literature 3.To be able to write papers 4.To cultivate analytical skills in solving the practic	al 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 accomplish a research report  2.To be able to:(1) observe social environment an interesting topic as well as question.; (3) defi understand the basic concept and methodology summarize data.; (6) write and accomplish a proje	nd phenomene a research	enon.; (2	c) find an ation.; (4)

Course Code	09886			
Course Name	Multivariate Data Analysis	Credit	F	S
	Walityarate Data / Marysis	010010		
Course Objectives	This is an one-semester introductory course in Multivariate Statistical Analysi intended for junior/senior undergraduate students with backgrounds in calcululinear algebra and mathematical statistics. The contents of this course include basic concepts/theory/methods in Multivariate Statistical Analysis such multivariate normal distribution, Hotelling's $T^2$ statistic, principal compone analysis, etc It is our goal to make students have an overall understanding			calculus, includes such as mponent
	Multivariate Statistical Analysis.			

Course Code	17289			
Course Name	Nonparametric Statistics-English	Credit	F	S
Course Objectives	The objectives of this course are  1. To introduce the modern nonparametric statistics of methods for data analysis, namely, rank base bootstrap, and curve smoothing.  2. To be able to apply nonparametric methods in normal assumption is violated.	d methods	, permutat	tion test,

Course Code	09887				
Course Name	Discrete Data Analysis	Credit	F	S	
Course Objectives	The objectives of this course are  1.To introduce the most important methods for analyzing categorical data.  2.To model categorical response, i.e., the introduction of logistic regressions and log-linear modeling techniques.				

Course Code	01943				
Course Name	Time Series Analysis	Credit	F	S	
Course I tunie	20100 1 111119010				
Course Objectives	Time series analysis is essential for today's world. competent skill in analyzing time series data for forecast. This skill combines knowledge of prob processes, empirical comparisons of approaches, main topical coverage will be construction and i series approaches. These approaches involve: time smoothing, Box-Jenkins (ARIMA) methodology, and	description abilistic mand composite and composite series regresseries	e, explana odels of s uter softw on of vari ession, exp	tion, and tochastic rare. The ous time ponential	

Course Code	06424			
Course Name	Inference Statistics	Credit	F	S
Course Objectives	The objectives of this course are  1.To concentrate on the fundamental aspects of state the particular methods used in various disciplines.  2.To provide a deeper understanding the theoretical of the topics to be covered include point estimate testing hypotheses.	part of stati	stical infe	rence

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

	1				
	business model and experience.				
Course Code	11099				
Course Name	Database Practice	Credit	F	S	
Course Objectives	This course is designed to provide students with the knowledge and skills to perform the following tasks: (1) writing of basic SQL statements (DML/DDL), and (2) writing of advanced SQL statements (includes an introduction to stored procedures).  This course will be taught using a combination of classroom lectures and lab exercises. The database server for lab exercises will be a DB2 for UDB system on Windows platform. Students will utilize the facilities of the DB2 client to learn the knowledge and skills for performing the aforementioned tasks.				
Course Code	02402				
Course Code	02492	<u> </u>			
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	01768				
Course Code	01708		F	S	
Course Name	Insurance	Credit		~	
Course Objectives	The purposes of the subject course are 1.To provide a complete and general knowledge practice of insurance 2.To gain practical knowledge and specialty thr towards the status quo and the contents of insurance	ough a de	eep under	-	
Course Code	04791	_	T	1	
Course Name	The Theory of Interest	Credit	F	S	
Course Objectives	The objective of this course is to help students obtand its related knowledge.	ain basic c	oncepts o	n interest	
Course Code	01483				
Course Name	Marketing Management	Credit	F	S	
Course Objectives	The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to:  1. Realize the basic concepts of marketing.  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	01910					
Course Name	Micro-Economics	Credit	F	S		
	m i i i i i i i i i i i i i i i i i i i					
Course Objectives	The objectives of this course are  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	09626				
Course Name	Practice of Statistical Decision	Credit	F	S	
Course Objectives	The objectives of this course are  1.To provide the fundamental concepts and skills for  2.To include case study for a better understanding its  Topics to be covered include probability, model  Bayesian decision making, Lagrange multiple certainty & uncertainty.	s applicatio ing and its	n on busin decision	making,	

Course Code	01771			
Course Name	Quality Control	Credit	F	S
	,			
Course Objectives	Quality is one of the key factors in surviving to purpose of this course is to introduce engineering the statistical method to quality and process immover the foundation of modern approaches of applied to industries and business. Topical covers interpretation of various control charts; specificat types of control charts; process capability analysis;	g and mana provement quality co age will be ions; tolera	agement 1 This control that constructions constructions in the construction of the con	majors to urse will may be ction and s; special

Course Code	02249					
Course Name	Money and Banking	Credit	F	S		
Course tvaine	Money and Banking	Cicuit				
	In this course, we provide an overview of the finance	ce markets,	with emp	hasis on		
	the monetary and banking. Students are expected to understand the following					
Course Objectives	questions after studying in this course:					
Course Objectives	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?

Course Code	03927				
Course Name	Insurance Statistics	Credit	F	S	
Course Name	insurance statistics			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	redit F S			
Course I turne	Whiterocconomics	Crean				
Course Objectives	The key objectives of this course are  1.To understand how the macro-economy works and, more specifically, he monetary and fiscal policy might be able to reduce the frequency and severi of nationwide business fluctuations.  2.To give a sense of macroeconomics as an applied sciencea science that dea with complex and often urgent issues.  3.To discuss some key issues of macroeconomics: short-run economic variatio in output and employment, how the quantity of money affects output at 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 through various practices and access of video and 2.To promote the students' self-confidence through activities     3.To prepare the students for English presentation use of PowerPoint and other media production as v	audio tapes individual about vario	and colla	aborative	

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F	S
	English Listening Comprehension	Credit		
Course Objectives	<ol> <li>To familiarize the students with listening and spear perform various purposes of communication.</li> <li>To get the students involved in class discussion role-playing, and short presentation, which of demonstrate their knowledge, express opinions, and</li> <li>To increase the students' self-reliance in using a knowledge of the different cultures, by means materials.</li> </ol>	n, pair wo offer them d interact w English and	rks, group opportunith their p	works, nities to eers.

Course Code	17729			
G V		G 1'4	F	S
Course Name	Egnlish Listening and Writing	Credit		
Course Objectives	The course is to help the students acquire:  1.the ability to use English fluently and accurately i and writing.  2.the ability to communicate in culturally appropriat English  3.cultural awareness through readings and topic disc	e ways in s	spoken and	

Course Code	01846			
Carras Nama	Earlish Commention	C 1:4	F	S
Course Name	English Conversation	Credit		
Course Objectives	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	The objectives of this course are  1.To be able to internalize the spirit of autonomy lea  2.To be able to build a team and cooperate with each  3.To be able to handle the implement process of a pr  4.To be able to manage the group dynamic of an org  5.To be able to implement the selected project and are	other with oject. anization.		n.

Course Code	15777			
Course Name	Organization Leadership	Credit	F	S
Course Objectives	<ol> <li>To be to internalize the spirit of autonomous learn</li> <li>To be able to build a team and cooperate with each</li> <li>To be able to manage the group dynamic of an org</li> <li>To be able to implement the selected project and an action</li> <li>To be able to run an organization to have high per</li> <li>To be able to have the vision and capacity to be a</li> </ol>	n other with ganization. schieve the formance.		m.

Course Code	16984			
G N	Innovativa Entranganavaskin Competition Desetion	Cmadit	F S	S
Course Name	Innovative Entrepreneurship Competition Practice	Credit		

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 Objectives

# **Finance and International Business**

#### Course list

BBA in F	inance and In	ternational Business	code	classes	Credit hours
		Introduction to Civil Law	01343	2	4
		Economics	02457	2	6
		Calculus	02390	2	6
		Accounting	02412	2	6
		Introduction to Business Management-English	13513	2	3
Required common credit hours of the		Introduction to Computer Science	01863	2	3
		Marketing Management	01483	2	3
departme		Statistics	02222	2	6
F		Macro-Economics	02891	2	3
		Micro-Economics	01910	2	3
		Financial Management	01983	2	3
		The Practice of International Trade	02100	2	6
		International Finance	02090	2	3
		English Listening Comprehension	03542	2	2
		Investments	01579	1	3
	International	Futures and Options	03408	1	3
		Fixed Income Securities	10458	1	3
tinance	Independent Study I	07344	8	3	
credit		Independent Study II	07699	8	3
hours by		International Business Management	02083	1	3
sections	International Co-onetition Strategy	15493	1	3	
Sections	International	International Marketing	02084	1	3
	business	Independent Study I	07344	6	3
		Independent Study II	07699	6	3
		Security Markets Studies	12883	1	3
		Money and Banking	02249	1	3
		Commercial Law	02056	1	3
		Financial Statement Analysis	01982	1	3
			01768	1	2
		Insurance			3
		International Service Management	08640	1	2
		Case Study in Management	12121	1	
		Risk Management	07897	1	3
		Analysis for Global Industry	08314	1	3 2
	credit hours	Foreign Exchange Market Innovation and Entrepreneurial Management	14042 11313	1	3
	partment in	An Introduction to Financial Derivatives	11101	1	3
other sect	ions	International Marketing-English	15149	1	3
		Emerging Market Management	17483	1	3
	Commercial Application of Communication & Brand	17783	1	2	
  -		Management			
		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	The objectives of this course are 1.To understand the general principles of civil laws 2.To identify relation among the fixed individuals. 3.To cover the knowledge about common daily life capability necessary for future jobs.	e and the k	nowledg	ge and

Course Code	02457				
Course Name	Economics	Credit	F	S	
Course Objectives	The objective of this course is to provide students will concepts and to improve students' abilities to analyze household, and firm's behavior. Upon course complete able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand for the state of the meaning of elasticity and its application application.  4. Realize how individual consumer, household, and the state of the sta	e individual etion, the structions. on. firm make s and their ts of public n's income. vestment.	decision policy.	ner, hould n.	

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus is background in high school mathematics. The context basic concepts and theory in calculus and their assemester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. topics in the fundamental theorem of calculus, to multivariate differential and integral calculus such multiple integrals will be covered. The objectives of 1.To provide the core of the central idea and method applied in the solution of problems in a variety application for further study.  2.To illustrate the main concepts by a variety of exart 3.To have an overall understanding in calculus.	ents of this applications is such as lir mean value. In the secentiques as partial of this course ds of calculation of applied	course i . In the mit, con theoret cond ser in integ derivativ are us that d science	nclude ne first tinuity, m, and mester, gration, es and will be ce and

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Ivallic	Accounting	Cicuit		

	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:
	1. To understand the functioning of accounting in the business world as well
Course Objectives	as the governmental units, non-profit organizations and the society in general.
Course Objectives	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	13513					
Course Name	Introduction to Business Management-English	Credit	F	S		
Course manie	introduction to business Management-English	Credit				
Course Objectives	The objectives of this course are  1.To gain a fundamental working knowledge environment in which business prospers.  2.To introduce business functions, including resources, production & operation, information, and 3.To introduce management functions, including a leading, and controlling.  4.To integrate the factors of environment, manage functions.  5.To combine theory and practice.	marketing, and R&D. nalysis, pla	finance,	human ganizing,		

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the known computer hardware and software. Topics such as system unit, operating systems and utility program networks (including electronic commerce, compute programming languages and program development, management, information related issues(include concertification), etc., will be covered in the class.	the compounts, commuter security, introduction	onents unication y and s on to da	of the ns and safety), atabase

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide studer concepts and to improve students' abilities to imp activities. Upon course completion, the students shown 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of market 3. Realize the meaning of segmenting, targeting, and 4. Understand the meaning and scopes of marketing 5. Utilize marketing theory to analyze firm's marketing	lement manual be able ting plan. I positioning mix 4P.	rketing to:	related

6. Learn the skill of marketing planning and apply Marketing Management in
an effective manner.

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

Course Code	02891			
Course Name	Macro-Economics	Credit	F	S
Course Objectives	The key objectives of this course are  1.To understand how the macro-economy works an monetary and fiscal policy might be able to reseverity of nationwide business fluctuations.  2.To give a sense of macroeconomics as an applied deals with complex and often urgent issues.  3.To discuss some key issues of macroeconomy variations in output and employment, how the coutput and inflation rate, the role of expectate growth, and the effects of macroeconomic policies.  4.To learn about classical and traditional macroeconomic about the most modern macroeconomic theories that	educe the sed science- nics: short- quantity of ions, long- es.	run eco money a	ey and ce that nomic affects nomic

Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
Course Objectives	The objectives of this course are  1.To analyze the behavior of individual economic unworkers, and investors, owners of land and busines these units make economic decisions.  2.To explore the issues on how industries and many why they differ from one another, and how they are policies and global economic conditions.  3.To extensively cover the topics of game theory, strafirms, the role and implications of uncertainty and as the pricing strategies of firms with/without market propolicies taking into account of market efficiency and	s firms, and rkets opera e affected la ategic inter- symmetric i owers, and	te and e by gover actions on format the design	evolve, enment of ion,

Course Code	01983			
Course Nome	Financial Management	Credit	F	S
Course Name	rmanciai Management	Cledit		

	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 Objectives	course are expected to familiar with the followings upon course completion.
	1. The possible types and control mechanism of agency problems
	2. Valuation approaches, cash flow estimation, and risk aspect relating to
	capital budgeting.
	3. The concept of weighted average cost of capital
	4. Possible arguments that dictate the optimal capital structure and dividend
	policy.
	5. working capital management

Course Code	02100			
Course Name	The Practice of International Trade	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce customary practices, professional framework in field of international transactions.  2.To systematically integrate the aforesaid corregulations and illustrate cases for business tradifferent jurisdictions.  3.To possess basic knowledge of international trade manage multiple effectively tasks in a pressured en 4.To handle the whole transactions independently wiexperiences.	onventions, ansactions practice an avironment	terms, terms in relat	, and ion to ility to

Course Code	02090			
Course Name	International Finance	Credit	F	S
Course Objectives	This objectives of this course are  1. To provide an analytical framework for understand finance and open economy macroeconomics.  2. To discuss the issues such as the foreign currency financial arbitrage, the fundamental international par performance of international monetary regimes-past portfolio approaches to balance-of-payments and exceedetermination, rational expectations and monetary processing processing the process of the provided process.	markets and ity condition to present, change-rate	d internations, the monetar	ational

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F	S
Course Objectives	1.To familiarize the students with listening and successfully perform various purposes of communi 2.To get the students involved in class discussion, role-playing, and short presentation, which offedemonstrate their knowledge, express opinions, and 3.To increase the students' self-reliance in using Enghammaker and the students of the different cultures, by means of materials.	cation. pair works, er them op d interact w glish and to	group portunit ith their broade	works, ties to peers. n their

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

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 a as swap, etc.  3.Trading strategies of options.  4.Binomial tree pricing options.  5.Black-Scholes model  6.Hedging when issue or buy an option.  7.Structured note  8.Exotic options.	nd other de	erivative	s such	

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the man of fixed securities. Topics that will be covered included introduction to fixed income products and innovated basic bond valuation techniques with risk and retuded in term structure of interest rates and their estimates are pricing of fixed income securities and their derivates bond immunization strategy.  5. bond portfolio management.  7. fixed income securities' risk management and innovated income securities' risk management.  8. bond related topics such as taxation of bonds, prefective securitization.	le: ion irn analysis tives ovation		

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	ıl 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 quaccomplish a research report  2.To be able to:(1) observe social environment and interesting topic as well as question.; (3) define	phenomeno	on.; (2) f	ind an

understand the basic concept and methodology of research.; (5) collect and
summarize data.; (6) write and accomplish a project report.

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course runne	international Dusiness Management	Credit		
Course Objectives	International investment and industrial environ capricious than ever before since 21st centure digitalization, and liberalization came to be the troutstanding international-level talents with overall this course are  1.To profoundly probe into certain oversea investment modes into international market, global simplementation, and transnational operation manages. To broaden international views  3.To synchronize with changes and development of the	ry when rend. In ord hinking, the ment environ strategic present	globali der to for e object	zation, ertilize ives of , entry

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

Course Code	02084				
Course Name	International Marketing	Credit	F	S	
Course Objectives	The objectives of this course are  1.To gain an understanding of the external issue marketing activities, including the econom political/legal environments.  2.To understand the process of implementing global 3.To adapt marketing activities to specific market ne	ic, social	cultural	and	

Course Code	12883			
Course Name	Securities Markets Studies	Credit	F	S
Course Objectives	This course is provided for students who are unfamicontents that will be covered in this course are  1. To provide students with real experiences such as account for real trading.  2. To conduct portfolio simulation via fictitious acco  3. To focus on specific industries and conduct both fanalyses  4. To introduce five basic types of financial invebonds, options and futures with the focus on the determinants of valuation, and the practical issue these instruments.	such as ope unts fundamenta estments—r risk-rewar	ening a talent and technoney, so	chnical stocks, off, the
Course Code	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	In this course, we provide an overview of the finance markets, with emphasis on the monetary and banking. Students are expected to understand the			

following questions after studying in this course:
1. What role does the money play in the economy?
2. How are interest rates determined and how do they behave?
3. Why are the financial institutions important in the economics?
4. What tools does central bank use to manipulate the money supply and
interest rate?

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
Course Objectives	The objectives of this course are  1.To learn the fundamental concepts of commercial law, negotiable instrument, and insurance  2.To build the basis of further legal studies and ecommercial laws.			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	The objectives of the course are  1. To understand the financial performances from sincluding short-term liquidity, return on invested analysis, operating performance analysis, cash structure and solvency.  2. To introduce ratio analysis, trend analysis, compar statements, common-size financial statements, charts financial statements and the related information.	l capital, and flow and rative finance	sset util alysis, cial	ization capital

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

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

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

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course I vame	Hisk Hunagement	Crean		
Course Objectives	This course aims to provide students a broad perspe	ctive of risl	k manag	gement

	containing traditional risk management and insurance and other types of risk
1	management. The students are expected to build a comprehensively
	conceptual framework as
1	1. To make risk management and insurance decisions for increasing business
7	value and individual welfare.
	2. To understand insurance contracts and institutional features of the
i	insurance industry
3	3. To understand the effects of and the rationale for public policies that affect
1	risk and allocation of risk among business and individuals.
I	Basically, topics in this course include
1	1. investment strategy
	2. institutional structure
3	3. regulations
4	4. database management
4	5. quantitative procedures

Course Code	08314			
Course Name	Analysis for Global Industry	Credit	F	S
Course Objectives	The objectives of this course are  1.To theoretically analyze the impetus of industrial industrial analysis tools used to anatomize global in 2.To introduce several industrial development to competitive strategies of global IC industry, PC indindustry, biotechnology and pharmaceuticals industry, and retailing industry.  3.To provide a game-theoretic framework for uncompete in the industry.  4.To emphasize how to design successful competitive.	ndustry. trend, espe lustry, telec stry, cultura nderstandir	ecially in ommunic al and cre ng how	n the cation eative

Course Code	14042					
Course Name	Foreign Exchange Market	Credit	F	S		
		Credit				
	The objectives of this course include					
	1.To forecast the trend of foreign exchange rate fluct	uation				
	2.To hedge the risk from foreign exchange exposure					
	The contents that will be covered are					
	1. The theory and practice of foreign exchange					
Course Objectives	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	The objectives of this course are 1.To provide the basic concepts and theories of innov 2.To discuss real cases across industries 3.To improve management skills in middle and smal			

Course Code	11101			
Course Nome	An Introduction to Einensial Designatives	Consdit	F	S
Course Name	An Introduction to Financial Derivatives	Credit		

	The objectives of this course are 1.To have general knowledge of the derivatives.
Course Objectives	2.To build useful analytic and pricing tools to evaluate new derivative products.

Course Code	15149			
Course Name	International Marketing-English	Credit	F	S
Course Objectives	The objectives of this course are 1.To gain an understanding of the external issue marketing activities, including the econom political/legal environments. 2.To understand the process of implementing global 3.To adapt marketing activities to specific market ne	ic, social marketing s	/cultural	and

Course Code	17483			
Course Name	Emerging Market Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce the core issues, themes and perspe emerging markets 2.To find differences in managerial issues between emerging markets. 3.To build knowledge and skills needed for emerging	developed		

Course Code	17783				
Course Name	Commercial Application of Communication &	Credit	F	S	
	Brand Management				
Course Objectives	Brand Management  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:  1. Applied communication techniques, including communication concept,				

Course Code	17484			
Course Name	Readings in Financial and Economic	Credit	F	S
	News-English			
Course Objectives	<ol> <li>To get acquainted with and open discussions of business and financial fields</li> <li>To facilitate better abilities in English I especially the oral expressions of a non-native</li> </ol>	listening, r	eading, s	

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	Credit F	
Course Ivallie	industry Anarysis and Competitive Strategy	Credit		
Course Objectives	The objectives of this course are 1. To understand the advantage of country compet 2. To understand the development of industries 3. To conduct competition analyses and company			

Course Code	05828			
Course Name	Organizational Study	Credit	F	S
Course runne	Organizational Study	Cicuit		
Course Objectives	The objectives of this course are  1.To be able to internalize the spirit of autonomy lead  2.To be able to build a team and cooperate with each  3.To be able to handle the implement process of a prediction  4.To be able to manage the group dynamic of an organism of the selected project and according to the selected project and accord	other withing oject.		

Course Code	15777			
Course Name	Organizational Leadership	Credit	F	S
Course Objectives	1. To be to internalize the spirit of autonomous learn 2. To be able to build a team and cooperate with eac 3. To be able to manage the group dynamic of an or 4. To be able to implement the selected project and 5. To be able to run an organization to have high per 6. To be able to have the vision and capacity to be a	h other with ganization. achieve the stormance.		

Course Code	16984				
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S	
Course Objectives	Innovative Entrepreneurship Competition Practice Entrepreneurship Management, Seminar on Cultural Creativity Development and Practice with the aim results.  Innovative Entrepreneurship Competition Practice, with the aim results.  Innovative Entrepreneurship Competition Practice, with from Management, Marketing, Financial Manager students' abundant creative and innovative ideas entrepreneurial ideas and maximize students' I practical competition. This course intends to achieve 1. Learn how to integrate basic management knowled the competition practice.  2. Learn how to conduct entrepreneurial business development and activity.  3. Learn how to build an entrepreneurial business teat to achieve success.  4. Understand the real industrial scenarios and learn Informative Entrepreneurship Competition Practicopportunity to apply textbook knowledge to pexpanding their knowledge on entrepreneurial star students an alternative to their future career of graduation-and-employment career pattern to an start-up.	al Creative to evaluate which comb ment etc., to formu earning ef the below dge and de manageme m and pron now to deal ugh compet ce provide ractical op rt-ups. This	Industrictheir less ines essutilizes late workers the objective monstraint by constraint by constraint by constraint it. It is stude peration is course to shift	entials young orkable nrough es: te it in reative mwork  nts an while gives its the	

# **Information Management**

#### Course list

BBA Program in Info	rmation Management	Code	Classes	Credit
DDA i Togram in inito	Thation Management	Code	Code         Classes           01558         2           15995         3           16241         2           02492         2           02490         2           10681         2           02631         2           04319         2           01584         2           04317         10           04038         10           02222         2           01863         2           05201         2           02390         2           02457         2           02412         2           02795         8           03094         1           01983         1           01483         1           09289         1           13701         1           10608         1           09514         1           17559         1	hours
	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
<b>.</b>	Introduction to Information Management	04319	2	3
Required common	System Analysis and Design	01584	2	3
credit hours of the	Information System Project (I)	04317	10	3
department	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
	C Language	03094	1	3
	Financial Management	01983	1	3
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
Elective credit hours	Enterprise Resources Planning	09289	1	3
of the department in	Enterprise Resources Planning-English	13701	1	3
other sections	Business Automation	10608	1	3
	Electronic Commerce	09514	1	3
	Electronic Commerce-English	17559	1	3
	Management Support System	10217	1	3
	Algorithms	04619	1	3

DDA Daniel I Carrel Management	C. I.	Cl	Credit
BBA Program in Information Management	Code	Classes	hours
Discrete Mathematics	02933	1	3
Knowledge Discovery and Data Mining	09637	1	3
Internship	13859	1	3
Topic on Electronic Procurement	11856	1	3
Customer Relationship Management	10985	1	3
Managerial Mathematics	02632	1	3
Data Security	04623	1	3
Internet Marketing	10211	1	3
Special Topics On Finance and Investment Systems	13141	1	3
Introduction to Business Intelligence Management	11845	1	3
Network Management	13587	1	3
Supply Chain Management -English	16985	1	3
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	Course Name Operation System	Credit	F	S	
Course Ivallie	Operation System	Credit			
Course Objectives	The course aims to provide a description of the concepts that underlied 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 Name	JAVA Hogramming Language(II)	Cledit		
Course Objectives	This two-semester course is an introduction to p programming language. Java programming lang most popular programming languages. The first cover programming basis. The second semester object oriented programming basis such as Class Inheritance, Polymorphism and also how these of File I/O, etc.	suage is now of semester of the of this course s, Encapsulati	one of the his course will cover on,	e se will ver

Course Code	16258			
Course Name	WEB Programming	Credit	F	S
Course Objectives	The objective of this course is to let the students current tools and processes of designing a datab Multi-tier applications centered around MVC (N will be illustrated throughout the course with ste Hands-on exercises applying html, jsp, servlet, a such as Google Web Toolkit to develop a SaaS a conducted in the classroom. Programming loadi medium.	ase backed Model View pwise refinand Web despolication	web apply Control) ned example velopment will be	ication. model ples.

Course Code	02492				
Course Name	Data Structures	Credit	F	S	
Course Objectives	This course provides fundamental concepts of d in computer science. Topics include introduction and basic algorithms, study of comparing data strepresentation schemes, exploring different sorti. The implementations and applications of data st	n of basic data tructures using ing and search	structu g differe ning met	res ent thods.	
	language are conducted.				

Course Code	02490

Course Name	Database Administration	Credit	F	S	
Course Objectives	This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include database concepts, relational database design concepts, Structured Query Language (SQL), database administration. A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.				
Course Code	10681				
Course Name	Data Communication and Network	Credit	F	S	
Course Objectives	The main purpose of this course is to help students have complete knowledge about data communications and networking. The course tries to let students understand deeply and broadly the operating principles of enterprise data communications and networking. Therefore, besides teaching the theories of data communications and networking, this course requires students to investigate enterprise real cases and have ability to design some programs of data communications and networking in order to understand their operating principles.				
Course Code	02631				
Course Name	Management Information Systems	Credit	F	S	
Course Objectives	The objective of this course is to provide the students to understand how the information technology (IT) supports organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration, and enabling business process restructuring. This course covers the practical, managerial-oriented approach, and how IT is being provided by information systems departments, vendors, service providers, supply chain partners, and end users.				
Course Code	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 Code	04317		F	S	

Information System Project (I)

Credit

Course Name

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

Course Code	04038			
Course Name	se Name Information System Project (II)	Credit .	F	S
Course Objectives	The objective of this course is to train stude applying information techniques to solve the management or individual business. Students obtain experiences for developing informatio including planning, analysis, development, in students of each team need demonstrate the innovative marketing plans for finding busines course.	problems of enrolled in the on systems (Inplementation ir IS and the	organizatis cours (S), esp a, etc. F en prov	ational se will ecially finally, ide an

Course Code	02222			
Course Name	Statistics	Credit F		S
Course Ivallie	Statistics	Credit		
Course Objectives	The objective of this course is to provide the stu fundamental concepts of elementary statistics. stress an intuitive understanding of statistic principles behind the formula. A wide select examples from many various fields are introughed Statistics is used as a tool in decision -making management sciences.  This course will cover:  1. Statistics methods and concept and its relevant 2. Descriptive Statistics.  3. Basic notions of probability, random various probability distribution.  4. Sampling methods  5. Statistical inference – interval estimation	This course all procedure tion of real oduced. It eng in virtuall ce to the real	is designs and problem phasized by all arworld.	ned to logical ns and es that reas of

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn to of computer hardware and software. Topics such system unit, operating systems and utility prognetworks (including electronic commerce, comprogramming languages and program development development information related issued computer certification), etc., will be covered in	ch as the com- grams, common puter securit elopment, in es(include co	ponents unication y and s stroducti	of the ns and afety), on to

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
	introduction to Business	Credit		
Course Objectives	The objectives of this course are 1.To gain a fundamental working knowledge environment in which business prospers. 2.To introduce business functions, including	•	•	

resources, production & operation, information, and 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	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Cal with background in high school mathematics. include basic concepts and theory in calculus the first semester, topics in one-variable difference continuity, derivative, chain rule, implicit difference theorem, and applications of the derivative second semester, topics in the fundamental theorem in integration, multivariate differential and integrivatives and multiple integrals will be covered are 1. To provide the core of the central idea and multiple applied in the solution of problems in a variable application for further study.  2. To illustrate the main concepts by a variety of 3. To have an overall understanding in calculus.	The contents and their appential calculus erentiation, the will be introprem of calculus gral calculus ered. The object of applied	s of this plication such as ne mean oduced. lus, tech such as ectives culus the ded scien	course as. In s limit, value In the niques partial of this at will ce and

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	The objective of this course is to production, the students should be able to:  1. Realize the basic concepts of Microeconomic  2. Understand the meanings of supply and dema  3. Realize the meaning of elasticity and its appli  4. Realize how individual consumer, household,  5. Understand various types of industry characteristics.  6. Use Microeconomics theories to analyze the earth of the meaning of production, saving, and  10. Understand the meanings of aggregate dema  12. Use macroeconomics theories to analyze the meanings of aggregate dema  13. Understand the meanings of aggregate dema  14. Use macroeconomics theories to analyze the meanings of aggregate dema  15. Use macroeconomics theories to analyze the meanings of aggregate dema  16. Use macroeconomics theories to analyze the meanings of aggregate dema  17. Use macroeconomics theories to analyze the meanings of aggregate dema  18. Use macroeconomics theories to analyze the meanings of aggregate dema  19. Use macroeconomics theories to analyze the policy.	adents' abilities behavior.  s. and functions. cation. and firm male organization of publics. Itation's incoming investment and and aggregation of the second and aggregation of the second investment and and aggregation.	ke decisins and lic policine.	on. their y.

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	The objective of this course is to introduce accounting information system, the principle measurement and reporting, and how to analy information to help internal and external busin decisions in order to create value for business	e and rules ze and interp ess users mal	of according acc	ounting ounting onomic

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

Course Code	02795			
Course Name	Time for Class Advisor	Credit	F	S
Course Objectives	The objective of this arrangement is to ensure the students have a scheduled time to communicate advisors may have the chance to know the stude solving their problems in daily life.	with each oth	er. The	

Course Code	03094			
Course Name	CLanguaga	Credit	F	S
Course Name	C Language	Cledit		
Course Objectives	Teach students how to program with C language	<b>.</b>		

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This objective of this course is to provide corporate financial decisions. These decisions competing investment opportunities, how muchow to manage operating cash flows, how to make level of dividend to payout, and etc. Therefore four major decisions covered by corporate budgeting, capital structure, working capital policy. Students enrolled the course are experior followings upon course completion.  1. The possible types and control mechanism of 2. Valuation approaches, cash flow estimation, capital budgeting.  3. The concept of weighted average cost of capital Possible arguments that dictate the optimal capolicy.  5. working capital management	include cho h debt and e easure risk ar e, we will pay e finance, n management ected to fam agency probl and risk asp	osing be quity to nd return y a visit amely and di- niliar wi ems pect rela	etween issue, a, what to the capital vidend th the

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide students	dents with ba	asic mai	keting

concepts and to improve students' abilities to implement marketing related
activities. Upon course completion, the students should be able to:
1. Realize the basic concepts of marketing.
2. Understand the meanings and procedure of marketing plan.
3. Realize the meaning of segmenting, targeting, and positioning (STP).
4. Understand the meaning and scopes of marketing mix 4P.
5. Utilize marketing theory to analyze firm's marketing activities.
6. Learn the skill of marketing planning and apply Marketing Management
in an effective manner.

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	Production is an essential function of a busines course is to help students understand the whomanagement and to improve the students' a resources in a company. Upon course complet able to:  1. Realize the basic concepts and theoretical Management,  2. Understand how to integrate the resource in systems to achieve the goals of organizate technology to solve the real problems,  3. Obtain the ability for the further study and resources.	ole concepts bility to pla ion, the stude knowledge business wi ation and us	of process of of Ope the information	luction control ould be rations mation

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Traine	Enterprise Resources I familing	Credit		
	The objectives of this course are			
	1.To focus on manufacturing and supply chain sys	tem		
	2.To provides fundamental concepts and skills f	for materia	l and ca	pacity
Course Objectives	planning and control.			
	3.To introduce the tools techniques of ERP			
	4. To discuss the application of these to different ty	pes of ente	rprises	
	5.To provide the opportunity to try the concepts or	a compute	r simula	ıtor.

Course Code	13701			
Course Name	Enterprise Resources Planning-English	Credit	F	S
	Enterprise resources running English	Creare		
Course Objectives	The objective of this course is to provide the stude on enterprise resources planning. This course covand skills for operation and production manage include core management data and fundamental ras inventory management, purchase management, manufacturing management, mater master production scheduling, and accounting. A cloud is used for operational practice and cas presentation of the SOA-ERP system is req Programming loading in this course is none.	rers fundam ement proce managerial anagement, ial requirer a SOA-ERP se study. C	ental co edures. function distri ment pla system Compreh	Topics as such abution anning, in the eensive

Course Code	10608			
Course Name	Business Automation	Credit	F	S
Course Objectives	To improve the literacy and interest of business the business automation systems, technologies.	automation	by intro	ducing

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Course Name	Electronic Commerce	Credit	F	S
Course I value	Electronic Commerce	Crount		
Course Objectives	In this course we provide the fundamental the including electronic commerce models, electronic and mobile commerce. In practice, we will introduce to learn business model and experience.	nic store, eva	luation 1	model,

Course Code	17559				
Course Name	Electronic Commerce-English	ourse Name Flectronic Commerce-English	Credit	F	S
Course I value		Credit			
Course Objectives	In this course we provide the fundamental there including electronic commerce models, electronic and mobile commerce. In practice, we will introduce to learn business model and experience.	nic store, eva	luation	model,	

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

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

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

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Name		Credit		
	This course teaches students basic concepts of knowledge discovery and			ry and
Course Objectives	data mining. By introducing various data mining algorithms, the course			course
Course Objectives	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 county and practical applications 3.To shorten on job training and reserve potential			

Course Code 11856
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Course Name	Topic on Electronic Procurement	Credit	F	S
Course Ivallie	Topic on Electronic Procurement			
Course Objectives	This course describes theories and management also investigates the development trend an electronic procurement in order to let stude development techniques of electronic procurement.	d practical ents learn k	techniqu	ies of

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Name	Customer Relationship Management	Credit		
Course Objectives	This course will cover analytical approaches management and customer valuation at each lifecycle, dealing with problems such as: ident for customer acquisition; customer develor cross-selling; customer segmentation; custometrition/retention management. The course techniques and terminology associated with warehouse, and data mining for analytical CRI include customer behavior analysis, RFM analyusing statistics and AI.	ch stage of tification of goment via mer value are will introduction database m. M. Technique	the curgood pro up-selli- and curgoduce arketing	stomer ospects or stomer issues, data ed will

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

Course Code	04623			
Course Name	Data Security	Credit	F	S
Course Objectives	<ul><li>1.Understand basic concepts of data security,</li><li>2. Learn principles and applications of cryptogra</li></ul>	aphy and Inte	rnet secu	ırity.

Course Code	10211			
Course Name	Internet Marketing Credit		F	S
	internet warketing	Credit		
Course Objectives	The objectives of this course are 1.To investigate related knowledge and technique 2.To cultivate the ability of conducting marketine 3.To articulate plans and strategies for internet in	ig research.	marketi	ng

Course Code	13141					
Course Name	Special Topics On Finance and Investment	Credit	F	S		
	Systems	Credit				
Course Objectives	tool box and Computation Intelligence in f emphasizes the need to understand conceptual a	The objective of this course is to examine all aspects of Mat Lab Financia 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 Applysis (Stock market)				

Asset	Allocation,	CAPM,	Investment	performance	evaluate,	Option
Marke	t, Mutual four	nd, and GA	ARCH Model	ls.		

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 a outsmarts its rivals. Being an intelligent business is a prerequisite not just win, but to compete in the first place. Amid the competition of the Interrection economy, business intelligence is fast emerging as a cross-departmen mandate for companies in virtually all industries. The core topics of the course include introduction to business intelligence and data decision, typof business intelligence, functions of business intelligence, and application of business intelligence and data decision.					

Course Code	13587					
Course Name	Network Management	Credit	F	S		
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To provide the fundamental theory of management.</li> <li>To introduce some cases in Taiwan to learn not the contents that will be covered in this course</li> <li>structured cabling system of LAN</li> <li>LAN wiring design of office</li> <li>cost estimation of LAN wiring</li> <li>wiring testing and diagnostic equipment</li> <li>SNMP network management and installation</li> </ol>	etwork planni include	ing of La	AN		

Course Code	16985			
Course Name	Supply Chain Management-English	Credit	F	S
Course Objectives	<ol> <li>To guide students familiar with the inter-commodel,</li> <li>To explore how to integrate the supply chain to promote the competence of the company,</li> <li>Through case study to develop the capability integration.</li> </ol>	with informati	ion tech	nology

Course Code	05828				
Course Name	Organization Study	Credit	F	S	
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of autonomy 2.To be able to build a team and cooperate with 3.To be able to handle the implement process of 4.To be able to manage the group dynamic of an 5.To be able to implement the selected project a	each other wi a project. a organization			

Course Code	18040						
Course Name	Knowledge Management System	Credit	F	S			
Course Name	Knowledge Management System	Credit					
Course Objectives	understanding of the knowledge management sy this course covers essential theories and tech applications for effective knowledge reuse and	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					

	nanagement, search and e-discovery solutions with the aid of the above
t	echniques for building commercial IR systems, enterprise search system or
F	KM applications are also included in the class. To sum up, the learning
	objectives in this course are including:
l A	A. To understand the key concepts of KM and KMS.
F	3. To learn the information retrieval, Text analytic and Web mining related
t t	echniques applied in the KMSs.
	C. To investigate the KM search solutions applies in the business
e	environment that can help users put knowledge into action.
	D. To provide latest information about best practices for enterprise search,
e	enterprise content management, and e-discovery.

Course Code	04035			
Course Name	Marketing of Information Products	Credit	F	S
Course Objectives	<ol> <li>1.Explore the Information Products Technology</li> <li>2.Understand the competition strategy &amp; S' Industry.</li> <li>3.Discuss the Success Factor of USA, Ja companies.</li> <li>4. Learning the Marketing Research Meted</li> </ol>	WOT of the	Taiwa	n's IT

Course Code	16896			
Course Name	Management Information Systems-English	Credit	F	S
Course Objectives	This course teaches students to understand the architectures of various types of information symethodologies of planning MIS. In addition, equip students with the knowledge of IT application required to better govern a modern organization makes students have the abilities to do the job organization. Thus, the learning objectives in the 1. To build up the broad and deep ICT knowled issues in planning, designing, and develously systems under current age of electronic busines.  2. To learn how to apply and leverage cut communication technologies, and mode methodologies to develop and reengineer enters.  3. To build up the profound capacity for development architecture and information infrastructure information systems.  4. To learn how to model and implement enterintegrated data models including enterprise data to support the development of business in systems.  5. To learn how to measure and evaluate performance resulted from the IS/IT implement After learning above, it makes students have the computerization in an organization.	rstems, and the this course is cations and I' on. After learned on the course are ge and skills ping businessess. It in grant system in the property of the course and development and the businesses in the busin	ne theori is design I managerning abservation for solvings information development of the	es and ned to gement ove, it in an and opment stems. System usiness els and ehouse mation es and

Course Code	16986			
Course Name	Management Information Systems- Course In	Credit	F	S
Course Ivanie	English	Crean		
Course Objectives	This course teaches students to understand architectures of various types of information s methodologies of planning MIS. In addition, this students with the knowledge of IT applications to better govern a modern organization. After	ystems, an is course is and IT ma	d the theo designed nagement	to equip required

students have the abilities to do the jobs of computerization in an organization. Thus, the learning objectives in this course are 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 5. To learn how to measure and evaluate the business values and performance resulted from the IS/IT implementation. After learning above, it makes students have the abilities to do the jobs of computerization in an organization.

Course Code	15777					
Course Name	Organizational Leadership	Credit	F	S		
Course Objectives	<ol> <li>To be to internalize the spirit of autonomous learning.</li> <li>To be able to build a team and cooperate with each other within the team.</li> <li>To be able to manage the group dynamic of an organization.</li> <li>To be able to implement the selected project and achieve the set goals.</li> <li>To be able to run an organization to have high performance.</li> <li>To be able to have the vision and capacity to be a leader.</li> </ol>					

Course Code	13517					
Course Name	Introduction to Information  Management-English	Credit	F	S		
Course Objectives	The objectives of this course are  1. To understand the essentials of information system and its role and influence in business and management.  2. To study the five guides of Information System: IT in the organization, the Web revolution, organization applications, managerial and Decision Support Systems, and the implementing and managing of IT.					

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
Course Objectives	Innovative Entrepreneurship Competition Practice Entrepreneurship Management, Seminar on Cultur Creativity Development and Practice with the aim results.  Innovative Entrepreneurship Competition Pracessentials from Management, Marketing, Final utilizes young students' abundant creative and innovative entrepreneurial ideas and maximize sthrough practical competition. This course interpolicetives:  1. Learn how to integrate basic management know in the competition practice.  2. Learn how to conduct entrepreneurial business	ral Creative to evaluate actice, whi ancial Man ovative idea students' leads to achieveledge and	e Industry, e their lear ich comb agement as to form earning ef eve the b	oines etc., ulate fects elow ate it

development and activity.
1
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	17558					
Course Name	Introduction to Computer Science-English	Credit	F	S		
Course Name	introduction to Computer Science-English	Cledit				
Course Objectives	The major objective of this course is to learn the knowledge and concept 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> <li>Understand basic concepts of computer hardware</li> <li>Learn the Principle of logic and computer design</li> </ol>			

#### Business Management -Evening and Weekend

#### • Course list

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

Course Code	02222				
Course Name	Statistics	Credit	F	S	
Course Objectives  Course Objectives  The 1.5 2.1 3.1	he objective of this course is to provide the student and amental concepts of elementary statistics. The ress an intuitive understanding of statistical rinciples behind the formula. A wide selection camples from many various fields are introducatistics is used as a tool in decision -making anagement sciences. This course will cover:  Statistics methods and concept and its relevance to Descriptive Statistics.  Basic notions of probability, random variable, and probability distribution.  Sampling methods  Statistical inference – interval estimation	is course if procedures n of real ced. It en in virtually the real wo	s desig s and problem aphasize y all ar	ned to logical as and es that eas of	

Course Code	02457				
Course Name	Economics	Credit	F	S	
Course Objectives	The objective of this course is to provide students we concepts and to improve students' abilities to analyze household, and firm's behavior. Upon course complete able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand for the state of the meaning of elasticity and its application of the state of the st	e individual etion, the structions. on. firm make as and their ts of public n's income. vestment.	decision policy.	ner, hould n.	

Course Code	02390				
Course Name	Calculus	Credit	F	S	
Course Objectives	This is a one-year introductory course in Calculus i background in high school mathematics. The content basic concepts and theory in calculus and their a semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. topics in the fundamental theorem of calculus, to multivariate differential and integral calculus such multiple integrals will be covered. The objectives of 1.To provide the core of the central idea and method applied in the solution of problems in a variety application for further study.  2.To illustrate the main concepts by a variety of exart 3.To have an overall understanding in calculus.	ents of this applications a such as lin mean value. In the secentiques as partial of this course ds of calculation of applied	course in the control of the cond serion of the cond serion integrative are us that we discission of the condition of the con	nclude he first hinuity, m, and hester, ration, hes and will be he and	

Course Code	02412				
Course Name	Accounting	Credit	F	S	
	<u> </u>				
Course Objectives	The objective of this course is to introduce the basi information system, the principle and rules of accoreporting, and how to analyze and interpret accour internal and external business users making econocreate value for business enterprises and enhance the of the capital market. It emphasizes the dual valuation and contracting. Specifically, this course 1. To understand the functioning of accounting in the ast the governmental units, non-profit organizate general.  2. To understand the basic recording and reporting information system.  3. To understand the concepts and standards under used in accounting to develop the financial statem 4. To understand how to analyze and interpret accourance investors, creditors and business managers to make 5. To understand how to resolve the ethical dil professional judgment.  6. To understand how to develop and make planning	ounting menting information decision the fairness roles of aims to help the business attions and grocesses erlying the ments of business information and the fairness of business and grocesses erlying the ments of business and grocesses are also and grocesses erlying the ments of business and grocesses are also also also and grocesses are also also and grocesses are also also also also also also also also	asureme mation to the sin of account of acco	nt and o help rder to ciency ing in ats: as well lety in aunting ements to help ons. ethical	

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course I value	introduction to Business	Credit		
Course Objectives	The objectives of this course are 1.To gain a fundamental working knowledge ab environment in which business prospers. 2.To introduce business functions, including ma resources, production & operation, information, an 3.To introduce management functions, including organizing, leading, and controlling. 4.To integrate the factors of environment, management functions. 5.To combine theory and practice.	rketing, fi d R&D. ing analys	nance, l	human inning,

## **MBA Programs**

- Full-Time -

- Management
- International Management

### Management

#### Course list

MBA Program in Manag	gement - Full-Time -	Code	Classes	Credit hours
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
	Organization and Management Theory	02237	1	3
Required common	Marketing Management	01483	1	3
credit hours of the	Production and Operations Management	01370	1	3
graduate institute	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management	02502	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
	Operations Research	01559	1	3
	Multivariate Statistical Analysis	01445	1	3
	Total Quality Management	03021	1	3
	Production Planning System	06186	1	3
	Investments	01579	1	3
	Seminar on Invest Management	08230	1	3
Elective credit hours by sections	Seminar on Human Resources Management	13227	1	1.5
(3 select 1)	Management Psychology	03136	1	3
,	Seminar on Marketing Management	03680	1	3
	International Human Resources Management	05559	1	3
	Organizational Socialology	13220	1	3
	Contemporary Issues in Security Market	12861	1	3
	Topics of Strategic Management	14104	1	1.5
	Seminar in Production Management	05989	1	1.5

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

Course Code	01983						
Course Name	Financial Management	Credit	F	S			
Course Objectives	This course provides advanced treatment of corp finance majors. The primary objective of the understanding on the theory and application of cord decisions include choosing between competing is money on the financial markets and the issue of operating cash flows with advanced financial arrand return, what dividend policy to be made, and namely capital budgeting, capital structure, we dividend policy will be emphasized in this course expected to familiar with the followings upon courl. The possible types and control mechanism of from modern corporate structure separating ownership.  2. Valuation approaches, cash flow estimation, as budgeting. The concept of real option embedde emphasized.  3. The concept of weighted average cost of capital special focus on possible approaches to estimate 4. Possible arguments that dictate the optimal capital Market frictions such as transaction cost or tas step by step.  5. Students are asked to develop the ability to find like an Executive Financial Manager (CFO).	course is reporate fina investment capital structurangements etc. Thereforking capital Students etc.	to enhance ncial decision opportunitic cture, how to make the problems that the from shape the from the cert relating the entities of the cert investment. The control of the cert investment is early divided into decided into d	e student's ons. These es, raising to manage anage risk ajor topics, ement and course are originates areholder's to capital ent is also sized with end policy.			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research meth and practical research.  2.To learn the methods of conducting research strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required information in writing research papers and solving managem	n processes data, and n through a	s, designing d preparing ppropriate a	g research g research

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	The main purposes of this course are  1.To develop systematic knowledge of human reso  2.To enhance the capability of practicing theories i  3.To provide practical cases for a better understan management, including planning, recruiting, evaluation, salary system, and labor-capital relati  4.To learn skills of teamwork and discussion.	nto a real liding of gentselecting,	ife neral human	

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

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	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are  1.To provide a platform for reviewing and d related to marketing management, including th  2.To arouse learning interest in marketing  3.To introduce some hottest issues such decision-making, management in China market 4.To explore the emerging concept of "Holistic internal marketing, integrated marketing, relates responsible marketing.	eories and point as e-count etc.  Marketing	practices. ommerce, g" that broa	marketing

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce production and operations manager techniques related to the design, planning, cont of both manufacturing and service operations.  2.To be problem-solving oriented in both the manu 3.To provide opportunities of factory visiting understanding in running the real world manufacturing	rol, improv nfacturing a trips so	vement and and service	challenge sectors.

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To emphasis the S-C-P analytical framework and</li> <li>To familiar with the major frameworks and analysis.</li> <li>To be able to use the analytical foundation for strategy</li> </ol>	nethods of	conducting	

Course Code	02502					
Course Name	Information Management	Credit	F	S		
Course Ivame		Credit				
Course Objectives	This course is designed to provide the current understanding and appreciation of issues that a information technology assets. Students can kno business operation system and use it to in advantages. Notably, the course will give students use, design, and evaluations of information system today. The objective of this course is to prepare managing information services in both today's and cope with its managerial, social, political, ethical and	w how to a prove contains a manager tems that a students will tomorrow	to the organalyze and mpanies' contains perspect exist in organith the cap's environment.	anization's I design a competitive tive on the canizations pability of		

Course Code	00041			
Course Nome	Thesis	Credit	F	S
Course Name	1 fiesis	Credit		

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 Ivallic	modustry Anarysis & Competitive Advantage	Cicuit				
	The objectives of this course are					
	1.To build up basic methods for industry analysis					
Course Objectives	2.To understand basic concepts of strategy					
Course Objectives	3.To enhance competitive advantages of companies					
	4.To integrate theories regarding strategy					
	5.To combine theories with practices					

Course Code	02627				
Course Name	Management Accounting	Credit	F	S	
Course Objectives	The objectives of this course are  1. To introduce the contemporary management accosting, activity-based costing & management, l  2. To explore the selective topics for conducting accounting research, including performance evaluncentive, etc.	palanced sc ng researc	orecard etc. h on the r	nanagerial	

Course Code	01389				
Course Name	Business Policy	Credit	F	S	
Course Ivallie		Cicuit			
Course Objectives	The objectives of this course are  1.To provide the opportunities to develop capabilit  2.To provide the opportunities to experience the or  3.To provide the opportunities to build up an integ  4.To provide the opportunities to integrate a functions.  5.To provide the opportunities to observe the newl	ganization rated strate related kno	learning. gy concept. owledge of		

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

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

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

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
Course Objectives	Complete production planning can ensure factorie rational scheduling is able to utilize company's restudents to have a whole picture of production plan how to use it properly.	ources. Thi	is course ma	inly helps

Course Code	01579				
Course Name	Investments	Credit	F	S	
	The learning objectives of this course are				
	1.To know characteristics of financial tools.				
	2.To cover the issues such as what are their fa	ir prices a	nd when a	and how to	
	formulate investment portfolio.				
Course Objectives	3.To understand the following subjects: (1) returns and risks of financial assets in				
Course Objectives	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 prici	ng (5) forw	ard, future,	option and	
	Swap contracts, (6) option pricing- lattice ap	proximatio	n, (7) opti	on pricing-	
	Black-Scholes, and (7) portfolio performance mea	surement a	nd manage	ment.	

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

13227			
Caminar on Human Dasauraas Managamant	Cradit	F	S
Seminar on Human Resources Management	Cleuit		
The objective of this course is to enhance the understanding of human resources			
	Seminar on Human Resources Management	Seminar on Human Resources Management Credit  The objective of this course is to enhance the understanding	Seminar on Human Resources Management Credit F  The objective of this course is to enhance the understanding of human

Course Code	03136				
Course Name	Management Psychology	Credit	F	S	
Course Ivallie	C Wanagement I sychology Cred	Cicuit			
Course Objectives	The objectives of this course provide students applications in Management Scion 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 de 6.To explore topics of Management Psych Management.			Resource
Course Code	02690			
Course Code	03680		F	S
Course Name	Seminar on Marketing Management	Credit	1	
Course Objectives	The objectives of this course are  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			
			F	S
Course Name	International Human Resources Management	Credit	1	
Course Objectives	Course Objectives  The objectives of this course are  1.To realize and master the fundamental concept, theory, and application international human resources management  2.To cover the topics of human resource planning, recruitment, selection, trainin performance appraisal, rewards and benefits, development, and labor relations international business.			
G G 1	12220			
Course Code	13220		F	S
Course Name	Organizational Socialology	Credit	1	
Course Objectives	This course focuses on the popular topic of organicapital", and to know what is it, how to build it, are goals. Social capital in organization HRM, and I discussed in the class. The course uses a variety lecture, paper discussing small group exercises, and also learn the academic ability from the course.	nd how to u Industry Ma of learning	se it to achie anagement a approaches	eve your re also including
Course Code	12861			
Course Name	Contemporary Issues in Security Market	Credit	F	S
Course Objectives	This course provides a general introduction to some relevant issues in current financial markets. We first review few basic knowledge in this filed, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze few specific issues to understand how they work in a generalized framework. Related issues include the securities issuance, focusing on IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are required to investigate some current issues by means of articles in the press and cited reference and material. Every student must complete a term paper that forces on one particular topic in this field and make an oral presentation in the end of this class.			
Course Code	14104			
			F	S
Course Name	Topics of Strategic Management	Credit		
Course Objectives				

Seminar in Production Management

Course Code

Course Name

05989

F

Credit

S

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

## **International Management**

#### Course list

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

Course Code	11173			
Co. No.	Management Paradigm and Organization	Credit	F	S
Course Name	Theories	Cledit		
Course Objectives	The objectives of this course are  1.To facilitate understanding and learning of "organization theory"  2.To exercise the management practices by case st  3.To cultivate the mentality and human skill of ma	udy and ex	perience lea	rning.

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are  1.To provide a platform for reviewing and discus to marketing management, including theories ar  2.To arouse learning interest in marketing.  3.To introduce some hottest issues such decision-making, management in China market  4.To explore the emerging concept of "Holistic internal marketing, integrated marketing, relaresponsible marketing.	nd practices  as e-co etc.  Marketing	ommerce, " that broad	marketing

Course Code	01013				
Course Name	Human Dasaureas Managamant	Credit	F	S	
Course Ivallie	Human Resources Management	Creuit			
	The main purposes of this course are				
	1.To develop systematic knowledge of human resources management				
	2.To enhance the capability of practicing theories into a real life				
Course Objectives	3.To provide practical cases for a better understar	iding of ger	neral 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	
	The objectives of this course are  1.To introduce production and operations management, including the concepts a				
Course Objectives	techniques related to the design, planning, control both manufacturing and service operations.	ol, improve	ment and ch	nallenge of	
	<ul><li>2.To be problem-solving oriented in both the manufacturing and service sectors.</li><li>3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions.</li></ul>				

Course Code	01983			
Course Name	Financial Management	Credit	F	S
	Tillanciai Management	Credit		
Course Objectives	This course provides advanced treatment of corfinance majors. The primary objective of the understanding on the theory and application of co decisions include choosing between competing money on the financial markets and the issue of operating cash flows with advanced financial arra	course is rporate fina investment capital stru	to enhance ncial decision opportunition cture, how	e student's ons. These es, raising to manage

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 ar
expected to familiar with the followings upon course completion.
1. The possible types and control mechanism of agency problems that originate
from modern corporate structure separating management from shareholder ownership.
2. Valuation approaches, cash flow estimation, and risk aspect relating to capita
budgeting. The concept of real option embedded in project investment is alsemphasized.
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 discussion 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	02502			
Course Name	Information Management	Credit	F	S
Course Ivallic	information Management	Cicuit		
Course Objectives	This course is designed to provide the curren understanding and appreciation of issues that a information technology assets. Students can kno business operation system and use it to in advantages. Notably, the course will give students use, design, and evaluations of information systoday. The objective of this course is to prepare managing information services in both today's and cope with its managerial, social, political, ethical as	w how to approve constant amanager tems that a students will tomorrow	to the organalyze and mpanies' corial perspect exist in organithm the cap's environm	anization's design a competitive tive on the canizations pability of

Course Code	02629			
Course Name	Management Accounting	Credit	F	S
Course Objectives	The objectives of this course are  1. To introduce the contemporary management costing, activity-based costing & management, because the selective topics for conduction accounting research, including performance evincentive, etc.	palanced scor	ecard etc.	nanagerial

Course Code	10383			
Course Name	Strategic Management	t Credit		S
Course Objectives	The objectives of this course are  1.To build up a complete concept of strategic management.  2.To integrate knowledge in relevant academic fields.  3.To explore new insights about strategic management and business trends three class discussions			

Course Code	13859			
Course Name	urse Name Internship Credit	Credit	F	S
	This objectives of this course are			
Course Objectives  1.To learn practical working techniques 2.To have professional capability in order to coordinate moral relationsly practical applications				nship and

0 TF 1			
13 To shorten on	10h fraining and	reserve notential e	experts for enterprises.
J. 10 biloi teli oli	joo iranning and	. reserve potentiai c	Aperts for efficipities.

Course Code	15671				
Course Name	International Field Trip Credit F				
Course Objectives	The objectives of this course are:  1.To provide chances to get insights about international business operathrough invited guest speakers, taking courses oversea, visiting renomultinational 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	
	The objectives of this course are				
Course Objectives	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 Ivallic	1 Totessional Case Research (1)			
	The objectives of this course are			
Course Objectives  1.To provide opportunities to integrate the studied knowledge and the real-problems  2.To have a hand-on experience of dealing real-world problems			real-world	

Course Code	16250				
Course Name	Professional Case Research (II)	Credit	F	S	
Course Ivallic	Trotessional Case Research (11)	Cicuit			
	The objectives of this course are				
Course Objectives	1.To provide opportunities to integrate the studied knowledge and the real-world				
Course Objectives	problems				
	2.To have a hand-on experience of dealing real-world problems				

Course Code	04564				
Course Name	Innovation Management	Credit	F	S	
Course runne	innovation management	Cicuit			
	The objectives of this course are			1.1.	
	1.To cover the major sources of innovation, the empirical explorations (verifications).	ieir analyti	cal models	and their	
	2.To concentrate on the principles and methodolo	-	-		
	innovation as well as policies within an int context for high technology industries.	ernational	industrial (	economics	
Course Objectives	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

Course Name	International Business Seminar	Credit	F	S
Course I tunie	international Business Seminal	Credit		
Course Objectives	The objectives of this course are  1.To provide a platform for reviewing and discuss international business management.  2.To cover the topics including political, econenvironments of multinational firms, cultural formulation and implementation of strategy for finance, international marketing, international international knowledge management, etc.	nomic, leg context of global op	al, and tech global ma erations, int	hnological nagement, ternational

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Objectives	The students will be able to:  1.Effectively use specific, professional language of 2.Demonstrate organization skills to provide professional presentation  3.Utilize effective use of physical skills to engage 4.Build up confidence to deliver a presentation in 5.Participate fully and effectively in cross-cultural 6.Discuss a wide variety of business-related topics.	le a conv audiences f English meetings	rincing, in	

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

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
	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.			
Course Objectives	2.To describe the meaning of Management Psychology 3.To know communication, socialization, decision		ship style.	
<ul><li>4.To describe the personal effectiveness of life.</li><li>5.To demonstrate the ability to adapt group and deal with conflict.</li></ul>				
	6.To explore topics of Management Psych			Resource
	Management.			

# **MBA Programs**

- Evening and Weekend -

- Management
- Global Entrepreneurial Management and Business Administration

## Management

#### • Course list

MBA Program in Manage	ment –Evening and Weekend	Code	Classes	Credit hours
	Management Paradigm and Organization Theories	11173	1	3
D 11	Integration Management	12486	2	3
Required common credit hours of the graduate	Business Research Methods and Case Study	11174	1	3
institute	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Strategic Marketing Management	07161	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	1	3
Elective credit hours of	Knowledge Management	10849	1	3
the graduate institute in	Production Strategy and Management	11034	1	3
other sections	International Business Management	02083	1	3
	Seminar in International Business Management	11422	1	3
	Human Resources Management	01013	1	3
	Channel & Retail Management	11826	1	3
	International Financial Management	02093	1	3
	Customer Relationship Management	10985	1	3
	Topics of Strategic Management	14104	1	1.5

Course Code	11173			
Course Name	Management Paradigm and Organization Theories	Credit	F	S
Course Objectives	The objectives of this course are 1.To facilitate understanding and learning of "a "organization theory" 2.To exercise the management practices by case study 3.To cultivate the mentality and human skill of management practices by case study.	dy and expe	rience lea	rning.

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

Course Code	11174				
Course Name	Business Research Methods and Case Study	Credit	F	S	
Course Ivallic	Business Research Methods and Case Study	Cicuit			
	The objectives of this course are				
	1.To build-up a normative concept about business consultation and a social science oriented diagnostic study methodology.				
Course Objectives	2.To learn the attitude and method of case study, als of qualitative data.	so the colle	ction and t	reatment	
	3.To practice the diagnostic process including: pridentifying, and consulting suggestion proposing a			ot-causes	

Course Code	13110				
Course Name	Systematic Thinking & Method	Credit	F	S	
Course Objectives	Systematic Thinking & Method  Credit  The purpose of this course is to provide fundamental capability for EN 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 threeform.		students reefold.		

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To build up a complete concept of strategic manag 2.To integrate knowledge in relevant academic field 3.To explore new insights about strategic mana through class discussions	S.	d busines	s trends

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

finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to mange risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.

- 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.
- Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized.
- 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.
- 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step.
- 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).

Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	The objectives of this course are  1.To explore the external issues that affect inte including the economic, social/cultural and politi  2.To understand and simulate the process of in strategies.  3.To adapt marketing activities to specific market in	cal/legal env	vironment	s.

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and principles of 2.To cultivate analytical and problem-solving capable 3.To enhance analytical and communication skills of 4.To cultivate self-learning capability through data	oility via cas via in-class (	e study.  Q & As.	

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To emphasis the S-C-P analytical framework and</li> <li>To familiar with the major frameworks and manalysis.</li> <li>To be able to use the analytical foundation for the strategy</li> </ol>	ethods of	conductin	•

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S

Course Objectives	The objectives of this courses are:  1.To provide the knowledge and skills for understa effective marketing strategies.  2.To introduce the Wheel of Consumer Analysis, a components affecting consumer affection, cognenvironment, and the market.	tool that he	lps under	stand the

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	The objectives of this course are:  1.To establish a solid foundation of marketing conce  2.To understand the theories, practices and special (eg. B2B, B2C, dynamic pricing, virtual channels an  3.To enhance capability of oral communication and  4. To understand the methodologies used in Internet	issues in I d auctions) reading cap	ability in	C

Course Code	10849				
Course Name	Knowledge Management	Credit	F	S	
Course Ivanic	Knowledge Wanagement	Cicuit			
	The objectives of this course are				
	1.To comprehensively introduce knowledge management				
	2.To emphasize the importance of knowledge and knowledge management				
	3.To introduce the technologies for knowledge management				
Course Objectives	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		C		
	6.To cover the basic knowledge management	steps in	ncluding	creating,	
	transferring and measuring knowledge	-			

Course Code	11034			
Course Name	Production Strategy and Management	Credit	F	S
Course maine	Froduction Strategy and Management	Credit		
Course Objectives	Production Strategy and Management have becomprocess management, and inconceivable wittechnology. The content includes both theory Management. The objective of this course is to implan and control resources in a company. Upon coshould be able to:  1. Realize the theoretical knowledge of Operations I.  2. To think systemically about a company, its rescale, product and service design, process design operations scheduling for gaining a sustainable cost.  3. Obtain the ability for the further study and research	thout mo- and practi- aprove the urse comple Management esources align, quality competitive	dern info ce of Op- students' a etion, the nt. located, e managem	ormation perations ability to students economic nent, and

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<ol> <li>To learn the structure and the essence of the operational challenges confronting executives of M</li> <li>To understand the interplay between the MNC, the business, and the competitive environment in which is a development of global strategy and cross-broder in potential organizational &amp; managerial impact of in</li> </ol>	strategic, ANCs. he countries th it operate executive, hanagemen	in whiches. to pract	n it does

Course Code	11422			
Course Name	Seminar in International Business Management	Credit	F	S
	The objectives of this course are:			
Course Objectives	1.To broaden perspectives.			
	2.To enhance managerial effectiveness.			

Course Code	01013			
Course Nome	Human Dasayuaas Managamant	Credit	F	S
Course Name	Human Resources Management	Credit		
Course Objectives	The main purposes of this course are:  1.To develop systematic knowledge of human resource  2.To enhance the capability of practicing theories into  3.To provide practical cases for a better understanding management, including planning, recruiting, select evaluation, salary system, and labor-capital relations  4.To learn skills of teamwork and discussion.	a real life. g of general	human r	

Course Code	11826				
Course Name	Channel & Retail Management	Credit	F	S	
Course Objectives	The power of marketing has moved from manufact has become an important strategic issue, and an opnecessary to control and manage channels effect course are:  1.To understand the importance of channel and retain 2.To effectively manage channels for attracting customatical strategies.  3.To learn how to manage non-store shops, electromulti-channels.	pportunity to ively. The I managemeoners and g	o gain pro objectives ent. gaining pro	ofit. It is s of this ofits.	

Course Code	02093					
Course Name	International Financial Management	Credit	F	S		
Course rvaille	international Pinancial Management	Credit				
	The objectives of this courses are:					
	1.To provide a conceptual framework within which the key financial decisions of					
	the multinational firm can be analyzed.					
	2.To use the technique of financial analysis and reasoning in solving international					
Course Objectives	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			
C. N.	Contained Delational Management	C 114	F	S
Course Name	Customer Relationship Management	Credit		

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	F	S
Course Objectives	This course provides the opportunities to discussion Strategic Processes, Resource Allocation Processes, D Learning Processes, Managerial Processes, and Change on implementation and the way that general managers	Decision Ma e Processes	aking Proce , Which foc	sses,

# Global Entrepreneurial Management and Business Administration

#### Course list

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

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<ol> <li>To learn the structure and the essence of the operational challenges confronting executives of M</li> <li>To understand the interplay between the MNC, the business, and the competitive environment in whice</li> <li>By adopting the perspective of the MNC development of global strategy and cross-broder repotential organizational &amp; managerial impact of in</li> </ol>	MNCs.  ne countries  th it operate  executive,  managemen	s in which es. to pract t and to s	h it does

Course Code	13603			
Course Name	Modeling and Evacutive Design Making Credit F	Credit	F	S
Course Name	Modeling and Executive Decision Making			
Course Objectives	The objectives of the course are to introduce busin decision making and familiarize them with varied decision support systems.			

Course Code	13608				
Course Name	Information Systems and Technology	Credit	F	S	
Course Objectives	This course is based on the premise that inform essential for creating competitive firms, managing business value, and providing useful products and primary goals of this course are:  1.To offer an introduction to major enterprise a technologies which are used for achieving digitar global organization performance.  2.To demonstrate the business value of information of the state of the provide additional projects for solving the hand	global con l services t applications al integrations	rporations o custom and info on and en	, adding ers. The ormation hancing	

Course Code	02093				
Course Name	International Financial Management	Credit	F	S	
Course I tunie	international i maneral management	Creare			
	The objectives of this courses are:				
	1.To provide a conceptual framework within which	the key fin	ancial dec	isions of	
	the multinational firm can be analyzed.				
	2.To use the technique of financial analysis and reasoning in solving international				
Course Objectives	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	Enterpression Management	C 4:4	F	S
	Entrepreneurial Management	Credit		

Course Objectives	Enabling students to organize all the prerequisites to formulate a good business
	plan to achieve the functions of getting funding & pooling resources.

Course Code	14136				
Course Name	Strategic Marketing	Credit	F	S	
Course Objectives	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:  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.				

Course Code	14144			
Course Name	Seminar in Global Entrepreneurial Management	Credit	F	S
Course Objectives	The objectives of this course are:  1.To provide would-be entrepreneurs a broad-base business operations and capital market practices.  2.To cover topics from raising the first dollar from a capital market exercises  3.To cultivate analytical capabilities as well as presedue.  4.To gain insights in global market, marketing and human resource management through study graphing presentation.	friends and entation skill sales, opera	families t ls. ition, fina	o IPO to

Course Code	13597			
Course Name	Analysis of Economic Conditions	Credit	F	S
Course Objectives	This course comprises two important components: industry economics and competitive strategy. For each component, the contents are described as follows:  1. Industrial Economics: we will focus on the S-C-P analytical framework and their components. The objective is to acquaint with the competence with different frameworks and different methods of conducting industry analysis.  2. Competitive Strategy: the second part emphasizes on the analytical foundation for the development of competitive strategy.			

# **MS Programs**

- Full-Time -

- Accounting
- Applied Statistics
- Finance
- Information Management

# Accounting

MS Program in Accounting - Full-Time		Code	Classes	Credit
MS Program in Accou	mung - Fun-Time	Code	Classes	hours
	Financial Accounting Theory	12102	1	3
D	Advanced Managerial Accounting	11756	1	3
Required common credit hours of the	Advanced Auditing	11757	1	3
graduate institute	Financial Statement Analysis and Business Valuation	18302	1	3
graduate mstitute	Reading in Business Ethics for Managers	00292	2	2
	Thesis	00041	1	6
	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
Elective credit hours	Accounting for Financial Instruments and Services	12133	1	3
of the graduate	Risk Management	07897	1	3
institute in other	Marketing Management	01483	1	3
sections	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 Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course Objectives	The objectives of this course are  1.To provide a general understanding of the enresearches.  2.To cover the theories and methodologies urinformation perspective and measurement perspecting intangible assets, positive theory of accounting covoluntary disclosures and regulation, etc.	nderlying ctive of ac	market ef	fficiency,

Course Code	11756				
Course Name	Advanced Managerial Accounting	Credit	F	S	
Course Objectives	The objectives of this course are:  1.To thoroughly explore the contemporary mar including target costing, activity-based costing scorecard etc.  2.To focus on some selective topics on the managerial including performance evaluation, EVA, compensation	& mana	gement,	balanced	

Course Code	11757				
Course Name	Advanced Auditing	Credit	F	S	
Course Objectives	Quality financial statement audits underlie the well functioning of capital matching.  Quality financial statement audits underlie the well functioning of capital matching objectives of this course are  1. To investigate the demand for and the supply of quality financial state audits.  2. To analyze the three factors comprising a quality financial statement: (1 incentives of auditors which are largely determined by the client-au relationship, the structure of audit market, and the governance structure of profession (e.g., self-regulation, government oversight and legal system); (2 expertise of auditors which they have obtained from education training			tatement: (1) the at-auditor of audit; (2) the ming and AS) also cal value auditors is.	

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	This course is about the analysis of financial informancial statements - for making decisions to invest objectives of this courses are  1.To focus on equity (share) valuation.  2.To examine the appropriate methods of fundamen of shareholder value, a comparison of accrual accomparison of accrual accomparison of accrual accomparison in a firm, testing the quality of financial	st in busing tal analysis counting ar tability, gro	esses. The including discourted the including	primary g models ated cash valuation

and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and
the determination of price/earnings and market-to-book ratios.
3.To provide the basis of valuation from the perspective of security analyst as well
as corporate financial analyst and to be applicable to the valuation of acquisitions,
restructurings, other investments, and strategic analysis.
4.To be able to write a thorough and convincing research report

Course Code	00292				
Course Name	Reading in Business Ethics for Managers	Credit	F	S	
Course Objectives	The objectives of this course are:  1.To appreciate the essential of Business Ethics recognizing socially acceptable business conduct embedding good business in treating people nice an image, enhancing professional ethics, and investing responsible corporations.  2.To improve English proficiency.	from the g	lobal pers	pectives, corporate	

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

Course Code	01855				
Course Name	Econometrics	Credit	F	S	
Course Objectives	The objectives of this course are:  1.To provide a foundation for the applied research in  2.To introduce the modern treatment of econometrics that match real-world theory and data.  3.To cover the topics including multiple regression economic applications, as well as issues such as ome instrumental variables.  4.To be able to understand and apply the econometric computer packages.	, using theo on techniquitted variab	ry and applies with les, panel	focus on data, and	

Course Code	01983					
Course Name	Financial Management	Credit	F	S		
Course Objectives	This course provides advanced treatment of corporal finance majors. The primary objective of the counderstanding on the theory and application of corporate decisions include choosing between competing investigation of capacitations on the financial markets and the issue of capacitating cash flows with advanced financial arrange return, what dividend policy to be made, and etc. namely capital budgeting, capital structure, worked dividend policy will be emphasized in this course. Structure are to familiar with the followings upon course 1. The possible types and control mechanism of aground modern corporate structure separating mandownership.  2. Valuation approaches, cash flow estimation, and budgeting. The concept of real option embedded emphasized.  3. The concept of weighted average cost of capital	urse is to rate financi estment op oital structu ments, how Therefore, ing capital udents enrocompletion ency problemagement risk aspect in project	enhance al decisio portunitie re, how to to manger four maje manager blled the co- ems that of from shar	student's ns. These s, raising o manage e risk and or topics, ment and course are originates eholder's to capital nt is also		

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
<ul><li>step by step.</li><li>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</li></ul>

Course Code	01799					
Course Name	Research Methodology	Credit	F	S		
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research methodo and practical research.  2.To learn the methods of conducting research proposals and reports.  3.To know how to obtain the required information the in writing research papers and solving management.	processes, of lata, and processes and processes are processes.	designing preparing	research research		

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Objectives	The purpose of operations management is to create manufacture and service operators in the market knowledge, skills and tools. The entry-level operation determines how best to design, supply, and run the manager are responsible for setting the strategic direction operation standpoint, deciding what technology should be located, and managing the facilities that masservices. The goal of operations management is to supplying quality goods and services.	place by cons specialishe process. ection of the ould be useake the process.	conveying t is the pe Senior of e company ed, where ducts or pr	a set of rson who perations from an facilities ovide the

Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	Cradit F	S
Course Ivallie	Accounting for Philancial Histrathents and Services	Credit		
Course Objectives	The purposes of this course are:  1. To introduce recent developments in Internation financial instruments and services provided by the 2. To emphasize the background and concepts under 3. To discuss the implications for financial reporting a 4. To exposure to the world's most advanced and innot the control of the contr	financial inc rlying the v and analysis	dustry. vritten cor	clusions.

Course Code	07897			
Course Name	Risk Management	Credit	F	S
	· ·			
Course Objectives	<ul> <li>This course aims to provide students a broad per containing traditional risk management and insura management. The students are expected to build a framework as:</li> <li>1. To make risk management and insurance decisions and individual welfare.</li> <li>2. To understand insurance contracts and institution industry.</li> <li>3. To understand the effects of and the rationale for and allocation of risk among business and individual Basically, topics in this course include:</li> <li>1. investment strategy</li> </ul>	ance and on comprehe s for increa onal feature public poli	ensively consistency busing busing busing busing busing busing the interpretation of the	s of risk onceptual ess value insurance

2. institutional structure 3. regulations
4. database management
5. quantitative procedures

Course Code	01483				
Course Name	Marketing Management	Credit	F	S	
	0 0				
	The objectives of this course are:				
	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.				
Course Objectives	3.To introduce some hottest issues such	as e-com	merce, n	narketing	
	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	This objectives of this course are:  1.To provide a broad understanding of the tax research  2.To introduce the most recent tax practice and research  3.To address new research issues in tax theory and provided the second seco	rch.		

Course Code	18300			
Course Name	Seminar in Accounting Problems (I)	Credit	F	S
Course Objectives	The goal of this course is to introduce students accounting research. It will be conducted primarily class discussion. Numbers of guest lecturers or speawill participate in this seminar and present their recommunicating their thinking and developing interactions.	as a semina akers in rela research wo	ar, with st ated resea orks/know	abstantial rch areas ledge for

Course Code	18301			
Course Name	Seminar in Accounting Problems (II)	Credit	F	S
Course Objectives	The purposes of this course are 1.To introduce the most recent topics in accounting re 2.To discuss contemporary accounting issues or probl 3.To enrich course contents by inviting distinguish speeches 4.To construct a platform for speakers and students to	ems ned guest s	•	

Course Code	17781			
Course Name	Seminar in International Accounting - English	Credit	F	S
Course Name	Seminar in International Accounting - English	Credit		
Course Objectives	This course examines the international dimension of f analysis. It provides students with an in-depth look at accounting and its related disciplines from an internat comprises two sections: The first section will be devo international accounting patterns, culture and develop and international harmonization. The second section v	the develop ional perspeted to a disc ment, comp	oment of ective. The cussion of parative ac	e course

including the context of International Financial Reporting Standards, major issues
in reporting and international financial analysis

Course Code	14773			
Course Name	Seminar in New Accounting Issues	Credit	F	S
Course Objectives	The objectives of this course are  1. To introduce the concept of derivatives account accurate determination of the fair value of derivatives and the existing authoritative guidance for derivatives 2. To provide the related reporting requirements or risks, covering the issues of emission trading market emission trading, accurate environmental liable environmental liability.  3. To discuss the need of international accounting swill be covered include: the advantage and disadvant lesson from the EU countries and the progress of contents.	es, account of environment introduction of introduction of the country and tandards country age of standards	ing for de nental liab ion, account account onverge. T dards conv	rivatives, bility and nting for ting for opics the verge, the

# **Applied Statistics**

MS Program in Applied	Statistics - Full-Time	Code	Classes	Credit hours
Required common	Seminar	06827	1	2
credit hours of the	Research Methodology	01799	1	2
graduate institute	Thesis	00041	1	6
	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
Elective credit hours of	Statistical Forecasting Methods-English	17851	1	3
the graduate institute in	Reading in Business Ethics for Managers	00292	1	2
other sections	Statistics in Finance	11673	1	3
other sections	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	17029	1	1
	Management	1702)	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 Code	06827	06827				
Course Name	Seminar	Credit	F	S		
Course Ivame	Schina	Credit				
Course Objectives	The main purpose of this course is to improve stu- write academic articles. The emphasis will be reading ability and learning various techniquarguments, and discovering new ways of thin writing process. The goals of this course are:  1.To train students with the capability for reading goals.  2.To direct students with adequate skills for analyte 3.To teach library research skills.  4.To provide opportunities for the use of compute Internet research.  5.To enlighten students with suitable presentation	on develoues to straking about professionatical writing ers, databas	ping stu ucture t readin l articles	idents' logical ig and		

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research me academic and practical research.  2.To learn the methods of conducting resear research strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required informat approaches in writing research papers and problems.	rch process search data,	ses, des and pre	igning paring opriate

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

Course Code	13575			
Course Name	Ourse Name Marketing Survey and Analysis	Credit	F	S
Course maine		Cledit	3	0
Course Objectives	The objective of this course are 1.To introduce methods of survey data analysis 2.To utilize computer software and proper methoroblems	nods to sol	ve real	world

Course Code	08308				
Course Name	Practice of Marketing Research	Credit	F	S	
Course Ivallie	Tractice of Warketing Research	Cicuit			
	The objectives of this course are	OLIPHON,			
Course Objectives	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
	1 0			

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 mathema matrix algebra, distributional theory, and probab  2.To emphasize Linear Model, and Multivariate application is of concern	ility.		

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course maine	Database Administration	Credit	3	0
Course Objectives	For various reasons, automation of business predictive for business in this digital society. As a statistical data are stored in databases. Not surprise database design principles and experiences on database to facilitate career development. Follow course is designed to equip students with the knot designing an integrated database, and with the design.  Throughout this course IBM DB2 is chosen as equip students with hands-on experience on database contents of this course are designed around thre SQL (2) Advanced SQL and (3) Database System are required to work on exercises after each lecture.	result it is ingly an unatabase admiprofessional wing this limited by the learning the learning abase admie major top Administr	very ofted derstand ninistration ls but a ne of far managion implement g tool to nistration pics: (1)	en that ding of on are also an ct, this ng and ent the o help n. The Basic

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

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

Course Code	05947			
Course Name			F	S
	Applied Multivariate Statistics Analysis	Credit		
Course Objectives	The objectives of this course are  1.To provide the core and the central idea of mult will be applied in the solution of problems application for further study.  2.To introduce some recently developed methods 3.To illustrate the main concepts by a variety of ex	in statistic	al theor	ry and

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

Course Code	01559			
Course Name			F	S
	Operations Research	Credit	3	0
Course Objectives	Operation research is one of the most important which use mathematical methods, computer soft reach goals.  This course emphasizes on mathematical mode application. The main content of this course introducing each chapter in operation research implication of data, and using interactive teach group discussion.	tware to he ds building includes n, explainir	elp com and the systemand and mana	panies neories tically agerial

Course Code	15237			
			F	S
Course Name	Special Topics in Applied Statistics II	Credit		
Course Objectives	The objectives of this course are 1.To invite distinguished guest speakers to deliver 2.To provide a general perspective on how sta different disciplinary studies		be appl	lied to

Course Code	11502			
G V		G 11	F	S
Course Name	Data Mining	Credit		
	1Understand DM concept	I		
Carres Objections	2.Using DM Tools			
Course Objectives	3.Understand DM methodology			
	4.Understand DM application			

Course Code	04322			
Course Name	Statistic Amalysis Saftyyana	Cuadit	F	S
Course Name	Statistic Analysis Software	Credit		

	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
Course Objectives	further study, and the use of statistical software packages in manipulating
	data. One of the most widely used statistical software packages, SPSS, will
	be introduced in the class. The manipulation will be illustrated by a variety
	of examples and exercises.

Course Code	17851			
Course Name	Statistical Forecasting Methods-English	Credit	F	S
Course Objectives	The objectives of this course are  1.To develop competent skill in analyzing busing for description, explanation, and forecast.  2.To combine knowledge of probabilistic models empirical comparisons of approaches, and compute 3.To cover the topics such as construction and statistical forecasting approaches. These approaches in time series regression, exponential (ARIMA) methodology, and intervention analysis	s of stocha nter softwar interpretati aches invol smoothing	stic prode. ion of ve: regi	cesses,

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	The objectives of this course are  1.To appreciate the essential of Business Ethics the recognizing socially acceptable business comperspectives, embedding good business in treat reengineering corporate image, enhancing investing in sustainable and socially responsible 2.To improve English proficiency	onduct from ting people professiona	m the nice ar	global nd fair,

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

Course Code	05967				
			F	S	
Course Name	Categorical Data Analysis	Credit			
	This course presents the most important methods for analyzing categorical			orical	
	data. It summarizes methods in the introductory le	vel that has	been ar	plied	
Course Objectives	widely and more recently developed. The major focus of this course is			S	
-	modeling of categorical response; i.e, the introduction of logistic regres				
	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 stucentral idea and methods of bioinformatics the solution of problems in biology, genetics and methods further study. The main concepts will be illuexamples and exercises.	at will be addicine and	applied applicat	in the ion for
Course Code	15531			

Course Code	15531			
			F	S
Course Name	Special Topics in Risk Management	Credit		
Course Objectives	This objectives of this course are 1.To provide a qualitative and quantitative approac 2.To introduce the methods of identifying, predicting, and managing risks through rigorous ex-	quantifyi	_	

Course Code	17277			
Course Name			F	S
	Special Topics in Marketing Research Ca	Credit		
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	Credit	F	S	
	Financial				
	The objectives of this course are				
Course Objectives	1.To discuss financial plans and the uses of funds				
Course Objectives	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	
	The chievine of this course				
Course Objectives	<ol> <li>The objectives of this course</li> <li>To supervise students independent learning.</li> <li>To teach student how to write professional thesi</li> <li>To discuss difficult with students, and help them</li> </ol>				

Course Code	15535			
Course Name		G 11	F	S
	Special Topics in Quality Control Cro	Credit		
Course Objectives	Quality is one of the key factors in surviving toug purpose of this course is to introduce engineering to the statistical techniques to quality contro improvement.	and manag	gement	majors

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

	Management				
	The objectives of this course are				
	1.To develop the capability of independent thinking				
Course Objectives	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 accurate reading and writing.  2.the ability to communicate in culturally approp written English  3.cultural awareness through readings and topic di	riate ways	in spok	_

Course Code	12573			
Course Name			F	S
	English Conversation and Writing II	Credit	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 ir 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 discusses some commonly, used, and moder calculating methods in scientific research.  2.To focus the application of statistics on scientific 3.To employ tools ranging from statistics to combinatorics and geometry in an attempt foundations to some important applications process data sets whose sizes and complexities humans to handle.	e research. computation to provi	al comp de theo from n	olexity, oretical eed to

Course Code	07331			
G V		G 11:	F	S
Course Name	Quality Control and Design	Credit		
Course Objectives	Quality is one of the key factors in surviving tough purpose of this course is to introduce engineering to the statistical techniques to quality control improvement. This course will cover the approaches of quality control that can be approaches of quality control that can be approaches industry, and business. Topical coverage interpretation of various control charts; rational tolerance limits; cumulative-sum (Cusum) continued weighted moving average (EWMA) control of assessment; SAS in QC.	g and managol, design, foundation lied to prowill be: co sampling; rol charts,	gement and p n of n ocess in onstruction specific expone	majors process nodern dustry, on and ations; entially

## **Finance**

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

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

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	Econometrics  Credit  F S  The objectives of this course are  1.To provide a foundation for the applied research in Economics and Finance.  2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data		ry and focus	

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This course provides advanced treatment of corpolevel finance majors. The primary objective of student's understanding on the theory and applicate decisions. These decisions include choosing between opportunities, raising money on the financial recapital structure, how to manage operating cate financial arrangements, how to mange risk and rete to be made, and etc. Therefore, four major topics, capital structure, working capital management and emphasized in this course. Students enrolled the familiar with the followings upon course completed.  1. The possible types and control mechanism originates from modern corporate structure sepastareholder's ownership.  2. Valuation approaches, cash flow estimation, a capital budgeting. The concept of real optic investment is also emphasized.  3. The concept of weighted average cost of capitate with special focus on possible approaches to estimate the optimal capital policy. Market frictions such as transaction cost discussions step by step.  5. Students are asked to develop the ability to find problems like an Executive Financial Manager (Claracteristics).	the course tion of corpeen compet markets and sh flows where the flows where t	is to en porate fir ing inve d the is with advitable of the policy verse expect problem nagement led in placet relations to the policy of the policy verse expect relations and the policy of the problem nagement led in placet relations to the problem is emphasized and discount of the problem.	nhance nancial stment sue of vanced policy geting, will be cted to as that at from ting to project nasized ment. vidend ed into

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
Course Objectives	The objectives of this course are  1.To structure a current consumption and portfo individual inventor  2.To realize how the changes of following fac securities, regulation, and preference, to affe decision  3.To analyze the welfare implications in a competi  4.To value securities in competitive market equilib	tors, name ct the opt	ly, num imal po	ber of ortfolio

Course Code	01579			
Course Name	Investments	Credit	F	S
		010410		
Course Objectives	The learning objectives of this course are 1.To know characteristics of financial tools. 2.To cover the issues such as what are their fair pr formulate investment portfolio. 3.To understand the following subjects: (1) return assets in money market, capital market, foreignerivative market. (2) Investment decision criter mean-variance portfolio theory, (4) CAPM & A of pricing (5) forward, future, option and Sw pricing- lattice approximation, (7) option pricing portfolio performance measurement and manage	rns and rish gn exchang eria of NPV APT and ge wap contract g- Black-So	ks of fir ge mark and IR neral pr	nancial et and RR. (3) inciple option

Course Code	03408			
Carres Name	Enterna and Outions	C 1:4	F	S
Course Name	Futures and Options	Credit		3
Course Objectives	The learning objectives of this course include:  1. The basic characteristics of derivative contracts  2.No arbitrage pricing bounds of futures, options a as swap, etc.  3.Trading strategies of options.  4.Binomial tree pricing options.  5.Black-Scholes model  6.Hedging when issue or buy an option.  7.Structured note  8.Exotic options.	-	erivative	es such

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	This course aims to provide students a bromanagement containing traditional risk manage other types of risk management. The students comprehensively conceptual framework as  1. To make risk management and insurance business value and individual welfare.  2. To understand insurance contracts and instinsurance industry  3. To understand the effects of and the rational affect risk and allocation of risk among business a Basically, topics in this course include  1. investment strategy  2. institutional structure  3. regulations  4. database management  5. quantitative procedures	ment and are expect decisions itutional for public	insurand ted to be for inconseatures c policion	ce and build a reasing of the

Course Code	00041			
Course Nome	Thosis	Cradit	F	S
Course Name	Thesis	Credit		
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	Candit	F	S
		Credit	3	0
Course Objectives	The objective of this course is to facilitate stutime-series models. Upon course completion, the to:  1.Realize how to deal with the time-series data 2.Realize how to apply the modern time-series technology. ARCH, GARCH, VAR, and Error-Correction Modern time-series technology.	e students s	should b	

Course Code	12133			
Course Name	Accounting for Financial Instruments and	Credit	F	S
Course Name	Services	Ciedit		
Course Objectives	<ol> <li>The purposes of this course are</li> <li>To introduce recent developments in Internation for financial instruments and services provided to the emphasize the background and concepts conclusions.</li> <li>To discuss the implications for financial reporting 4. To exposure to the world's most advanced and in practices.</li> </ol>	by the finan s underlyir ng and anal	cial induge the very sis	ustry. written

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
Course Objectives	The Asian financial crisis began in July 1997, Russian in 1998, the crisis of Brazilian in 1999 2001 and the crisis of Argentine in 2001.  Countries the encountered the financial crises excurrencies, sharp fall in share prices, declin unemployment, dramatic increase in short-term inflation and decline in foreign trade. Though the draw a standardize prescription, there are certal lessons that can be learned from the crises. The observation of the crises are calculated as a standardize prescription, there are certal lessons that can be learned from the crises. The observation of the crises and mode 2. To explain how and why did it spread to other consumer prices, foreign trade, exchange rates a 5. To describe the policy prescriptions by the IMF 6. To examine the measures used to deal with the constitutional and regional cooperation 8. To provide useful data and reference for the economic researchers and the general public.	xperienced ne in out interest rate too differer in common jectives of els of financountries and mic growth and share prize and the	devaluate put, sure, high in the in nate of this countries of the countrie	tish in tion of tige in rate of ture to the sand tree are sand tree are sand tree are the time.

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

	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
Course Objectives	graduate students (i) to keep up-to-date about events happening in global
	finance and economics, (ii) to appreciate the materials covered and
	integrate these real-world examples into theoretical and empirical research
	training, and (iii) to prepare for career advancement through the capability
	to grasp and digest the intimately related first-hand information.

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	The objectives of this course are  1.To appreciate the essential of Business Ethics the recognizing socially acceptable business comperspectives, embedding good business in treatment reengineering corporate image, enhancing investing in sustainable and socially responsible 2.To improve English proficiency	onduct from ting people professiona	n the nice and	global d fair,

Course Code	06978					
Course Name	Financial Engineering	Credit	F	S		
Course I turne	T maneral Engineering	Credit				
Course Objectives	of the mathematical tools of financial enginee introduction to preliminaries from calculus, probability theory, (3) information and condifferential equations, (5) diffusion process, (6) for semi-martingale, and (8) change of probability The second part relates these math tools to the total valuation. Some classic pricing model, like Black-Scholes model, HJM interest rate model this part.  Students are expected to have the ability using the	ring. Topic (2) basic ditioning, martingale measure. heory regar CRR bin .etc, will be	Financial Engineering  Credit  The course consists of two parts. The first part focuses on the introduct of the mathematical tools of financial engineering. Topics include introduction to preliminaries from calculus, (2) basic concepts probability theory, (3) information and conditioning, (4) stochadifferential equations, (5) diffusion process, (6) martingales, (7) calculator semi-martingale, and (8) change of probability measure.  The second part relates these math tools to the theory regarding the a valuation. Some classic pricing model, like CRR binomial model Black-Scholes model, HJM interest rate modeletc, will be introduced.			

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the principles, structures, and inviseveral major types of asset securitization, inclubacked securities, commercial mortgage backed securities, credit card ABS, Asset-be (ABCP), Housing equity loan backed securities, estate backed securities.  2.To discuss the impact of new Basel Accesecuritization.	uding resid ked securi backed con CBO/CLO	ential m ties, au nmercial I/CDO, a	ortgage to loan l paper and real

Course Code	15470			
Course Name	Corporate Governance	Credit	F	S
Course Objectives	The objectives of this course are  1.To illustrate the differences between cor management from the perspective of locus 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.

Course Code	15977			
Course Name	Seminar on Investment	Credit	F	S
Course Objectives	The purpose of this course is to analyze the kinstruments that facilitate trade and investment ac Topics include  1. The economic determinants of prices, pri relationships in the major financial market. pricing financial instruments would be included 2. The policy issues that result for private enterpinvestment, and risk management will be included	ce change The current herein.	a globales, and	price

Course Code	08247			
Course Name	Finance Forum	Credit	F	S
Course Objectives	The objectives of this course include:  1.To acquaint with the contemporary issues in bus  2.To bring finance and economics to practical use textbooks and current business events  3.To be fluent in oral presentation of financial issues.	by integrat	ing theo	ories in

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

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

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.
Students enrolled in this course are required
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	17369			
Course Name	Numerical Methods in Finance	Credit	F	S
	Trumerical Methods in Timanee	Credit		
Course Objectives	The objective of this course is to price financial in corresponding partial differential equations or using an axiomatic way. Moreover, numerical method solve financial problems. For examples, portfolio likelihood, as well as value at risk computations	ng Monte C ds will be	arlo met introdu	thod in ced to

Course Code	17404			
Course Name	Seminar in Credit Risk	Credit	F	S
Course I tame	Schiller in Credit Risk			
Course Objectives	The major purpose of this course is to provide students credit risk and help them develop research projects in a cover the development of major types of credit risk marelated researches in corporate financial management. as a seminar form relying heavily on discussion and st	this field. The odels in liter The cours	e topics ature and e will be	will l credit

Course Code	14068			
Course Name	Business Analysis and Valuation	Credit	F	S
Course Objectives	<ol> <li>To introduce advances in business analysis and advances in International Financial Reporting St. Valuation Standards.</li> <li>To integrate business strategy analysis, per security valuation through case studies and real-3. To captures the essentials of fundamental analysmarkets.</li> </ol>	andards and formance   I world appli	l Interna projection.	ntional on and

Course Code	16981			
Course Name	Cases Study in Financial Engineering	Credit	F	S
Course Objectives	The objectives of this courses are  1.To introduce the conceptual framework and financial engineering  2. To highlight the dynamic and persistent nature of the development of financial promulti-faceted and changing business environme of raising capital, managing risk exposuropportunities, and coping with shifts in tax and the development of the developm	of financial roblem solv nt, such as re, exploit	innovati ring skil lowering ting arl	on. ls in a

EMBA students are encouraged to bring cases encountered in practice to
class discussions.

Course Code	17281			
Course Name	International Financial Regulations	Credit	F	S
Course maine	International Financial Regulations	Credit		
	The objectives of this course are			
Course Objectives	1. To provide the basic knowledge of U.S Financial Law.			
	2. To improve English skills .			

# **Information Management**

MS Program in Informa	tion Management - Full-Time	Code	Classes	Credit
WIS Trogram in informa	Tun Time	Code	Classes	hours
	Thesis	00041	1	6
	Reading in Business Ethics for Managers	00292	1	2
D	Research Methodology	01799	1	3
Required common credit hours of the	Software Engineering	03024	1	3
graduate institute	Special Topics on MIS (I)	07519	1	2
graduate institute	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
	Data Security	04623	1	3
	Network Planning and Management for Enterprises	09636	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Business Process Reengineering	09638	1	3
	Supply Chain Management	09639	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Advanced Data Communication and Networks	10850	1	3
Elective credit hours of	Case Studies of Decision Support Systems	11347	1	3
the graduate institute in	Information System Project Management	11799	1	3
other sections	Electronic Learning	11804	1	3
	Adaptive Systems	11806	1	3
	Seminars on Electronic Commerce	13713	1	3
	Seminars on Decision Support Systems	14788	1	3
	Topics on Logistic Information Systems	14789	1	3
	Service-Oriented Architectural Enterprise Information Systems	15224	1	3
	Intelligence Systems	16653	1	3
	Service Science on Healthcare	17283	1	3

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
		- 7		
	The objectives of this course are:  1.To appreciate the essential of Business Ethics through five main faucets:		faucets:	
Course Objectives	recognizing socially acceptable business conduct to embedding good business in treating people in corporate image, enhancing professional ethics, and socially responsible corporations.  2. To improve English proficiency.	from the gi	lobal pers air, reeng	pectives, gineering

Course Code	01799			
Course Name	December Methodology	Credit	F	S
Course Name	Research Methodology			
Course Objectives	The objectives of this course are:  1.To introduce the basic concept of research reacademic and practical research.  2.To learn the methods of conducting research parameters, collecting and analyzing research papers and reports.  3.To know how to obtain the required informapproaches in writing research papers and solving	processes, clata, and processes that and processes the pro	lesigning preparing cough app	research research propriate

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
Course Objectives	This course describes steps of software development software engineering. It also investigates the development and introduces three practical software develop a software project as homework.	velopment	trend of	software

Course Code	07519			
Course Name	Special Topics on MIS (I)	Credit	F	S
Course tvaine	Special Topics on Wils (1)	Cicuit		
Course Objectives	By paper reading and expert speeches, this course will help students understand the main topics and research methodologies of each research area on information management.			

Course Code	07146			
Course Name	Special Topics on MIS (II)	Credit	F	S
	Special representation (11)			
Course Objectives	This course focuses on applications and tech information systems, including electronic con knowledge management, intelligent systems, dat network management. It hopes students can under techniques of various topics and the trends of appropriate of the property of the pr	nmerce, manning, stand the the optications	obile co and Inter neories and and deve	mmerce, rnet and ad whole lopment.

Course Code 07939
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Course Name	Advanced Database Management	Credit	F	S
Course rvaine	Advanced Batabase Management	Credit		
Course Objectives	Teach students to understand many important commanagement. The topics include that: SQL skill control, Data mining, Data Warehousing, OLAP, and the implementation practice skills in the IT induskillfully use the SQL statement, the database architecture, etc. Through this course, students can theories and implementing capability.	s, Transac l Data Cub stry. For role in	tion, con e. We also example: the enter	currency o discuss How to prise IT

Course Code	16654			
Course Name	Seminar on Information Management	Credit	F	S
Course Objectives	<ol> <li>Take the advantage of speech to:</li> <li>Enhance the knowledge and vision of how communication and network technologies on operation, management, and decision making.</li> <li>Make students understand the visionary a communication and network technologies which research and industries.</li> <li>Enhance the capabilities and skills of informatio management.</li> </ol>	the appli pplication h are appl	of info	rmation cademic

Course Code	04623				
Course Name	Data Security	Credit	F	S	
Course Ivaine	Data Security				
Course Objectives	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 management including structured cabling system of office, cost estimation of LAN wiring, wiring testir and SNMP network management. In practice, we Taiwan to learn network planning of LAN.	LAN, LAN	N wiring ognostic eq	design of uipment,

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Ivanie		Cicuit		
Course Objectives	This course teaches students basic concepts of knowledge and interesting patterns. Materials taugh Mining Techniques, Data Warehouse and OLAP T Mining Complex Types of Data, and Applications and	orithms, the of data to the of data to the of data to the of data to the of the	ne course a in orde ourse incl for Data	teaches r to find ude Data Mining,

Course Code	09638			
Course Nome	Ducinasa Ducasas Dagnainaguina	Credit	F	S
Course Name	Business Process Reengineering	Credit		

Course Code	09639				
Course Name	Supply Chain Management	Credit	F	S	
	111 7				
Course Objectives	This course provides fundamental ERP and SC experience. Topics include ERP functions such inventory management, manufacturing and plant bullwhip effect, risk pooling, supply chain integratic are also included. Workshops and experiments will pexperiences.	as distrining. SCM	bution, p I issues oly chain	ourchase, such as planning	

Course Cod	10849				
Course Name	Knowledge Management	Credit	F	S	
	Knowledge Management	Credit			
	The objectives of this course are:				
	1.To comprehensively introduce knowledge management.				
	2.To emphasize the importance of knowledge and knowledge management.				
	3.To introduce the technologies for knowledge management.				
Course Objectives	4.To introduce practical approaches of knowledge n	anagemen	t.		
	5.To introduce the concepts and techniques widely	ised in the	organizati	ons such	
	as benchmarking and best practice.		•		
	6.To cover the basic knowledge managemen	t steps in	ncluding	creating,	
	transferring and measuring knowledge.	•		O.	

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
	1 0			
Course Objectives	The objectives of this course is to give an overvie customer relationship management (CRM) and data methodologies and applications of CRM and DM analytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acquis via up-selling or cross-selling; customer segmen customer attrition/retention management. The for application oriented and therefore how to use related world problems is a must in this course. Therefore use relevant data mining techniques in handling real projects.	mining (I M. This manageme aling with sition; custo tation; custo cus of thi d technique the stude	DM) as we course will ent and course problems omer deve stomer values in handlints are required.	Il as the Il cover ustomer such as: lopment lue and will be ling real uired to

Course Code	10850			
Course Name	Advanced Data Communication and Networks	Credit	F	S
Course Objectives	The main purpose of this course is to help student about data communications and networking. The understand deeply and broadly the operating procommunications and networking. Therefore, besides communications and networking, this course requenterprise real cases and have ability to design communications and networking in order to understand	course tri rinciples of teaching t uires stude on some p	es to let of enterpri he theories nts to invo orograms	students ise data s of data vestigate of data

Course Code	11347			
			F	S
Course Name	Case Studies of Decision Support Systems	Credit	1	5
Course Objectives	This curriculum focuses on the discussion of completing the introduction to the basic concept (DSS). Hence, the purpose of this course is to narro and real works, and then stir up the combination of increasing the business value of DSS. It is also des for decision support system (DSS) concepts and p DSS development skills, and point out the important individuals and organizations today.	of decision with gap of research igned to foossibilities	n support between a and pract oster a diss s, impart p	systems cademic tices for sertation practical
Course Code	11799			
Course Name	Information System Project Management	Credit	F	S
Course Ivallie	information system r toject Management	Credit		
Course Objectives	Train students to not only understand the theories of management but also apply theories to practical projection.		ion system	project
Course Code	11804			
Course Name		C 4:4	F	S
Course Name	Electronic Learning	Credit		
Course Objectives	Understand the meaning of e-Learning from enterpring Investigate the techniques and concepts for enterpring environment. Understand the successful factors of eideas and researches of virtual classrooms and virtual problems and future of e-Learning as well as train studies.	erprise to Learning. tual unive	build e-I Investigate rsity. Ana	Learning e related lyze the
Course Code	11806			
Course Name	Adaptive Systems	Credit	F	S
Course Objectives	Adaptive systems will cover methods of adaptation a dynamical systems embedded in the world. The introduce algorithmic techniques in the design of techniques will be taught in the context of a var currently deployed as well as research systems.	purpose of of adaptive	f the cour e systems	se is to . These
Course Code	13713			
Course Name	Seminars on Electronic Commerce	Credit	F	S
Course Objectives	Explore the business models and strategies and cult conducting study on related issues through the ana management and decision problems of electronic con	lysis and	-	•
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 can System. Topics include demand management management, transportation system, logistics information system of distribution center. It can show Logistic experience for student and make each student manager specializing in Logistic information manager.	nt, procu information orten on job adents be a	irement, on syster o learning	supply n, and time in

Course Code	15224			
Course Name	Service-Oriented Architectural Enterprise	Credit	F	S
Course Objectives	Information Systems  The objective of this course is to provide the students with the concepts a skills of SOA and its application to enterprise information systems. The top include Enterprise architecture, SOA concepts, Web services, service-orien ERP systems, management functionalities overview customization supports.			e topics oriented supply ad other is used

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 Sy in aspects of principles, theory, and programming.  2. Be capable of using what they learn from this consistency with more informative, knowledgeable and Students should be able to develop AI applications the works are basically developments of AI applications. Web services. Students must deploy the demonstrate before the class their performance and loading in this course is low.	ourse to dedecisional using openications read to works	velop info features. a source to equesting in the clo	ormation ools. All existing oud and

Course Code	17283			
Course Name	Service Science on Healthcare	Credit	F	S
Course Objectives	The healthcare service has been known as a service recognized as one of most brilliant industries around research and practices can effectively motivate heat to recognize the opportunity of healthcare service eventually to improve the service quality, enhance of as change unhealthy lifestyle behaviors of individual service economy of life safety and health improver graduate students using service science knowledge and realize the exquisite healthcare services research. Therefore, the core of this course is designed on an exwith its practice and application in the service healthcare. The objectives of this course aim to lead 1) Explore service management, knowledge, method service innovation.  2) Build the professional and research abilities of service industries regarding service process designed.	nd the worl lthcare ind ce innovati customer sa uals. In ore ment, the ce and techn and practi exploration industries, our gradua nodologies, of backgrou	d. Service ustry and ion, leadi atisfaction der to dev ourse can alology to ces. of service especiall te student and stra	e science business ng them a, as well velop the lead our facilitate e science y in the s to tegies of cledge of

innovation and entrepreneurship.

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

# **MS Programs**

- Evening and Weekend -

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

## Accounting

MS Program in Accounting- Evening and Weekend		Code	classes	Credit hours
	Integrated Management	12486	1	3
Required common credit	Financial Accounting Theory	12102	1	3
hours of the graduate	Advanced Managerial Accounting	11756	1	3
institute	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
	Financial Statement Analysis and Business Valuation	18302	1	3
	Seminar on Managerial Accounting	12105	1	3
Elective credit hours of the	Research Methodology	01799	1	3
graduate institute in other sections	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 Code	12486			
Course Name	Integrated Management	Credit	F	S
Course Objectives	The objectives of this course are:  1.To increase managerial ability through the cu capability.  2.To enhance familiarity with cross-functional special		of their	visionary

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
	I mandan redomining redorg	010010		
Course Objectives	The objectives of this course are:  1.To provide a general understanding of the enresearches.  2.To cover the theories and methodologies uninformation perspective and measurement perspecting intangible assets, positive theory of accounting covoluntary disclosures and regulation, etc.	nderlying ctive of ac	market ef	fficiency,

Course Code	11756					
Course Name	Advanced Managerial Accounting	Credit	F	S		
Course Objectives	The objectives of this course are:  1.To thoroughly explore the contemporary man including target costing, activity-based costing scorecard etc.  2.To focus on some selective topics on the man including performance evaluation, EVA, compensations.	& mana	egement,	balanced research,		

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	Quality financial statement audits underlie the well. This objectives of this course are:  1. To investigate the demand for and the supply of quality incentives of auditors which are largely deter relationship, the structure of audit market, and the profession (e.g., self-regulation, government oversity expertise of auditors which they have obtained practicing experience. The professional rules (e.g., self-regulation) they have obtained practicing experience. The professional rules (e.g., self-regulation) and the organizational in 3. To demonstrate how these three factors interact a audit process.  4. To provide a framework for a better understanding practice.  5. To develop the abilities to undertake an auditing research.	ality financy financial mined by governance ght and leg from educing., GAAP expertise; (ialization produced fluences of and determined of audition and got audition produced fluences of and determined fluences of audition produced fluences f	ial statement the client estructure gal system ation, train and GA.  3) the ethicorocess of audit firm the output the output the system.	ent audits: (1) the auditor of audit (2) the ning and (AS) also cal value auditors (S. tcome of

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Ivallie	THESIS	Credit		

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	Credit	F	S	
Course tvaille	Valuation	Cicuit			
Course Objectives	This course is about the analysis of financial information of the material statements - for making decisions to invest it focus is on equity (share) valuation. The methods of fexamined in detail and applied in cases and projects in Topics include models of shareholder value, a comparant discounted cash flow approaches to valuation, the growth and valuation generation in a firm, testing the forecasting earnings and cash flows, pro-forma analysis of risk, and the determination of price/earning. The course will be taught from the perspective of a the equity analyst — but much of the material cover relevant to the corporate financial analyst for evaluation and other investments, and for calculating the scenarios. By the end of the course, the student show thorough, convincing equity research report.	n businessed undamenta nvolving listrison of access analysis of quality of sisted for strateges and marked in the cong acquisitivalue general	es. The print analysis sted compactual accourant for profitable financial regy and placet by a part of the profitable financial regy and placet for part of the profitable financial regy and placet for part of the profitable financial for part of the profitable financial for profitable financial	mary will be anies. unting lity, eports, anning, k ratios. rticularly l also be acturings strategy	

Course Code	12105			
Course Name	Seminar on Managerial Accounting	Credit	F	S
Course Objectives	The objectives of this course are:  1.To introduce the concept of Strategic Cost Manage topics on the managerial accounting research, inclu EVA, compensation and incentive, R&D etc. wh management accounting research.  2.To explore the new research issues in management.	uding perfo ich may be	rmance ev e applicab	aluation,

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are:  1.To introduce the basic concept of research methodo and practical research.  2.To learn the methods of conducting research parategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required information the in writing research papers and solving management.	processes, lata, and manager	designing preparing ropriate ap	research research

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	This objectives of this course are:  1.To provide a broad understanding of the tax research  2.To introduce the most recent tax practice and research  3.To address new research issues in tax theory and practice.	ch.		

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

	This objectives of this course are:
Course Objectives	1.To provide a thorough grounding in the theory and practice of capital markets
Course Objectives	(including primary market and secondary market).
	2.To have the knowledge of how the market operates.

Course Code	16257			
Course Name	Forum on Emerging Accounting Issues	Credit	F	S
Course Objectives	The goal of this course is to introduce students to Inte Standard (herafter, IFRS). It will be conducted prima substantial class discussions. Several guest lecturers of participate in this seminar and present their knowledg working abilities in the future.	arily as a se or speakers i	minar, with in IFRS wi	h ill

Course Code	03008			
Course Name	Financial Theory	Credit	F	S
Course Ivaine	Financial Theory	Credit		
Course Objectives	The course introduces the fundamentals of corporate financial management: capital budgeting (long-term is policy and the working capital management. The court to practice. By the handout complied by the instruct real situations and figures in Taiwan, and introduce addition, the course also includes the further international corporate finance and options and corporate objectives of this course are:  1. To provide a clear concept of corporate finance.  2. To introduce the real situation and figures in Taiwang 3. To move from theory to practice.	investment arse stress nator, the instances new rates of rate Securit	decision), noving fro ructor exp esearch pa corporate	financial m theory plains the apers. In

# **Applied Statistics**

MS Program in Applied	Statistics - Evening and Weekend	Code	Classes	Credit hours
	Seminar	06827	1	2
Required common	Research Methodology	01799	1	2
credit hours of the graduate institute	Thesis	00041	1	6
	Integration management	12486	1	3
	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
F1	Introduction to Statistics and Softwares with Application	15957	1	3
Elective credit hours of the graduate institute in	Statistical Forecasting Methods	08305	1	3
other sections	Applied Multivariate Statistical Analysis	05947	1	3
	Special Topics in Biostatistics	17276	1	1
	Special Topics in Risk Management	15531	1	1
	Special Topics in Marketing Research	17277	1	1
	Special Topics in Advanced Quantitative Financial	17278	1	1
	Special Topics in Data Mining	15534	1	1
	Special Topics in Quality Control	15535	1	1
	Special Topics in Customer Relationship Management	17029	1	1

Course Code	06827			
Course Name	Seminar	Credit	F	S
Course Name	Semmar	Credit		
Course Objectives	The main purpose of this course is to improve stu- write academic articles. The emphasis will be reading ability and learning various techniquarguments, and discovering new ways of thin writing process. The goals of this course are: 1.To train students with the capability for reading 2. To direct students with adequate skills for analy 3.To teach library research skills. 4.To provide opportunities for the use of compute Internet research. 5.To enlighten students with suitable presentation	on develoues to straking about professionatical writingers, database	ping stu ucture t readin l articles	idents' logical g and s.

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research me academic and practical research.  2.To learn the methods of conducting resear research strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required informat approaches in writing research papers and problems.	rch process search data, ation throug	ses, des and pre	igning paring opriate

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

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

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

Course Code	10985					
Course Name	Customer Relationship Management	Credit	F	S		
	1 0		CC 4			
Course Objectives	The objectives of this course is to give an overview about different as of customer relationship management (CRM) and data mining (DM)					

well as the methodologies and applications of CRM and DM. This course
will cover analytical approaches for customer relationship management and
customer valuation at each stage of the customer lifecycle, dealing with
problems such as: identification of good prospects for customer acquisition;
customer development via up-selling or cross-selling; customer
segmentation; customer value and customer attrition/retention management.
The focus of this course will be application oriented and therefore how to
use related techniques in handling real world problems is a must in this
course. Therefore the students are required to use relevant data mining
techniques in handling real world problems in their final projects.

Course Code	13575					
Course Name	Marketing Survey and Analysis	Credit	F	S		
	Marketing Survey and Analysis					
	The objective of this course are					
Course Objectives	1.To introduce methods of survey data analysis					
Course Objectives	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 s 2.To utilize computer software and proper methors	•	ve real	world		

Course Code	02490						
Course Name	Database Administration	Credit	F	S			
Course Objectives	For various reasons, automation of business preparatice for business in this digital society. As a statistical data are stored in databases. Not surprise database design principles and experiences on database design principles and experiences on database design principles and experiences on database to facilitate career development. Follow course is designed to equip students with the knot designing an integrated database, and with the design.  Throughout this course IBM DB2 is chosen as equip students with hands-on experience on database contents of this course are designed around thre SQL (2) Advanced SQL and (3) Database System are required to work on exercises after each lecture.	result it is ingly an unatabase admingthis li wledge for skills to it the learning abase admine major top Administr	very oftenderstand inderstand inderstand ils but a ne of fact managin implement implement injustratio pics: (1)	en that ding of on are also an ct, this ng and ent the o help n. The Basic			

Course Code	11502			
Course Name	Data Mining	Credit	F	S
	Data Willing	Credit		
	1Understand DM concept			
Carrea Objectives	2.Using DM Tools			
Course Objectives	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 i	introduce	metho	ds of marke	ting resear	ch				
2.To	illustrate	how	statistical	methods	could	be	helpful	in	market
pos	sitioning a	nd ma	rket segmer	ntation					
3.To s	solve prac	tical p	roblems thro	ough vario	us marl	cetin	g researc	h m	ethods

Course Code	15957						
Course Name	Introduction to Statistics and Softwares with	Credit	F	S			
Course Ivallie	Application	Credit					
	The objectives of this course are						
	1.To enhance the understanding and appreciation of the core of the central						
	idea and methods of statistics that will be applied in the solution of						
Course Objectives	problems in a variety of applied science and application for further study.						
Course Objectives	2.To be able to use statistical software packages, specifically SPSS, for manipulating data.						
	3.To illustrate the data manipulation via a 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 of for description, explanation, and forecast.  2.To combine knowledge of probabilistic models of stochastic process empirical comparisons of approaches, and computer software.  3.To cover the topics such as construction and interpretation of varietistical forecasting approaches. These approaches involve: regress modeling, time series regression, exponential smoothing, Box-Jenl (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 mult will be applied in the solution of problems application for further study.  2.To introduce some recently developed methods 3.To illustrate the main concepts by a variety of ex-	in statistic	al theor	ry and

Course Code	17276			
C N			F	S
Course Name	Special Topics in Biostatistics	Credit		
Course Objectives	The objective of this course is to provide the stude central idea and methods of bioinformatics that solution of problems in biology, genetics and methods of the study. The main concepts will be illuexamples and exercises.	t will be a	applied applicati	in the

Course Code	15531					
Course Name			F	S		
	Special Topics in Risk Management	Credit	0	1		
Course Objectives	This objectives of this course are 1.To provide a qualitative and quantitative approach of estimating risks					

	2.To introduce the methods of identifying, predicting, and managing risks through rigorous		ng, app	plying,
Course Code	17277			
Course Name	Special Topics in Marketing Research		F	S
		Credit		
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		l	

Course Code	17278				
Carra Nama	Special Topics in Advanced Quantitative	Credit	F	S	
Course Name	Financial				
	The objectives of this course are				
Course Objectives	1.To discuss financial plans and the uses of funds				
Course Objectives	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 Norma	Constitution in Data Minim	C 1'4	F	S	
Course Name	Special Topics in Data Mining	Credit			
	The objectives of this course				
Course Objectives	1. To supervise students independent learning.				
Course Objectives	2. To teach student how to write professional thesis.				
	3. To discuss difficult with students, and help them to solve it.				

Course Code	15535			
			F	S
Course Name	Special Topics in Quality Control	Credit		
	Quality is one of the key factors in surviving tough competition. The			
Course Objectives	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 thinkin 2.To cultivate the capability of reading the literatu 3.To cultivate the capability of writing quality pap 4.To cultivate analytical capability for solving practices.	re ers	ems		

# **Finance**

MS Program in Finance - E	vening and Weekend	code	classes	Credit hours
Required common credit	Investment Decisions	10687	1	3
	Corporate Finance	10688	1	3
	Integration of Management	12486	1	3
hours of the graduate institute	Futures and Options	03408	1	3
	Fixed Income Securities	10458	1	3
	Thesis	00041	2	6
	Econometrics	01855	1	3
	The Introduction to Contemporary Finance	17370	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Corporate Governance	15470	1	3
	Merger and Acquisition	08509	1	3
Elective credit hours of	Financial Crisis and Reform	14190	1	3
the graduate institute in	Risk Management and Insurance	17857	1	3
other sections	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 Code	10687				
Course Name	Investment Decisions	Credit	F	S	
		010010			
Course Objectives	FS				

Course Code	10688				
Common Name	Company Eineman	G = 1'4	F	S	
Course Name	Corporate Finance	Credit			
Course Objectives	The objectives of this course are				
Course Objectives	1.To illustrate the primary goal of the firm: value maximization for shareholders			on for	
	2.To cover three major functions of corporate finance: financial planni and control, allocation of funds among various assets, and the acquisition of funds.				
	3.To explore these functions though their real work	ld application	ons.		
	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 manne	integration management	Credit		
Course Objectives	The objectives of this course are 1.To increase managerial ability through the cult capability 2.To enhance familiarity with cross-functional spe		their vis	ionary

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 a as swap, etc.  3. Trading strategies of options.  4. Binomial tree pricing options.  5. Black-Scholes model  6. Hedging when issue or buy an option.  7. Structured note		erivatives	such

8.Exotic options.

Course Code	10458			
Course Name	Fixed Income Securities C		F	S
Course Objectives	The objective of this course is to introduce the ma	_		tment
	of fixed securities. Topics that will be covered in the		re	
	1.Introduction to fixed income products and innov			
	2.Basic bond valuation techniques with risk and re	turn analysi	.S	
	3. Term structure of interest rates and their estimate			
	4.Pricing of fixed income securities and their deriv	atives		
	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.			d real
	Students enrolled in this course are required			
	1.To calculate risk & return of fixed income securi	ties		
	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 t	echnique in	the class	s.
	6.To finish a term paper	-		

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

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Name	Econometrics	Cledit		
Course Objectives	The objectives of this course are  1.To provide a foundation for the applied reservance.  2.To introduce the modern treatment of economic applications that match real-world theory and data 3.To cover the topics including multiple regression economic applications, as well as issues such as data, and instrumental variables.  4.To be able to understand and apply the econometric using computer packages.	netrics, usin a. a techniques s omitted v	ng theo with fo ariables	ry and ocus on , panel

Course Code	17370			
Course Name	The Introduction To Contemporary Finance	Credit	F	S
Course Manie		Credit		
Course Objectives	The purpose of this course is to give students with concepts about economics, finance, accounting, inv			tive

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.

Course Code	02058			
Course Name	Durings Foregoting		F	S
Course Name	Business Forecasting	Credit		
Course Objectives	This course would provide a comprehensive and sy financial time series models, the methodology of ne application to modeling and prediction of financial completion, the students could enhance their ability regularities in the economy and to do the business f	eural netwo data. Upon to explain	rks and to course the emp	their

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the principles, structures, and invested major types of asset securitization, included backed securities, commercial mortgage backed securities, credit card ABS, Assetticated ABCP), Housing equity loan backed securities, estate backed securities.  2.To discuss the impact of new Basel Accesscuritization.	uding resid ked securi backed con CBO/CLO	ential m ties, au nmercia O/CDO, a	to loan l paper and real

Course Code	15470			
Course Name	Corporate Governance	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To illustrate the differences between cormanagement from the perspective of locus of corand board structure.</li> <li>2.To introduce the nature, principles and regovernance.</li> <li>3.To portray the international trends of conshareholder activism.</li> <li>4.To cover the related theories of corporate governs.</li> <li>5.To introduce the corporate governance rating evidence the influence of corporate governance and value.</li> <li>6.To know how the listed companies adopt corporate governance management in practices.</li> </ul>	ntrol, owne mechanism rporate go ance. g system a on corpora	of convernance  nd to pute performance	rporate e and provide

7.To cover the issue of risk management and corporate governance in
financial holding companies.

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

Course Code	14190				
Course Name	Financial Crisis and Reform	Credit	F	S	
Course Objectives	F	tion of rge in rate of o draw essons  yment,			

Course Code	17857				
Course Name	Risk Management and Insurance	Credit	F	S	
Course rvaine	Nisk Management and Insurance	Credit			
Course Objectives	Course Objectives  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,  (1) to provide students with a broad perspective of risk management in				

which traditional insurance risk management as well as other types of risk management are introduced together;

(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;

(3) to enhance the ability of students to think and solve analytically problems of risk management that confront business managers and individuals.

Course Code	18159				
Causa Nama	Credit Disk and Amplications	C 1:4	F	S	
Course Name	Credit Risk and Applications	sk and Applications Credit		0	
Course Objectives	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.				

Course Code	18275					
Course Name	Private Equity Management	Credit	F	S		
Course Name	Titvate Equity Management	Credit				
Course Objectives	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.					

Course Code	08247				
Course Name	Finance Forum	Credit	F	S	
	1 1111110 1 01 1111				
Course Objectives	The objectives of this course include:  1.To acquaint with the contemporary issues in business and finance  2.To bring finance and economics to practical use by integrating theories in textbooks and current business events  3.To be fluent in oral presentation of financial issues in English.				

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

Course Code	16981				
Course Name	Cases Study in Financial Engineering	Credit	F	S	
Course Ivallie	Cases Study in Financial Engineering	Cledit			
Course Objectives	The objectives of this courses are	The objectives of this courses are			
	<ol> <li>The objectives of this courses are</li> <li>To introduce the conceptual framework and historical background of financial engineering</li> <li>To highlight the dynamic and persistent nature of financial innovation.</li> <li>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.</li> <li>EMBA students are encouraged to bring cases encountered in practice to class discussions.</li> </ol>				

# **Information Management**

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

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are:  1.To introduce the basic concept of research me academic and practical research.  2.To learn the methods of conducting resear research strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required informat approaches in writing research papers and problems.	rch process search data,	ses, des and pre	signing eparing opriate

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

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

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	04623			
Course Name	Data Security	Credit	F	S
Course Objectives	1.Understand basic concepts of data security.     2. Learn principles and applications of cryptograms.	aphy and Inter	rnet secu	ırity.

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	Knowledge Management  Credit  F S  The objectives of this course are:  1.To comprehensively introduce knowledge management.  2.To emphasize the importance of knowledge and knowledge management 3.To introduce the technologies for knowledge management.  4.To introduce practical approaches of knowledge management.  5.To introduce the concepts and techniques widely used in the organizations such as benchmarking and best practice.  6.To cover the basic knowledge management steps including creating transferring and measuring knowledge.			

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Ivaille	Customer Relationship Wanagement	Cicuit		
Course Objectives	The objectives of this course is to give an over of customer relationship management (CRM) well as the methodologies and applications of C will cover analytical approaches for customer recustomer valuation at each stage of the custo problems such as: identification of good prospecustomer development via up-selling or segmentation; customer value and customer attr. The focus of this course will be application or use related techniques in handling real world course. Therefore the students are required to techniques in handling real world problems in the	and data michal and DM elationship mare lifecycle ets for customer cross-sellinition/retention iented and the problems is to use relevant	ning (D  This nageme , dealing ner acqui ng; cus n manage erefore h a must nt data n	oM) as course ent and g with a sition; stomer ement.

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

Course 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 orde 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	
	This course is to introduce that the fundamentals and the appli				
	This course is to introduce that the fundamentals a			of the	
	evolutional computation (EC), especially on the topics of the genetic				
	algorithms (GA) and genetic programming (GP). You can learn both the				
Course Objectives	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	Information Systems  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 commercia service-oriented ERP system is used as the tools of demonstration, experimentation, and as the base of discussion. Students will have hands-or experience.				

Course Code	09639				
Course Name	Supply Chain Management	Credit	F	S	
Course Objectives	This course provides fundamental ERP and SCM of experience. Topics include ERP functions such as inventory management, manufacturing and planning bullwhip effect, risk pooling, supply chain integral planning are also included. Workshops and experient students hands-on experiences.	distributior ng. SCM is tion and su	n, purcha sues suc oply cha	nse, h as in	

# **Technology Management**

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

Course Code	04161				
Course Name	Management of Technology and Innovation	Credit	F	S	
	C				
Course Objectives	<ul> <li>The objectives of this course are:</li> <li>1.To provide fundamental concepts and principle management.</li> <li>2.To learn the practice of Hi-tech firms technologica</li> <li>3.To acquire analytical and problem-solving capabil</li> <li>4.To enhance presentation skill from in-class Q&amp;As</li> </ul>	al innovatio	n activitie		

Course Code	11805			
Course Name	Intellectual Property Law and Science	Credit	F	S
Course Ivaille	intenectual Property Law and Science	Credit		
	1. This course provides the concept of Intellectual P	roperty (IP)	and the c	ontent of
Course Objectives	the Law.			
	2. How to use IP well and develop the Competitive	Intelligence		

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Traine	integration management	Cicuit		
Course Objectives	The objectives of this course are:  1.To increase managerial ability through the c capability.  2.To enhance familiarity with cross-functional species.		of their v	visionary

Course Code	12587			
Course Name	Optoelectronic Industry Analysis	Credit	F	S
Course Objectives	Knowledge economics has become an increasingle century. The development of new economics technology industry in the future. The employer market, financial market, technology management interrelated to high technology industry.  The objectives of this course are:  1. To cover industry analysis and technology.  2. To describe all fields of industries now and in the 3. To arouse appreciation of the high-tech industries technology background.	will also be thent market ent, and tec future.	e leaded such as s hnology	by high securities law are

Course Code	12589			
Course Name	Technology Organization and Human Resource Management	Credit	F	S
Course Objectives	The objectives of this course are:  1.To provides both theory and practical case discuss  2.To understand the evolution of management org contemporary management/Human Resources technology organization.  3.To learn the management problem solving skill th	anization th manageme	nt challe	inges in

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

Industry		
The objectives of this course are:  1. To understand the modern biotech and pharmaceu  2. To know that the knowledge-based nature of this i  3. To know the keys to successful of this industry.	try.	

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

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Name	THESIS	Cleuit		
Course Objectives	Train students how to solve problems, do researche	s and write	a good th	esis.

Course Code	11313			
Course Name	Innovation and Entrepreneurial Management	Credit	F	S
Course runne	innovation and Entrepreneural Management	Credit		
	The objectives of this course are:			
Course Objectives	1.To provide the basic concepts and theories of inno	ovation man	agement.	
J	2.To discuss real cases across industries.			
	3.To improve management skills in middle and sma	III enterprise	S.	

Course Code	12590			
Course Name	Marketing in Technology	Credit	F	S
Course Objectives	As the development of high-technology industries of digital technology and creative marketing customers high value added products and service strategy for business to create sustainable competitive above, the objectives of this course are:  1. To combine theories and experiments so as to expension technology marketing, for technology marketing's operational strategies, behavior, the product, price, promotion and charmarketing, e-marketing and e-commerce, technology relationship management, technology marketing future of creative technology marketing.  2. To cultivate the potential of becoming a marketing industries.	strategies es has becove advanta aploit issues mation and the analys nnel strates logy marke of specific	to provid ome an inges. In vie s such as implement is of congress of tec- ting and on c groups,	e picky nevitable w of the dynamic tation of nsumers' chnology customer and the

Course Code	03132			
Course Name	Industry Analysis and Competitive Strategy	Credit	F	S
Course runne	industry / marysis and competitive strategy	Credit		
	The objectives of this course are:			
Course Objectives	1. To understand the advantage of country competiti	on.		
Course Objectives	2. To understand the development of industries.			
	3. To conduct competition analyses and company str	rategies		

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

Course Code	12132			
Course Name	Industrial Analysis of Mainland China	Credit	F	S
Course Objectives	This course is designed in a way of intensive speed running business in Mainland China or scholars who of China well. After completing this course, fundamental concepts of regulations of the author and strategies of industries like securities, electro China.	no knows in we hope th rity, operation	dustrial ev nat studen ons, mana	volutions nts have agements

Course Code	16256				
Course Name	Industry Analysis of Emerging Countries	Credit	F	S	
Course Objectives	The objectives of this course are:  1.To grasp the information of emerging markets.				
	2.To acquaint with the industry environment of the emerging markets for the foundation of valuation and policy making.				

Course Code	16529					
Course Name	Valuation and Management	Credit	F	S		
	variation and management	Cicuit				
	The purposes of this course are:					
Course Objectives	1. To acquaint how a company manages and creates its value.					
Course Objectives	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 maine	Corporate investment and Kisk Management			

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

Course Code	17454			
Course Name	Corporate Investment and Risk Management	Credit	F	S
Course Objectives	The purpose of this course is to let students background, especially the causes and forecast of both			economic

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are:  1.To introduce the basic concept of research research academic and practical research.  2.To learn the methods of conducting research proposals and reports.  3.To know how to obtain the required informapproaches in writing research papers and solving	processes, of lata, and promation the	designing preparing rough ap	research research propriate

# **Doctoral Program**

Business Administration

# **Business Administration**

Ph.D. Program in Busines	s Administration	Code	classes	Credit hours
	Organization and Management Theory	02237	1	3
	Quantitative Method	02746	1	3
	Seminar on Information Management	12191	1	3
	Business Research Project (I)	16479	1	3
	Independent Study in Business (I)	17284	1	3
	Research Methodology	01799	1	3
	Seminar on Business Ethics	17378	1	3
Required common credit hours of the graduate	Strategic Management	10383	1	3
institute	Seminar in Production Management	05989	1	3
	Seminar on Corporate Finance	15660	1	3
	Seminar in Futures and Options	15976	1	3
	Seminar on Information Technology	15661	1	3
	Business Research Project (II)	16480	1	3
	Independent Study in Business (II)	17285	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Seminar in International Marketing	17011	1	3

Course Code	02237				
Course Name	Organization and Management Theory	Credit	F	S	
Course Name	Organization and Wanagement Theory	Cicuit			
	The objectives of this course are:				
	1.To understand the theories and meanings about	ut managen	nent in	practice	
Course Objectives	through discussing and lecturing.				
Course Objectives	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	The objectives of this courses are:  1.To provide fundamental concepts and skills for (ANNs).  2.To impart such the knowledge via detailed exercises.  3.To ensure a further understanding of the implication of using artificial neural networks in solving real 4.To be able to use related techniques and softwar application problems.  5.To introduce the concepts of knowledge discovered. To understand how to analyze large volume knowledge and interesting patterns.  7.To investigate business cases as to show how mining tasks in the real world.	instruction ations and in I world prol are in handler ary and data of data in	ntricate blems. ing the mining.	n-class effects related o find

Course Code	12191			
Course Name	Seminar on Information Management	Credit	F	S
	Serial on Internation Hamiltonian			
Course Objectives	Study the important MIS research articles in the and organization, information economics, IT ado related areas in order to enhance the research cap MIS study by analysis and discussion.	ption, IS su	access a	nd the

Course Code	16479			
Course Name	Business Research Project (I)	Credit	F	S
Course Objectives	The objectives of this course are:  1.To cultivate the ability of planning and execution  2.To be able to conduct business research.  3.To cultivate the capability of independent study.			

Course Code	17284			
Course Name	Independent Study in Business (I)	Credit	F	S
Course Objectives	The objective of this course is to serve as the follower dissertation with through the process of independe		for cond	lucting

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the basic concept of research me academic and practical research.  2.To learn the methods of conducting resear research strategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required informat approaches in writing research papers and solving	ch process search data,	ses, des and pre	igning paring opriate

Course Name  Seminar on Business Ethics  Credit  F S  The objectives of this course are:  1.To appreciate the essential of Business Ethics through five main faucets: recognizing socially acceptable business conduct from the global	Course Code	17378				
1.To appreciate the essential of Business Ethics through five main faucets:	Course Name	Seminar on Business Ethics	Credit	F	S	
1.To appreciate the essential of Business Ethics through five main faucets:						
		3				
	Course Objectives	perspectives, embedding good business in treating people nice and fair,				
		reengineering corporate image, enhancing professional ethics, and				
reengineering corporate image, enhancing professional ethics, and		investing in sustainable and socially responsible	corporation	ıs.		
		2.To improve English proficiency.				

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Ivaine	Strategie Wanagement	Credit		
Course Objectives	The objectives of this course are:  1.To build up a complete concept of strategic man  2.To integrate knowledge in relevant academic fie  3.To explore new insights about strategic manage through class discussions.	lds.	ousiness	trends

Course Code	05989			
Course Name	Seminar in Production Management	Credit	F	S
Course Objectives	This course is an advanced course of operations on managerial processes for achieving effective and service.	-	-	

Course Code	15660			
Course Name	Seminar on Corporate Finance	Credit	F	S
Course Objectives	This objectives of this course are:  1.To provide an overview of theoretical and e modern corporate finance.  2.To prepare for conducting independent studies.  3.To present and discuss the assigned papers in the	•	ontributio	ons of

Course Code	15976			
Course Name	Seminar in Futures and Options	Credit	F	S
Course Objectives	The learning goals of this class can be summarized 1. The basic characteristics of derivative contracts 2. No arbitrage pricing of forward and future 3. No arbitrage pricing bounds of options	l as followi	ng:	

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
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.

Course Code	15661			
Course Name	Seminar on Information Technology	Credit	F	S
Course Objectives	This course is aimed at teaching students to be far research directions of Information Technology. reading and seminar, this course tries to have somethodologies as well as research background of in order to recognize the appropriate methods are pertaining to the area of Information Technology, aims to train students possess quantitative a capabilities, as well as the ability to engage in it research.	Through I tudents to f Information procedure Furthermoand quality	ectures, learn re on Technores of re ore, this active re	paper esearch nology esearch course esearch

Course Code	16480					
Course Name	Business Research Project (II)	Credit	F	S		
Course Name	Business Research Froject (II)	Cicuit				
	The objectives of this course are:					
Course Objectives	1.To cultivate the ability of planning and execution.					
Course Objectives	2.To be able to conduct business research.					
	3.To cultivate the capability of independent study.					

Course Code	17285			
Course Name	Independence Study in Business (II)	Credit	F	S
Course Name	independence study in Business (ii)	Credit		
Course Objectives	The objective of this course is to serve as the following dissertation with through the process of independe		for cond	lucting

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

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