# College of Management Fu Jen Catholic University

2012-2013 Course Catalog



 $No.\ 510\ Zhungzheng\ Rd\ , Xinzhuang\ Dist.,\ New\ Taipei\ City,\ Taiwan\ (R.O.C)$ 

Tel: 886-2-29052651 Fax: 886-2-29052186

http://www.management.fju.edu.tw

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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 of		Discussion in Industrial Management	14211	1	3
		Innovation Management	04564	1	3
	Human	Organization Development & Change	06935	1	3
	resources	Performance Management	14209	1	3
	management	_	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
	Operational	Design of Production System	05827	1	3
		Operations and Managerial Decision Making	11492	1	3
management	Logistics/ Supply Chain Management	14208	1	3	
		International Human Resources Management	05559	1	2
Elective	Human	Organizational Behavior	02234	1	3
credit hours		Organization Study	05828	1	2
by sections	management	Organizational Leadership	15777	1	2

BBA Prograi	m in Business	Administration	Code	Classes	Credit hours
		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			
Course Name	Accounting	Credit	F	S
0001301101110	1100000000	010010		
Course Objectives	The objective of this course is to introduce the beinformation system, the principle and rules of a reporting, and how to analyze and interpret accounternal and external business users making economically value for business enterprises and enhance the facapital market. It emphasizes the dual roles of contracting. Specifically, this course aims to help so the governmental units, non-profit organizations at 2. To understand the functioning of accounting in the governmental units, non-profit organizations at 2. To understand the concepts and standards underly accounting to develop the financial statements of the 4. To understand how to analyze and interpret accounting to develop the financial statements of the 4. To understand how to resolve the ethical of professional judgment.  5. To understand how to develop and make planning	ccounting ounting in ic decision irness and accounting tudents: he business and the sociong process ing the measurinesses. Counting in the economic dilemma a	measurem formation s in order efficienc in valua s world as ety in gene ses of ac asurement formation decisions and make	nent and to help to create y of the tion and s well as eral. counting s used in to help s. ethical

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 f  3. Realize the meaning of elasticity and its application of the second various types of industry organization for the second various types of industry organization for the second various theories to analyze the effect of the second various types of macroeconomics.  8. Understand the meanings and measuring of Nation of the second various types of the second	unctions.  on.  I firm make as and their ets of publican's income vestment.	decision. characteric policy.	onsumer, hould be	

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Maine	Calculus	Credit		
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The coupasic concepts and theory in calculus and their semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. In the fundamental theorem of calculus, techniques	ntents of the application of the application of the application of the second	his course ons. In s limit, co alue theor semester,	e include the first entinuity, em, and topics in

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	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, a  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, nd R&D. nalysis, pla	finance,	human ganizing,

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course I value	introduction to computer science	Credit		
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 compone mmunication and safety n to datab	ents of the ons and in the ons and in the ons and in the one of th	e system networks ramming agement,

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

Course Code	02056			
Course Name	Commercial Laws	Credit	F	S
Course rvaine	Commercial Laws	Cicuit		

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

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

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Ivame	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 publ 2.To develop mathematical models for problem solv 3.Topics that will be covered include Linear Pro Flow models, Project Management, Queuing Analy	ic and the ping and decorated	orivate sec cision mak models,	etor cing

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 resour  2.To enhance the capability of practicing theories int  3.Toe provide practical cases for a better under resources management, including planning, reperformance evaluation, salary system, and labor-  4.To learn skills of teamwork and discussion.	to a real life rstanding occupies, s	e of general electing,	

Course Code	01483				
Course Name	Marketing Management	Credit	F	S	
Course Nume	That come in an agenient	Credit			
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	01983			
Course Name	Financial Management	Credit	F	S
Course Ivanic		Credit		
Course Objectives	This objective of this course is to provide a basic financial decisions. These decisions include chinvestment opportunities, how much debt and equ 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 enrolle familiar with the followings upon course completion 1. The possible types and control mechanism of ager 2. Valuation approaches, cash flow estimation, and budgeting.  3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capolicy.  5. working capital management	noosing be ity to issu- irn, what le four major ital structure d the course. hey probler risk aspect	etween co e, how to evel of div decisions re, workin se are exp relating t	ompeting manage ridend to a covered g capital pected to

Course Code	01370				
Course Name	Production and Operations Management	Credit	F	S	
	Troduction 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,				

Course Code	01449			
Course Name	Cost Accounting	Credit	F	S
Course Ivallie	Cost Accounting	Credit		
Course Objectives	The purpose of this course is to introduce the conter used in the nowadays business world. The related to system, cost-volume-profit analysis, target costin management, balanced scorecard, life-cycle costing,	opics incluge, activity	de produc	t costing

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

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S

Course Objectives	This course embraces the fundamental principles a total quality and provides a foundation for unde Sigma. The will help students develop the concept managerial and technical point of views.	erstanding	and apply	ying Six

Course Code	02502						
Course Name	Information Management	Credit	F	S			
Course Objectives	Information Management  Credit  F S  This course is based on the premise that information systems knowledge essential for creating competitive firms, managing global corporations, addit business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprimary.						

Course Code	14212				
Course Name	Seminar on Business Administration (I)	Credit	F	S	
	The goals of the course are				
	1. To implement the goal of "learning by doing".				
	2.To integrate all the knowledge of business administration.				
Course Objectives					
	4.To build competence of teamwork, communication, analysis, leading, and creation				
	5.To be responsible for completing one's own work.				

Course Code	14213			
Course Name	Seminar on Business Administration (II)	Credit	F	S
Course Objectives	The goals of the course are 1.To implement the goal of "learning by doing". 2.To integrate all the knowledge of business adminis 3.To be problem-solving orientated 4.To build competence of teamwork, communical creation 5.To be responsible for completing one's own work.	ation, anal	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 manag 4.To integrate knowledge in relevant academic fields 5.To observe new business trends.	ement.			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S

Course Objectives	The objectives of this course are 1.To focus on manufacturing and supply chain system 2.To provides fundamental concepts and skills for mand control. 3.To introduce the tools techniques of ERP 4.To discuss the application of these to different type 5.To provide the opportunity to try the concepts on a	naterial and	rises	

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 known and in cooperative strategies  2.To emphasize the importance of knowledge obtaining competitive success of firms  3.To emphasize the application and development of leads to competencies and sustainable success	managemei	nt as the	key to
	4. To explore how organizations can develop and manage knowledge			

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 ther</li> <li>2.To explore competitions in various industries.</li> <li>3.To explore the processes of strategic planning a industries.</li> <li>4.To provide the contact opportunities for students at</li> </ul>	and implen	nenting in	various

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Ivaille	Innovation Management	Credit		
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To cover the major sources of innovation, their empirical explorations (verifications).</li> <li>To concentrate on the principles and methodologic innovation as well as policies within an intern context for high technology industries.</li> <li>To provide a state-of-the-art-overview of innovat macroeconomic frameworks</li> <li>To draw benefits from overlaps with neighbouring theory, clinometric and institutionalism.</li> <li>To apply the analyses of the interactions of structure, competition intensity and speed of tech technology, network and increasing returns industring the speed of technology, network and increasing returns industring the speed of technology.</li> </ol>	es of design ational ind ion studies g disciplina innovation, nology cha	ing and production in the control of	romoting conomics aicro and systems

Course Code	06935			
Course Name	Organization Development & Change	on Development & Change Credit	F	S
Course Ivallic	Organization Development & Change	Cicuit		
Course Objectives	The objectives of this course are 1. To understand the knowledge scope of OD/OC. 2. To familiar with the factors which lead organization change.			
3. To be able to handle the principle, method and model to adjust the				

organization.	
4. To study the case and induce the principle.	
5. To establish the skill in solving the OD/OC problems.	
6. To set up the open mentality to face changes.	

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 periods 2.To understand the decision logic and thinking of huma. 3.To establish the overall concepts of performance must 4.To realize how to apply the theories to practical cases.	ıman resou anagement	rce manag	gement

Course Code	05426				
Course Name	Training in Business & Industry	Credit	F	S	
Course Ivallie	Training in Business & Industry	Credit			
	The objectives of this course are  1.To introduce the relevant theories and practices of Human Resource				
Course Objectives	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 financia 2.To apply generally accepted accounting principle recording of transactions and the preparation of fin 3.To read and critically evaluate financial statements 4.To consider the larger context of financial reportin	e: al accounting es to situate ancial state	ng ions invol	

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Ivallie	Fixed income Securities	Credit		
Course Objectives	The objective of this course is to introduce the markined securities. Topics that will be covered include 1. introduction to fixed income products and innovat 2. basic bond valuation techniques with risk and returned 3. term structure of interest rates and their estimates 4. pricing of fixed income securities and their derivation 5. bond immunization strategy 6. bond portfolio management 7. fixed income securities' risk management and innovation strated topics such as taxation of bonds, prescuritization.	e: tion arn analysis tives ovation		

Course Code	02093			
Carray Name	Laternational Elemental Management	C 1.4	F	S
Course Name	International Financial Management	Credit		3

	The objectives of this courses are
	1.To provide an analytical framework for understanding international financial
	market
Course Objectives	2.To enhance the capability of conducting research in the field of international
Course Objectives	financial management.
	3.To explore the operation of international capital markets, currency and
	derivative markets, and the related theory of currency risk and foreign direct
	investment.

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are 1.To provides fundamental concepts and skills research. 2.To cover topics of problem definition, secondary d 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 personal factors, social factors, cultural factors, and 3.To focuses on the applications of consumer be activities.	d situationa	al factors.	

Course Code	14210			
Course Name	Promotional Strategy	Credit	F	S
Course Objectives	This objectives of this course are 1. To discuss the fundamental theories and practices 2. To explore the concept and applications of integra communication (IMC). 3. To cultivate creativity and application abilities via	ited market	ing	egies.

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

Course Code	11492			
Course Name	Operations and Managerial Decision Making	Credit	F	S
Course Objectives	This course is an extension of the managerial mather fundamental concepts and skills for applied operation the knowledge via detailed instruction and in-class students can further understand the implications and operation research on aspects of business-related a required to use related techniques and related softwin solving application problems.	ion research exercises i d intricate ctivities.	h. Imparting to ensure effects of The stude	ng such e that nts are

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
Course Objectives	1. To understand the definition and content of management     2. To learn the state-of-the-art models, concepts Logistics and supply chain management     3. To learn the design, control, operation, and management supply chain management	s, and solu	ution met	thods of

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 plantraining, performance appraisal, rewards and ben relations in international business.	ning, recru	iitment, s	selection,

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, system, 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 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 acceptable to the selected projec	other with oject. anization.		n.

Course Code	15777			
Course Name	Organization 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 each 3. To be able to manage the group dynamic of an org 4. To be able to implement the selected project and a 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 formance.		m.

Course Code	01579			
Carray Name	T	C 1'4	F	S
Course Name	Investment	Credit		

	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.

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Objectives	The key objectives of this course are  1.To understand how the macro-economy works monetary and fiscal policy might be able to redu 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: in output and employment, how the quantity inflation rate, the role of expectations, long-ru effects of macroeconomic policies.  4.To learn about classical and traditional macroeconomic modern macroeconomic theories that economic policies that economic modern macroeconomic theories that economic modern macroeconomic theories that economic policies.	d sciencea short-run ea of money a n economic	science to conomic vaffects out or growth,	hat deals variations atput and and the

Course Code	01758				
Course Name	Financial Market	Credit	F	S	
	i manerar warket	Credit			
Course Objectives	This course provides a general introduction to sor financial markets. We first review few basic know the system and transaction of monetary markets, markets. Moreover, we analyze few specific issues in a generalized framework. Related issues incl focusing on IPOs and SEOs, the agency probler addition, students are required to investigate some articles in the press and cited reference and m complete a term paper that forces on one particular to oral presentation in the end of this class.	ledge in the bonds mare to understate ude the seen, and the courrent is laterial. Even	kets, and how the curities is asset prosures by received asset prosures of the curities asset prosures asset prosures asset prosures by received asset prosures as a second prosure a	security ney work issuance, icing. In means of ent must	

Course Code	01085			
Course Name	Industrial Marketing	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and theories of ir 2.To cover the topics such as the nature and so understanding market, target market, and satisfying	cope of bu	_	arketing,

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

Course Code	06037				
Course Name	International Marketing Management	Credit	F	S	
Course Objectives	The objective of this course is to provide fundam global marketing management. The contents that winclude  1.regional trade organization, (EU, WTO, NAF MERCOSUR),  2.international culture difference  3.business environment risk intelligence (BERI)  4.operation risk index (ORI)  5.remittance and repatriation factor (R Factor)  6.profit opportunity recommendation (POR), and  7.international marketing strategy.	vill be cove	ered in thi	s course	

Course Code	02141				
Course Name	Project Management	Credit	F	S	
Course Ivallie	r roject wanagement				
	The objectives of this course are				
Course Objectives	1.To understand the definition and process of project management.				
Course Objectives	2.To learn the technique and tool of project management.				
	3.To possess the capability of project management.				

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

Course Code	14235			
Course Name	Integration of Production and Commerce	ce Credit	F	S
Course rvaine	integration of Froduction and Commerce			
Course Objectives	1.To improve the literacy and interest of matechnology.     2.To integrate related courses about manufacturing into a plan.			

Course Code	13222			
Course Name	Seminar on Global Business Management	Credit	F	S
Course Ivallie	Seminar on Globar Business Management	Credit		
The objectives of this course are  1.To provide would-be entrepreneurs a broad-based exposure to i business operations and capital market practices.				rnational
Course Objectives	2.To cover the entrepreneurial processes from raising the first dollar from frie			

Course Code	02695			
C N	A.1	O 1'4	F	S
Course Name	Advertising Agency Management	Credit		

	1.	To explain the basic concept of Advertising and marketing communication.
	2.	To understand Advertising role in marketing.
	3.	To explain "How does Advertising work and how to create Advertisement?"
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 Advertising client-agency.

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

Course Code	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 and may result in poor-quality products, low emprodissatisfaction. This course deals with the proper defacilities. The goal of facilities and material handling practical resource that describes the technique of-th simulation.	facility de bloyee mor esign, layo g is to prov	sign can late, and out, and look ide studen	be costly customer cation of ats with a	

Course Code	14236			
Course Name	Production System Simulation	Credit	F	S
Course Objectives	The course presents basic techniques of systems both theoretical and modeling aspects. The focus computer simulation models to represent exist hypothetical future systems, and of experimenting system behavior, improve system performance, of desirable performances. Topics includes introduced analysis, modeling of real world systems using generators, statistical analysis of simulation of experiments, and future trend of systems simulation	us of the oring real-weight these or design real-weight these or design real-weight ARENA, atput, design real-weight the sign real-weig	course is rorld syst models to new syste simulatio random	building tems, or explain ms with on, data number

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

Course Code	07171			
Course Name	Food & Beverage Management	Credit	F	S
Course Objectives	Foodservice industry has growing up in the world. T  1.To provide a source of information about food & b  2.To provide basic knowledge for those who are healthy & drink happily in the future	everage op	eration	

3.To provide an introduction for those who are considering careers in Foodservice industry.

Course Code	05987					
Course Name	Japanese Management	Credit	F	S		
Course Name	Japanese Management					
	The objectives of this course are					
Course Objectives	1.To study the strong & weak points of Japanese industry administration					
	2.To discuss the lesson we could learn from Japanese management style					

Course Code	16984					
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S		
Course Objectives	Innovative Entrepreneurship Competition Practice Entrepreneurship Management, Seminar on Cultr Creativity Development and Practice with the air results.  Innovative Entrepreneurship Competition Practice, from Management, Marketing, Financial Manag students' abundant creative and innovative ide entrepreneurial ideas and maximize students' learn competition. This course intends to achieve the below 1. Learn how to integrate basic management knowled competition practice.  2. Learn how to conduct entrepreneurial business development and activity.  3. Learn how to build an entrepreneurial business tear achieve success.  4. Understand the real industrial scenarios and learn head 5. Experience and demonstrate entrepreneurship through Innovative Entrepreneurship Competition Practice opportunity to apply textbook knowledge to practicate their knowledge on entrepreneurial start-ups. This alternative to their future career chograduation-and-employment career pattern to an entrepreneurial competition of the competiti	which compensation to evaluate the evaluation of	ombines e ombines ombine	essentials essentials es young workable practical eit in the creative enwork to eents an expanding dents an ets the		

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

## Accounting

#### • Course list

BBA Program in Accour	iting	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
	Cost & Management Accounting	06840	2	6
hours of the graduate	English conversation	01846	2	1
institute	Auditing (I)	07259	3	3
	Auditing (II)	07260	2	3
	Financial Management	01983	2	3
	Commercial Law	02056	2	4
	Civil Law	05630	2	3
	Tax Laws & Regulations	02328	2	3
	Accounting Information System	02411	2	3
	Independent Study I	07344	9	3
	Independent Study II	07699	9	3
	Database Administration	02490	2	3
	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
Elections and dit become her	Managerial Mathematics	02632	1	3
Elective credit hours by sections	Investments	01579	1	3
~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	Government Accounting & Auditing Laws	06223	1	3
(4 select 3)	Tax Accounting	02329	1	3
	Business English	02050	1	2
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
	Security and Financial Market Regulations	08200	1	3
	Cost Management System	10997	1	3
Required common credit	Public Finance	01981	1	3
hours of the graduate	Seminar on Accounting for Specific Industries	16918	1	3
institute	Service Learning-Tax Return (I)	17012	1	2
	Service Learning-Tax Return (II)	17013	1	2
	Intermediate Accounting (III)	15521	2	3
	Innovative Entrepreneurship Competition Practice	16984	1	1
	Global Accounting	13598	1	3
	Seminar on Global Accounting	17417	1	3

## • Course objective and prerequisites

Course Code	01863				
Course Name	Introduction to Computer Science	Credit F S			
Course Name	introduction to Computer Science	Credit			
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, introduction related issues(include computer etc., will be covered in the class.	as the compor communication writy and safet ction to data	nents of ions and y), pro base m	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 understand the concepts and standards understand the concepts and standards 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 elp students: in the business and the socorting process derlying the ints of business accounting in make economial dilemma	measure formaticisions in season of the season of the season of the season of the measure season of the season of the season of the season of the season of the season of the season of the season of the season of the season of the season of	ement and on to help in order to ficiency of luation and as well as general. accounting ments used ion to help ions. acke ethical	

Course Code	02390				
Course Name	Calculus	Credit	F	S	
Course Name	Calculus	Credit			
Course Objectives	This is a one-year introductory course in Calc background in high school mathematics. The basic concepts and theory in calculus and t semester, topics in one-variable differential ca derivative, chain rule, implicit differentiation, applications of the derivative will be introduced in the fundamental theorem of calculus, technic differential and integral calculus such as printegrals will be covered. The objectives of this 1. To provide the core of the central idea and a applied 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 that countries are the countries and countries and countries and countries are the countries and countries are countries and countries are countries and countries are considered as a considered as a countries are considered as a cons	rse include in the first continuity, eorem, and ester, topics multivariate d multiple that will be cience and	

Course Code	02457			
Course Name	Economics	Credit	F	S

The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand functions.  3. Realize the meaning of elasticity and its application.  4. Realize how individual consumer, household, and firm make decision.  5. Understand various types of industry organizations and their characteristics.  6. Use Microeconomics theories to analyze the effects of public policy.			
<ul> <li>7. Realize the basic concepts of macroeconomics.</li> <li>8. Understand the meanings and measuring of Nation's income.</li> <li>9. Realize the meaning of production, saving, and investment.</li> <li>10. Understand the monetary system.</li> <li>11. Understand the meanings of aggregate demand and aggregate supply.</li> <li>12. Use macroeconomics theories to analyze the effects of macroeconomic</li> </ul>	Course Objectives	concepts and to improve students' abilities to analyze individual consum household, and firm's behavior. Upon course completion, the students should able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand functions.  3. Realize the meaning of elasticity and its application.  4. Realize how individual consumer, household, and firm make decision.  5. Understand various types of industry organizations and their characteristics 6. Use Microeconomics theories to analyze the effects of public policy.  7. Realize the basic concepts of macroeconomics.  8. Understand the meanings and measuring of Nation's income.  9. Realize the meaning of production, saving, and investment.  10. Understand the meanings of aggregate demand and aggregate supply.	ner, l be

Course Code	05201						
Course Name	Course Name Introduction to Business Credit F						
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 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				
Carres Name	Chatiatian	C 1:4	F	S	
Course Name	Statistics	Credit			
Course Objectives	The objective of this course is to provide the structure fundamental concepts of elementary statistics. The an intuitive understanding of statistical procedure 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	nis course s and logi d example s is used nces.	e is design ical princ es from n as a tool al world.	ned to stress iples behind nany various in decision	

Course Code	07255			
Carras Nama	Intermediate Associating(I) Credit		F	S
Course Name	Intermediate Accounting(I)	Credit		
Course Objectives	Course Objectives  This course examines issues in financial reporting from both preparer and use 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				
Course Ivallie	intermediate Accounting(ii)	Credit			
	This course examines issues in financial reporting	g 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	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 s		_	

Course Code	07258				
Course Name	Advanced Accounting(II)	Credit	F	S	
Course Ivanie	Advanced Accounting(II)	Cicuit			
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 relate sis, target	ed topics costing,

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

Course Code	07259			
Course Name	Auditing(I)	Credit	F	S
Course Name	Auditing(1)			
Course Objectives	The objectives of this course are:			
Course Objectives	1. To introduce auditing theory framework and	major conte	ent of state	ement 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	<ol> <li>The objectives of this course are:</li> <li>To introduce auditing theory framework and auditing standard.</li> <li>To introduce skills of auditing practices.</li> <li>To improve decision-making ability of auditing</li> </ol>	•		ement of	

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This course provides advanced treatment of corpor finance majors. The primary objective of the cunderstanding 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 emphasenrolled the course are expected to familiar with completion.  1. The possible types and control mechanism of aground from 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 of 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 for ting investing investing investing and are a be made, a sital structure sized in the following gency problem an agement of the following the fol	enhance inancial dement opporal structure angements and etc. Tree, working is course, wings upon the trelating of the trelati	student's decisions. ortunities, e, how to how to herefore, g capital Students on 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 excommercial laws.				

Course Code	05630			
G V	Civil Law	Credit	F	S
Course Name				
Course Objectives	The civil law is the basic norms of the property a fixed individuals, this course is with the instance case teaching methodology, issue make learner s	with comm	on daily li	fe, adopt

fixed content in civil law can have basic understand

Course Code	02328			
Common Name	To I am 0 Dan lating	O 1'4	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			
Course Objectives	<ul><li>Information systems.</li><li>2. To discuss the development process and in Information systems.</li><li>3. To understand the internal controls and audit Information systems.</li></ul>	The objectives of this course are  1. To understand the business environment and key concepts of Accounting Information systems.  2. To discuss the development process and implementation of Accounting Information systems.  3. To understand the internal controls and auditing techniques of Accounting Information systems.  4. To discuss the processes, data models, controls, and information requirementation.					

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		
Course Objectives	The objective of this course are  1.To find an interesting topic, define research quest accomplish a research report  2.To be able to:(1) observe social environment and interesting topic as well as question.; (3) define a understand the basic concept and methodology of summarize data.; (6) write and accomplish a pro	d phenomer a research q of research.;	non.; (2) final strain	nd an 4)		

Course Code	02490						
Course Name	Database Administration	Credit	F	S			
Course runne	Database / Kammistration	Credit					
Course Objectives	for business in this digital society. As a result it is are stored in databases. Not surprisingly an und principles and experiences on database administr	very often erstanding ration are c so an adva	For various reasons, automation of business processes is an on –going practic for business in this digital society. As a result it is very often that statistical dat are stored in databases. Not surprisingly an understanding of database desig principles and experiences on database administration are considered not onl fundamental for statistical professionals but also an advantage to facilitat				

students with the knowledge for managing and designing an integrated
database, and with the skills to implement the design.
Throughout this course IBM DB2 is chosen as the learning tool to help equip
students with hands-on experience on database administration. The contents of
this course are designed around three major topics: (1) Basic SQL (2) Advanced
SQL and (3) Database System Administration. Students are required to work on
exercises after each lecture.

Course Code	01982					
Course Name	Financial Statement Analysis	ncial Statement Analysis Credit		S		
Course Ivallie	Financial Statement Analysis	Cicuit				
Course Objectives	<ul><li>including short-term liquidity, return on inveanalysis, operating performance analysis, cash fand solvency.</li><li>2. To introduce ratio analysis, trend analysis, con</li></ul>	1. To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure				

Course Code	01483					
Carra Nama	Madadina Managana	C 1'4	F	S		
Course Name	Marketing Management	Creatt				
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				
Carra Nama	Human Dasauraa Managamant	Credit	F	S	
Course Name	Human Resource Management	Credit			
	The main purposes of this course are				
Course Objectives	1.To develop systematic knowledge of human resources management 2.To enhance the capability of practicing theories into a real life 3.Toe provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations 4.To learn skills of teamwork and discussion.				

Course Code	01370			
Course Name	Production and operations management	Credit F		S
Course Ivallie	Production and operations management	Credit		
Course Objectives	Production is an essential function of a business course is to help students understand the wl management and to improve the students' ability in a company. Upon course completion, the student 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 to plan and its should b il knowled in business	pts of pr d control i e able to: ge of Op with inf	oduction resources perations ormation

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

Course Code	02632					
Course Name	Managerial Mathematics	Credit	F	S		
	Transageria: Transageria	010010				
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and skills to problems that confound managers in both the pub 2.To develop mathematical models for problem solv 3. Topics that will be covered include Linear Pro Flow models, Project Management, Queuing Analyst	lic and the ring and de ogramming	private se cision mal models,	ctor king		

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	The objectives of this course are  1.To explore the operation of capital markets an investment.  2.To introduce the fundamental rationale of financia market and investment instruments, the evaluportfolio's risk and return, the concept and pricing securities, derivative and risk management, etc.	l investme	nt theory, I manage	financial ment of

Course Code	06223			
Course Name	Government Accounting & Auditing Laws	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce the accounting system in governmen  2.To encourage the involvement in the certified publication. The second of the examination of the	lic account nations in	ing/civil s Certified	ervices l Public

Course Code	02329			
Course Name	Toy A accounting	Credit	F	S
Course Name	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	Business English	Credit	F	S
Course rvanie	Dusiness English	Cicuit		
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	ng skills tl	nrough a

Course Code	05828				
Carrest Name	One or both or Great	C 1'4	F	S	
Course Name	Organization Study	Credit			

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

Course Code	15777			
Course Name	Organizational 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 eac</li> <li>To be able to manage the group dynamic of an org</li> <li>To be able to implement the selected project and a</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>	h other wit ganization. achieve the formance.		

Course Code	08200			
Course Name	Consider and Einemaiol Mondaet Descriptions	C 1:4	F	S
	Security and Financial Market Regulations	Credit		
	This objectives of this course are 1.To provide fundamental concepts and know	rledge of	financial	market
Course Objectives	regulations	reage of	Tillaliciai	market
	2.To effectively apply the knowledge to practices.			

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

Course Code	01981				
Course Name	Public Finance	Credit	F	S	
	Public finance is the field of economics that analy	zes govern	ment taxa	tion and	
	spending. Upon course completion, the students sho	uld be able	to realize	:	
Course Objectives	1. The role of government.				
Course Objectives	2. How the government conduct its financial operations.				
	3. The effects of actual government taxing and spending activities on income and				
	resource distribution.				

Course Code	16918			
Course Name	Saminar on Accounting for Specific Industries	Credit	F	S
Course Ivallie	Seminar on Accounting for Specific Industries	Credit		
Course Objectives	Although the basic features of accounting are industries, the peculiar nature of some industries an unique accounting treatments and in some cases, accounting principles. Besides, without knowledge the characteristics of business activities and operating would not be able to make appropriate judgment and awareness of risks inherent in specific industries. The area of the above the important accounting and a industries, such as high-tech industry, constructions.	d business even depart about the bar environt daccounting The objection dustrial seconditing is	models de rture from usiness m ments, acc ag choice a ves of thi	o require a general odel and ountants and have as course specific

banking industry, and retail industry, etc.
3.To highlight practical issue by inviting practitioners, such as the partners of the
auditing group of Taiwan KPMG

Course Code	17012				
Course Nome	Service Learning-Tax Return (I)	Credit F	S		
Course Name	Service Learning-Tax Return (1)				
	The objectives of this course are				
Course Objectives	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	Sarving Laurning Tay Datum (II)	Credit	F	S	
Course Name	Service Learning-Tax Return (II)	Credit			
	The objectives of this course are				
Course Objectives	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	15521				
Course Name	Intermediate Accounting(III)	Credit	F	S	
	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	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	13598				
Course Name	Global Accounting	Credit	F	S	
	Global Accounting	Credit			
Course Objectives	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 accountin and its related disciplines from an international perspective.  The course comprises two sections: The first section will be devoted to discussion of international accounting patterns, culture and development comparative accounting and international harmonization. The second section will focus on practical issues, including the context of International Financial Reporting Standards, major issues in reporting and international financial				

Course Code	17417				
Course Name	Seminar on Global Accounting	Credit	F	S	
Course Objectives	Seminar on Global Accounting  Credit  To examine the international dimension of financial reporting and analysis.  To provide students with an in-depth look at the development of accounting a its related disciplines from an international perspective.  The course comprises two sections: The first section will be devoted to a discussion of international accounting patterns, culture and development, comparative accounting and international harmonization. The second section focus on practical issues, including the context of International Financial Reporting Standards, major issues in reporting and international financial analysis.				

## **Statistics and Information Science**

#### • Course list

BBA Program i	n Statistics and Information Science	Code	Classes	Credit hours
	Statistics	02222	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Introduction to Business	05201	2	3
	Introduction to Computer Science	01863	2	3
	Mathematical Statistics	02743	2	6
	Linear Algebra	02766	2	4
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	Management Information Systems	02631	2	3
	Database Administration	02490	2	3
	Survey Sampling	01634	2	3
	Regression Analysis	01987	2	3
	Design of Experiment and Analysis	11218	2	3
	Data Mining	11502	2	3
	Independent Study I	07344	10	3
	Independent Study II	07699	10	3
	Multivariate Data Analysis	09886	1	3
Elective credit	Nonparametric Statistics- Course In English	17289	1	3
	Discrete Data Analysis	09887	1	3
(5 select 3)	Time Series Analysis	01943	1	3
	Inference Statistics	06424	1	3
Elective credit	Electronic Commerce-English	17559	1	3
	Database Practice	11099	1	3
(3 select 1)	Data Structures	02492	1	3
	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
	Marketing Management	01483	1	3
	Micro-Economics	01910	1	3
	Practice of Statistical Decision	09626	1	3
	Quality Control	01771	1	3
Elective credit	Money and Banking	02249	1	3
hours of the	Insurance Statistics	03927	1	3
department in	Macro-Economics	02891	1	3
other sections	English Speech and Presentation	15539	1	2
	English Listening Comprehension	03542	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	The objective of this course is to provide the stufundamental concepts of elementary statistics. This 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 science. This course will cover:  1. Statistics methods and concept and its relevance to 2. Descriptive Statistics.  3. Basic notions of probability, random variable, probability distribution.  4. Sampling methods  5. Statistical inference—interval estimation	s course is and logical examples f is used as ees.	designed principle from many a tool in vorld.	to stress is behind various decision		

Course Code	02390				
Course Name	Calculus	Credit	F	S	
Course Ivallie		Cledit			
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The coupling basic concepts and theory in calculus and their semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. In in the fundamental theorem of calculus, technique differential and integral calculus such as participated in the covered. The objectives of this couplication for further study.  1. To provide the core of the central idea and methal applied in the solution of problems in a variant application for further study.  2. To illustrate the main concepts by a variety of examples and overall understanding in calculus.	ntents of the application application us such as the mean vant the seconds in integral derivations are the applications are the applications of the applications are the applicat	nis course ons. In a limit, co due theor d semeste ation, mu- ves and culus that	e include the first ontinuity, rem, and er, topics ltivariate multiple t will be ence and	

Course Code	02457				
Course Name	Economics	Credit	F	S	
	Economics	Cledit			
Course Objectives	The objective of this course is to provide student concepts and to improve students' abilities to at household, and firm's behavior. Upon course compable to:  Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand to the meaning of elasticity and its application of the supply and demand to the supply and demand to the supply and demand to the supplication of the supply and demand to the supplication of	nalyze ind letion, the standard functions. on. I firm makens and their	e decision	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		
Course Objectives	The objective of this course is to introduce the binformation system, the principle and rules of a reporting, and how to analyze and interpret accinternal and external business users making ecocreate value for business enterprises and enhance the capital market. It emphasizes the dual roles o contracting. Specifically, this course aims to help 7. To understand the functioning of accounting in the governmental units, non-profit organizations 8. To understand the basic recording and report information system.  9. To understand the concepts and standards under in accounting to develop the financial statements 10. To understand how to analyze and interpret accinvestors, creditors and business managers to mal 11. To understand how to resolve the ethical professional judgment.  12. To understand how to develop and make plant	ccounting ounting in nomic dec the fairness of accounting students: the business and the sociang process lying the mof business accounting it is a counting it	measurem formation isions in s and effic g in valua s world as iety in ger ses of ac- neasureme ses. information c decision and make	nent and to help order to ciency of ation and s well as neral. counting ents used in to help is.		

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, a 3.To introduce management functions, including at leading, and controlling. 4.To integrate the factors of environment, manage functions. 5.To combine theory and practice.	marketing, nd R&D. nalysis, pla	finance,	human ganizing,		

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 programming languages and program development management, information related issues(include	the component of the co	nents of the ons and read and action to	e system networks safety), database

certification), etc., will be covered in the class.	certification), etc., will be covered in the class.
	, , ,

Course Code	02743			
Course Name	Mathematical Statistics	Credit	F	S
Course Objectives	The objective of this course is to provide the structure central idea and methods of statistics that will be problems in statistical theory and application fundamentals of modern probability theory will be sampling distribution theory, and then the basic to will be provided. The main concepts will be illustrated and exercises.	ne applied on for fur introduced theory of s	in the so rther stu l first, foll tatistical i	lution of dy. The lowed by inference

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 lin  2.To lean how to use Matlab software for solving hand.	_		oblem at

Course Code	03056				
Course Name	Programming Techniques	Credit	F	S	
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.	ne of compg in the b	outing, so broader co	that they ontext of	
	(2) Introduce the methodologies and techniques of computer programming using C++, providing a complete introduction to the language.				

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course Objectives	Object-Oriented Programming (OOP) is a new appendix emphasized the modeling of objects through of facilitate the modeling of real world object, C++ inheritance, but also operator overloading, ten Standard Template Library (STL) gives programmed difficult problem, which is also achieved by OOP to	classes and provides prolate, and a easy	d inheritand not only dolument	multiple orphism.

Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
Course Name	Application of Statistics Fackage	Cledit		
	The objectives of this courses are			
Course Objectives	1.To build basic ideas in operating software package	ges of stati	stics for tl	ne needs
	in managerial or analytical works.			

2.To render examples or cases in daily life or in managerial applications along
with statistics lectures
3.To be able to use the software packages such as SAS and SPSS

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Objectives	The objective of this course is to provide the stu- information technology (IT) supports organizations facilitating problem solving, increasing producti speed, improving customer service, enhan collaboration, and enabling business process restr the practical, managerial-oriented approach, and h information systems departments, vendors, serv- partners, and end users.	s with strate vity and conging concurring. The concurring of the concurrence	egic adva quality, in nmunicatio This cours peing prov	ntage by acreasing on and e covers vided by

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Trume	Pattouse Hammistation	Credit		
Course Objectives	For various reasons, automation of business procest for business in this digital society. As a result it is a are stored in databases. Not surprisingly an under principles and experiences on database administrated fundamental for statistical professionals but also an development. Following this line of fact, this costudents with the knowledge for managing and designand with the skills to implement the design. Throughout this course IBM DB2 is chosen as the students with hands-on experience on database and this course are designed around three major topics: SQL and (3) Database System Administration. Students exercises after each lecture.	very often of restanding of the restanding of the restanding of advantage course is of gning an irrelease learning ministration (1) Basic S	that statist of databas onsidered to facilitat designed of attegrated of tool to he in. The cor SQL (2) A	ical data e design not only te career to equip latabase, lp equip ntents of dvanced

Course Code	01634			
Course Name	Survey Sampling	Credit	F	S
Course Traine	Survey Sumpring	or <b>c</b> are		
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 learning in doing.</li> </ol>		rse make	students

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Ivallie	Regression Analysis Cre	Credit		
Course Objectives	This course provides fundamental concepts and s Topics include model specifications, propertion Procedures for building a linear regression model and actual data will be analyzed with statistical soft	es and rowill be dis	elated in	ferences.

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 randomiz randomized black design, Latin Square design, ar one-way and two-way ANOVA model  3.To discuss and analyze the real data with statistical	zed design	, factorial al factoria	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 ar interesting topic as well as question.; (3) defi understand the basic concept and methodology summarize data.; (6) write and accomplish a projection.	nd phenom ne a resea of research	enon.; (2	tion.; (4)

Course Code	09886			
Course Name	Multivariate Data Analysis	Credit	F	S
	·			
Course Objectives	This is an one-semester introductory course in Mu intended for junior/senior undergraduate students we linear algebra and mathematical statistics. The cobasic concepts/theory/methods in Multivariate multivariate normal distribution, Hotelling's $T^2$ analysis, etc It is our goal to make students hav	with backgr ontents of the Statistical a statistic, pri	ounds in ourse Analysis incipal co	calculus, includes such as mponent

	Multivariate Statistical Analysis.			
Course Code	17289			T
Course Name	Nonparametric Statistics- Course In English	Credit	F	S
Course Objectives	The objectives of this course are  1. To introduce the modern nonparametric statistics that comprises a broad rang of methods for data analysis, namely, rank based methods, permutation tes bootstrap, and curve smoothing.  2. To be able to apply nonparametric methods in problem solving when the normal assumption is violated.		tion test,	
Course Code	09887			
G N	Bi t B t A I i	G V	F	S
Course Name	Discrete Data Analysis	Credit		
Course Objectives	The objectives of this course are 1.To introduce the most important methods for anal 2.To model categorical response, i.e., the introducti log-linear modeling techniques.			
Course Code	01943			
204130 2040	077.10		F	S
Course Name	Time Series Analysis	Credit	1.	
Course Objectives	Time series analysis is essential for today's world. Our objective is to develop competent skill in analyzing time series data for description, explanation, and forecast. This skill combines knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. The main topical coverage will be construction and interpretation of various time series approaches. These approaches involve: time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.		tion, and tochastic rare. The ous time conential	
Course Code	06424	Т	T -	1
Course Name	Inference Statistics	Credit	F	S
Course Objectives	The objectives of this course are  1.To concentrate on the fundamental aspects of stathe particular methods used in various disciplines  2.To provide a deeper understanding the theoretical The topics to be covered include point estimates the proof the session of the state of th	i. I part of stat	tistical inf	erence

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

Course Code	11099			
Course Name	Database Practice	Credit	F	S
Course Objectives	This course is designed to provide students with perform the following tasks: (1) writing of basic S and (2) writing of advanced SQL statements (inclu procedures).  This course will be taught using a combination of exercises. The database server for lab exercises with on Windows platform. Students will utilize the fallearn the knowledge and skills for performing the action of the students.	QL statem des an intreference of classroor ll be a DB2 acilities of	ents (DM) oduction of n lectures 2 for UDF the DB2	L/DDL), to stored and lab 3 system client to

Course Code	02492			
Course Name	Data Structures	Credit	F	S
Course rvaine	Data Structures	Cledit		
Course Objectives	This course provides fundamental concepts of da computer science. Topics include introduction basic algorithms, study of comparing data representation schemes, exploring different sort. The implementations and applications of data slanguage are conducted.	of basic d structures ting and se	ata structi s using earching r	ares and different methods.

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	The purposes of the subject course are  1.To provide a complete and general knowledge practice of insurance  2.To gain practical knowledge and specialty the towards the status quo and the contents of insurance	ough a de	eep unde	•

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

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
	The chiective of this course is to provide students	vith basis n	norkating .	concents
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
Course Objectives	The objectives of this course are  1.To analyze the behavior of individual economic workers, and investors, owners of land and busing these units make economic decisions.  2.To explore the issues on how industries and mark they differ from one another, and how they are affected and global economic conditions.  3.To extensively cover the topics of game theory, so the role and implications of uncertainty and a pricing strategies of firms with/without market policies taking into account of market efficiency and applications.	kets operate ected by go trategic inta symmetric powers, a	and how and evolution and evolutions information and the d	and why lve, why policies of firms, tion, the

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

Course Code	01771				
Course Name	Quality Control	Credit	F	S	
Course rvaine	Quanty Control	Credit			
Course Objectives	purpose of this course is to introduce engineering the statistical method to quality and process im cover the foundation of modern approaches of applied to industries and business. Topical cover-	Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical method to quality and process improvement. This course will cover the foundation of modern approaches of quality control that may be applied to industries and business. Topical coverage will be: construction and interpretation of various control charts; specifications; tolerance limits; special			

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
	In this course, we provide an overview of the finance	of the finance markets, with emphasis on		
	the monetary and banking. Students are expected to understand the following			
	questions after studying in this course:			
Course Objectives	1			
	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			

Tate:		rate?
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Course Code	03927			
Course Name	Insurance Statistics	Credit	F	S
Course Name	insurance statistics	Credit		3
Course Objectives	1.Career plan- preparation for joining in insurance industry     2.Build up the concept of insurance     3.Foundation of actuarial science			

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Objectives	The key objectives of this course are  1.To understand how the macro-economy works 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 macroecon variations in output and employment, how the output and inflation rate, the role of expectations and the effects of macroeconomic policies.  4.To learn about classical and traditional macroecon the most modern macroeconomic theories that economic policies that economic policies are the most modern macroeconomic theories that economic policies.	ce the frequence the frequence omics: she e quantity s, long-run	ort-run e of money economic	severity hat deals conomic y affects growth,

Course Code	15539			
Course Name	English Speech and Presentation	Credit	F	S
Course Objectives	1.To improve the students' English public speak skills through various practices and access of vide 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	eo and audi individual about vario	o tapes. and colla	aborative

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F	S
Course Ivame	English Disterning Comprehension			
Course Objectives	1.To familiarize the students with listening and speaking strategies to successfully perform various purposes of communication.  2.To get the students involved in class discussion, pair works, group works, role-playing, and short presentation, which offer them opportunities to demonstrate their knowledge, express opinions, and interact with their peers.  3.To increase the students' self-reliance in using English and to broaden their knowledge of the different cultures, by means of audio tracks and video materials.			

Course Code	17729			
C	E I'l I'. IW':	G. I'i	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 accurate reading and writing.  2.the ability to communicate in culturally approximate English  3.cultural awareness through readings and topic discontinuous.	ppriate way	s in spo	Ç.

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

Course Code	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 p  4.To be able to manage the group dynamic of an org  5.To be able to implement the selected project and a	h other with roject. ganization.		

Course Code	15777					
Course Name	Organization 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 pe 6. To be able to have the vision and capacity to be a	ch other wing anization. achieve the rformance.	e set goals			

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition Practice	Credit	F	S
Course Objectives	Innovative Entrepreneurship Competition Practice Entrepreneurship Management, Seminar on Cultu Creativity Development and Practice with the ain results.  Innovative Entrepreneurship Competition Practice, from Management, Marketing, Financial Manag students' abundant creative and innovative ide entrepreneurial ideas and maximize students' learning	ural Creation to evalue which coment etcoment of the coment etcomes as to for	ive Indus ate their ombines e ., utilizes mulate v	estry, and learning essentials s young workable

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.

# **Finance and International Business**

### • Course list

BBA in F	Finance 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- Course In English	13513	2	3
Required	common	Introduction to Computer Science	01863	2	3
credit hou	ars of the	Marketing Management	01483	2	3
departme	nt	Statistics	02222	2	6
		Macro-Economics	02891	2	3
		Micro-Economics	01910	2	3
		Financial Management	01983	2	3
		The Practice of International Trade	02100	2	6
		International Finance	02090	2	3
		English Listening Comprehension	03542	2	2
		Investments	01579	1	3
		Futures and Options	03408	1	3
	International	Fixed Income Securities	10458	1	3
Required	finance	Independent Study I	07344	8	3
credit		Independent Study II	07699	8	3
hours by		International Business Management	02083	1	3
sections		International Co-opetition Strategy	15493	1	3
	International	International Marketing	02084	1	3
	business	Independent Study I	07344	6	3
		Independent Study II	07699	6	3
	L	Security Markets Studies	12883	1	3
		Money and Banking	02249	1	3
		Commercial Law	02056	1	3
		Financial Statement Analysis	01982	1	3
		Insurance	01768	1	2
		International Service Management	08640	1	3
		Case Study in Management	12121	1	2
		Risk Management	07897	1	3
		Analysis for Global Industry	08314	1	3
	credit hours	Foreign Exchange Market	14042	1	2
	partment in	Innovation and Entrepreneurial Management	11313	1	3
other sect	tions	An Introduction to Financial Derivatives	11101	1	3
		International Marketing- Course In English	15149	1	3
		Emerging Market Management	17483	1	3
		Commercial Application of Communication & Brand Management	17783	1	2
		Readings in Financial and Economic News- Course In English	17484	1	2
		International Marketing Research	18095	1	2
		Industry Analysis and Competitive Strategy	03132	1	3

Organizational Study	05828	1	2
Organizational Leadership	15777	1	2
Innovative Entrepreneurship Competition Practice	16984	1	1

## • Course objective and prerequisites

Course Code	01343			
Course Name	Introduction to Civil Law	Credit	F	S
Course Ivaille	introduction to Civil Law	Credit		
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	e and the k	nowledg	ge and
	capability necessary for future jobs.			

Course Code	02457					
Course Name	Economics	Credit	F	S		
Course Objectives	The objective of this course is to provide students with concepts and to improve students' abilities to analyze household, and firm's behavior. Upon course complet be able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand furth and the meaning of elasticity and its application of the supplication of the supplica	individual of ion, the studenctions.  in.  irm make deand their class of public public public public public destination.  destination destination desired aggregate desired de	dents shalecision. haracter policy.	er, ould		

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus in background in high school mathematics. The context basic concepts and theory in calculus and their as semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. In the fundamental theorem of calculus, techniques in differential and integral calculus such as partial integrals will be covered. The objectives of this course 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 exame 3. To have an overall understanding in calculus.	ents of this applications such as line mean value he second son integration derivatives e are ds of calculation of applied	course in the course in theorem emester, on, multing and must that and science course.	nclude ne first tinuity, m, and topics variate nultiple will be

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Name	Accounting	Credit		
Course Objectives	The objective of this course is to introduce the basi	c processes	of acco	unting

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

Course Code	13513						
Course Name	Introduction to Business Management- Course In English	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, a  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			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the kill computer hardware and software. Topics such as the unit, operating systems and utility programs, communication commerce, computer security at languages and program development, introduction information related issues(include computer ethics, etc., will be covered in the class.	components nunications nd safety), to database	s of the and ne program manag	system tworks mming ement,

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	Marketing Management  Credit  The objective of this course is to provide students with basic market concepts and to improve students' abilities to implement marketing relactivities. 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.  Utilize marketing theory to analyze firm's marketing activities.  Learn the skill of marketing planning and apply Marketing Management			

an effective manner.
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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. This can intuitive understanding of statistical procedure behind the formula. A wide selection of real problems various fields are introduced. It emphasizes that Statesision -making in virtually all areas of management This course will cover:  1. Statistics methods and concept and its relevance to the 2. Descriptive Statistics.  3. Basic notions of probability, random variable, and probability distribution.  4. Sampling methods  5. Statistical inference – interval estimation	ourse is desers and log sand examptistics is us taciences.	signed to ical prin les fron ed as a ld.	o stress nciples n many tool in

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 the most modern macroeconomic theories that economic theories that economic policies that economic macroeconomic theories that economic policies that economic macroeconomic theories that economic theories that economic policies that economic theories that economic theories that economic policies that economic theories that econ	educe the ed science- nics: short- quantity of cions, long- s. mic theory	frequence -a science run ecc money -run ecc and also	ce that  onomic affects onomic

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 us workers, and investors, owners of land and business these units make economic decisions.  2.To explore the issues on how industries and market they differ from one another, and how they are policies and global economic conditions.  3.To extensively cover the topics of game theory, stratthe role and implications of uncertainty and asymmetricing strategies of firms with/without market power policies taking into account of market efficiency and other theory.	s firms, and as operate ar affected b tegic interac- ric informat s, and the d	I how and evolve by governments of ctions of ion, the esign of	e, why rnment

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Name	i manetai wanagement	Credit		
Course Objectives	This objective of this course is to provide a basic u	nderstandin	g of co	rporate
Course Objectives	financial decisions. These decisions include choo	sing betwe	en con	npeting

investment opportunities, how much debt and equity to issue, how to manage
operating cash flows, how to measure risk and return, what level of dividend to
payout, and etc. Therefore, we will pay a visit to the four major decisions
covered by corporate finance, namely capital budgeting, capital structure,
working capital management and dividend policy. Students enrolled the course
are expected to familiar with the followings upon course completion.
1. The possible types and control mechanism of agency problems
2. Valuation approaches, cash flow estimation, and risk aspect relating to
capital budgeting.
3. The concept of weighted average cost of capital
4. Possible arguments that dictate the optimal capital structure and dividend
policy.
5. working capital management

Course Code	02100					
Course Name	The Practice of International Trade	Credit	F	S		
Course Objectives	framework in field of international transactions.  2.To systematically integrate the aforesaid convention and illustrate cases for business transactions jurisdictions.  3.To possess basic knowledge of international trade manage multiple effectively tasks in a pressured environment.	The Practice of International Trade  Credit  The objectives of this course are  1.To introduce customary practices, professional terms, and regulatory framework in field of international transactions.  2.To systematically integrate the aforesaid conventions, terms, and regulations and illustrate cases for business transactions in relation to different				

Course Code	02090					
Course Name	International Finance	Credit	F	S		
Course I value	international i manee	Credit				
Course Objectives	finance and open economy macroeconomics.  2. To discuss the issues such as the foreign currency of financial arbitrage, the fundamental international pari performance of international monetary regimes-past to portfolio approaches to balance-of-payments and exclusional expectations and monetary policy in the open	<ol> <li>To provide an analytical framework for understanding modern international finance and open economy macroeconomics.</li> <li>To discuss the issues such as the foreign currency markets and international financial arbitrage, the fundamental international parity conditions, the performance of international monetary regimes-past to present, monetary and portfolio approaches to balance-of-payments and exchange-rate determination,</li> </ol>				
	coordination, and monetary union.					

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 communic 2.To get the students involved in class discussion, role-playing, and short presentation, which offed demonstrate their knowledge, express opinions, and 3.To increase the students' self-reliance in using Enghammakerials.	eation. pair works, er them or interact wit glish and to	group portuni h their p	works, ties to beers.

Course Code	01579			
Course Name	Investment	Credit	F	S

Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To explore the operation of capital markets and investment.</li> <li>2.To introduce the fundamental rationale of financial financial market and investment instruments, the eval of portfolio's risk and return, the concept and pricing equity securities, derivative and risk management, etc.</li> </ul>	investment uation and a analysis of	theory, manager	nent

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Objectives	<ol> <li>The learning objectives of this course include:</li> <li>The basic characteristics of derivative contracts.</li> <li>No arbitrage pricing bounds of futures, options and swap, etc.</li> <li>Trading strategies of options.</li> <li>Binomial tree pricing options.</li> <li>Black-Scholes model</li> <li>Hedging when issue or buy an option.</li> <li>Structured note</li> <li>Exotic options.</li> </ol>	d other deriv	vatives s	such as

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course maine	Fixed fliconie Securities	Credit		
Course Objectives	The objective of this course is to introduce the mana fixed securities. Topics that will be covered include:  1. introduction to fixed income products and innovative.  2. basic bond valuation techniques with risk and reture.  3. term structure of interest rates and their estimates.  4. pricing of fixed income securities and their derivative.  5. bond immunization strategy.  6. bond portfolio management.  7. fixed income securities' risk management and inno.  8. bond related topics such as taxation of bonds, preference in the management.	on n analysis ives vation		

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

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 understand the basic concept and methodology of	phenomeno a research	on.; (2) f	find an n.; (4)

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	International investment and industrial environment I than ever before since 21st century when globalization came to be the trend. In order international-level talents with overall thinking, the old 1. To profoundly probe into certain oversea investing modes into international market, global implementation, and transnational operation manages 2. To broaden international views 3. To synchronize with changes and development of the 4. To strengthen international competence.	zation, digi to fertiliz bjectives of ment enviro strategic j ement	talizatio e outst this cou	n, and anding rse are , 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 issumarketing activities, including the econom political/legal environments.  2.To understand the process of implementing global in 3.To adapt marketing activities to specific market needs	nic, social	/cultural	

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

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

Course Code	12883			
Course Name	Securities Markets Studies	Credit	F	S
Course Objectives	<ol> <li>This course is provided for students who are unfame contents that will be covered in this course are</li> <li>To provide students with real experiences such as account for real trading.</li> <li>To conduct portfolio simulation via fictitious accouncy.</li> <li>To focus on specific industries and conduct both analyses</li> <li>To introduce five basic types of financial involutions, options and futures with the focus on the determinants of valuation, and the practical issue these instruments.</li> </ol>	such as open ints fundamenta estments—i e risk-rewar	ening a talent and technoney, and tradeo	chnical stocks,

Course Code	02249				
Course Name	Money and Banking	Credit	F	S	
	Money and Banking	Credit			
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?				
	<ul><li>3. Why are the financial institutions important in the economics?</li><li>4. What tools does central bank use to manipulate the money supply and interest rate?</li></ul>				

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 commercial 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 a including short-term liquidity, return on invested analysis, operating performance analysis, cash flow and solvency.  2. To introduce ratio analysis, trend analysis, compara common-size financial statements, charts analysis to a statements and the related information.	l capital, as analysis, c	sset util apital str al staten	ization ructure nents,

Course Code	01768			
Course Name	Insurance	Credit	F	S
	msurance	Credit		
Course Objectives	The purposes of the subject course are 1.To provide a complete and general knowledge all practice of insurance 2.To gain practical knowledge and specialty throu towards the <i>status quo</i> and the contents of insurance	gh a deep	underst	

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

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

Course Code	07897	07897				
Course Name	Risk Management	Credit	F	S		
Course Objectives	This course aims to provide students a broad perspectontaining traditional risk management and insurance management. The students are expected to build a conframework as  1. To make risk management and insurance decision value and individual welfare.  2. To understand insurance contracts and institutional industry  3. To understand the effects of and the rationale for risk and allocation of risk among business and individual Basically, topics in this course include  1. investment strategy  2. institutional structure  3. regulations  4. database management  5. quantitative procedures	ce and other omprehensive ons for incre I features of public poli	er types vely conceasing be	of risk ceptual usiness surance		

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 competitive strategies of global IC industry, PC includestry, biotechnology and pharmaceuticals industry, and retailing industry.  3.To provide a game-theoretic framework for understain the industry.  4.To emphasize how to design successful competitive	dustry. trend, espe dustry, telec stry, cultura anding how	ecially in communical and cre	n the cation eative

Course Code	14042			
Course Name	Foreign Exchange Market	Credit	F	S
Course Objectives	The objectives of this course include  1.To forecast the trend of foreign exchange rate fluctu  2.To hedge the risk from foreign exchange exposure  The contents that will be covered are  1.The theory and practice of foreign exchange	ation		

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	
	innovation and Emrepreneural Management	Credit			
	The objectives of this course are				
Course Objectives	1.To provide the basic concepts and theories of innovation management				
,	2.To discuss real cases across industries				
	3.To improve management skills in middle and small enterprises.				

Course Code	11101			
Course Name	An Introduction to Financial Derivatives	Credit	F	S
Course Objectives	The objectives of this course are 1.To have general knowledge of the derivatives. 2.To build useful analytic and pricing tools to evaluate	e new deriv	ative pro	oducts.

Course Code	15149			
Course Name	International Marketing- Course In 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 in 3.To adapt marketing activities to specific market nee	ic, social	/cultural	

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 persperence 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
Course Name	Brand Management	Cicuit		
Course Objectives	Brand Management  The course is opened to 40 Junior and Senior grade students, who sho good understanding on commerce mechanism. We seek to help partic establish sound understanding of communication and brand managem preparation for a professional career on global level:			ants to nt as a cept,

	TTI			11	
	The course will proceed in various formats, including study and presentation.	ing speecn,	wor	ksnop	, case
Course Code	17484				
Course Name	Readings in Financial and Economic News- Course In English	Credit		F	S
Course Objectives	<ol> <li>To get acquainted with and open discussions of business and financial fields</li> <li>To facilitate better abilities in English 1 especially the oral expressions of a non-native</li> </ol>	istening, r	eadi	ng, s <sub>l</sub>	
Course Code	18095				
Course Name	International Marketing Research	Credit		F	S
Course Objectives	To learn the basic concept of international market ability of data analysis.	ing researc	h an	d imp	rove the
Course Code	03132				
Course Name	Industry Analysis and Competitive Strategy	Credit		F	S
Course Objectives	The objectives of this course are 1. To understand the advantage of country competi 2. To understand the development of industries 3. To conduct competition analyses and company s				
Course Code	05828				
Course Name	Organizational Study	Cred	it	F	S
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				
Course Code	15777				
Course Name	Organizational Leadership	Cred	it	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> </ol>				
Course Code	16984				
Course Code	10904				

Innovative Entrepreneurship Competition Practice

Course Name

F

Credit

S

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

# **Information Management**

## Course list

BBA Program in Information Management			Classes	Credit hours
	Operating System	01558	2	3
	JAVA Programming Language(I)	15995	3	3
	JAVA Programming Language(II)	16241	2	3
	WEB Programming	16258		
	Data Structures (			3
	Database Administration	02490	2	3
	Data Communication and Network	10681	2	3
	Management Information Systems	02631	2	3
Required common	Introduction to Information Management	04319	2	3
credit hours of the	System Analysis and Design	01584	2	3
department	Information System Project (I)	04317	10	3
	Information System Project (II)	04038	10	3
	Statistics	02222	2	6
	Introduction to Computer Science	01863	2	3
	Introduction to Business	05201	2	3
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Time for Class Advisor	02795	8	0
	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- Course In English	13701	1	3
other sections	Business Automation	10608	1	3
	Electronic Commerce	09514	1	3
	Electronic Commerce- Course In English	17559	1	3
	Management Support System	10217	1	3
	Algorithms	04619	1	3

RRA Program in Information Management		Code	Classes	Credit
		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 Managen	nent	10985	1	3
Managerial Mathematics		02632	1	3
Data Security		04623	1	3
Internet Marketing		10211	1	3
Special Topics On Finance Systems	and Investment	13141	1	3
Introduction to Business Intellige	ence Management	11845	1	3
Network Management		13587	1	3
Supply Chain Management -Cou	rse in English	16985	1	3
Organization Study		05828	1	3
Knowledge Management System	ı	18040	1	3
Marketing of Information Produc	ets	04035	1	3
Management Information Syst English	ems -Course in	16986	1	3
Organizational Leadership		15777	1	2
Introduction to Information Man. In English	agement - Course	13517	1	3
Innovative Entrepreneurship Cor	npetition Practice	16984	1	1
Introduction to Computer Science English	e- Course In	17588	1	3
Computer Organization		01862	1	3

## • Course objective and prerequisites

Course Code	01558			
Course Name	Operation System	Credit	F	S
Course Ivanie	Operation System	Credit		
Course Objectives	The course aims to provide a description of operating systems. The essential topics in t management, memory management, storage r security. In addition, the course uses examp systems to illustrate the fundamental concepts.	his course in nanagement,	clude protection	orocess on and

Course Code	15995					
Course Name	JAVA Programming Language(I)	F	S			
Course Objectives	This two-semester course is an introduction to programming by programming language. Java programming language is now on popular programming languages. The first semester of this course	ming based on java now one of the most nis course will cover riable data type, The second semester				

Course Code	16241				
Course Name	JAVA Programming Language(II)	Credit	F	S	
Course Ivallie	JAVA Hogramming Language(II)	Cicuit			
Course Objectives	This two-semester course is an introduction to programming based on programming language. Java programming language is now one of the				

Course Code	16258					
Course Name	WEB Programming	Credit	F	S		
	0 0					
	The objective of this course is to let the students			current		
	tools and processes of designing a database backed web application.					
	Multi-tier applications centered around MVC (Model View Control) model					
Course Objectives	will be illustrated throughout the course with stepwise refined examples.					
	Hands-on exercises applying html, jsp, servlet, and Web development tools					
	such as Google Web Toolkit to develop a SaaS application will be conducted					
	in the classroom. Programming loading in this course is medium.					

Course Code	02492				
Course Name	Data Structures	Credit	F	S	
Course Objectives	This course provides fundamental concepts of da in computer science. Topics include introduction basic algorithms, study of comparing data structu representation schemes, exploring different sortin The implementations and applications of data str language are conducted.	of basic data ares using diff ng and searchi	structure erent ing meth	es and nods.	

Course Code	02490					
Course Name	Database Administration	Cradit	F	S		
Course Name	Database Administration	Credit				

Course Objectives	This course provides fundamental concepts are implementing and managing database system concepts, relational database design concepts, (SQL), database administration. A DBMS we course exercises and as part of a project on the database system.	s. Topics in Structured Q ill be incorp	clude da uery Lai orated ir	atabase nguage nto the
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 knowledge about data communications and networking. The cour let students understand deeply and broadly the operating prin enterprise data communications and networking. Therefore, beside the theories of data communications and networking, this course students to investigate enterprise real cases and have ability to deep programs of data communications and networking in order to untheir 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 information technology (IT) supports organizations with strategic ad by facilitating problem solving, increasing productivity and increasing speed, improving customer service, enhancing communant collaboration, and enabling business process restructuring. This covers the practical, managerial-oriented approach, and how IT is provided by information systems departments, vendors, service presupply chain partners, and end users.			
Course Code	04319			
Course Name	Introduction to Information Management	Credit	F	S
Course Objectives	The course provides fundamental knowledge a Management. Students will study the five guide in the Organization, The Web Revolution, Managerial and Decision Support Systems, Implementation of the Course of the Cou	s of Informat Organization	tion Syst Applic	em: IT ations,
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 wit various methods, tools, and techniques of analysis & design, to posses ability of collecting and processing the user requirements. Topics incomethodologies, gathering requirements, behavioral modeling, structure modeling, dynamic modeling and design related issues.			
Course Code	04317			
Course Name	Information System Project (I)	Credit	F	S
Course Objectives	By using a real project, the objective of this course is to train students have the ability for applying information techniques to solve the problems organizational management or individual business. Students enrolled in the			

	innovative	marketing	plans	for	finding	business	opportunity	of IS in	n this
	course.								

Course Code	04038			
Course 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 business course.	problems of enrolled in the on systems (Inplementation ir IS and the	organizatis cours (IS), esp (IS), etc. Fen provi	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 introposed to statistics is used as a tool in decision -making management sciences.  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	This course all procedure tion of real oduced. It eng in virtuall te to the real was a second to	is desig s and problem nphasize y all ar	ned to logical ns and es that reas of

Course Code	01863			
Course Nome	Introduction to Commutan Science	Credit	F	S
Course Name	Introduction to Computer Science	Credit		
Course Objectives	The major objective of this course is to learn the computer hardware and software. Topics such system unit, operating systems and utility programwares (including electronic commerce, con programming languages and program developm management, information related issues(include certification), etc., will be covered in the class.	as the comp grams, common puter securit ent, introducti	oonents unication y and so ion to da	of the ns and safety), atabase

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Name	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, a 3.To introduce management functions, including organizing, leading, and controlling. 4.To integrate the factors of environment, in	marketing, fi and R&D. luding analy	nance, l	numan

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 Calcult background in high school mathematics. The include basic concepts and theory in calculus an first semester, topics in one-variable different continuity, derivative, chain rule, implicit different theorem, and applications of the derivative will semester, topics in the fundamental theorem integration, multivariate differential and integral derivatives and multiple integrals will be covered course are  1. To provide the core of the central idea and met applied in the solution of problems in a variation application for further study.  2. To illustrate the main concepts by a variety of each of the core of the central idea.	the contents of their application calculus be introduced of calculus, cal calculus sered. The objections of calculus depends of calculus between the calculus of calculus calculus of calculus depends of calculus of applied their contents.	of this ations. such as ne mean. In the techniqued as ectives	In the limit, a value second ues in partial of this will be ce and

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 corbe able to:  1. Realize the basic concepts of Microeconomics 2. Understand the meanings of supply and demar 3. Realize the meaning of elasticity and its applic 4. Realize how individual consumer, household, 5. Understand various types of industry characteristics.  6. Use Microeconomics theories to analyze the error. Realize the basic concepts of macroeconomics 8. Understand the meanings and measuring of Na 9. Realize the meaning of production, saving, and 10. Understand the monetary system.  11. Understand the meanings of aggregate demar 12. Use macroeconomics theories to analyze the	nalyze individual indi	dual constitudents  e decisions and c policy.	sumer, should on. their
	policy.			

Course Code	02412			
Course Name	Accounting	Credit	F	S
	recounting	Credit		
Course Objectives	The objective of this course is to introduce the b information system, the principle and rules of a reporting, and how to analyze and interpret accinternal and external business users making eccerate value for business enterprises and enhance of the capital market. It emphasizes the devaluation and contracting. Specifically, this could. To understand the functioning of accounting well as the governmental units, non-profit of in general.	counting me counting information decision the fairness ual roles of airse aims to hear in the bush	asureme mation to ons in o and effit account elp stude iness wo	ent and to help rder to rciency ing in ents:

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 of businesses.
 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 career.

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 vadvisors may have the chance to know the studentheir problems in daily life.	with each othe	er. The	

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

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This objective of this course is to provide a basic financial decisions. These decisions include channels investment opportunities, how much debt and manage operating cash flows, how to measure redividend to payout, and etc. Therefore, we will decisions covered by corporate finance, namel structure, working capital management and enrolled the course are expected to familiar with completion.  1. The possible types and control mechanism of a 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	noosing betwood equity to isk and return pay a visit to y capital bud dividend pot the following agency proble and risk aspal	een comissue, hi, what lethe four lgeting, blicy. Stags upon	npeting now to evel of major capital tudents course ting to

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide stu concepts and to improve students' abilities to it activities. Upon course completion, the students 1. Realize the basic concepts of marketing.  2. Understand the meanings and procedure of ma.  3. Realize the meaning of segmenting, targeting,  4. Understand the meaning and scopes of market.  5. Utilize marketing theory to analyze firm's mar.	mplement mashould be able arketing plan. and positioning ing mix 4P.	rketing to: ng (STP)	related

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 Ivallie	Production and Operations Management	Credit		
Course Objectives	Production is an essential function of a busines course is to help students understand the wh management and to improve the students' a resources in a company. Upon course complet able to:  1. Realize the basic concepts and theoretical Management,  2. Understand how to integrate the resource in systems to achieve the goals of organizatechnology to solve the real problems,  3. Obtain the ability for the further study and resources.	ole concepts bility to pla ion, the stude knowledge business wi ation and us	of proon and ents show of Ope th infor	duction control ould be rations mation

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

Course Code	13701			
Course Name	Enterprise Resources Planning- Course In	Credit	F	S
	English			
Course Objectives	The objective of this course is to provide the stude on enterprise resources planning. This course covand skills for operation and production managerinclude core management data and fundamental ras inventory management, purchase management, manufacturing management, material require production scheduling, and accounting. A SOA-E used for operational practice and case study. Compute SOA-ERP system is required for each student this course is none.	ers fundam ement proce managerial distribution ment plan RP system prehensive	ental conduction managements, in the contents of the contents	Topics as such ement, master loud is tion of

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

Course Code	09514			
Course Name	Electronic Commerce	Credit	F	S
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	model,

Course Code	17559			
Course Name	Electronic Commerce- Course In English	Credit	F	S
Course Objectives	In this course we provide the fundamental theo including electronic commerce models, electron and mobile commerce. In practice, we will introto learn business model and experience.	ory of electronic 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 understand management support systems. Then, the interesting topics and case studies are offered and discussed deeply. As a result, the important factors of system success can the used as the references for building a MSS.			
Course Code	04619			
Course Name	Algorithms	Credit	F	S
Course Objectives	Understand basic concepts of algorithms,     Learn various designs of algorithms in order to use computers to solve problems more efficiently.			solve
Course Code	02933			
Course Name	Discrete Mathematics	Credit	F	S
Course Objectives	The objectives of this course are 1.To understand mathematical induction, functions, and relationships, etc. 2.To learn the applications of discrete mathematics.			
Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	This course teaches students basic concepts of knowledge and interesting patterns.	orithms, the	course t	eaches
Course Code	13859			
Course Name	Internship	Credit	F	S
Course Objectives	This objectives of this course are 1.To learn practical working techniques			-
Course Code	11856			
Course Name	Topic on Electronic Procurement	Credit	F	S
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 Objectives	Customer Relationship Management  Credit  This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Ivallie	Wanageriai Wathematics	Cicuit		
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and skills to problems that confound managers in both the p 2.To develop mathematical models for problems 3.Topics that will be covered include Linear Pro Flow models, Project Management, Queuing A	oublic and the solving and de ogramming mo	private a ecision models, N	sector naking etwork

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

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	The objectives of this course are 1.To investigate related knowledge and technique 2.To cultivate the ability of conducting marketing 3.To articulate plans and strategies for internet m	g research.	marketin	ıg

Course Code	13141			
Course Name	Special Topics On Finance and Investment	Credit	F	S
	Systems	010010		
Course Objectives	The objective of this course is to examine all as tool box and Computation Intelligence in f emphasizes the need to understand conceptual a financial management and examines the lates issues, including: Value at Risk (VaR), Portfol Asset Allocation, CAPM, Investment performant with found and CAPCH Models.	inancial field nd implement st techniques io Analysis (	I. The ation issued and property and property of the attention of the atte	course sues of ractical narket),
	Mutual found, and GARCH Models.		option i	Turke

Course Code	11845					
Course Name	Introduction to Business Intelligence	Credit	F	S		
	Management	Credit				
Course Objectives	An intelligent enterprise is one that makes better decisions faster and outsmarts its rivals. Being an intelligent business is a prerequisite not just to win, but to compete in the first place. Amid the competition of the Internet					
	economy, business intelligence is fast emerging as a cross-departmental					

mandate for companies in virtually all industries. The core topics of this
course include introduction to business intelligence and data decision, types
of business intelligence, functions of business intelligence, and applications
of business intelligence and data decision.

Course Code	13587			
Course Name	Network Management	Credit	F	S
Course Objectives	The objectives of this course are  1.To provide the fundamental theory of I management.  2. To introduce some cases in Taiwan to learn ne The contents that will be covered in this course i  1. structured cabling system of LAN  2. LAN wiring design of office  3. cost estimation of LAN wiring  4. wiring testing and diagnostic equipment  5. SNMP network management and installation of	twork plannin nclude	g of LA	N

Course Code	16985			
Course Name	Supply Chain Management- Course In English	Credit	F	S
Course Objectives	<ul><li>1.To guide students familiar with the inter-compmodel,</li><li>2.To explore how to integrate the supply chain to promote the competence of the company,</li><li>3.Through case study to develop the capability integration.</li></ul>	with informat	ion tech	nology

Course Code	05828			
Course Name	Organization Study	Credit	F	S
	Organization Study	Credit		
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 e 3.To be able to handle the implement process of a 4.To be able to manage the group dynamic of an 5.To be able to implement the selected project an	each other with a project. organization.		

Course Code	18040			
Course Name	Knowledge Management System	Credit	F	S
Course Objectives	The main objective of the course is to help study understanding of the knowledge management synthis course covers essential theories and tech applications for effective knowledge reuse and introduce the model and theories of Information Web mining techniques in detail. Furthermore, management, search and e-discovery solutions techniques for building commercial IR systems, KM applications are also included in the class objectives in this course are including:  A. To understand the key concepts of KM and K. B. To learn the information retrieval, Text analytechniques applied in the KMSs.  C. To investigate the KM search solutions environment that can help users put knowledge in D. To provide latest information about best pra	ystems (KMS) niques to der sharing. Bas Retrieval, Te ore, the adv with the aid enterprise se s. To sum up MS. ytic and Web s applies in nto action.	). Accorvelop the ically, we analy anced to the arch system, the left the brown the brown to the brown the	dingly, he KM we will tic and content above tem or earning related usiness

enterprise content management, and e-discovery.
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Course Code	04035				
Course Name	Marketing of Information Products	Credit	F	S	
Course Name	Marketing of information Froducts				
	1.Explore the Information Products Technology Trend and Development				
Course Objectives	2.Understand the competition strategy & SWOT of the Taiwan's IT Industry.				
	3. Discuss the Success Factor of USA, Japan and Taiwan's leader companies.				
	4. Learning the Marketing Research Meted				

Course Code	16986			
Course Name	Management Information Systems- Course In English	Credit	F	S
Course Objectives	This course teaches students to understand of architectures of various types of information is methodologies of planning MIS. In addition, this students with the knowledge of IT applications to better govern a modern organization. After students have the abilities to do the jobs organization. Thus, the learning objectives in thi 1. To build up the broad and deep ICT knowled issues in planning, designing, and develop systems under current age of electronic busines 2. To learn how to apply and leverage curcommunication technologies, and mode methodologies to develop and reengineer enter 3. To build up the profound capacity for develop architecture and information infrastructur information systems.  4. To learn how to model and implement entintegrated data models including enterprise does to support the development of business in systems.  5. To learn how to measure and evaluate the bus resulted from the IS/IT implementation.  After learning above, it makes students have the computerization in an organization.	ystems, an is course is and IT mater learning of computes course and sking oping busters. In the state of the	d the theodesigned designed anagement grabove, in uterization to the information of the i	ories and to equip required at makes in in an analying the formation and elopment stems. It system business dels and arehouse formation formance

Course Code	15777				
Course Name	rse Name Organizational Leadership Credit		F	S	
Course Ivallic	Organizational Leadership	Cicuit			
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- Course	Credit	F	S
	In English	Crean		
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To understand the essentials of information influence in business and management.</li> <li>To study the five guides of Information System: Web revolution, organization applications, r</li> </ol>	IT in the or	ganizati	on, the

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 Practice essentials from Management, Marketing, Final utilizes young students' abundant creative and innovative entrepreneurial ideas and maximize sthrough practical competition. This course intensity objectives:  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 development and activity.  4. Understand the real industrial scenarios and learn 5. Experience and demonstrate entrepreneurship the Innovative Entrepreneurship Competition Practicopportunity to apply textbook knowledge to pexpanding their knowledge on entrepreneurial statutents an alternative to their future career graduation-and-employment career pattern to an start-up.	ral Creative to evaluate ctice, whi incial Man ovative idea students' le ds to achie edge and de manageme how to dea ough comp- ce provide oractical op urt-ups. Thi choice wh	e Industry, e their lear ich comb lagement as to forme earning effecte the be emonstrate and prof all with it. etition. s students peration v s course g ich shifts	and ning bines etc., ulate fects elow it in ative mote s an while gives the

Course Code	17558			
Course Name	Introduction to Computer Science- Course In	Credit	F	S
Course Ivaille	English	Credit		
Course Objectives	The major objective of this course is to learn the computer hardware and software. Topics such system unit, operating systems and utility prognetworks (including electronic commerce, comprogramming languages and program development management, information related issues(include certification), etc., will be covered in the class.	as the comp grams, comm nputer securit ent, introducti	oonents unication y and so	of the ns and safety), atabase

Course Code		01862			
Course Name		Computer Organization	Credit	F	S
Course Objectives	1. 2.	Understand basic concepts of computer ha Learn the Principle of logic and computer		•	•

#### Business Management -Evening and Weekend

#### • Course list

BBA in Business Mar	BBA in Business Management -Evening and Weekend		classes	Credit hours
	Statistics	02222	2	6
D	Economics	02457	2	6
Required common credit hours of the	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	The objective of this course is to provide the stude fundamental concepts of elementary statistics. This can intuitive understanding of statistical procedure behind the formula. A wide selection of real probability various fields are introduced. It emphasizes tool in decision -making in virtually all areas of mana 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	ourse is deseard log olems and ethat Statistic agement scientification of the real work.	signed to ical prinexamples es is use ences.	o stress nciples s from ed as a

Course Code	02457			
Course Name	Economics	Credit	F	S
Course reame	Leonomies	Credit		
Course Objectives	The objective of this course is to provide students wit concepts and to improve students' abilities to analyze household, and firm's behavior. Upon course complet be able to:  1. Realize the basic concepts of Microeconomics.  2. Understand the meanings of supply and demand fu 3. Realize the meaning of elasticity and its application 4. Realize how individual consumer, household, and for 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 and 12. Use macroeconomics theories to analyze the effect policy.	nctions. n. firm make of and their cost of public possible. 's income. estment.	dents shallecision. haracter policy.	er, ould istics.

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus in 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. In the fundamental theorem of calculus, techniques in differential and integral calculus such as partial integrals will be covered. The objectives of this course 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 examples of the central idea.	ents of this applications is such as line mean value the second in integration derivatives are are discording of applier	course i . In the mit, con e theorer emester, on, multi and m tus that	nclude ne first tinuity, m, and topics variate nultiple will be

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Ivanic	recounting	Credit		
Course Objectives	The objective of this course is to introduce the basi information system, the principle and rules of according reporting, and how to analyze and interpret accourant internal and external business users making econocreate value for business enterprises and enhance the the capital market. It emphasizes the dual roles of and contracting. Specifically, this course aims to he 1. To understand the functioning of accounting in the the governmental units, non-profit organizations a 2. To understand the basic recording and reporting information system.  3. To understand the concepts and standards underlying in accounting to develop the financial statements of 4. To understand how to analyze and interpret according investors, creditors and business managers to make 5. To understand how to resolve the ethical dill professional judgment.  6. To understand how to develop and make planning of the professional professional graphs are interpret according to the professional graphs.	ounting me nting information decision fairness and accounting lp students: business wand the society processes ing the means of businesses anting information and	asureme mation to the mation t	nt and o help oder to ency of luation well as neral. Funting ts used to help is.

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 ab environment in which business prospers.  2.To introduce business functions, including maresources, production & operation, information, and 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.	arketing, fill R&D.	nance,	human anning,	

## **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
	Marketing Management	01483	1	3
Required common 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
	Thesis	00041	1	6
	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 These decisions include choosing between compraising money on the financial markets and the imanage operating cash flows with advanced financial markets and return, what dividend policy to four major topics, namely capital budgeting, camanagement and dividend policy will be emple enrolled the course are expected to familiar worm completion.  1. The possible types and control mechanioniginates from modern corporate structure shareholder's ownership.  2. Valuation approaches, cash flow estimation capital budgeting. The concept of real option is also emphasized.  3. The concept of weighted average cost of caping special focus on possible approaches to estimated. Possible arguments that dictate the optimal policy. Market frictions such as transaction discussions step by step.  5. Students are asked to develop the ability to problems like an Executive Financial Managements.	course is f corporate peting investing investing investing investing in the same of the petital structure in the following separating in, and rise embedded that (WACC) the each cost or tax to find and	to enhance e financial estment opportal structurarangement e, and etc. Ture, worki this course lowings up gency probeg management est aspect ruin project in course element.	e student's decisions. ortunities, re, how to s, how to Therefore, ng capital . Students on course lems that nent from elating to nvestment sized with dividend uded into

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

Course Code	01013					
Course Name	Human Resources Management		F	S		
Course I value	Traman Resources Wanagement	Credit				
Course Objectives	The main purposes of this course are 1.To develop systematic knowledge of human re 2.To enhance the capability of practicing theorie 3.To provide practical cases for a better un- resources management, including planning, performance evaluation, salary system, and lat 4.To learn skills of teamwork and discussion.	es into a readerstanding recruiting,	ll life g of gener , selecting,			

Course Code	02237					
Course Name	ne Organization and Management Theory		F	S		
	0 -gy					
	The objectives of this course are					
	1.To understand the theories and meanings about management 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	01483						
Course Name	Marketing Management	Credit	F	S			
Course Tvaine	Warketing Wanagement	Credit					
	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	h as e-co	ommerce,	marketing			
	decision-making, management in China market etc.						
	4.To explore the emerging concept of "Holistic Marketing" that broadly covers						
	internal marketing, integrated marketing, relationship marketing, and socially						
	responsible marketing.						

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	The objectives of this course are  1.To introduce production and operations manal and techniques related to the design, plannichallenge of both manufacturing and service of 2.To be problem-solving oriented in both the sectors.  3.To provide opportunities of factory visiting understanding in running the real world manufacturing and service of the sectors.	ng, contro perations. ne manufa g trips so	l, improver cturing and as to enh	ment and d service nance the

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 a</li> <li>To familiar with the major frameworks and nanalysis.</li> <li>To be able to use the analytical founda competitive strategy</li> </ol>	nethods of	conducting	

Information Management	Credit	F	2		
information Management		1.	S		
	Cicuit				
This course is designed to provide the current and future managers with a understanding and appreciation of issues that are related to the organization information technology assets. Students can know how to analyze and design business operation system and use it to improve companies' competiti advantages. Notably, the course will give students a managerial perspective the use, design, and evaluations of information systems that exist					
	standing and appreciation of issues that a nation technology assets. Students can know ess operation system and use it to im- tages. Notably, the course will give students, design, and evaluations of inform	standing and appreciation of issues that are related nation technology assets. Students can know how to ess operation system and use it to improve con tages. Notably, the course will give students a mana se, design, and evaluations of information sys	standing and appreciation of issues that are related to the organation technology assets. Students can know how to analyze ancess operation system and use it to improve companies' cotages. Notably, the course will give students a managerial perspection.		

capability of	mana	ging in	nforma	atio	n services in	both to	day's and	tomorre	ow's
environment	and to	cope	with	its	managerial,	social,	political,	ethical	and
global issues.									

Course Code	00041					
Course Nome	Thesis	Credit	F	S		
Course Name	1 110515	Cleuit				
Course Objectives	Train students how to solve problems, do researches and write a good thesis.					

Course Code	12723				
Course Name	Industry Analysis & Competitive Advantage	Credit	S		
Course Objectives	The objectives of this course are 1.To build up basic methods for industry analyst 2.To understand basic concepts of strategy 3.To enhance competitive advantages of compart 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 arget costing, activity-based costing & management accounting research, including performance and incentive, etc.	gement, bal ng researc	anced score	ecard etc. nanagerial

Course Code	01389				
Course Name	Business Policy	Credit F			
Course Objectives	The objectives of this course are  1.To provide the opportunities to develop capab  2.To provide the opportunities to experience the  3.To provide the opportunities to build up an int  4.To provide the opportunities to integrate functions.  5.To provide the opportunities to observe the ne	e organization regrated stransfered known	on learning. ategy conce owledge of	pt. business	

Course Code	01559					
Course Name	Operations Research	Credit	F	S		
Course Ivallic	Operations Research	Cicuit				
Course Objectives	Operation research is one of the most important use mathematical methods, computer software to This course emphasizes on mathematical models application. The main content of this course inclintroducing each chapter in operation research, complication of data, and using interactive teaching discussion.	o help comes building a udes system explaining to	panies react and theories matically managerial	h goals.		

Course Code	01445				
Course Name	Multivariate Statistical Analysis	Cradit	F	S	
Course maine	Multivariate Statistical Alialysis	Credit			
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 I value	Total Quality Management	Credit				
	To know the quality management philosophies of	of Deming.	Juran, and	Crosby;		
	total quality management, including the Malcolm Balding National Award and					
	ISO 9000 system.					
Course Objectives	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 factor rational scheduling is able to utilize company's a helps students to have a whole picture of product students how to use it properly.	esources.	This course	mainly		

Course Code	01579					
Course Name	Investments	Credit	F	S		
	The learning objectives of this course are					
Course Objectives	<ol> <li>To know characteristics of financial tools.</li> <li>To cover the issues such as what are their far formulate investment portfolio.</li> <li>To understand the following subjects: (1) return in money market, capital market, foreign expression market. (2) Investment decision criteria of NI portfolio theory, (4) CAPM &amp; APT and grammard, future, option and Swap contract approximation, (7) option pricing- Black performance measurement and management.</li> </ol>	arns and rist archange m PV and IR eneral prints, (6) op	sks of finantarket and R. (3) meanciple of option pricing	ncial assets derivative an-variance pricing (5) ng- lattice		

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 2. To explore elements that drive fundamental a prices.		_			

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

Course Code	03136				
Course Nome	Managamant Payahalagy	Credit	F	S	
Course Name	Management Psychology	Credit			

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

Course Code	03680					
Course Name	Seminar on Marketing Management	Credit	F	S		
Course Objectives	The objectives of this course are  1.To develop integration, data processing, and collaborative capability by seminar and integr  2.To connect academics and business practices  3.To increase marketing knowledge by commun  4.To develop students into a well-rounded mark	ated marke	ting cases. oortant stak			

Course Code	05559					
Course Name	International Human Resources Management	Credit	F	S		
Course Objectives	The objectives of this course are  1.To realize and master the fundamental concinternational human resources management  2.To cover the topics of human resource place training, performance appraisal, rewards and be relations in international business.	anning, re	cruitment,	selection,		

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

Course Code	12861					
Course Name	Contemporary Issues in Security Market	Credit	F	S		
Course Objectives	This course provides a general introduction to so financial markets. We first review few basic knot the system and transaction of monetary markets, markets. Moreover, we analyze few specific issue work in a generalized framework. Related issues issuance, focusing on IPOs and SEOs, the agence pricing. In addition, students are required to inveneans of articles in the press and cited reference must complete a term paper that forces on one p make an oral presentation in the end of this class	wledge in bonds man bonds man best to under sinclude the y problem, estigate sore and mater articular to	this filed, in rkets, and so rstand how he securities , and the ass me current i rial. Every s	acluding ecurity they set ssues by		

Course Code	14104			
Canna Nama	The state of the s	Credit	F	S
Course Name	Topics of Strategic Management			

Course Objectives			
-			

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

## International Management

#### Course list

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

Course Code	11173				
Course Name	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  3.To cultivate the mentality and human skill of a	study and	experience	learning.	

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 discussion of the essential related to marketing management, including theories and practices.  2.To arouse learning interest in marketing.  3.To introduce some hottest issues such as e-commerce, mar decision-making, management in China market etc.  4.To explore the emerging concept of "Holistic Marketing" that broadly internal marketing, integrated marketing, relationship marketing, and so responsible marketing.				

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

Course Code	01370					
Course Name	Production and Operations Management	nt Credit	F	S		
	Troubleton and operations framagement	010010				
Course Objectives	The objectives of this course are  1.To introduce production and operations management, including the contant techniques related to the design, planning, control, improvement challenge of both manufacturing and service operations.  2.To be problem-solving oriented in both the manufacturing and service sec 3.To provide opportunities of factory visiting trips so as to enhance understanding in running the real world manufacturing and related functions.					

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

mange risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion. 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).

Course Code	02502				
Course Name	Information Management	Credit	F	S	
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 im advantages. Notably, the course will give stude the use, design, and evaluations of informorganizations today. The objective of this course capability of managing information services in environment and to cope with its managerial global issues.	ow how to prove connts a mana mation system is to preprint both todd	to the orga analyze and apanies' co gerial persp stems that are student ay's and to	nization's d design a ompetitive oective on exist in s with the omorrow's	

Course Code	02629			
Course Name	Management Accounting	Credit	F	S
Course Ivame	Wanagement Accounting	Credit		
Course Objectives	The objectives of this course are  1. To introduce the contemporary management arget costing, activity-based costing & management accounting the selective topics for conduct accounting research, including performance of and incentive, etc.	ment, balan ing researc	ced scoreca	ard etc.

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 m 2.To integrate knowledge in relevant academic 3.To explore new insights about strategic m through class discussions	fields.		ess trends

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Name	memsinp	Cledit		
Course Objectives	This objectives of this course are			
Course Objectives	1.To learn practical working techniques			

2.To have professional capability in order to coordinate moral relationship and
practical applications
3. To shorten on job training and reserve potential experts for enterprises.

Course Code	15671			
Course Name	International Field Trip	Credit	F	S
Course Objectives	The objectives of this course are:  1.To provide chances to get insights about in through invited guest speakers, taking cour multinational corporations  2.To broaden international viewpoints via the verification.	ses oversea	a, visiting	renowned

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
	Troubing in Dubinoss Zunes for Frankligers	010010		
Course Objectives	The objectives of this course are  1.To appreciate the essential of Business Eth recognizing socially acceptable business perspectives, embedding good business in reengineering corporate image, enhancing proin sustainable and socially responsible corporation 2.To improve English proficiency	conduct treating po ofessional	from the	e global and fair,

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

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

Course Code	04564				
Course Name	Innovation Management	Credit	F	S	
	inio varion istanagement	Crean			
Course Objectives	The objectives of this course are  1.To cover the major sources of innovation, the empirical explorations (verifications).  2.To concentrate on the principles and me promoting innovation as well as policies with economics context for high technology industres.  3.To provide a state-of-the-art-overview of innomacroeconomic frameworks  4.To draw benefits from overlaps with neighbout theory, clinometric and institutionalism.	thodologies thin an in ies. vation stud ring discip	s of desig ternational lies within a lines such a	ning and industrial micro and as systems	
	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 Objectives	The objectives of this course are  1.To provide a platform for reviewing and related to international business management.  2.To cover the topics including political, econ environments of multinational firms, cultural formulation and implementation of stra international finance, international marketing management, international knowledge manage	nomic, lega context of tegy for , internation	al, and tech global man global o	nnological nagement, perations,

Course Code	02050				
Course Name	Business English	Credit	F	S	
Course Objectives	The students will be able to:  1.Effectively use specific, professional language 2.Demonstrate organization skills to provid professional presentation 3.Utilize effective use of physical skills to engage 4.Build up confidence to deliver a presentation i 5.Participate fully and effectively in cross-cultur 6.Discuss a wide variety of business-related top	le a conv ge audience in English ral meeting	incing, interest includes in the include include in the include include in the include include include in the include in		

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

Course Code	03136				
Course Nome	Managamant Psychology	Crodit	F	S	
Course Ivaille	Management i sychology	Credit			
Course Objectives	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.  2. To describe the meaning of Management Psychology	e.			

# **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
Required common credit hours of the graduate institute	Management Paradigm and Organization Theories	11173	1	3
	Integration Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	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 " corganization theory"  2.To exercise the management practices by case study  3.To cultivate the mentality and human skill of management	dy and expe	erience lea	rning.

Course Code	12486			
Course Name	Integration Management	Credit	F	S
	88	0.000.00		
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 Objectives	The objectives of this course are  1.To build-up a normative concept about busine science oriented diagnostic study methodology.  2.To learn the attitude and method of case study, also of qualitative data.  3.To practice the diagnostic process including: pridentifying, and consulting suggestion proposing a	ess consultates the collection of the collections are	ction and to	reatment

Course Code	13110				
Course Name	Systematic Thinking & Method	Credit	F	S	
Course Ivallic	Systematic Trinking & Method	Cledit			
	The purpose of this course is to provide fundar	mental capa	ability fo	r EMBA	
	students in research training and thesis writing. As the majority of the students				
	are not undergraduate business majors, the focus of this course will be threefold.				
Course Objectives					
	2.To be able to collect, analyze, and familiar related quantitative methods				
	3.To further discuss some qualitative research methods				
	4.To be able to prepare a draft proposal for theses.				

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Traine	Strategie Wanagement	Credit		
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 manag through class discussions	s.	d busines	s trends

Course Code	01983			
Course Nome	Einengiel 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.
- 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized.
- 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.
- 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step.
- 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).

Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	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 o 2.To cultivate analytical and problem-solving capab 3.To enhance analytical and communication skills v 4.To cultivate self-learning capability through data of	ility via cas ia in-class (	e study.  2 & 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 understateffective marketing strategies.  2.To introduce the Wheel of Consumer Analysis, a components affecting consumer affection, cognenvironment, and the market.	tool that he	elps 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 and  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	Knowladga Managamant	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 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 managemen	t steps ii	ncluding	creating,	
	transferring and measuring knowledge				

Course Code	11034			
Course Name	Production Strategy and Management	Credit	F	S
Course Objectives	Production Strategy and Management have becomprocess management, and inconceivable witechnology. 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 Opstudents' 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	To learn the structure and the essence of the strategic, organizational operational challenges confronting executives of MNCs.      To understand the interplay between the MNC, the countries in which it obusiness, and the competitive environment in which it operates.      By adopting the perspective of the MNC executive, to practive development of global strategy and cross-broder management and to study potential organizational & managerial impact of intended changes.			

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

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course reame	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 unders resources management, including planning, recoperformance evaluation, salary system, and labor-ca 4.To learn skills of teamwork and discussion.	a real life. standing of ruiting, se	general	

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 custors. 3.To learn how to manage non-store shops, elect multi-channels.	pportunity tively. The I manageme omers and g	to gain pro objectives ent. gaining pro	ofit. It is s of this ofits.

Course Code	02093				
Canna Nama	International Financial Management	Credit	F	S	
Course Name	International Financial 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			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	The objectives of this course is to give an overview about different aspect customer relationship management (CRM) and data mining (DM) as well as methodologies and applications of CRM and DM. This course will c analytical approaches for customer relationship management and custo valuation at each stage of the customer lifecycle, dealing with problems such identification of good prospects for customer acquisition; customer development up-selling or cross-selling; customer segmentation; customer value customer attrition/retention management. The focus of this course will			

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

# Global Entrepreneurial Management and Business Administration

#### Course list

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

Course 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 of development of global strategy and cross-broder in potential organizational &amp; managerial impact of in</li> </ol>	MNCs.  ne countries  th it operate  executive,  nanagemen	in whiches. to pract	n it does

Course Code	13603			
Course Name	Modeling and Executive Decision Making	Credit	F	S
Course Ivallie	Wodering and Executive Decision Waking			
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 digit global organization performance.  2.To demonstrate the business value of information in 3.To provide additional projects for solving the hand	g global con I services the applications al integrations system in the	rporations to custom and info on and en	ers. The ormation hancing

Course Code	02093				
Course Name	International Financial Management	Credit	F	S	
	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, internati-	onal divers	ification,	arbitrage	
	potential, and international finance with a lower cost.				

Course Code	14137			
Course Name	Entrepreneurial Management	ment Credit	F	S
Course Name	Entrepreneuriai Management			
Course Objectives	Enabling students to organize all the prerequisites to formulate a good business plan to achieve the functions of getting funding & pooling resources.			business

Course Code	14136				
Course Name	Strategic Marketing	Credit	F	S	
Course rume	Strategie Warneting	Credit			
Course Objectives	<ol> <li>plans based on analysis of the marketing mix require course will provide students with an opportunity to:         <ol> <li>Examine the strategic marketing process in the convergence environment.</li> <li>Define a company's organizational goals, identify and formulate marketing strategies, budgets and of marketing ethics issues.</li> <li>Understand the financial aspects of marketing succontribution and operating leverage</li> <li>Develop critical thinking, strategic analysis, probimplementation skills required for marketing mans to be provided by the provided p</li></ol></li></ol>	Strategic Marketing  Credit  F S  fy marketing opportunities and to formulate and implement marketing ed on analysis of the marketing mix requirements of the firm. The fill provide students with an opportunity to: time the strategic marketing process in the competitive global forment.  The strategic marketing process in the competitive global forment.  The strategic marketing process in the competitive global forment.  The strategic marketing process in the competitive global forment.  The strategic marketing process in the competitive global forment.  The strategic marketing opportunities, are strategic strategies, budgets and contingency plans, as well as string ethics issues.  The strategic marketing such as cost, margins, bution and operating leverage opportunities and the financial aspects of marketing such as cost, margins, bution and operating leverage opportunities, problem-solving and mentation skills required for marketing management decision-making. The strategic strategies for middle- and upper-level marketing gement decisions.  The strategic marketing opportunities and implement marketing strategic marketing strategics and provided in the strategic opportunities and implement marketing strategic marketing such as cost, margins, bution and operating leverage opportunities, are strategic marketing such as cost, margins, bution and operating leverage opportunities, are strategic marketing such as cost, margins, bution and operating leverage opportunities, are strategic marketing such as cost, margins, bution and operating leverage opportunities, are strategic marketing such as cost, margins, bution and operating leverage opportunities, are strategic marketing such as cost, margins, bution and operating leverage opportunities, are strategic marketing such as cost, margins, bution and opportunities, are strategic marketing such as cost, margins, are strategic marke			

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 presedum as a presedum and a presedum and the presentation.	friends and antition skill sales, opera	families to ls. ation, fina	o IPO to

Course Code	13597			
Course Name	Analysis of Economic Conditions	Credit	F	S
Course Objectives	This course comprises two important componer competitive strategy. For each component, the control of their components. The objective is to acquain different frameworks and different methods of control of the development of competitive strategy.	ents are des C-P analytic at with the onducting in	cribed as cal framev competer andustry an	follows: work and nce with alysis.

# **MS Programs**

- Full-Time -

- Accounting
- Applied Statistics
- Finance
- Information Management

# Accounting

MS Program in Accou	unting - Full-Time	Code	Classes	Credit
	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
Required common	Advanced Auditing	11757	1	3
credit hours of the	Financial Statement Analysis and Business Valuation	18302	1	3
graduate institute	Reading in Business Ethics for Managers	00292	2	2
	Thesis	00041	1	6
	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
Elective credit hours	Accounting for Financial Instruments and Services	12133	1	3
of the graduate	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 Ivallic	Timanetal Accounting Theory			
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To provide a general understanding of the en researches.</li> <li>2.To cover the theories and methodologies un information perspective and measurement perspecting intangible assets, positive theory of accounting covoluntary disclosures and regulation, etc.</li> </ul>	derlying a	market ef	ficiency, numbers,

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 manageri including performance evaluation, EVA, compensation,	g & mana	ng researc	balanced ch,		

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	<ol> <li>Quality financial statement audits underlie the well This objectives of this course are</li> <li>To investigate the demand for and the supply of audits.</li> <li>To analyze the three factors comprising a quality incentives of auditors which are largely deter relationship, the structure of audit market, and audit profession (e.g., self-regulation, government (2) the expertise of auditors which they have obtained practicing experience. The professional rules constitute a standard set of requirements for autility value of auditors which reflecting the outcome auditors through culture, education and the organisms.</li> <li>To demonstrate how these three factors interact a audit process.</li> <li>To provide a framework for a better understanding practice.</li> <li>To develop the abilities to undertake an auditing residual.</li> </ol>	of quality for y financial mined by the governous to oversight sined from (e.g., GAA addit expertite of social mizational in and determine of auditi	statement the clien nance struand legal education. P and GA se; (3) the ization prinfluences ine the ou	t: (1) the tt-auditor acture of system); training AS) also e ethical access of of audit tcome of

Course Code	18302				
Course Name	Financial Statement Analysis and Business	Credit	F	S	
Course Name	Valuation	Cledit			
	This course is about the analysis of financial info	ormation -	particular	ly firms'	
	financial statements - for making decisions to invest in businesses. The primary				
	objectives of this courses are				
Course Objectives	1.To focus on equity (share) valuation.				
	2.To examine the appropriate methods of fundamental analysis, including models				
	of shareholder value, a comparison of accrual accounting and discounted cash				
	flow approaches to valuation, the analysis of profitability, growth and valuation				

generation in a firm, testing the quality of financial reports, forecasting
earnings and cash flows, pro-forma analysis for strategy and planning, analysis
of risk, and the determination of price/earnings and market-to-book ratios.
3.To provide the basis of valuation from the perspective of security analyst as
well as corporate financial analyst and to be applicable to the valuation of
acquisitions, restructurings, other investments, and strategic analysis.
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 Tvaine	Reading in Business Edites for Wallagers			
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 corporate image, enhancing professional ethics, and socially responsible corporations.  2.To improve English proficiency.	from the g	lobal pers fair, reeng	pectives, gineering

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

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course tvaine	Econometres	Cicuit		
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 economous applications that match real-world theory and data  3.To cover the topics including multiple regression economic applications, as well as issues such as and instrumental variables.  4.To be able to understand and apply the economousing computer packages.	ometrics, in technique omitted var	using the ues with riables, pa	focus on anel data,

Course Code	01983	01983			
Course Name	Financial Management	Credit	F	S	
	Č				
Course Objectives	This course provides advanced treatment of corpor- finance majors. The primary objective of the co- understanding on the theory and application of co- These decisions include choosing between compet raising money on the financial markets and the issu- manage operating cash flows with advanced fina- mange risk and return, what dividend policy to be n major topics, namely capital budgeting, capital management and dividend policy will be emphas enrolled the course are expected to familiar with completion.  1. The possible types and control mechanism of ag- from modern corporate structure separating man ownership.  2. Valuation approaches, cash flow estimation, and budgeting. The concept of real option embedded	urse is to corporate fing investrate of capital arranade, and eastructure ized in this the followency problemagement for the risk aspect	enhance inancial conent oppour oppour oppour of the course. When the course is course of the course	student's decisions. ortunities, e, how to fore, four g capital Students on course originates eholder's	

emphasized.
3. The concept of weighted average cost of capital (WACC) is emphasized with
special focus on possible approaches to estimate each cost element.
4. Possible arguments that dictate the optimal capital structure and dividend
policy. Market frictions such as transaction cost or taxes are included into
discussions step by step.
5. Students are asked to develop the ability to find and solve the financial
problems like an Executive Financial Manager (CFO).

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To introduce the basic concept of research reacademic and practical research.</li> <li>2.To learn the methods of conducting research perstrategies, collecting and analyzing research proposals and reports.</li> <li>3.To know how to obtain the required informapproaches in writing research papers and solving</li> </ul>	processes, on the lata, and processes the lata, and processes the late of the	lesigning oreparing cough ap	research research propriate

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 opera who determines how best to design, supply, a operations manager are responsible for setting to company from an operation standpoint, deciding used, where facilities should be located, and management is to create wealth by supplying quality goods	place by contions special run the strategic what techniques aging the formal operations	conveying ialist is the process c direction nology slacilities the management	a set of the person s. Senior of the thould be that make	

Course Code	12133			
Course Name	Accounting for Financial Instruments and	Credit	F	S
Course Ivallic	Services	Cicuit		
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 conce conclusions. 3. To discuss the implications for finan 4. To exposure to the world's most advanced and international discussions.	e financial i pts underl cial reporti	industry. ying the ng and an	written alysis

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Name  Course Objectives	Risk Management  This course aims to provide students a broad per containing traditional risk management and insura management. The students are expected to build a framework as:  1. To make risk management and insurance decise value and individual welfare.  2. To understand insurance contracts and institution industry.	spective of ance and comprehe	other type nsively co	s of risk onceptual business
	3. To understand the effects of and the rationale for and allocation of risk among business and individual to the control of t		cies that a	ffect risk

Basically, topics in this course include:
1. investment strategy
2. institutional structure
3. regulations
4. database management
5. quantitative procedures

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are:  1.To provide a platform for reviewing and discurelated to marketing management, including theory.  2.To arouse learning interest in marketing.  3.To introduce some hottest issues such a decision-making, management in China market etc.  4.To explore the emerging concept of "Holistic Minternal marketing, integrated marketing, relation responsible marketing.	ies and practase e-commec.  arketing" ti	ctices. merce, m hat broadl	narketing y covers

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 resear  2.To introduce the most recent tax practice and resea  3.To address new research issues in tax theory and p	arch.		

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 spewill participate in this seminar and present their recommunicating their thinking and developing interactions.	as a semina akers in rela esearch wo	ar, with su ated resear rks/knowl	bstantial rch areas ledge for

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

Course Code	17781				
Course Name	Seminar in International Accounting - English	Credit	F	S	
Course runne	Seminar in international recounting English	Credit			
	This course examines the international dimension of financial reporting and				
Course Objectives	analysis. It provides students with an in-depth look at the development of				
Course Objectives	accounting and its related disciplines from an international perspective. The				
	course comprises two sections: The first section will be devoted to a discussion				

of international accounting patterns, culture and development, comparative
accounting and international harmonization. The second section will focus on
practical issues, including the context of International Financial 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 accour accurate determination of the fair value of derivative and the existing authoritative guidance for derivative 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 similar the lesson from the EU countries and the progress of than EUs.	es, accounting es.  of environment introduction  oility, and  tandards countage of st	ing for der nental liab on, account account nverge. To andards c	rivatives, illity and nting for ting for opics the onverge,

# **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- Course In 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
outer 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	17029	1	1
	English Conversation and Writing I	12571	1	3
	English Conversation and Writing II	12573	1	3
	Statistics Learning	16652	1	3
	Quality Control and Design	07331	1	3

Course Code	06827			
Course Name	Seminar	Credit	F	S
Course Objectives	The main purpose of this course is to improve stu- write academic articles. The emphasis will be reading ability and learning various technique arguments, and discovering new ways of thinking process. The goals of this course are:  1. To train students with the capability for reading periodic students with adequate skills for analytic and teach library research skills.  4. To provide opportunities for the use of computation in the students with suitable presentation is	on develo les to str about readi professional cal writing.	ping structure ng and v	udents' logical writing

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 research prostrategies, collecting and analyzing research dat proposals and reports.  3.To know how to obtain the required information approaches in writing research papers and solving research papers.	cesses, desi ta, and prep ation throug	gning reparing regaring regarders	esearch esearch opriate

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	13575			
Course Name	Markating Survey and Analysis	Credit	F	S
Course maine	Marketing Survey and Analysis	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	Research Credit	F	S	
Course Name	Tractice of Warkering Research	Cicuit			
	The objectives of this course are				
Course Objectives	1.To introduce the methods of conducting market survey				
Course Objectives	2.To utilize computer software and proper methods to solve real world				
	problems				

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course reame	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.

Course Code	06825			
			F	S
Course Name	Applied Mathematical Statistics	Credit		
Course Objectives	The objectives of this course are 1.To enhance the theoretical base of mathematical algebra, distributional theory, and probability. 2.To emphasize Linear Model, and Multivariate application is of concern			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	For various reasons, automation of business propractice for business in this digital society. As a statistical data are stored in databases. Not surprist database design principles and experiences on database design principles and experiences on database design principles and experiences on database designed 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 the students with hands-on experience on database address of this course are designed around three major that Advanced SQL and (3) Database System Addrequired to work on exercises after each lecture.	result it is ingly an unatabase admiprofessional wing this limited by the skills to include the skills the skills to include the skills to include the skills the ski	very oftenderstand ninistration of the ls but and of fand and of the managion of the managion of the help of the help of the the community of the help of the community of the help of the community of the help of the help	en that ding of on are also an ct, this ng and ent the p equip contents QL (2)

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

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

Course Code	05947			
			F	S
Course Name	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 example.	in statistic	al theor	y and

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

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course Objectives	Operation research is one of the most importation 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 teaching discussion.	tware to he ls building includes n, explainir	elp com and the systema ng man	neories atically 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 s 2.To provide a general perspective on how sta different disciplinary studies	-	be appl	lied to

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	04322			
Course Name	Statistic Analysis Software	Credit	F	S
Course Objectives	This course aims to enhance students' understanding and appreciation of the core of the central idea and methods of statistics that will be applied in the			
Course Objectives	solution of problems in a variety of applied sci			

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- Course In English	Credit	F	S
Course Objectives	The objectives of this course are  1.To develop competent skill in analyzing business description, explanation, and forecast.  2.To combine knowledge of probabilistic models empirical comparisons of approaches, and comput 3.To cover the topics such as construction and statistical forecasting approaches. These approaches modeling, time series regression, exponential (ARIMA) methodology, and intervention analysis	s of stocha ter software interpretati aches invol smoothing	stic pro  ion of v  ve: reg	cesses, various

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 to recognizing socially acceptable business comperspectives, embedding good business in treat reengineering corporate image, enhancing investing in sustainable and socially responsible 2.To improve English proficiency	onduct from ting people professiona	m the nice ar	global nd fair,

Course Code	11673			
Course Name	Statistics in Finance	Credit	F	S
Course maine	Statistics in Finance	Cledit		
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 prerequisite statistics by illustrating the main concepts of protection 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	courses in poblity and research in s, probability	probabil statistic	ity and es with

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

Course Code	17276			
Course Name	Special Topics in Biostatistics	Credit	F	S

				1
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 mediurther study. The main concepts will be illustrated and exercises.	t will be a	applied applicati	in the
Course Code	15531			
204130 2040	10001		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 approach 2.To introduce the methods of identifying, quantifying and managing risks through rigorous examples		_	
Course Code	17277			
Course Code	17277		F	S
Course Name	Special Topics in Marketing Research	Credit	1.	ى د
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 Code			F	S
Course Name	Special Topics in Advanced Quantitative Financial	Credit	-	5
Course Objectives	The objectives of this course are 1.To discuss financial plans and the uses of funds 2.To illustrate the causes that lead to efficient use of funds and the value creation of a firm via quantitative approaches			
Course Code	15534	T		_
Course Name	Special Topics in Data Mining	Credit	F	S
Course Objectives	The objectives of this course 1. To supervise students independent learning. 2. To teach student how to write professional thesis 3. To discuss difficult with students, and help them		ı	
C C- 1-	15525			
Course Code	15535		F	S
Course Name	Special Topics in Quality Control	Credit	Г	3
Course Objectives	Quality is one of the key factors in surviving tough purpose of this course is to introduce engineering at the statistical techniques to quality control improvement.	nd manage		jors to
Course Code	17029			
Course Code			F	S
Course Name	Special Topics in Customer Relationship  Management	Credit	1	3
Course Objectives	The objectives of this course are 1.To develop the capability of independent thinking 2.To cultivate the capability of reading the literature			

3.To cultivate the capability of writing quality papers
4.To cultivate analytical capability for solving practical problems

Course Code	12571			
Course Name	English Conversation and Writing I	Credit	F	S
Course Objectives	The course is to help the students acquire:  1.the ability to use English fluently and accurate reading and writing.  2.the ability to communicate in culturally approp written English  3.cultural awareness through readings and topic dis	riate ways	in spok	

Course Code	12573				
Course Name	English Conversation and Writing II	Credit	F	S	
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 is spoken and written English  3.skills needed for making effective oral presentation in English.				

Course Code	16652			
			F	S
Course Name	Statistics Learning	Credit		
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 c combinatorics and geometry in an attempt foundations to some important applications emer data sets whose sizes and complexities are beyon handle.	research. omputation to provi ging from r	al comp de theo need to p	olexity, oretical process

Course Code	07331			
G 11		~	F	S
Course Name	Quality Control and Design	Credit		
Course Objectives	Quality is one of the key factors in surviving tough competition. The me purpose of this course is to introduce engineering and management majors the statistical techniques to quality control, design, and proceed improvement. This course will cover the foundation of modern approact of quality control that can be applied to process industry, service indust and business. Topical coverage will be: construction and interpretation various control charts; rational sampling; specifications; tolerance limic cumulative-sum (Cusum) control charts, exponentially weighted move average (EWMA) control chart; process capability assessment; SAS in QC			

### **Finance**

MS Program in Finance - Full-Time		code	classes	Credit hours
	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Market Equilibrium	03968	1	3
Required common credit	Investments	01579	1	3
hours of the graduate institute	Futures and Options	03408	1	3
mstitute	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  The objectives of this course are  1.To provide a foundation for the applied research in Economics  Finance.  2.To introduce the modern treatment of econometrics, using theory applications that match real-world theory and data.  3.To cover the topics including multiple regression techniques with focus economic applications, as well as issues such as omitted variables, padata, and instrumental variables.  4.To be able to understand and apply the econometric and statistical methousing computer packages.				

Course Code	01983	01983					
Course Name	Financial Management	Credit	F	S			
Course Objectives	This course provides advanced treatment of corporate finance for gradulevel finance majors. The primary objective of the course is to enhal student's understanding on the theory and application of corporate finance decisions. These decisions include choosing between competing investing opportunities, raising money on the financial markets and the issue of capstructure, how to manage operating cash flows with advanced finance arrangements, how to mange risk and return, what dividend policy to made, and etc. Therefore, four major topics, namely capital budget capital structure, working capital management and dividend policy will emphasized in this course. Students enrolled the course are expected familiar with the followings upon course completion.  1. The possible types and control mechanism of agency problems originates from modern corporate structure separating management for shareholder's ownership.  2. Valuation approaches, cash flow estimation, and risk aspect relating capital budgeting. The concept of real option embedded in profine investment is also emphasized.  3. The concept of weighted average cost of capital (WACC) is emphasis with special focus on possible approaches to estimate each cost element 4. Possible arguments that dictate the optimal capital structure and divident policy. Market frictions such as transaction cost or taxes are included discussions step by step.						

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 factors securities, regulation, and preference, to affer decision  3.To analyze the welfare implications in a competit 4.To value securities in competitive market equilibrium.	tors, name of the opt	ly, num imal po equilibr	ber of ortfolio

	valuation)	and in a no-arbitrage	market condition	(relative-based v	aluation).
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Course Code	01579			
Course Name	Investments	Credit	F	S
	nivestinents	Credit		
Course Objectives	<ol> <li>The learning objectives of this course are</li> <li>To know characteristics of financial tools.</li> <li>To cover the issues such as what are their fair prices and when and formulate investment portfolio.</li> <li>To understand the following subjects: (1) returns and risks of finassets in money market, capital market, foreign exchange mark derivative market. (2) Investment decision criteria of NPV and IR mean-variance portfolio theory, (4) CAPM &amp; APT and general principricing (5) forward, future, option and Swap contracts, (6) option plattice approximation, (7) option pricing- Black-Scholes, and (7) performance measurement and management.</li> </ol>			nancial tet and RR. (3) ciple of oricing-

Course Code	03408					
Course Name	Futures and Options	Credit	F	S		
Course I value	1 utures 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 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.	and other d	erivative	es such		

Course Code	07897					
Course Name	Risk Management	Credit	F	S		
Course Name  Course Objectives	Risk Management  This course aims to provide students a broad persp containing traditional risk management and insurant management. The students are expected to be conceptual framework as  1. To make risk management and insurance decisional value and individual welfare.  2. To understand insurance contracts and instrument insurance industry  3. To understand the effects of and the rationale for risk and allocation of risk among business and individual Basically, topics in this course include  1. investment strategy  2. institutional structure  3. regulations	ective of ris nce and othe puild a co ons for incre itutional fe	ik manager types imprehence asing because a	gement of risk nsively usiness of the		
	<ul><li>4. database management</li><li>5. quantitative procedures</li></ul>					

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

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

Course Code	11510			
Course Name	Financial Time series	Credit	F	S
Course maine	Financial Time series	Cleuit	3	0
Course Objectives	The objective of this course is to facilitate stu time-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 tech GARCH, VAR, and Error-Correction Models in fi	e students s	should b	pe able

Course Code	12133			
Course Name	Accounting for Financial Instruments and	Credit	F	S
	Services			
Course Objectives	<ol> <li>The purposes of this course are</li> <li>To introduce recent developments in Internatio for financial instruments and services provided b</li> <li>To emphasize the background and concepts conclusions.</li> <li>To discuss the implications for financial reportin</li> <li>To exposure to the world's most advanced and in practices.</li> </ol>	y the finances underlying and analy	cial indu	stry.

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
Course Objectives	The Asian financial crisis began in July 1997, and the crisis of Argentine in 2001.  Countries the encountered the financial crises e currencies, sharp fall in share prices, declin unemployment, dramatic increase in short-term inflation and decline in foreign trade. Though too a standardize prescription, there are certain committat can be learned from the crises. The objectives of 1.To discuss various definitions, causes, and model 2.To explain how and why did it spread to other common 3.To review the history of financial crisis 4.To analyze the effects of the crisis on econor consumer prices, foreign trade, exchange rates are 5.To describe the policy prescriptions by the IMF 6.To examine the measures used to deal with the crisis international and regional cooperation 8.To provide useful data and reference for the economic researchers and the general public.	e crisis of T xperienced ne in out interest rate different in mon feature of this cour- is of financi untries and mic growth and share price isis es and the	devalua put, sur e, high nature to es and l se are al crises regions , emplo ces	tion of rge in rate of o draw dessons yment,

Course Code	17371			
Course Name	Professional English in Finance	Credit	F	S
Course Ivaine	Floressional 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
Course Objectives	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 treat reengineering corporate image, enhancing investing in sustainable and socially responsible of 2.To improve English proficiency	nduct from ing people professiona	n the nice ar I ethics	global d fair,

Course Code	06978			
Course Name	Financial Engineering	Credit	F	S
Course Objectives	The course consists of two parts. The first part foct the mathematical tools of financial engineeri introduction to preliminaries from calculus, (2) bas theory, (3) information and conditioning, (4 equations, (5) diffusion process, (6) marting semi-martingale, and (8) change of probability means 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 an overview about the development of financial occurse.	ing. Topics sic concepts ) stochast gales, (7) asure. heory regar CRR bin letc, will be	s includes of problem of problem of the calculus of the common of the co	de (1) pability prential us for e asset model, nced in

Course Code	08951	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, Assetbacked securities, estate backed securities.  2.To discuss the impact of new Basel Accesecuritization.	uding resid ked securit 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 of cor 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 lainstruments that facilitate trade and investment at Topics include  1. The economic determinants of prices, pri relationships in the major financial market. The financial instruments would be included herein.  2. The policy issues that result for private enterpinvestment, and risk management will be included	ce change current theo	a globales, and ories of	price pricing

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 busi 2.To bring finance and economics to practical use textbooks and current business events 3.To be fluent in oral presentation of financial issue	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 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).	s and valuat		luating

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course manie	Tixed meome securities	Cicuit		
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
Course Objectives	The objective of this course is to price financial in corresponding partial differential equations or using an axiomatic way. Moreover, numerical methods we financial problems. For examples, portfolio likelihood, as well as value at risk computations	ng Monte Co	arlo met duced to	thod in solve

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

Course Code	14068			
Course Name	Business Analysis and Valuation	Credit	F	S
Course Ivanie	Business marysis and variation	Credit		
Course Objectives	<ol> <li>To introduce advances in business analysis and valuations in International Financial Reporting States Valuation Standards.</li> <li>To integrate business strategy analysis, per security valuation through case studies and real-way.</li> <li>To captures the essentials of fundamental analysis markets.</li> </ol>	ndards and formance I vorld applic	Internat projection ation.	ional 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 primulti-faceted and changing business environment of raising capital, managing risk exposuropportunities, and coping with shifts in tax and recommendations.	f financial i oblem solv nt, such as re, exploi	nnovation ring skil lowering ting ar	on. Is 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 Name	international Financial Regulations			
	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
	Thesis	00041	1	hours 6
		00041	1	2
	Reading in Business Ethics for Managers			
Required common	Research Methodology	01799	1	3
credit hours of the	Software Engineering	03024	1	3
graduate institute	Special Topics on MIS (I)	07519	1	2
	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
	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 other sections	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	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches an	d write a go	od thesi	S.

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 the embedding good business in treating people in corporate image, enhancing professional ethics, and socially responsible corporations.  2.To improve English proficiency.	from the g	lobal pers air, reeng	pectives, gineering

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 performs strategies, collecting and analyzing research of proposals and reports.  3.To know how to obtain the required infor approaches in writing research papers and solving	processes, of lata, and promation the	designing oreparing rough app	research research propriate	

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
Course Objectives	This course describes steps of software developmer software engineering. It also investigates the de engineering 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 Objectives	By paper reading and expert speeches, this course we the main topics and research methodologies of each management.			

Course Code	07146			
Course Name	Special Topics on MIS (II)	Credit	F	S
Course Objectives	This course focuses on applications and tech information systems, including electronic com knowledge management, intelligent systems, dat network management. It hopes students can under techniques of various topics and the trends of applications.	nmerce, m a mining, stand the tl	obile co and Inter heories an	mmerce, rnet and nd whole

	From these, students can find related research topic which they want to participate.	es and the	profession	nal areas
Course Code	07939			
Course Name	Advanced Database Management Credit F			
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	etion, con be. We also example: the enter	currency o discuss How to prise IT
Course Code	16654			
Course Name	Seminar on Information Management Credit F			
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 information management.</li> </ol>	the appli pplication h are appl	of info	ormation cademic
Course Code	04623			
Course Name	Data Security	Credit	F	S
Course Objectives	1.Understand basic concepts of data security.     2. Learn principles and applications of cryptography	and Intern	et security	<i>7</i> .
0 0 1	00626			
Course Code	Network Planning and Management for		F	S
Course Name	Enterprises	Credit	-	
Course Objectives	In this course, it provides the fundamental theory of management including structured cabling system of office, cost estimation of LAN wiring, wiring testin 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	00627			
Course Code Course Name	09637  Knowledge Discovery and Data Mining	Credit	F	S
Course Objectives	This course teaches students basic concepts of kn mining. By introducing various data mining algorithms students to understand how to analyze large voluments knowledge and interesting patterns. Materials taugh Mining Techniques, Data Warehouse and OLAP To Mining Complex Types of Data, and Applications and	orithms, the me of data to the control of the contr	ne course a in order ourse inclu for Data	teaches r to find ude Data Mining,

Course Code	09638			
Course Name	Business Process Reengineering	Credit	F	S
	Business Trocess Reengineering	Crount		
Course Objectives	This course aims to introduce the concepts and n reengineering (BPR). With the lectures, cases studion the students will learn to think the business process way and to use the information technology in helpi better performance.	es, and a g	roup term customer	n-project, -oriented

Course Code	09639			
Course Name	Supply Chain Management	Credit	F	S
	117			
Course Objectives	This course provides fundamental ERP and SCM concepts and har experience. Topics include ERP functions such as distribution, pur inventory, management, manufacturing, and planning SCM issues such as distribution.		ourchase, such as planning	

Course Cod	10849				
Course Name	Knowledge Management	Credit	F	S	
Course Objectives	The objectives of this course are:  1.To comprehensively introduce knowledge manage  2.To emphasize the importance of knowledge and k  3.To introduce the technologies for knowledge mana  4.To introduce practical approaches of knowledge n  5.To introduce the concepts and techniques widely as benchmarking and best practice.  6.To cover the basic knowledge managemen transferring and measuring knowledge.	nowledge agement. nanagement used in the	nt. e organizati		

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
	Customer Relationship Management	Credit		
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 management aling with ition; custof this distribution; custof this distribution of the student and the student alient and the student alient alie	DM) as we course will ent and course will problems omer deve stomer values course es in handlents are required.	Il as the Il cover ustomer such as: lopment lue and will be ling real uired to

Course Code	10850			
Course Nome	Advanced Data Communication and Networks	Cradit	F	S
Course Name	Advanced Data Communication and Networks	Credit		

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	11347					
Course Name	Case Studies of Decision Support Systems	Credit	F	S		
Course Objectives	This curriculum focuses on the discussion of practical case studies once completing the introduction to the basic concept of decision support systems (DSS). Hence, the purpose of this course is to narrow the gap between academic and real works, and then stir up the combination of research and practices for increasing the business value of DSS. It is also designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today.					
Course Code	11799					
		G 111	F	S		
Course Name	Information System Project Management	Credit				
Course Objectives	Train students to not only understand the theories o management but also apply theories to practical projection.		ion system	project		
Course Code	11804					
Course Name	Electronic Learning	Credit	F	S		
Course Objectives	Understand the meaning of e-Learning from enterprise and school environment.  Investigate the techniques and concepts for enterprise to build e-Learning					
0 0 1	11007					
Course Code	11806		F	S		
Course Name	Adaptive Systems	Credit	-	5		
Course Objectives	Adaptive systems will cover methods of adaptation and learning in the context of dynamical systems embedded in the world. The purpose of the course is to introduce algorithmic techniques in the design of adaptive systems. These techniques will be taught in the context of a variety of tasks performed by currently deployed as well as research systems.					
Course Code	13713					
Course Name	Seminars on Electronic Commerce	Credit	F	S		
Course mame						
Course Objectives	Explore the business models and strategies and cultivate students' capability of conducting study on related issues through the analysis and discussion on the management and decision problems of electronic commerce.					

Seminar on Decision Support Systems

14788

Credit

S

Course Code

Course Name

Course Objectives	The course focuses on the application of computer systems to aid business decision making (i.e., semi- or un- structured problems). It is designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today. First, some requirements of skill and software are introduced. Then, latest paper readings about new research directions are assigned and presented in class.
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Course Code	14789			
Course Name	Topics on Logistic Information Systems	Credit	F	S
Course Objectives	This course provides fundamental concepts and ca System. Topics include demand manageme management, transportation system, logistics information system of distribution center. It can sho Logistic experience for student and make each stu 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			
Carrage Name	Service-Oriented Architectural Enterprise	Condit	F	S
Course Name	Information Systems	Credit		
Course Objectives	The objective of this course is to provide the student skills of SOA and its application to enterprise information include Enterprise architecture, SOA concepts, We ERP systems, management functionalities overvious chain management applications, business intelligent value-added applications. A commercial service-of as the tools of demonstration, experimentation, and Students will have hands-on experience.	rmation synthesis services iew, custonice application in the service in the servi	stems. The , service-omization, ations, an RP system	e topics oriented supply ad other is used

Course Code	16653			
Course Name	Intelligence Systems	Credit	F	S
Course maine	Intelligence Systems	Credit		
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 oper ications rear 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 Ivallie	Service Science on Treatment	Credit		
Course Objectives	The healthcare service has been known as a service recognized as one of most brilliant industries arour research and practices can effectively motivate hea to recognize the opportunity of healthcare service eventually to improve the service quality, enhance as change unhealthy lifestyle behaviors of individual service economy of life safety and health improver graduate students using service science knowledge	nd the world the are induced innovation to the customer stands. In order, the customent, the customent, the customent in the	d. Service ustry and ion, leadinatisfaction der to devourse can	business ng them a, as well velop the lead our

and realize the exquisite healthcare services research and practices.

Therefore, the core of this course is designed on an exploration of service science with its practice and application in the service industries, especially in the healthcare. The objectives of this course aim to lead our graduate students to

- 1) Explore service management, knowledge, methodologies, and strategies of service innovation.
- 2) Build the professional and research abilities of background knowledge of service industries regarding service process design and management; service 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 species.		of their v	visionary

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course I turne	Timumerat recounting Theory	Credit		
Course Objectives	<ul> <li>The objectives of this course are:</li> <li>1.To provide a general understanding of the en researches.</li> <li>2.To cover the theories and methodologies un information perspective and measurement perspecting intangible assets, positive theory of accounting covoluntary disclosures and regulation, etc.</li> </ul>	iderlying a	market ef	ficiency, numbers,

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	gement,	balanced research,

Course Code	11757				
Course Name	Advanced Auditing	Credit	F	S	
Course Objectives	<ul> <li>Quality financial statement audits underlie the well of This objectives of this course are:</li> <li>1. To investigate the demand for and the supply of audits</li> <li>2. To analyze the three factors comprising a quality incentives of auditors which are largely determinentives of auditors which are largely determinent (2) the expertise of auditors which they have obtain and practicing experience. The professional rules constitute a standard set of requirements for au value of auditors which reflecting the outcome auditors through culture, education and the organisms.</li> <li>3. To demonstrate how these three factors interact a audit process.</li> <li>4. To provide a framework for a better understanding practice.</li> <li>5. To develop the abilities to undertake an auditing respective.</li> </ul>	of quality for y financial mined by the government oversight ined from (e.g., GAA) dit expertition of social nizational ind determined g of auditi	statement the clien nance stru and legal education, P and GA se; (3) the ization pr nfluences	tatement: (1) the t-auditor acture of system); training AS) also e ethical ocess of of audit accome of	

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

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	This course is about the analysis of financial in firms' financial statements - for making decisions to primary focus is on equity (share) valuation. The me analysis will be examined in detail and applied in callisted companies. Topics include models of sharehous accrual accounting and discounted cash flow approarmalysis of profitability, growth and valuation generouslity of financial reports, forecasting earnings and analysis for strategy and planning, analysis of risk, a price/earnings and market-to-book ratios.  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 restructurings and other investments, and for calcustrategy scenarios. By the end of the course, the sin writing a thorough, convincing equity research resear	o invest in beethods of further value, aches to valuation in a full cash flower and the determinant the correction of th	ousinesses undamenta ojects invo a compari uation, the irm, testing s, pro-forrermination alyst – par course will ting acqualue general	The olving son of e g the ma of tricularly l also be uisitions, erated by

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 M selective topics on the managerial accounting reservaluation, EVA, compensation and incentive, applicable to the management accounting research 2.To explore the new research issues in management	earch, inclu R&D etc	iding perf	ormance

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course I varie	Research Wethodology	010010		
	The objectives of this course are:  1.To introduce the basic concept of research is academic and practical research.	nethodolog	y that ap	oplies in
Course Objectives	2.To learn the methods of conducting research p strategies, collecting and analyzing research of proposals and reports.			
	3.To know how to obtain the required infor approaches in writing research papers and solving			

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

Course Code	13034				
Course Name	The Supervision of Securities Market	Credit	F	S	
	The Super Histori of Securities Haunet	010010			
	This objectives of this course are:	ourse 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 I valle	Totalif on Emerging recounting issues	Crean		
Course Objectives	The goal of this course is to introduce students to In Reporting Standard (herafter, IFRS). It will be conwith substantial class discussions. Several guest lect will participate in this seminar and present their kno students' working abilities in the future.	ducted primurers or spe	arily as a eakers in I	FRS

Course Code	03008			
Course Name	Financial Theory	Credit	F	S
Course tvaine	T-manetar Theory	Cicuit		
Course Objectives	The course introduces the fundamentals of corporate financial management: capital budgeting (long-financial policy and the working capital manageme from theory to practice. By the handout complied be explains the real situations and figures in Taiwan, papers. In addition, the course also includes the finance: international corporate finance and options. The objectives of this course are:  1. To provide a clear concept of corporate finance.  2. To introduce the real situation and figures in Taiwan.  3. To move from theory to practice.	term invested that the control of the instru- and introduce further in and corporations.	estment durse stress actor, the induces new assue of co	ecision), s moving nstructor research corporate

## **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
El .: 1:41 6	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	Seminar	Credit		
Course Objectives	The main purpose of this course is to improve sturing write academic articles. The emphasis will be reading ability and learning various technique arguments, and discovering new ways of thinking process. The goals of this course are:  1. To train students with the capability for reading process. To direct students with adequate skills for analyte 3. To teach library research skills.  4. To provide opportunities for the use of computant Internet research.  5. To enlighten students with suitable presentation is	on develoues to strabout readi about readi professional ical writing ers, databas	oping structure ng and varticles.	udents' logical writing

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 research prostrategies, collecting and analyzing research dat proposals and reports.  3.To know how to obtain the required informat approaches in writing research papers and solving	cesses, desi ta, and prep ation throug	gning reparing regaring regarders	esearch esearch opriate

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

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

Course Code				
Carres Name	Consist Tanias in Applied Chatistics	C di4	F	S
Course Name	Special Topics in Applied Statistics	Credit		
Course Objectives				

Course Code	10985			
Course Name	Customer Palationship Management	Credit	F	S
	Customer Relationship Management	Credit		
Course Objectives	The objectives of this course is to give an overvieous of customer relationship management (CRM) and as the methodologies and applications of CRM and cover analytical approaches for customer relations.	data mining d DM. Tl	g (DM) a	as well se will

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
Course Objectives	The objective of this course are 1.To introduce methods of survey data analysis 2.To utilize computer software and proper methors	nods to sol	ve real	world

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 so 2.To utilize computer software and proper methods problems	•	ve real	world

Course Code	02490				
Course Name	Database Administration	Credit	F	S	
	For various reasons, automation of business pr	ocesses is	an on	going	
Course Objectives	Database Administration  Credit  For various reasons, automation of business processes is an on –goi practice for business in this digital society. As a result it is very often the statistical data are stored in databases. Not surprisingly an understanding database design principles and experiences on database administration a considered not only fundamental for statistical professionals but also advantage to facilitate career development. Following this line of fact, the course is designed to equip students with the knowledge for managing a designing an integrated database, and with the skills to implement the design.  Throughout this course IBM DB2 is chosen as the learning tool to help equipated the students with hands-on experience on database administration. The content of this course are designed around three major topics: (1) Basic SQL (1) Advanced SQL and (3) Database System Administration. Students are required to work on exercises after each lecture.				

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

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce methods of marketing research 2.To illustrate how statistical methods could be hel	pful in mar	ket posit	tioning

and market segmentation
3.To solve practical problems through various marketing research methods

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

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 description, explanation, and forecast.  2.To combine knowledge of probabilistic models empirical comparisons of approaches, and comput 3.To cover the topics such as construction and statistical forecasting approaches. These approamodeling, time series regression, exponential (ARIMA) methodology, and intervention analysis	s of stocha ter software interpretati aches invol smoothing	stic pro	cesses, various

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

Course Code	17276			
Carra Nama	Consist Taming in Displaying	C d:4	F	S
Course Name	Special Topics in Biostatistics	Credit		
Course Objectives	The objective of this course is to provide the studentral idea and methods of bioinformatics that solution of problems in biology, genetics and methods further study. The main concepts will be illustrated and exercises.	t will be a	applied applicat	in the ion for

Course Code	15531			
G N			F	S
Course Name	Special Topics in Risk Management	Credit	0	1
Course Objectives	This objectives of this course are 1.To provide a qualitative and quantitative approach 2.To introduce the methods of identifying, quantifying and managing risks through rigorous examples			

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

Course Code	17278			
Course Name	Special Topics in Advanced Quantitative Financial	Credit	F	S
Course Objectives	The objectives of this course are 1.To discuss financial plans and the uses of funds 2.To illustrate the causes that lead to efficient us creation of a firm via quantitative approaches	e of funds	and the	e value

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

Course Code	15535			
C N		C II.	F	S
Course Name	Special Topics in Quality Control	Credit		
Course Objectives	Quality is one of the key factors in surviving toug purpose of this course is to introduce engineering a the statistical techniques to quality control improvement.	nd manage	ment ma	ijors to

Course Code	17029			
Course Name	Special Topics in Customer Relationship Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To develop the capability of independent thinking 2.To cultivate the capability of reading the literature 3.To cultivate the capability of writing quality pape 4.To cultivate analytical capability for solving prace	e ers	ms	

## **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
Course Objectives	This course is designed to investigate investmen perspective as well as a shareholder-value-maximi will learn how to improve their investment decision 1. Having timely information on population, promeasures, and capital market structure in both economies.  2. Using empirically tested investment analysis diversified portfolio.  3. Focusing on the value their corporate and busine creating.	zation obje n making by duction, in developed to build a	ctive. St 7: flation, and em nd mair	wealth nerging

Course Code	10688			
Common Name	Community Einstein	C - 1'	F	S
Course Name	Corporate Finance	Credit		
Course Objectives	The objectives of this course are			
	1.To illustrate the primary goal of the firm: value maximization for shareholders			
	2.To cover three major functions of corporate finance: financial planning and control, allocation of funds among various assets, and the acquisition of funds.			
	3.To explore these functions though their real world	d application	ns.	
	4.To cover the topics such as Financial Statement a	•		
	analysis/Cash Flow, Cash Management, Short term financial planning,			
	Capital Budgeting, Cost of Capital, Credit Management, Capital Structure,			icture,
	Dividend Policy, Issuing securities & Long Term D	)ebt		

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

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	and other de	erivatives	such		

8.Exotic options.	
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Course Code	10458				
Course Name	Fixed Income Securities	Credit	F	S	
Course rame	Trace medine securities	Credit			
Course Objectives	The objective of this course is to introduce the may of fixed securities. Topics that will be covered in the 1.Introduction to fixed income products and innovate 2.Basic bond valuation techniques with risk and retered 3.Term structure of interest rates and their estimates 4.Pricing of fixed income securities and their derivates 5.Bond immunization strategy 6.Bond portfolio management 7.Fixed income securities' risk management and in 8.Bond related topics such as taxation of bonds, estate securitization.  Students enrolled in this course are required 1.To calculate risk & return of fixed income securit 2.To price plain bond as well as option embedded by	is course are ation, urn analysis s atives novation preferred s  ies	2		
	<ul> <li>3.To analyze term structure of interest rate</li> <li>4.To make investment strategy on all innovated bond derivatives</li> <li>5.To present designated articles with power point technique in the cla</li> <li>6.To finish a term paper</li> </ul>				

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course I value	1 110313	Credit		
Course Objectives	Train students how to solve problems, do researche	s and write	a good t	thesis.

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 and instrumental variables.  4.To be able to understand and apply the econometrusing computer packages.	netrics, using a.  a techniques of the complete of the complet	ng theo with fo ariables	ry and ocus on , panel		

Course Code	17370				
Course Name	The Introduction To Contemporary Finance	Credit	F	S	
Course Objectives	The purpose of this course is to give students with some introductory concepts about economics, finance, accounting, investment and derivative 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	Business Forecasting	Credit	F	S	
Course Ivaille	Business Forceasting	Business Forecasting Credit			
Course Objectives	This course would provide a comprehensive and sy financial time series models, the methodology of no application to modeling and prediction of financial completion, the students could enhance their ability regularities in the economy and to do the business to	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, Assettication, Housing equity loan backed securities, estate backed securities.  2.To discuss the impact of new Basel Accessecuritization.	uding reside ked securit backed con CBO/CLO	ential mies, aut nmercial /CDO, a	ortgage to loan 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 corshareholder activism.</li> <li>4.To cover the related theories of corporate governance rating evidence the influence of corporate governance and value.</li> <li>6.To know how the listed companies adopt corporate governance rating evidence the influence of corporate governance and value.</li> <li>7.To cover the issue of risk management and financial holding companies.</li> </ul>	ntrol, owne mechanism rporate go ance. g system a on corporate	of convernance  and to pute performance ar	rporate e and provide mance and risk

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 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).	s and valuat		luating

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, the and the crisis of Argentine in 2001.  Countries the encountered the financial crises e currencies, sharp fall in share prices, decline unemployment, dramatic increase in short-term inflation and decline in foreign trade. Though too a standardize prescription, there are certain come that can be learned from the crises. The objectives 1. To discuss various definitions, causes, and model 2. To explain how and why did it spread to other consumer prices, foreign trade, exchange rates are 5. To describe the policy prescriptions by the IMF 6. To examine the measures used to deal with the crise international and regional cooperation 8. To provide useful data and reference for the economic researchers and the general public.	e crisis of Texperienced ne in out interest rated different in mon featur of this course of financi untries and mic growth and share prices and the crisis es and the	devalua put, su e, high nature t es and se are al crises regions , emplo ces	tion of rge in rate of o draw lessons yment,	

Course Code	17857					
Course Name	Risk Management and Insurance		Course Name Risk Management and Insurance	Credit	F	S
Course rvaine	Nisk Hanagement and Insurance	Credit				
Course Objectives	This course aims to provide a general framework effects of risk and a broad knowledge of insurant. The major objectives of the course include,  (1) to provide students with a broad perspective which traditional insurance risk management as with management are introduced together;	ce and risk e of risk n	manag nanagem	ement.		

(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			
Common Name	Condit Diele and Applications	C 1''	F	S
Course Name	Credit Risk and Applications	Credit		0
Course Objectives	Under the financial crisis which was the most ser economics in decays, a new fundamental revolution financial environments. Investment bank model revised during the crisis and the tradition finance was changed dramatically. This course would focut concepts of credit risk and its related innovations across-border transactions such as structured productions related fixed income transactions applying to the assets. This course would not only provide the study the areas of credit related risk but also the acprocesses of transaction executions in the internation	ution was had been c ial enginee is on introdu for differen cts, securiti e financial a dents for the tual applica	formed challengering technique to domest to domest zation, and real challenger knowled to the kn	in the ed and hnique e basic tic and and the estate edge in

Course Code	18275				
C N	Division In the Management	G. III	F	S	
Course Name	Private Equity Management	Credit			
Course Objectives	Private Equity Management  Credit  The purpose of the Private Equity Management is revealing the function global market place in terms of private equity dealing within the context financial asset class. The organizational structure investment philosophy, investment policies, investment guidelines, and operational procedure wis be discussed in this class. This course will also lecture the management governance with respect to regulatory frameworks and the protectionism 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	
Course Ivallie	Finance Forum	Cledit			
Course Objectives	The objectives of this course include:  1.To acquaint with the contemporary issues in busin  2.To bring finance and economics to practical use textbooks and current business events  3.To be fluent in oral presentation of financial issue	by integrat	ing theo	ories in	

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

Course Code	16981			
Course Name	Cases Study in Financial Engineering	Credit	F	S
Course Objectives	The objectives of this courses are			
	<ol> <li>To introduce the conceptual framework and financial engineering</li> <li>To highlight the dynamic and persistent nature of</li> <li>To emphasize the development of financial primulti-faceted and changing business environment of raising capital, managing risk exposure opportunities, and coping with shifts in tax and real EMBA students are encouraged to bring cases encouraged to class discussions.</li> </ol>	f financial i oblem solv nt, such as re, exploit egulatory re	nnovation ing skil lowering argimes.	on. lls in a g costs bitrage

## Information Management

MS Program in Inforr	nation Management- Evening and Weekend	Code	classes	Credit
				hours
	Research Methodology	01799	1	3
Required common credit hours of the	Management Information Systems	02631	1	3
graduate institute	Integration Management	12486	1	3
6	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	<ul> <li>The objectives of this course are:</li> <li>1.To introduce the basic concept of research reacademic and practical research.</li> <li>2.To learn the methods of conducting research personals and reports.</li> <li>3.To know how to obtain the required informapproaches in writing research papers and solven.</li> </ul>	rocesses, desidata, and prep	igning reparing regaring re	esearch esearch opriate
Course Cod	02631			
Course Name	Management Information System	Credit	F	S
Course Objectives	Learn the principles and topics of management in enterprise diagnosis and strategies and related resinformation industry techniques. From this trainitheoretical foundation and application basis of ercenter of information industries.	searches of m	anageme	
Course Code	12486			
Course Name	Integration Management	Credit	F	S

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 cult capability. 2.To enhance familiarity with cross-functional spec		their vis	sionary

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

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

Course Cod	09290			
Course Name	General Topics on Electronic Commerce	Credit	F	S
Course Objectives	Introduce general topics of electronic commerce management concepts and techniques which are individuals facing the era of electronic commerce understand totally and broadly about the develop management of electronic commerce.	needed by org e. It will help	ganizatio students	

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	The objectives of this course are:			

1.To comprehensively introduce knowledge management.
2.To emphasize the importance of knowledge and knowledge management.
3.To introduce the technologies for knowledge management.
4.To introduce practical approaches of knowledge management.
5.To introduce the concepts and techniques widely used in the organizations
such as benchmarking and best practice.
6.To cover the basic knowledge management steps including creating,
transferring and measuring knowledge.

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	The objectives of this course is to give an over of customer relationship management (CRM) an as the methodologies and applications of CRM cover analytical approaches for customer rel customer valuation at each stage of the custo problems such as: identification of good prospec customer 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 DM. The ationship may mer lifecycle ets for custome cross-selling ition/retention iented and the problems is on use relevant	g (DM) a his cour nagemen , dealing her acqui ng; cu n manag erefore la a must nt data	as well see will nt and g with isition; stomer ement. now to in this

Course Cod	11347						
Course Name	Case Studies in Decision Support Systems	Credit	F	S			
Course Objectives	Case Studies in Decision Support Systems  Credit  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 Name	Knowledge Discovery and Data Willing	Cicuit			
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.				

Course Code	12224					
Course Name	Special Topics on Intelligent System	Credit	F	S		
Course Objectives	evolutional computation (EC), especially on the to algorithms (GA) and genetic programming (GP). Y theoretical information and the implementation det topics. In addition, this course will be also to introd	rse is to introduce that the fundamentals and the applications of the nal computation (EC), especially on the topics of the genetic ns (GA) and genetic programming (GP). You can learn both the ral information and the implementation details of these research n addition, this course will be also to introduce some novel es, such as Interactive Evolutionary computation (IEC), human				

Course Code	15224						
Course Name	Service-Oriented Architectural Enterprise	Credit	F	S			
Course Ivanie	Information Systems	Credit					
Course Objectives	1 (redit						

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 integrat planning are also included. Workshops and experiences students hands-on experiences.	distribution ng. SCM iss tion and sup	, purcha sues sucl ply chai	se, n as n

## **Technology Management**

MS Program in Techn	nology 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
Course Ivanie	ivialiagement of Technology and Innovation	Cicuit		
Course Objectives	The objectives of this course are:  1.To provide fundamental concepts and principle management.  2.To learn the practice of Hi-tech firms technologica 3.To acquire analytical and problem-solving capabil 4.To enhance presentation skill from in-class Q&As	al innovatio	on activitie	

Course Code	11805				
Course Name	Intellectual Property Law and Science	Credit	F	S	
Course Ivanie	intencetual Property Law and Science	Credit			
	1. This course provides the concept of Intellectual Property (IP) and the content 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
	integration Wanagement			
Course Objectives	The objectives of this course are:  1.To increase managerial ability through the c capability.  2.To enhance familiarity with cross-functional speci		of their v	visionary

Course Code	12587				
Course Name	Optoelectronic Industry Analysis	Credit	F	S	
Course Objectives	Optoelectronic Industry Analysis  Credit  F S  Knowledge economics has become an increasingly hot and popular topic in 21 century. The development of new economics will also be leaded by high technology industry in the future. The employment market such as securities market, financial market, technology management, and technology law are interrelated to high technology industry.  The objectives of this course are:  1.To cover industry analysis and technology.  2.To describe all fields of industries now and in the future.  3.To arouse appreciation of the high-tech industries for all students even without technology background.				

Course Code	12589			
Course Name	Technology Organization and Human Resource Management	Credit	F	S
Course Objectives	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 the management problem.	anization th manageme	nt challe	enges in

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

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

Course Code	16772				
Course Name	Financial Strategy and Management	Credit	F	S	
Course Ivanie	T maneral Strategy and Wanagement	Credit			
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, bankrupter and fund raising.	eovers, junl	k bonds,	financial	

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

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

Course Code	12590		12590				
Course Name	Marketing in Technology	Credit	F	S			
Course Ivallie	Marketing in Technology	Credit					
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 competiti above, the objectives of this course are:  1.To combine theories and experiments so as to experiment of global technology marketing, for technology marketing's operational strategies, behavior, the product, price, promotion and charactering, 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; exploit issuemation and the analysennel strateg logy marke of specific	to provid ome an in ges. In vie s such as implement is of congress of tec- ting and of 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 Ivanie	industry Anarysis and Competitive Strategy	Cicuit			
	The objectives of this course are:				
Course Objections	1. To understand the advantage of country competition.				
Course Objectives	2. To understand the development of industries.				
	3. To conduct competition analyses and company strategies				

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 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 studer ons, mana	volutions nts have agements

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

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

16530					
Corporate Investment and Risk Management	Credit	F	S		
processes, strategies, asset management and risk					
1.Introduction of financial markets and instruments 2.The risk-return tradeoffs between different finance	-				
4.Alternative risk measures, including standard deviation, value at risk and Monte Carlo simulation technique.					
	Corporate Investment and Risk Management  The objective of this course is to introduce a fir processes, strategies, asset management and risk contents that will be covered include:  1.Introduction of financial markets and instruments  2.The risk-return tradeoffs between different financ  3.Valuation models and fundamental analysis.  4.Alternative risk measures, including standard Monte Carlo simulation technique.	Corporate Investment and Risk Management  The objective of this course is to introduce a firm's decision processes, strategies, asset management and risk management contents that will be covered include:  1.Introduction of financial markets and instruments.  2.The risk-return tradeoffs between different financial assets.  3.Valuation models and fundamental analysis.  4.Alternative risk measures, including standard deviation, Monte Carlo simulation technique.	Corporate Investment and Risk Management  Credit  F  The objective of this course is to introduce a firm's decisions on in processes, strategies, asset management and risk management technique contents that will be covered include:  1.Introduction of financial markets and instruments.  2.The risk-return tradeoffs between different financial assets.  3.Valuation models and fundamental analysis.  4.Alternative risk measures, including standard deviation, value at		

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 Name	Corporate investment and Kisk Management				
Course Objectives	The purpose of this course is to let students realize the macroeconomic background, especially the causes and forecast of business cycle.				

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	The objectives of this course are:  1.To introduce the basic concept of research racademic and practical research.  2.To learn the methods of conducting research rategies, collecting and analyzing research proposals and reports.  3.To know how to obtain the required infor approaches in writing research papers and solving	processes, of data, and processes that	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
<b>.</b>	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 Ivame	Organization and Wanagement Theory	Crean			
Course Objectives	The objectives of this course are:  1.To understand the theories and meanings about management in practic through discussing and lecturing.  2.To have theoretical perspectives about management.  3.To be able to analyze and solve practical problems.				
	4.To explore new insights about business and management.				

Course Code	02746			
Course Name	Quantitative Method	Credit	F	S
Course Objectives	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 discover 6.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 i world prob are in handl y and data in	and intricate lems. ing the mining.	n-class effects related o find

Course Code	12191			
Course Name	Seminar on Information Management	Credit	F	S
Course I value	Seminar on information wanagement			
	Study the important MIS research articles in the MIS research scope, IT an			
Course Objectives	organization, information economics, IT adoption, IS success and the relat areas in order to enhance the research capability in conducting the MIS studies.			
	by analysis and discussion.			

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	Indopendent Study in Rusiness (I)	Credit	F	S		
Course Name	Independent Study in Business (I)	Credit				
Course Objectives	The objective of this course is to serve as the f	oundation	for cond	lucting		
Course Objectives	dissertation with through the process of independen	dissertation with through the process of independence study.				

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 research prostrategies, collecting and analyzing research dat proposals and reports.  3.To know how to obtain the required information approaches in writing research papers and solving in the research papers.	cesses, desi ta, and prep	gning reparing regaring regarders	esearch esearch opriate

Course Code	17378			
Course Name	Seminar on Business Ethics	Credit	F	S
Course Objectives	The objectives of this course are:  1.To appreciate the essential of Business Ethics the recognizing socially acceptable business comperspectives, embedding good business in treat reengineering corporate image, enhancing investing in sustainable and socially responsible of 2.To improve English proficiency.	onduct from ing people professional	n the nice and	global d fair,

Course Code	10383				
Course Name	Strategic Management	Credit	F	S	
	0 0				
	The objectives of this course are:				
	1.To build up a complete concept of strategic management.				
Course Objectives	2.To integrate knowledge in relevant academic field	ds.			
	3.To explore new insights about strategic management and business trends				
	through class discussions.				

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

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	-	ontributi	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 4. Trading strategies of options	as followin	g:	

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 s methodologies as well as research background of I order to recognize the appropriate methods and pertaining to the area of Information Technology, aims to train students possess quantitative capabilities, as well as the ability to engage in research.	Through I tudents to nformation I procedure Furthermoand quality	ectures, learn re Technoles of re ore, this	paper esearch logy in esearch course esearch

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

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 foundation for conducting dissertation with through the process of independence study.			

Course Code	00041				
Course Name	Thesis	Credit	F	S	
Course Name	Tilesis	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	<ol> <li>The objectives of this course are</li> <li>To learn the necessary concepts and skills in international marketing research.</li> <li>To discuss the interesting topics in international marketing.</li> <li>To write a professional international marketing manuscript.</li> </ol>			