College of Management Fu Jen Catholic University

2013-2014 Course Catalog



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BBA Programs

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

Business Administration

• Course list

Undergradua	ate Program in	Business Administration	Code	Classes	Credit hours
		Accounting	02412	3	6
		Economics	02457	3	6
		Calculus	02390	3	6
		Introduction to Business	05201	3	3
		Introduction to Computer Science	01863	3	3
		Statistics	02222	3	6
		Commercial Law	02056	3	3
		Management	02635	1	3
		Management-Course in English	16534	2	3
		Managerial Mathematics	02632	2	3
		Managerial Mathematics-Course in English	20020	1	3
Required cor	mmon credit	Human Resources Management	01013	3	3
hours of the	department	Marketing Management	01483	3	3
		Financial Management	01983	3	3
		Production and Operations Management	01370	2	3
		Production and Operations Management-Course in English	16533	1	3
		Cost Accounting	01449	3	3
		Management Accounting & Control	11493	3	3
		Total Quality Management	03021	3	3
		Information Management	02502	3	3
		Seminar on Business Administration(I)	14212	22	2
		Seminar on Business Administration(II)	14213	20	2
		Business Policy	01389	4	3
		Enterprise Resources Planning	09289	1	3
Elective cre	dit hours by	Knowledge Management	10849	1	3
Integrating c	•	Discussion in Industrial Management	14211	1	3
		Innovation Management	04564	1	3
		Organization Development & Change	06935	1	3
		Performance Management	14209	1	3
		Training in Business & Industry	05426	1	3
	Human	International Human Resources Management	05559	1	3
	resources	Organizational Behavior-Course in English	21046	1	3
Elective	management	Manpower planning and recruiting	20021	1	3
credit hours		Organizational Learning and Social Inquiry	19664	1	2
by sections		Organizational Leadership and Social Innovation Practices	19663	1	2
		Intermediate Accounting	01109	1	6
	Financial	Fixed Income Securities	10458	1	3
		International Financial Management	02093	1	3
		Investment	01579	1	3

		Financial Market	01758	1	3
					_
		Macroeconomics	02891	1	3
		Marketing Research	01480	1	3
		Consumer Behavior	01951	1	3
		Promotional Strategy	14210	1	3
		Industrial Marketing	01085	1	2
	Marketing	Strategic Marketing Management	07161	1	3
	management	Chain Store Business Management	02252	1	2
		Advertising Agency Management	02695	1	2
		Product & Marketing Innovation	10523	1	3
		Social innovation and entrepreneurship management	20022	1	3
		Design of Production System	05827	1	3
	Operational management	Operations and Managerial Decision Making	11492	1	3
	management	Logistics/ Supply Chain Management	14208	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
		Entrepreneurial Management	11178	1	3
		Financial Statement Analysis	01982	1	3
		Introduction of Social Entrepreneurship	20019	1	3
		Practice in Innovative Social Enterprises	21047	1	2
		Social Enterprise Engagement	21048	1	3

• Course objective and prerequisites

Course Code	02412			
Course Name	Accounting	Credit	F	S
	<u> </u>			
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 acc internal and external business users making econom value for business enterprises and enhance the fa capital market. It emphasizes the dual roles of contracting. Specifically, this course aims to help s 1. To understand the functioning of accounting in the governmental units, non-profit organizations a 2. To understand the basic recording and reportininformation system. 3. To understand the concepts and standards underly accounting to develop the financial statements of the 4. To understand how to analyze and interpret accountinest of the standards and business managers to mak 5. To understand how to resolve the ethical of professional judgment. 6. To understand how to develop and make planning	ounting in ic decision airness and accounting students: the busines and the soci ing processing the measurements. Counting in the economic dilemma a	measuren formation s in order efficienc in valua s world as ety in gene ses of ac asurement aformation c 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.

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: 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 compact of the constant of the c	unctions. on. firm make as and their ets of public n's income vestment.	decision. characteric policy.	onsumer, hould be	

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The cobasic concepts and theory in calculus and their semester, topics in one-variable differential calcul derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. In the fundamental theorem of calculus, techniques differential and integral calculus such as partial derivative will be introduced.	ntents of the application application application as the second in integral.	his course ons. In s limit, co due theor semester, ation, mu	e include the first ontinuity, rem, and topics in ltivariate

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, ar 3.To introduce management functions, including ar 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 the unit, operating systems and utility programs, com (including electronic commerce, computer security languages and program development, introduction information related issues(include computer ethics, c will be covered in the class.	e components nmunications and safety), to database	of the and ne program	system tworks mming ement,

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

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

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

Course Code	16534			
Course Name	Management- Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To know the basic knowledge of management 2.To know how to use planning, organizing, management practices.	leading, a	nd contro	olling in

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course 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 Anal	ic and the pring and decorated	orivate sec cision mak models,	ctor cing

Course Code	20020			
Course Name	Managerial Mathematics-Course In English	Credit	F	S
Course Frame	Trianageriai triamematics Course in English	Crount		
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and skills to problems that confound managers in both the publi 2.To develop mathematical models for problem solvii 3.Topics that will be covered include Linear Program models, Project Management, Queuing Analysis and	c and the p ng and deci ming mode	rivate sec sion mak els, Netwo	tor ing

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, re performance evaluation, salary system, and labor-of 4.To learn skills of teamwork and discussion.	to a real life rstanding ocruiting, s	e of genera electing,	

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide students and to improve students' abilities to implement mar course completion, the students should be able to: 1. Realize the basic concepts of marketing.		_	

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

Course Code	01983				
Course Name	Financial Management	Credit	F	S	
Course Objectives	This objective of this course is to provide a basic financial decisions. These decisions include chinvestment opportunities, how much debt and equipare operating cash flows, how to measure risk and return payout, and etc. Therefore, we will pay a visit to the by corporate finance, namely capital budgeting, cap management and dividend policy. Students 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 issue irn, what le four major ital structure d the course i. ncy problem risk aspect	etween content of the	ompeting of manage vidend to so covered ag capital pected to to capital	

Course Code	01370				
Course Name	Production and Operations Management	Credit	F	S	
Course runne	1 Toddection and Operations Wandgement	Credit			
Course Objectives	Production is an essential function of a business course is to help students understand the whomanagement and to improve the students' ability to a company. Upon course completion, the students is 1. Realize the basic concepts and theoretical Management, 2. Understand how to integrate the resource in systems to achieve the goals of organization and to solve the real problems, 3. Obtain the ability for the further study and resear	ole concep plan and c hould be ab knowledg business d use the r	onts of prontrol resole to: ge of O with inf	roduction sources in operations	

Course Code	16533				
Course Name	Production and Operations Management-Course	Credit	F	S	
Course Ivaille	in English	Cledit			
Course Objectives	Production is an essential function of a business course is to help students understand the whomanagement and to improve the students' ability to a company. Upon course completion, the students if 1. Realize the basic concepts and theoretical Management, 2. Understand how to integrate the resource in systems to achieve the goals of organization and to solve the real problems, 3. Obtain the ability for the further study and resear	ole concep plan and c hould be at knowledg business d use the r	ots of prontrol resole to: ge of O with inf	roduction cources in perations	

Course Code	01449			
Course Name	Cost Assounting	Credit	F	S
Course Maine	Cost Accounting	Cledit		

Course Objectives	The purpose of this course is to introduce the contemporary cost accounting tools used in the nowadays business world. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing &
	management, balanced scorecard, life-cycle costing, etc.

Course Code	11493			
Course Name	Management Accounting &Control	Credit	F	S
Course Ivallic	Wanagement Accounting & Control	Credit		
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 rela	ted topics	include

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
Course I tunie	• • •			
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	This course is based on the premise that inform essential for creating competitive firms, managing business value, and providing useful products and primary goal of this course is to offer an intro applications and information technologies that are digital integration and enhancing global organization attention to the need to demonstrate the business value organization and provides students with additional problem-solving	g global co d services oduction to re being u on perform alue of info	rporations to custom major e sed for a nance. It a	, adding ers. The nterprise chieving lso calls ystem in

Course Code	14212			
Course Name	Seminar on Business Administration (I)	Credit	F	S
Course Objectives	The goals of the course are 1.To implement the goal of "learning by doing". 2.To integrate all the knowledge of business 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	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, communicated 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	
	·				
	The objectives of this course are	· · ·	4 . 1 .		
	1.To provide the opportunities to develop capability for strategic thinking.				
	2.To provide the opportunities to experience the organization learning.				
Course Objectives	3.To provide the opportunities to build up an integrated strategy concept.				
	4.To provide the opportunities to integrate related knowledge of business				
	functions.				
	5. To provide the opportunities to observe the newly	trends of b	usiness.		

Course Code	09289			
Course Name	Enterprise Resource 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 4.To explore how organizations can develop and management of the success of the su	manageme of specializ	nt as the	key to

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

Course Code	04564			
Course Name	Innovation Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To cover the major sources of innovation, their empirical explorations (verifications). 2.To concentrate on the principles and methodologie innovation as well as policies within an intern context for high technology industries. 3.To provide a state-of-the-art-overview of innovat macroeconomic frameworks 4.To draw benefits from overlaps with neighboring theory, clinometric and institutionalism.	es of design ational ind ion studies	ing and production in the prod	romoting conomics nicro and

5.To apply the analyses of the interactions of innovation, strategy, market
structure, competition intensity and speed of technology change in major high
technology, network and increasing returns industries

Course Code	06935				
Course Name	Organization Development & Change	Credit	F	S	
Course Objectives	 The objectives of this course are To understand the knowledge scope of OD/OC. To familiar with the factors which lead organizatio To be able to handle the principle, method and mo organization. To study the case and induce the principle. To establish the skill in solving the OD/OC proble To set up the open mentality to face changes. 	del to adju	st the		

Course Code	14209			
Course Name	Performance Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the theories and practical methods of polytonia. To understand the decision logic and thinking of homogeneous accordance in the content of the practical cases.	uman resou nanagement	rce manag	gement

Course Code	05426			
Course Name	Training in Business & Industry	Credit	F	S
Course Ivallie	Training in Business & Industry	Cledit		
Course Objectives	The objectives of this course are 1.To introduce the relevant theories and prace Development 2.To have the ability to apply theories and to write fe			

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	21046			
Course Name	Organizational Behavior-Course in English	Credit	F	S
Course I tunic	Organizational Zenta 102 Course in English	010010		
Course Objectives	The objectives of this course are 1.To understand the basic knowledge of OB. 2.To learn the concept of individual behavior, g system, and other OB related issues. 3.To learn and practice the OB knowledge and sk business world.			

Course Code	20021				
Course Name	Manpower planning and recruiting	Credit	F	S	
Course Ivanic	Wanpower planning and recruiting	Cicuit			
	The learning objectives of the course are formulated as follows:				
	1.To reinforce concepts, skill and knowledge of recruiting	of manpov	ver plann	ing and	
	2.To integrate the operating mechanism of management	gement and	d human	resource	
Course Objectives	management				
	3.To learn problem-solving technique and to implement the goal of "learning by doing".				
	4.To build-up competence of teamwork mentality, analysis capability and creativity.				
Prerequisites	Introduction of management · Organization theory	and mana	igement >	Human	
Frerequisites	resource management				

Course Code	19664				
Course Name	Organizational Learning and Social Inquiry	Credit	F	S	
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of 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 a	n other with roject. anization.		m.	

Course Code	19663				
Course Name	Organizational Leadership and Social Innovation	Credit	F	S	
Course Name	Practices	Credit			
1. Be able to internalize the spirit of autonomy learning.					
	2. Be able to build a team and cooperate with each other within the team.				
Course Objectives	3. Be able to manage the group dynamic of an organization.				
Course Objectives	4. Be able to implement the selected project and achieve the set goals.				
	5. Be able to run an organization to have high performance.				
	6. Be able to have the vision and capacity to be a lead	ler.			

Course Code	01109			
Course Name	Intermediate Accounting	Credit	F	S
Course Ivallie	Intermediate Accounting	Credit		
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 financi 2.To apply generally accepted accounting principl recording of transactions and the preparation of fir 3.To read and critically evaluate financial statement 4.To consider the larger context of financial reporting	al accounting to situate the state of the st	ng ions invol	

Course Code	10458				
Course Name	Fixed Income Securities	Credit	F	S	
Course Objectives	The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include: 1. introduction to fixed income products and innovation 2. basic bond valuation techniques with risk and return analysis 3. term structure of interest rates and their estimates				
	4. pricing of fixed income securities and their derivatives				

5. bond immunization strategy
6. bond portfolio management
7. fixed income securities' risk management and innovation
8. bond related topics such as taxation of bonds, preferred stock, and real estate
securitization.

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

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

Course Code	01758			
Course Name	Financial Market	Credit	F	S
Course Objectives	This course provides a general introduction to so 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 inc focusing on IPOs and SEOs, the agency proble addition, students are required to investigate som articles in the press and cited reference and more complete a term paper that forces on one particular an oral presentation in the end of this class.	vledge in the bonds man to understand lude the som, and the e current is naterial. Expression of the bonds of	his filed, in the kets, and how the curities is asset printers asset printers by receivery students.	security ney work issuance, icing. In means of ent must

Course Code	02891							
Course Name	Macroeconomics	Credit	F	S				
	TTI 1 1: c' Cal:							
Course Objectives	 The key objectives of this course are To understand how the macro-economy works monetary and fiscal policy might be able to reduce of nationwide business fluctuations. To give a sense of macroeconomics as an applied with complex and often urgent issues. To discuss some key issues of macroeconomics: some in output and employment, how the quantity of inflation rate, the role of expectations, long-rure effects of macroeconomic policies. 	sciencea short-run ed f money a	science to conomic vaffects ou	hat deals variations tput and				

	4.To learn about classical and traditional macroecounth most modern macroeconomic theories that economic theories			so about
	the most modern macroeconomic theories that ex-	onomists us	e today.	
Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are 1.To provides fundamental concepts and skill research. 2.To cover topics of problem definition, secondary 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, at 3.To focuses on the applications of consumer bactivities.	nd situationa	al factors.	
G G I	1,4210			
Course Code	14210		F	S
Course Name	Promotional Strategy	Credit	-	Б
Course Objectives	 This objectives of this course are To discuss the fundamental theories and practices To explore the concept and applications of integration communication (IMC). To cultivate creativity and application abilities vi 	rated market	ing	egies.
Course Code	01085	Ī	I	
Course Name	Industrial Marketing	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and theories of 2.To cover the topics such as the nature and s understanding market, target market, and satisfyin	scope of bu		arketing
Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are			
	2.10 provide randamental concepts and theory of in			
	2.10 provide randamental concepts and theory or in			
Course Code	02252		F	

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

Course Code	02695			
Course Name	Advertising Agency Management	Credit	F	S
Course Name	Advertising Agency Management	Cledit		

	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 an and evaluations, students will enhance their creative practices will make students have better understan of creativity. The curricular design helps students with creativity and it is a foundation for them to research.	ve abilities. A ding of the p to know how	Also, discu process and v to mana	d models ge teams	

Course Code	20022
Course Name	Social innovation and entrepreneurship management Credit F S
Course Objectives	 To help students enter the society and experience the unsatisfied and less noted needs in real world. To analyze and assess the legitimacy and emergency of unsatisfied social needs. To couple managerial skills with local intelligence to stimulate innovative product/process design that addresses the unsatisfied social needs. To get a better understanding of micro-firm management and micro-financing.

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

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

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 man supply chain management	s, and sol	ution met	hods of		

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

Course Code	07171			
Course Name	Food & Beverage Management	Credit	F	S
Course Objectives	Foodservice industry has growing up in the world. In 1.To provide a source of information about food & In 2.To provide basic knowledge for those who are healthy & drink happily in the future and introduction for those who Foodservice industry.	peverage op entering th	eration e society,	

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

Course Code	01982				
Course Name	Financial Statement Analysis	Credit	F	S	
Course Objectives	 The objectives of the course are To understand the financial performances fror including short-term liquidity, return on inves analysis, operating performance analysis, cash fland solvency. To introduce ratio analysis, trend analysis, components financial statements, charts analystatements and the related information. 	ted capital ow analysi parative fir	, asset u s, capital nancial sta	tilization structure atements,	

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

Course Code	21047				
Course Name	Practice in Innovative Social Enterprises	Credit	F	S	
Course Objectives	Innovative Social Enterprises Competition Pract Entrepreneurship Management, Seminar on Cultu Creativity Development. To learn how social entrept spirit to carry out the meaning and value of social enterprises Competition Practice, which companies and Management et abundant creative and innovative ideas to formulate ideas and maximize students' learning effects through the competition practice. 1. Learn how to integrate basic management known the competition practice. 2. Learn how to conduct social enterprises busined development and activity. 3. Learn how to build an social enterprises busined development and activity. 4. Understanding the value and development of such how to deal with it. 5. Experience and demonstrate entrepreneurship the Innovative social enterprises Competition Practice opportunity to apply textbook knowledge to expanding their knowledge on. This course gives stufuture career choice which shifts the graduation-and to an social enterprises start-up.	reneurs with reneurs reneur	ve Indust th entrepr Innovative essentials young see entreprical comp demonstrement by um and prices are petition. des stude operation lternative	ery, and eneurial e Social from tudents' eneurial petition. atteit in creative promote and learn ents an a while to their	

Course Code	21048				
Course Name	Social Enterprise Engagement	Credit	F	S	
	1 service learning padagogy to provide stud	ents with	hands-01	n field	
Course Objectives	 service learning padagogy to provide students with hands-on, fiel experiences engaging in social enterprise operations and management. To explore how social enterprises effectively balancing economic an social goals, and the strategies of managing multiple stakeholders t achieve the goals. To offer students the opportunity to work as a team to apply manageria knowledge and tools to adequately address specific issues of social enterprises. 				

Accounting

• Course list

BBA Program in Accoun	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	2	3
Required common credit	Advanced Accounting (II)	07258	2	3
hours	Cost & Management Accounting	06840	2	6
	Auditing (I)	07259	2	3
	Auditing (II)	07260	2	3
	Financial Management	01983	2	3
	Commercial Law	02056	2	3
	Civil Law	05630	2	3
	Tax Laws & Regulations	02328	2	3
	Independent Study I	07344	15	3
	Independent Study II	07699	15	3
D 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Accounting Information System	02411	2	3
Required Elective credit	Database Administration	02490	2	3
hours	Financial Statement Analysis	01982	2	3
6 elective credit hours	Marketing Management	01483	2	3
	Human Resources Management	01013	1	3
3 courses)	Production and Operations Management	01370	1	3
,	Managerial Mathematics	02632	1	3
6 elective credit hours	Seminar on Accounting for Specific Industries	16918	1	3
	Intermediate Accounting (III)	15521	1	3
5 courses)	Government Accounting & Auditing Laws	06223	1	3
,	Tax Accounting	02329	1	3
	Business English	02050	1	2
	Practice in Innovative Social Enterprises	21047	1	2
	Organizational Learning and Social Inquiry	19664	1	2
	Organizational Leadership and Social Innovation Practices	19663	1	2
	Security and Financial Market Regulations	08200	1	2
04 1 2 2:	Cost Management System	10997	1	3
Other elective credit	Public Finance	01981	1	3
hours of the department	Service Learning-Tax Return (I)	17012	1	2
	Service Learning-Tax Return (II)	17013	1	2
	Seminar:International Accounting-Course in English	17781	1	3
	Management Accounting - Course In English	19621	1	3
	Management in Service Industries - Course In English	19620	1	3

• Course objective and prerequisites

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Ivaline Introduction to Computer S	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, introduinformation related issues(include computer etc., will be covered in the class.	as the compor communication trity and safet ction to data	nents of ons and y), probase ma	the system d networks ogramming anagement,

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	The objective of this course is to introduce the information system, the principle and rules of reporting, and how to analyze and interpret internal and external business users making of create value for business enterprises and enhand 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 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 accounting in accounting in accounting in accounting in the fairness are so faccounting elp students: in the business and the so porting process derlying the accounting in the accounting in make economial dilemma	measure formaticisions in search and ending in values search and ending in values search and ending in values search and ending in values and ending in values in the control of the contr	rement and on to help in order to ficiency of luation and l as well as general. accounting ments used ion to help ions. ake ethical

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calcibackground in high school mathematics. The basic concepts and theory in calculus and the semester, topics in one-variable differential calcibrative, 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 rapplied in the solution of problems in a application for further study. 2. To illustrate the main concepts by a variety of 3. To have an overall understanding in calculus.	contents of their application	this countries limit, alue the nd seme ration, no ives an alculus to polied so	rse include n the first continuity, corem, and ster, topics nultivariate d multiple hat will be cience 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 household, and firm's behavior. Upon course compable to: 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand 3. Realize the meaning of elasticity and its applica 4. Realize how individual consumer, household, at 5. Understand various types of industry organization 6. Use Microeconomics theories to analyze the eff 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nat 9. Realize the meaning of production, saving, and 10. Understand the monetary system. 11. Understand the meanings of aggregate demand 12. Use macroeconomics theories to analyze the policy.	analyze incepletion, the I functions. I functions and the fects of publication's incominvestment I and aggregation and aggregation and aggregation and aggregation.	dividual c students s see decision ir characte lic policy. ne.	onsumer, hould be n. rristics.

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 about every aspect of the environment in which business prospers. 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D. 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling. 4.To integrate the factors of environment, management functions and business functions. 5.To combine theory and practice.				

Course Code	02222				
Course Name	Statistics	Credit	F	S	
Course Name Course Objectives	The objective of this course is to provide the st fundamental concepts of elementary statistics. The an intuitive understanding of statistical procedures the formula. A wide selection of real problems and fields are introduced. It emphasizes that Statistics—making in virtually all areas of management scient This course will cover: 1. Statistics methods and concept and its relevance 2. Descriptive Statistics.	udents was course and log- d example is used inces.	rith the e is designical princes from n as a tool	essential and ned to stress ciples behind nany various	
	3.Basic notions of probability, random variable, and discrete and continuous probability distribution. 4.Sampling methods 5. Statistical inference – interval estimation				

Course Code	07255			
Course Name	Intermediate Accounting(I)	Credit	F	S
Course Ivallie	intermediate Accounting(1)	Cicuit		
	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	07256				
Course Name	Intermediate Accounting(II)	Credit	F	S	
Course Ivanie	memediate Accounting(n)	Credit			
Course Objectives	This course examines issues in financial reporting from both preparer and uperspectives. 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 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 theoretical and practical knowledge dvanced financial accounting. The contents that will be specifically covernelude. Combined corporate entities. Consolidated statements				

Course Code	07258				
Course Name	Advanced Accounting(II)	Credit	F	S	
	The objective of this course is to provide theoretic	cal and prac	ctical knov	vledge of	
	advanced financial accounting. The contents that will be specifically covered				
Course Objectives	include				
Course Objectives	1.Combined corporate entities				
	2.Consolidated statements				
	3.Accounting for international operations and partnership				

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-pactivity-based costing & management, balanced etc.	s business. rofit analys	The relate sis, target	ed topics costing,

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

Course Code	07260			
Course Name	Auditing(II)	Credit	F	S
Course Objectives	The objectives of this course are: 1. To introduce auditing theory framework and auditing standard. 2. To introduce skills of auditing practices. 3. To improve decision-making ability of auditing	J		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 fin mange risk and return, what dividend policy to four major topics, namely capital budgeting, cap management and dividend policy will be emphaenrolled the course are expected to familiar with completion. 1. The possible types and control mechanism of agree 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 the sue of capital arrabe made, a control of the sue of capital structures is it i	enhance financial dement opposal structure angements and etc. Tree, working is course, wings uposter relating to the relating to the tree and etc. The tree	student's lecisions. rtunities, e, how to herefore, g capital Students in course originates eholder's to capital int is also dized with dividend into

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

Course Code	05630			
Course Name	Civil Law	Credit	F	S
Course Ivanic	CIVII Law			
Course Objectives	The civil law is the basic norms of the property and identity relation among the fixed individuals, this course is with the instance with common daily life, adopt case teaching methodology, issue make learner system structure and important			
	fixed content in civil law can have basic understand			

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

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 runne	macpenaent study 11	Credit		
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	I phenomen a research q of research.;	on.; (2) finuestion.; (nd an 4)

Course Code	02411			
Course Name	Accounting Information System	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand the business environment and key concepts of Accounting Information systems. 2. To discuss the development process and implementation of Accounting Information systems.			ecounting

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	For various reasons, automation of business processor for business in this digital society. As a result it is are stored in databases. Not surprisingly an underprinciples and experiences on database administration fundamental for statistical professionals but also career development. Following this line of fact, the students with the knowledge for managing a database, and with the skills to implement the designation Throughout this course IBM DB2 is chosen as the students with hands-on experience on database as this course are designed around three major topics SQL and (3) Database System Administration. Students after each lecture.	Credit Credit F S		tical data se design not only facilitate to equip ntegrated elp equip ntents of

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 including short-term liquidity, return on investantly analysis, operating performance analysis, cash and solvency. 2. To introduce ratio analysis, trend analysis, concommon-size financial statements, charts analystatements and the related information.	ested capita flow analys nparative fi	ll, asset u is, capital nancial sta	structure atements,	

Course Code	01483					
Course Name	Marketing Management	Credit	F	S		
	Warketing Wanagement	Cicuit				
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	01013				
Carrier Name	H D	C 114	F	S	
Course Name	Human Resource Management	Credit			
	The main purposes of this course are	•			
	1.To develop systematic knowledge of human resources management				
	2.To enhance the capability of practicing theories into a real life				
Course Objectives	3. Toe provide practical cases for a better understanding of general human				
	resources management, including planning, recruiting, selecting, training,				
	performance evaluation, salary system, and labor-capital relations				
	4.To learn skills of teamwork and discussion.				

Course Code	01370					
Carrier Name	Design of the second se	C 1'4	F	S		
Course Name	Production and operations management	Credit				
Course Objectives	Production and operations management Credit 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: Realize the basic concepts and theoretical knowledge of Operations Management, 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, Obtain the ability for the further study and research.					

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

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

Course Code	15521			
Course Name	Intermediate Accounting(III)	Credit	F	S
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course are: 1.To learn and evaluate current principles of financial 2.To apply generally accepted accounting principle recording of transactions and the preparation of fina 3.To read and critically evaluate financial statements 4.To consider the larger context of financial reporting	accounting es to situat ncial staten	ions invol	

Course Code	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 government a 2.To encourage the involvement in the certified public 3.To facilitate the preparation for the examinations is or Government Accountant and Auditor (Senior/ Government Officials Exams).	c accounting a Certified	g/civil serv Public Ac	vices ecountant

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

Course Code	02050				
Course Name	Business English	Credit	F	S	
	δ				
	1.To improve the students' English presentation skills, communication skills, and interview skills.				
Course Objectives	2.To enhance the students' reading comprehension and writing skills through a variety of international business texts such as e-mails, faxes, memo, letters, notice, advertisements, table and charts.				
	3.To familiarize the students with business English contexts and usages through				
	business English conversations.				

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	Innovative Social Enterprises Competition Pra Entrepreneurship Management, Seminar on Cultr Creativity Development. To learn how social entre spirit to carry out the meaning and value of social Enterprises Competition Practice, which combines Marketing, Financial Management etc., utilizes your and innovative ideas to formulate workable entrepr students' learning effects through practical compet achieve the below objectives: 6. Learn how to integrate basic management knowled competition practice. 7. Learn how to conduct social enterprises busine development and activity. 8. Learn how to build an social enterprises business to achieve success. 9. Understanding the value and development of social deal with it. 10.Experience and demonstrate entrepreneurship through Innovative social enterprises Competition Practice pro to apply textbook knowledge to practical operate knowledge on. This course gives students an alternativ which shifts the graduation-and-employment career patents.	ural Create preneurs we enterprise essentials of g students reneurial idition. This edge and determined and provides students of the competition o	ive Indus ive Indus ive Indus ive Indus ive Innovative from Man abundant leas and r course ir emonstrate ement by omote tear es and lear tition. ents an op e expandi cuture care	try, and preneurial ve Social agement, a creative maximize attends to the it in the creative mwork to the new to the portunity and their er choice

Course Code	19664					
Course Name	Organizational Learning and Social Inquiry	Credit	F	S		
	The objectives of this course are					
	1.To be able to internalize the spirit of autonomy learning					
Common Objections	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	19663				
Course Name	Organizational Leadership and Social Innovation	Credit	F	S	
Course Name	Practices	Credit			
	1. Be able to internalize the spirit of autonomy learning.				
	2. Be able to build a team and cooperate with each other within the team.				
Course Objectives	3. Be able to manage the group dynamic of an organization.				
Course Objectives	4. Be able to implement the selected project and achieve the set goals.				
	5. Be able to run an organization to have high performance.				
	6. Be able to have the vision and capacity to be a lead	ler.			

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

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

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

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

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

Course Code	17781					
Course Name	Seminar:International Accounting-Course in	Credit	F	S		
	English	Cicuit				
	This course examines the international dimension of					
	analysis. It provides students with an in-depth look at the development of accounting and its related disciplines from an international perspective. The					
Course Objectives	course comprises two sections: The first section will be a discussion of					
Course Objectives	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	19621					
Course Name	Management Accounting - Course In English	Credit	F	S		
Course Name	Wanagement Accounting - Course in English	Credit				
Course Objectives	The objective of this course is to help make you a successful businessperse whatever your field, by learning to use and interpret a company's internal finance and non-financial data. This will be accomplished by studying some of the bath context and skills that are needed to understand the data you are provided and learning how to make effective decisions using that data. This course is an intensistudy of managerial accounting concepts and their use in business decisions. Will examine the development and analysis of cost information for management usin decision-making, income determination, and performance evaluation.					

Course Code	19620							
Course Name	Management in Service Industries - Course In	Credit	F	S				
	English	OT COLO						
Course Objectives	The service sector in global economy now is growing students work in or will find jobs within a service orgeservice activities withing manufacturing organizations service operations management" is still in the process sound management of service operations is not only onew and exciting opportunities for pioneers in both actual business applications. In this course, we will analyze service systems from the manager and try to understand and identify the essentiservice activities and organizations. This course also the where and in what ways the body of knowledge devel companies can be applied and where other approaches topics discussed could be: what technologies, equipme firm should invest in; where should the service/manufaction in the performance; what activity should be the benchmark is how to quantify a service quality function and so on, the material in this course - Management in Service Ir you view and analyze service operations.	anization of s. However, of develop of great interestate and elements ries to assist oped for messare necessent, or busing acturing bear to improve a different our goal is	r participat the studie ment. Hen rest, but al dies and pr nt of the op s influencing to understanufacturing tary. An ex ness element located; we we an active service acts	e in es of " ce, so offers ractical perations ng stand ng ample of ent a what ity's tivities; o master				

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	1	3
	Data Mining-Course in English	21197	1	3
	Independent Study I	07344	10	3
	Independent Study II	07699	10	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Time Series Analysis-Course in English	20834	1	3
	Discrete Data Analysis-Course in English	21196	1	3
T1 11.	Nonparametric Statistics- Course in English	17289	1	3
Elective credit	Biostatistics	05352	1	3
hours by	Quality Control	01771	1	3
sections *	Inference Statistics	06424	1	3
	Electronic Commerce-Course in English	17559	1	3
	Data Structures	02492	1	3
	Money and Banking	02249	1	3
	Marketing Management	01483	1	3
	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
E1 .: 1:	Practice of Statistical Decision	09626	1	3
Elective credit	Insurance Statistics	03927	1	3
hours of the department in	English Conversation	01846	4	8
other sections	Applied Business English: Listening & Reading	19199	2	4
oniei sections	Organizational Leadership and Social Innovation Practices	19663	1	2
	Organizational Learning and Social Inquiry	19664	1	2
	Practice in Innovative Social Enterprises	21047	1	1

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

• Course objective and prerequisites

Course Code	02222							
Course Name	Statistics	C 1'4	F	S				
	Statistics	Credit						
Course Objectives	The objective of this course is to provide the stufundamental concepts of elementary statistics. This control intuitive understanding of statistical procedures and formula. A wide selection of real problems and effelds 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	02390			
Course Name	Calculus	Credit	F	S
Course Name	Calculus	Credit		
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The conbasic concepts and theory in calculus and their semester, topics in one-variable differential calcul derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. In the fundamental theorem of calculus, techniques differential and integral calculus such as partial deri will be covered. The objectives of this course are 1.To provide the core of the central idea and meth applied in the solution of problems in a variapplication for further study. 2.To illustrate the main concepts by a variety of exar 3.To have an overall understanding in calculus.	ntents of the application application us such as the mean varies and in integral vatives and the second application of call the application of the	nis course ons. In s limit, co due theor semester, ation, mu multiple leculus that plied scie	e include the first ontinuity, rem, and topics in ltivariate integrals t will be

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: Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand f 3. Realize the meaning of elasticity and its application 4. Realize how individual consumer, household, and 5. Understand various types of industry organization 6. Use Microeconomics theories to analyze the effect 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation 9. Realize the meaning of production, saving, and in 10. Understand the monetary system. 11. Understand the meanings of aggregate demand a	unctions. on. firm make and their ts of public n's income.	decision. characteric	onsumer, hould be				

12.	Use	macroeconomics	theories	to	analyze	the	effects	of	macroeconomic	
	polic	cy.								

Course Code	02412			
Course Name	Accounting	Credit	F	S
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 acceleration internal 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 7. To understand the functioning of accounting in the governmental units, non-profit organizations at 8. To understand the basic recording and reporting information system. 9. To understand the concepts and standards underly accounting to develop the financial statements of the 10. To understand how to analyze and interpret accentive investors, creditors and business managers to make 11. To understand how to resolve the ethical professional judgment. 12. To understand how to develop and make planning the professional interpret and the professional interpret accentification in the professional interpret accentification in the professional judgment.	ccounting ounting in ic decision irness and accounting tudents: he busines and the sociong processing the measurements. It is the businesses. It is counting it is ecounting it is economic dilemma	measurem formation s in order efficience in valua s world as ety in gene ses of ac assurements	nent and to help to create y of the tion and s well as eral. counting s used in to help s. e ethical

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

Course Code	01863						
Course Name	Introduction to Computer Science	Credit	F	S			
Course Objectives	The major objective of this course is to learn the computer hardware and software. Topics such as tunit, operating systems and utility programs, co (including electronic commerce, computer security languages and program development, introduction information related issues(include computer ethic etc., will be covered in the class.	he compon ommunicati y and safet on to datal	nents of the ons and in ons and in ons and in one on one one one one one one one one	e system networks ramming agement,			

Course Code	02743			
Course Name	Mathematical Statistics	Credit	F	S
		Credit		
Course Objectives	The objective of this course is to provide the students with the core of the central			
Course Objectives	idea and methods of statistics that will be applied in the solution of problems in			

statistical theory and application for further study. The fundamentals of modern
probability theory will be introduced first, followed by sampling distribution
theory, and then the basic theory of statistical inference will be provided. The
main concepts will be illustrated by a variety of examples and exercises.

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

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

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course Objectives	Object-Oriented Programming (OOP) is a new ap emphasized the modeling of objects through classes the modeling of real world object, C++ provides no but also operator overloading, template, and polyn Library (STL) gives programmer a easy way to which is also achieved by OOP technique.	and inhering and only munorphism.	tance. To ultiple inh Standard	facilitate eritance, Femplate

Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
Course Objectives	The objectives of this courses are 1.To build basic ideas in operating software package managerial or analytical works. 2.To render examples or cases in daily life or in n with statistics lectures 3.To be able to use the software packages such as SA	nanagerial	applicatio	

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, enhancing com- and enabling business process restructuring. This managerial-oriented approach, and how IT is bei systems departments, vendors, service providers, su- users.	with strate wity and communication course co	egic adva quality, in and collal vers the ped by info	ntage by acreasing boration, practical, ormation

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

Course Code	01634			
Course Name	Survey Sampling	Credit	F	S
	• 1 0			
	1. Construct the basic concepts and theory of survey	у.		
	2. Teach the method of collecting data.			
Course Objectives	3. The questionnaire design.			
	4. Using cases or examples of practice application	n, this cou	rse make	students
	learning in doing.			

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

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

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

Course Code	21197			
Course Name	Data Mining- Course in English	Credit	F	S
Course realite	Data Willing Course in English	Credit		
	1.Understand DM concept			
Course Objectives	2.Using DM Tools			
	3.Understand DM methodology			
	4.Understand DM application			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
Course Objectives	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	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 proje	nd phenom ne a resea of research	enon.; (2	c) find an tion.; (4)

Course Code	19169				
Course Name	Multivariate Statistical Analysis - Course in	Credit	F	S	
Course Ivanie	English	Credit			
	This is an one-semester introductory course in Mu				
	intended for junior/senior undergraduate students w	_			
	linear algebra and mathematical statistics. The co	ntents of th	nis course	includes	
Course Objectives	basic concepts/theory/methods in Multivariate S				
	multivariate normal distribution, Hotelling's T^2 statistic, principal component				
	analysis, etc It is our goal to make students have an overall understanding in				
	Multivariate Statistical Analysis.				

Course Code	20843				
Course Name	Time Series Analysis- Course in English	Credit	F	S	
	•				
	Time series analysis is essential for today's world.				
	competent skill in analyzing time series data for description, explanation, and				
	forecast. This skill combines knowledge of probabilistic models of stochastic				
Course Objectives	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, ar	nd interven	tion analy	sis.	

Course Code	21196			
Course Nome	Discrete Date Analysis Course in English	Cradit	F	S
Course Name	Discrete Data Analysis- Course in English	Credit		
Course Objectives	The objectives of this course are			

1.To introduce the most important methods for analyzing categorical data.
2.To model categorical response, i.e., the introduction of logistic regressions and
log-linear modeling techniques.

Course Code	17289			
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 of methods for data analysis, namely, rank base bootstrap, and curve smoothing. 2. To be able to apply nonparametric methods in normal assumption is violated.	d methods.	, permuta	tion test,

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

Course Code	01771			
Course Name	Quality Control	Credit	F	S
	•	1		P1
Course Objectives	Quality is one of the key factors in surviving to purpose of this course is to introduce engineering the statistical method to quality and process im cover the foundation of modern approaches of applied to industries and business. Topical covera interpretation of various control charts; specificating types of control charts; process capability analysis;	g and mana provement quality co age will be ions; tolera	agement in this control that it constructions constructions in the construction in the	majors to burse will may be ction and s; special

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

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, electronic mobile commerce. In practice, we will introduce so business model and experience.	store, eval	uation mo	del, and

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

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

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
	ξ ξ	Credit		
Course Objectives	The objective of this course is to provide students and to improve students' abilities to implement mar course completion, the students should be able to: 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing. 3. Realize the meaning of segmenting, targeting, an 4. Understand the meaning and scopes of marketing 5. Utilize marketing theory to analyze firm's marke 6. Learn the skill of marketing planning and apply effective manner.	eting relate eting plan. d positionin g mix 4P. ting activitie	ed activitions of the second s	es. Upon

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 insuran	ough a d	eep unde	·

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

Course Code	09626			
Course Name	Practice of Statistical Decision	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the fundamental concepts and skills for 2.To include case study for a better understanding its Topics to be covered include probability, model: Bayesian decision making, Lagrange multiplicertainty & uncertainty.	application	n on busin decision	making,

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

Course Code	01846			
Course Name	English Conversation	Credit	F	S
Course Name	English Conversation	Cledit		
Course Objectives	1.To enhance the students general English proficiency			
Course Objectives 2.To practice daily and academic language skills in listening and speaking		7		

Course Code	19199			
Course Name	Applied Business English: Listening & Reading	Credit	F	S
Course Ivallie	Applied Business Eligibil. Listelling & Reading	Cicuit		
Course Objectives	This remedial course is aimed at helping senior stude standardized tests (esp. for TOEIC) in the hope of results to meet the basic requirements of their graduation. The emphases of the courses will be on l	achieving English p	more sat	isfactory y before

Course Code	19663					
Carray Name	Organizational Leadership and Social Innovation	Credit	F	S		
Course Name	Practices	Credit				
	1. To be to internalize the spirit of autonomous learning.					
	2. To be able to build a team and cooperate with each other within the team.					
Course Objectives	3. To be able to manage the group dynamic of an organization.					
Course Objectives	4. To be able to implement the selected project and achieve the set goals.					
	5. To be able to run an organization to have high performance.					
	6. To be able to have the vision and capacity to be a le	eader.				

Course Code	19664					
Course Name	Organizational Learning and Social Inquiry	Credit F		S		
Course I turne	organizational Zatiming and Satim inquiry	010010				
	The objectives of this course are					
	1.To be able to internalize the spirit of autonomous learning					
Carras Obiasticas	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 achie			set goals.			

Course Code	21047
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Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	Innovative Social Enterprises Competition Practice Entrepreneurship Management, Seminar on Cultu Creativity Development. To learn how social entrepspirit to carry out the meaning and value of social of Enterprises Competition Practice, which combines et Marketing, Financial Management etc., utilizes young and innovative ideas to formulate workable entreprestudents' learning effects through practical competition achieve the below objectives: 1. Learn how to integrate basic management know the competition practice. 2. Learn how to conduct social enterprises busined development and activity. 3. Learn how to build an social enterprises between teamwork to achieve success. 4. Understanding the value and development of social enterprises competition practice and demonstrate entrepreneurship the Innovative social enterprises Competition Practice opportunity to apply textbook knowledge to practical their knowledge on. This course gives students an altochoice which shifts the graduation-and-employment enterprises start-up.	arral Creative reneurs with the enterprise. It is sentials from the enterprise of th	Industry Industry Innovative Inno	try, and reneurial re Social agement, creative naximize stends to rate it in creative promote earn how ents an apanding re career

Finance and International Business

• Course list

BBA in F	inance and In	ternational Business	code	classes	Credit hours
		Economics	02457	2	6
	Calculus	02390	2	6	
		Accounting	02412	2	6
		Introduction to Business Management	05201	2	3
		Introduction to Computer Science	01863	2	3
Required	common	Statistics	02222	2	6
credit hou		Introduction to Civil Law	01343	2	2
departme	nt	Marketing Management	01483	2	3
		Macro-Economics	02891	2	3
		Micro-Economics	01910	2	3
		Financial Management	01983	2	3
		The Practice of International Trade	02100	2	6
		International Finance	02090	2	3
		Investments	01579	1	3
		Futures and Options	03408	1	3
	International	Fixed Income Securities	10458	1	3
Required	finance	Independent Study I	07344	7	3
credit		Independent Study II	07699	7	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
		Security Markets Studies	12883	1	2
		Financial Institutions Management	04086	1	3
		Commercial Law	02056	1	3
		Financial Statement Analysis	01982	1	1.5
		Insurance	01768	1	2
		International Service Management	08640	1	2
		Case Study in Management	12121	1	2
		Risk Management	07897	1	3
Calaatad	d:4 1	Financial Computation and Software Application	21006	1	3
	credit hours partment in	Foreign Exchange Market	14042	1	2
other sect		Innovation and Entrepreneurial Management	11313	1	3
outer sections		An Introduction to Financial Derivatives	11101	1	3
		International Marketing- Course in English	15149	1	3
		Readings in Financial and Economic News- Course in English	17484	1	2
		Industry Analysis and Competitive Strategy	03132	1	3
		International Financial Management	02093	1	3
		Technology and Innovation Management- Course in English	19996	1	3
		Introduction to Asset Securitization	21004	1	3

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

• Course objective and prerequisites

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

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus i background in high school mathematics. The conte basic concepts and theory in calculus and their a semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. topics in the fundamental theorem of calculus, to multivariate differential and integral calculus such multiple integrals will be covered. The objectives of 1.To provide the core of the central idea and method applied in the solution of problems in a variety application for further study. 2.To illustrate the main concepts by a variety of example of the content of the central understanding in calculus.	ents of this applications is such as lin mean value. In the secentiques as partial of this course ds of calcult of applie	course i In the mit, contect theorem cond semininteg derivative are dus that y derivation	nclude he first tinuity, m, and mester, tration, es and will be ce and

Course Code	02412			
Course Name	Accounting	Credit	F	S
	1 avouning	O10 G10		
Course Objectives	The objective of this course is to introduce the basic information system, the principle and rules of according reporting, and how to analyze and interpret account internal and external business users making econording create value for business enterprises and enhance the of the capital market. It emphasizes the dual valuation and contracting. Specifically, this course 1. To understand the functioning of accounting in the asthetic governmental units, non-profit organizations at 2. To understand the basic recording and reporting information system.	ounting menting information decision fairness roles of aims to help the business and the soci	asureme mation to the mation t	ent and to help rder to ciency ing in hts: has well eneral.

3. To understand the concepts and standards underlying the measurements
used in accounting to develop the financial statements of businesses.
4. To understand how to analyze and interpret accounting information to help
investors, creditors and business managers to make economic decisions.
5. To understand how to resolve the ethical dilemma and make ethical
professional judgment.
6. To understand how to develop and make planning of an accounting career.

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

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

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

Course Code	01343			
Course Name	Introduction to Civil Law	Credit	F	S
Course Objectives	The objectives of this course are 1.To understand the general principles of civil laws 2.To identify relation among the fixed individuals.			

3.To cover the knowledge about common daily life and the knowledge and
capability necessary for future jobs.

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 marketic 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 an effective manner.					

Course Code	02891				
Course Name	Macro-Economics	Credit	F	S	
Course Ivallie	Wacro-Leononnes	Credit			
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.	educe the seed science nics: short quantity of tions, long	frequence a science run ecce money	ey and ce that conomic affects	
	4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today.				
	about the most modern macroeconomic theories that	. economist	s use too	iay.	

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

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This objective of this course is to provide a basic u financial decisions. These decisions include choo investment opportunities, how much debt and equity operating cash flows, how to measure risk and return to payout, and etc. Therefore, we will pay a visit to covered by corporate finance, namely capital but	esing between to issue, he had between the second the four me	een com now to n rel of di najor de	npeting nanage vidend cisions

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	The objectives of this course are 1.To introduce customary practices, professional framework in field of international transactions. 2.To systematically integrate the aforesaid conceptuations and illustrate cases for business tradifferent jurisdictions. 3.To possess basic knowledge of international trademanage multiple effectively tasks in a pressured er 4.To handle the whole transactions independently with experiences.	onventions, ansactions practice an avironment	terms in relat	and ion to

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

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	 The objectives of this course are 1.To explore the operation of capital markets and investment. 2.To introduce the fundamental rationale of financial financial market and investment instruments, the eva of portfolio's risk and return, the concept and pricing equity securities, derivative and risk management, et 	l investmen lluation and g analysis o	t theory,	, ement

Course Code	03408				
Course Name	Futures and Options	Credit	F	S	
Course Objectives	 The learning objectives of this course include: The basic characteristics of derivative contracts. No arbitrage pricing bounds of futures, options a as swap, etc. Trading strategies of options. Binomial tree pricing options. 	and other de	erivative	s such	

5.Black-Scholes model
6.Hedging when issue or buy an option.
7.Structured note
8.Exotic options.

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the may of fixed securities. Topics that will be covered included 1. introduction to fixed income products and innovated 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 derivates 5. bond immunization strategy 6. bond portfolio management 7. fixed income securities' risk management and innovative 3. bond related topics such as taxation of bonds, prefestate securitization.	le: ion irn analysis tives ovation		

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

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

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

Course Code	15493			
Course Name	International Co-opetition Strategy	Credit	F	S

Course Objectives	The objectives of this course are 1.To address the fundamental competitive and cooperative strategies in international management. 2.To cover the four modules: international strategy, competitive strategy, cooperative strategy and co-opetition. 3.To learn thinking in an interactive and participative context

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

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

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

Course Code	12883			
Course Name	Securities Markets Studies	Credit	F	S
Course Objectives	This course is provided for students who are unfame contents that will be covered in this course are 1. To provide students with real experiences such as account for real trading. 2. To conduct portfolio simulation via fictitious accounts and such as accounts on specific industries and conduct both the analyses 4. To introduce five basic types of financial investigations, options and futures with the focus on the determinants of valuation, and the practical issues these instruments.	such as operation of the such as operation of	and technology, and tradeco	chnical stocks, off, the

Course Code	04086			
Course Name	Einengial Institutions Management	Credit	F	S
Course Name	Financial Institutions Management	Credit		

Course Objectives	The objectives of this course include 1. To analyze the risks faced by investors and save financial institutions and financial markets 2. To launch strategies that can be adopted for cont these risks.			
Course Code	02056			
		Constit	F	S
Course Name	Commercial Law	Credit		
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 To understand the financial performances from a including short-term liquidity, return on invested analysis, operating performance analysis, cash structure and solvency. To introduce ratio analysis, trend analysis, compastatements, common-size financial statements, chart financial statements and the related information. 	d capital, as h flow an rative finance	sset util alysis, cial	ization capital
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 all practice of insurance 2.To gain practical knowledge and specialty throu towards the <i>status quo</i> and the contents of insuran	igh a deep	underst	
Course Code	08640			
Course Name	International Service Management	Credit	F	S
Course Objectives	The objective of this course is to introduce both international service business to senior students.	theories an	d pract	ices of
Course Code	12121			
Course Name	Case study in Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To consolidate the student's ability of Logical Thin 2.To cultivate the student's ability of assembling dat 3.To solve the problem and enunciation ability.	l nking.		
Course Code	07897			
Course Code	01071	1	-	

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	This course aims to provide students a broad perspe containing traditional risk management and insurance			

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

Course Code	21006					
Course Name	Financial Computation and Software	Credit	F	S		
Course Objectives	Application The objective of this course is to provide the computational tool in finance, ar its application for valuation, asset allocation, and programming trading issues natural vehicle Excel is used in this course for deepening the understanding of financial materials. Such as VBA (Visual Basic for Applications) and its development environment are also introduced in this course. And students in course can ready to use financial software, such as MFC, TradeStation, HTC, e-Leader etc. Put another words, this course is to fulfill the needs in both academic and practitioner. Some are financial theories and some are implementation techniques.					

Course Code	14042				
Course Name	Familian Franken as Maulast	Credit	F	S	
Course Ivaille	Foreign Exchange Market	Credit			
Course Objectives	The objectives of this course include 1.To forecast the trend of foreign exchange rate fluctuation 2.To hedge the risk from foreign exchange exposure The contents that will be covered are 1.The theory and practice of foreign exchange 2. The method of forecasting foreign exchange rate fluctuation, including fundamental (scenario) approach and technical analysis approach.				
	3. The tools and method of hedging foreign exchange risks.4. Some topics about foreign investment, such as FX marginal trading,				
	non-delivery forward, overseas mutual funds. FX money market fund, foreign				
	currency deposit etc.				

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

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

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

Course Code	15149			
Course Name	International Marketing- 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 3.To adapt marketing activities to specific market ne	nic, social	/cultural	and

Course Code	17484			
Course Name	Readings in Financial and Economic News-	Credit	F	S
	Course in English	Cleuit		
	1. To get acquainted with and open discussions	on the cont	emporary	issues in
Course Objectives	business and financial fields			
Course Objectives	2. To facilitate better abilities in English l	istening, r	eading, s	peaking,
	especially the oral expressions of a non-native	English sp	eaker.	

Course Code	03132				
Course Name	Industry Analysis and Competitive Strategy	Credit	F	S	
Course rvaine	industry Anarysis and Competitive Strategy	Credit			
Course Objectives	The objectives of this course are 1. To understand the advantage of country compet 2. To understand the development of industries 3. To conduct competition analyses and company				

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

Course Code	19996				
Course Nome	rse Name Technology and Innovation Management- Course in English Credit	Condit	F	S	
Course Name		Credit			
Course Objectives	This course introduces the concepts and practices related to the management of technology and innovation. By the end of the course, students will understand various aspects of technology and how to manage innovation activities for businesses.				

Course Code	21004			
Course Name	Introduction to Asset Securitization	Credit	F	S

Course Objectives	Asset securitization becomes an important one of the causes for the recent global course are as follows: 1. This course will introduce the procharacteristics of several major types of as 2. The covered types of ABS include mort commercial MBS), consumer loans ABS, aSS, asset-backed commercial paper (AB (CDO), and real estate backed securities.	financial crisis. rinciples, structure seet securitization gage backed securitization decident backet securitization backet securitization backet securitization backet securitization backet securitization backet securitization sec	The objective tures, and in securities (residual decurities, control of the contr	investment ABS). ential and redit card

Course Code	15539				
Course Name	English Speech and Presentation	Credit	F	S	
	English Speech and Tresentation	010410			
Course Objectives	1.To improve the students' English public speaking through various practices and access of video and 2.To promote the students' self-confidence through activities 3.To prepare the students for English presentation use of PowerPoint and other media production as	audio tapes individual about vario	and colla	aborative	

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Objectives	This objectives of this course are 1.To learn practical working techniques 2.To have professional capability in order to coor practical applications 3.To shorten on job training and reserve potential experience.			ship and

Course Code	19909	19909					
Course Name	Wealth Management and Financial Planning -	Credit	F	S			
	Course in English	Credit					
	The purposes of this course are to provide students v	with:					
	1. Practical knowledge and hands-on skills on wealth management, financial						
	planning, and professionalism development						
	2. Team projects, case studies and in-class presentations						
Course Objectives	Enhance learning efficiencies and experiences						
	Leadership Training- Team dynamic and group process						
	3) Oral communication and public speech						
	3. English class lectures timely global financial topics and class discussions so as						
	to enhance students' international perspective and attitude						

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Objectives	1.To improve the students' English presentation skill interview skills. 2.To enhance the students' reading comprehension variety of international business texts such as enotice, advertisements, table and charts. 3.To familiarize the students with business English business English conversations.	and writir -mails, fax	ng skills tl	nrough a

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

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
Course Objectives	 4. To understand the definition and content of management 5. To learn the state-of-the-art models, concepts Logistics and supply chain management 6. To learn the design, control, operation, and man supply chain management 	s, and sol	ution met	thods of

Course Code	19664					
Course Name	Organizational Learning and Social Inquiry	Credit	F	S		
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of 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 a	h other with roject. ganization.		m.		

Course Code	19663					
Course Name	Organizational Leadership and Social Innovation	Credit	F	S		
	Practices	Credit				
	1. Be able to internalize the spirit of autonomy learning	ng.				
	2. Be able to build a team and cooperate with each other within the team.					
Course Objectives	3. Be able to manage the group dynamic of an organization.					
Course Objectives	4. Be able to implement the selected project and achieve the set goals.					
	5. Be able to run an organization to have high performance.					
	6. Be able to have the vision and capacity to be a lead	ler.				

Course Code	21047			
Causa Nama	Provide to Languine Containing		F	S
Course Name	Practice in Innovative Social Enterprises	Credit		
Course Objectives		istry, and epreneurial ive Social nagement, nt creative maximize intends to te it in the y creative teamwork		

to deal with it.

 $15. Experience \ and \ demonstrate \ entrepreneurship \ through \ competition.$

Innovative social enterprises Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while expanding their knowledge on. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an social enterprises start-up.

Information Management

Course list

BBA Program in Infor	rmation Management	Code	Classes	Credit hours
	Operating System	01558	2	3
	JAVA Programming Language(I)	15995	3	3
	JAVA Programming Language(II)	16241	3	3
	Web Programming	16258	2	3
	Data Structures	02492	2	3
	Database Administration	02490	2	3
	Data Communication and Network	10681	2	3
	Management Information Systems	02631	2	3
Required common credit hours of the	Introduction to Information System-Course in English	13517	2	3
department	System Analysis and Design	01584	2	3
	Information System Project (I)	04317	8	3
	Information System Project (II)	04038	8	3
	Statistics	02222	2	6
	Introduction to Computer Science	01863	2	3
	Introduction to Business	05201	2	3
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	C Language	03094	1	3
	Financial Management	01983	1	3
	Marketing Management	01483	1	2
E1	Production and Operations Management	01370	1	3
Elective credit hours of the department in other sections	Enterprise Resources Planning	09289	1	3
	Enterprise Resources Planning-Course in English	13701	1	3
onier 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

	G 1	CI	Credit
BBA Program in Information Management	Code	Classes	hours
Algorithms	04619	1	3
Discrete Mathematics	02933	1	3
Knowledge Discovery and Data Mining	09637	1	3
Internship	13859	1	4
Topic on Electronic Procurement	11856	1	3
Customer Relationship Management	10985	1	3
Managerial Mathematics	02632	1	3
Data Security	04623	1	3
Internet Marketing	10211	1	3
Financial Trading Systems	21429	1	3
Introduction to Business Intelligence Management	20204	1	3
-Course in English	20204	1	3
Network Management	13587	1	3
Supply Chain Management-Course in English	16985	1	3
Organizational Learning and Social Inquiry	19664	1	2
Knowledge Management System	18040	1	3
Marketing of Information Products	04035	1	3
Organizational Leadership and Social Innovation	19663	1	2
Practices	17003	1	2
Practice in Innovative Social Enterprises	21047	1	1
Computer Graphics with Applications	20067	1	3
Introduction to Cloud Application Platform	19322	1	3
Cloud Application Programming	19411	1	3

• Course objective and prerequisites

Course Code	01558			
Course Name	Operation System	Credit	F	S
Course Name	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 p protection	orocess on and

Course Code	15995			
Course Name	JAVA Programming Language(I)	Credit	F	S
Course Objectives	This two-semester course is an introduction to programming language. Java programming la most popular programming languages. The first cover programming basis such as: programmit type, expression, condition, iteration, array, observed this course will cover object orienter.	nguage is no semester of to ng basics and oject and clas	ow one his cour l variables. The	of the se will le data second

Course Code	16241			
Course Name	JAVA Programming Language(II)	Credit	F	S
Course Objectives	This two-semester course is an introduction to programming language. Java programming la most popular programming languages. The first cover programming basis. The second semester object oriented programming basis such Inheritance, Polymorphism and also how these File I/O, etc.	nguage is not semester of the course of this course as Class,	ow one his cour rse will Encapsu	of the se will cover llation,

Course Code	16258			
Course Name	WEB Programming	Credit	F	S
Course Objectives	The objective of this course is to let the structurent tools and processes of designing a databe Multi-tier applications centered around MVC (I will be illustrated throughout the course with Hands-on exercises applying html, jsp, servlet, such as Google Web Toolkit to develop a conducted in the classroom. Programming medium.	ase backed Model Viev stepwise r and Web d SaaS app	web app w Control efined ex evelopme blication	lication.) model tamples. ent tools will be

Course Code	02492			
Course Name	Data Structures	Credit	F	S
Course Objectives	This course provides fundamental concepts of d in computer science. Topics include introduction and basic algorithms, study of comparing data representation schemes, exploring different sort. The implementations and applications of data is language are conducted.	ion of basic of a structures of ting and search	data stru using di ching me	actures afferent ethods.

Course Code	02490			
Course Name	Database Administration	Credit	F	S

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 of a database system.	s. Topics inc Structured Quill be incorpo	clude da uery Lar orated in	tabase guage to the
Course Code	10681			
Course Name	Data Communication and Network	Credit	F	S
Course Objectives	The main purpose of this course is to hel knowledge about data communications and net let students understand deeply and broadly tenterprise data communications and network teaching the theories of data communications are requires students to investigate enterprise real design some programs of data communications understand their operating principles.	working. The working. The operating orking. There and networking cases and h	principefore, bag, this have abi	tries to bles of besides course lity to
Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Objectives	The objective of this course is to provide the the information technology (IT) supports of advantage by facilitating problem solving, in quality, increasing speed, improving cust communication and collaboration, and errestructuring. This course covers the pracapproach, and how IT is being provided departments, vendors, service providers, supplusers.	rganizations ncreasing pro omer servic nabling busi ctical, mana by informa	with stroductivite, enhances perial-oration sy	rategions and ancing ancing ancing ancies an
Course Code	13517			
Course Name	Introduction to Information System-Course in English	Credit	F	S
Course Objectives	 The objectives of this course are To understand the essentials of information influence in business and management. To study the five guides of Information Systhe Web revolution, organization application Support Systems, and the implementing and information in the implementing in the implementing and information in the implementing and information in the implementing in th	tem: IT in the	e organiz	zation
Course Code	01584			
Course Name	System Analysis and Design	Credit	F	S
Course Objectives	The objective of this course is to train stude various methods, tools, and techniques of analy ability of collecting and processing the user re methodologies, gathering requirements, behamodeling, dynamic modeling and design related	sis & design, quirements. T vioral model	to posse Topics in	ess the

Course Code	04317				
Course Name	Information System Project (I)	Credit	F	S	
Course Objectives	By using a real project, the objective of this course is to train students to have the ability for applying information techniques to solve the problems				

of organizational management or individual business. Students enrolled in
this course will obtain experiences for developing information systems (IS),
especially including planning, analysis, development, implementation, etc.
Finally, students of each team need demonstrate their IS and then provide
an innovative marketing plans for finding business opportunity of IS in this
course.

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

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Traine	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 Statistics is used as a tool in decision -making management sciences. This course will cover: 1. Statistics methods and concept and its relevant 2. Descriptive Statistics. 3. Basic notions of probability, random various probability distribution. 4. Sampling methods. 5. Statistical inference – interval estimation.	This course all procedure tion of real oduced. It eng in virtuall nee to the real	is desig s and problem nphasize y all ar world.	ned to logical as and es that reas of

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

Course Code	05201					
Course Name	Introduction to Business	Credit	F	S		
Course I value	introduction to Business	Credit				
Course Objectives	The objectives of this course are 1.To gain a fundamental working knowledge environment in which business prospers. 2.To introduce business functions, including resources, production & operation, information, 3.To introduce management functions, including	marketing, fi	nance,	human		

organizing, leading, and controlling.
4.To integrate the factors of environment, management functions and
business functions.
5.To combine theory and practice.

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

Course Code	02457				
Course Name	Economics	Credit	F	S	
Course Objectives	The objective of this course is to prove Microeconomic concepts and to improve straindividual consumer, household, and firm' completion, the students should be able to: Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and dema 3. Realize the meaning of elasticity and its appli 4. Realize how individual consumer, household, 5. Understand various types of industry characteristics. 6. Use Microeconomics theories to analyze the 7. Realize the basic concepts of macroeconomic 8. Understand the meanings and measuring of N 9. Realize the meaning of production, saving, and 10. Understand the meanings of aggregate dema 12. Use macroeconomics theories to analyze the policy.	adents' abilitis behavior. and functions. ication. , and firm male organization effects of publics. Jation's incomind investment	es to a Upon ce decisions and lic policione.	nalyze course ion. their y.	

Course Code	02412				
Course Name	Accounting	Credit	F	S	
Course Objectives	The objective of this course is to introduct accounting information system, the principle measurement and reporting, and how to analy information to help internal and external busin decisions in order to create value for business fairness and efficiency of the capital market. of accounting in valuation and contracting. S	e and rules ze and interp ess users mal enterprises ar It emphasizes	of according according according according according the dual	ounting ounting onomic nee the al roles	

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

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 corporate financial decisions. These decisions competing investment opportunities, how much how to manage operating cash flows, how to make level of dividend to payout, and etc. Therefore four major decisions covered by corporate budgeting, capital structure, working capital policy. Students enrolled the course are exp followings upon course completion. 1. The possible types and control mechanism of 2. Valuation approaches, cash flow estimation, capital budgeting. 3. The concept of weighted average cost of capital Possible arguments that dictate the optimal capolicy. 5. working capital management	include choch debt and eleasure risk are, we will paye finance, no management ected to familiagency problem and risk aspetal	osing be quity to ad return a visit amely of and dividiar wi ems ect relat	etween issue, what to the capital vidend th the cing 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 m 3. Realize the meaning of segmenting, targeting 4. Understand the meaning and scopes of market 5. Utilize marketing theory to analyze firm's ma 6. Learn the skill of marketing planning and ap in an effective manner.	arketing plan, and position ting mix 4P. rketing activi	rketing in the le to: ing (STI) ties.	related P).

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	Production is an essential function of a busines course is to help students understand the 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 resource in the systems.	ole concepts bility to plan ion, the stude knowledge business wi ation and use	of prod n and d ents sho of Ope	duction control and be rations

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	 The objectives of this course are To focus on manufacturing and supply chain sys To provides fundamental concepts and skills planning and control. To introduce the tools techniques of ERP. To discuss the application of these to different ty To provide the opportunity to try the concepts on 	for materia	erprises.	

Course Code	13701			
Course Name	Enterprise Resources Planning-Course in	Credit	F	S
Course Ivallie	English	Cicuit		
Course Objectives	The objective of this course is to provide the stude on enterprise resources planning. This course covand skills for operation and production manage include core management data and fundamental ras inventory management, purchase management, manufacturing management, material require production scheduling, and accounting. A SOA-E used for operational practice and case study. Coto of the SOA-ERP system is required for each stude in this course is none.	ers fundam ement proce nanagerial distribution ment plan RP system mprehensiv	ental conductions a manageming, in the conductions are presented to the conduction of the conduction o	Topics as such ement, master loud is nation

Course Code	10608				
Course Nome	Business Automation	Credit	F	S	
Course Name	Dusiness Automation				
Course Objectives	To improve the literacy and interest of business	automation 1	by intro	ducing	
Course Objectives	the business automation systems, technologies.				

Course Code	09514			
Course Name	Electronic Commerce	Credit	F	S
	Electronic Commerce	Credit		
Course Objectives	In this course we provide the fundamental the including electronic commerce models, electro and mobile commerce. In practice, we will intro to learn business model and experience.	nic store, eva	luation	model,

Course Code	17559			
Course Nome	Electronic Commones Course in English	Cmodit	F	S
Course Name	Electronic Commerce-Course in English	Credit		

Course Objectives	 Understand the fundamental concepts of elec Investigate the main issues of electronic consystem framework, IT Infrastructure and strate its cost benefit. Learn how e-commerce is being conducted assess its major opportunities, limitations, issu 	nmerce in ter egic of impler and managed	rms of n nentatio l as wel	n with l as to
	the social-computing business environment.			
	10015			
Course Code	10217		F	S
Course Name	Management Support System	Credit	Г	3
Course Objectives	The realistic objective of the course is to h management support systems. Then, the interest are offered and discussed deeply. As a result system success can the used as the references for	sting topics and t, the import	nd case s tant fact	studies
Course Code	04619			
Course Name	Algorithms	Credit	F	S
Course Objectives	Understand basic concepts of algorithms, Learn various designs of algorithms in order problems more efficiently.	r to use comp	outers to	solve
Course Code	02933	T		
Course Name	Discrete Mathematics	Credit	F	S
Course Objectives	The objectives of this course are 1. To understand mathematical induction, functi 2. To learn the applications of discrete mathema		ionships	, etc.
	00.627			
Course Code	09637		F	S
Course Name	Knowledge Discovery and Data Mining	Credit	Г	3
Course Objectives	This course teaches students basic concepts of data mining. By introducing various data mining teaches students to understand how to analyze I to find knowledge and interesting patterns.	ning algorithm	ns, the	course
	T			
Course Code	13859	1	Г.	

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Objectives	 This objectives of this course are To learn practical working techniques. To have professional capability in order to country and practical applications. To shorten on job training and reserve potential 			•

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

Course Code	10985				
Course Name	Customer Relationship Management	Credit	F	S	
	1 0				
Course Objectives	Customer Relationship Management This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The course will introduce issues techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.				

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	 The objectives of this course are To provide fundamental concepts and skills to problems that confound managers in both sector. To develop mathematical models for problemsing. Topics that will be covered include Lin Network Flow models, Project Management Foresting. 	the public at blem solving lear Program	and doming n	private ecision nodels,

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 cryptogra	aphy and Inte	rnet secu	ırity.

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. To cultivate the ability of conducting marketing. To articulate plans and strategies for internet in the conduction of the co	ng research.	t market	ing.

Course Code	21429			
Course Name	Financial Trading Systems	Credit	F	S
	Thiancial Trading Systems	Cicuit		
Course Objectives	The main objective of this course is to introduce trading systems, program trading, trading strated able to construct a useful automated trading topics of the Program Trading tools, Selection instruments, trading strategy development, Prohistorical data testing, automated trading system anagement, and money management (risk moreourse, so that students understand the nature as how to apply information technology to solutrading, and finally able to establish your own trading.	ategy develop systems. esp n and analyst ogram Tradin ems developm anagement) of financial tr ve the proble	oment, a ecially of the control of t	and be on the nancial rithms, ortfolio re this as well

Course Name Introduction to Business Intelligence Management -Course in English An intelligent enterprise is one that makes better decisions faster and outsmarts its rivals. Cloud computing has been recognized as the most adoptable paradigm of information technology now and in next decade. Being an intelligent business is a prerequisite not just to win, but to compete in the first place. In the competition of the Internet economy, business intelligence and cloud computing are fast emerging as a cross-departmental mandate for companies in virtually all industries. The core objectives of this course include the introduction to business intelligence and data decision, introduction to cloud computing and business intelligence, types of business intelligence, functions of business intelligence, and development of business intelligence applications and deployment of BI applications to the cloud platform. Practice by hands on and learning by doing is the main target of this course design and learning	Course Code	20204			
An intelligent enterprise is one that makes better decisions faster and outsmarts its rivals. Cloud computing has been recognized as the most adoptable paradigm of information technology now and in next decade. Being an intelligent business is a prerequisite not just to win, but to compete in the first place. In the competition of the Internet economy, business intelligence and cloud computing are fast emerging as a cross-departmental mandate for companies in virtually all industries. The core objectives of this course include the introduction to business intelligence and data decision, introduction to cloud computing and business intelligence, types of business intelligence, functions of business intelligence, and development of business intelligence applications and deployment of BI applications to the cloud platform. Practice by hands on	Course Name		Credit	F	S
outsmarts its rivals. Cloud computing has been recognized as the most adoptable paradigm of information technology now and in next decade. Being an intelligent business is a prerequisite not just to win, but to compete in the first place. In the competition of the Internet economy, business intelligence and cloud computing are fast emerging as a cross-departmental mandate for companies in virtually all industries. The core objectives of this course include the introduction to business intelligence and data decision, introduction to cloud computing and business intelligence, types of business intelligence, functions of business intelligence, and development of business intelligence applications and deployment of BI applications to the cloud platform. Practice by hands on		Management -Course in English			
method.	Course Objectives	An intelligent enterprise is one that makes outsmarts its rivals. Cloud computing has be adoptable paradigm of information technology. Being an intelligent business is a prerequisi compete in the first place. In the competition business intelligence and cloud computing cross-departmental mandate for companies in core objectives of this course include the intelligence and data decision, introduction business intelligence, types of business intelligence, and development of business in deployment of BI applications to the cloud plat and learning by doing is the main target of this	en recognize y now and in te not just to n of the Inte are fast en virtually all i introduction to cloud co gence, function telligence ap tform. Practice	d as the next coowin, respectively computed at the business of bus	e most lecade. but to onomy, as a es. The usiness g and usiness as and

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 not The contents that will be covered in this course 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 	etwork planni include	ng of LA	AN

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

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of autonomy 2.To be able to build a team and cooperate with 3.To be able to handle the implement process of 4.To be able to manage the group dynamic of ar 5.To be able to implement the selected project a	each other wi a project. a organization		

Course Code	18040			
Course Name	Knowledge Management System	Credit	F	S
Course Objectives	The main objective of the course is to help student understanding of the knowledge management sthis course covers essential theories and tech	ystem (KMS)	. Accor	dingly,

applications for effective knowledge reuse and sharing. Basically, we will
introduce the model and theories of Information Retrieval, Text analytic
and Web mining techniques in detail. Furthermore, the advanced content
management, search and e-discovery solutions with the aid of the above
techniques for building commercial IR systems, enterprise search system or
KM applications are also included in the class. To sum up, the learning
objectives in this course are including:
1.To understand the key concepts of KM and KMS.
2.To learn the information retrieval, Text analytic and Web mining related
techniques applied in the KMSs.
3.To investigate the KM search solutions applies in the business
environment that can help users put knowledge into action.
4.To provide latest information about best practices for enterprise search,
enterprise content management, and e-discovery.

Course Code	04035			
Course Name	Marketing of Information Products	Credit	F	S
Course Objectives	 Explore the Information Products Technology Understand the competition strategy & S Industry. Discuss the Success Factor of USA, Jacompanies. Learning the Marketing Research Meted 	WOT of the	Taiwa	n's IT

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practice	Credit	F	S
Course Objectives	1. To be to internalize the spirit of autonomous lea 2. To be able to build a team and cooperate with ea 3. To be able to manage the group dynamic of an o 4. To be able to implement the selected project and 5. To be able to run an organization to have high p 6. To be able to have the vision and capacity to be	ach other worganization achieve the erformance	ı. e set go	

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	Innovative Social Enterprises Competition Pract Entrepreneurship Management, Seminar on Cultu Creativity Development. To learn how social enterprises. Innovative Social Enterprises Compositions combines essentials from Management, Marketing etc., utilizes young students' abundant creative formulate workable entrepreneurial ideas and management workable entrepreneurial ideas and management through practical competition. This course below objectives: 16. Learn how to integrate basic management known in the competition practice. 17. Learn how to conduct social enterprises be creative development and activity. 18. Learn how to build an social enterprises but teamwork to achieve success. 19. Understanding the value and development of social with it.	ral Creative cial entrep ng and va petition Pr g, Financia and innov eximize stud se intends wledge and ousiness ma	e Industry preneurs lue of s ractice, w I Manage ative idea dents' lead to achieve demonstrational anagement	y and with ocial which ment as to ming e the ate it type mote

20.Experience and demonstrate entrepreneurship through competition. Innovative social enterprises Competition Practice provides students an opportunity to apply textbook knowledge to practical operation while
expanding their knowledge on. This course gives students an alternative to their future career choice which shifts the graduation-and-employment career pattern to an social enterprises start-up.

Course Code	20067			
Course Name	Computer Graphics with Applications	Credit	F	S
Course Objectives	This course will introduce the basic concepts of 3D computer graphics, including 2D and 3D transformations, modeling and representation, lighting, coloring, texturing, interactive input, and the use of 3D graphics engines. Software used includes OpenGL (Java version), Unreal Development Kit (UDK) and other relevant graphics software. This course will combine theory and application of computer graphics to implement a 3D computer system in E-commerce.			

Course Code	19322				
Course Name	Introduction to Cloud Application Platform	Credit	F	S	
Course Objectives	This course provides students concepts of cloud computing and various cloud platforms including Amazon's EC2, Google's GAE, Microsoft's Azure, and TCloud's Elaster CAP. Students are required to research each platform online and practice them if possible by deploying a Hello World application onto them, and hand in the comparison reports including each platform's architecture, feature, pricing, etc. Each student also needs to use and report existing cloud applications. Programming loading in this course is none.				

Course Code	19411			
Course Name	Cloud Application Programming	Credit	F	S
Course Objectives	This course provides students the concepts of cloud application programming. Students develop parallel processing applications and/or data applications by using Hadoop technologies, such as MapRedu HBase, HDFS, etc. As for the client side UI, students can apply the sk learned in the Web Programming and Mobile Business Application Systems courses. Programming loading in this course is high.			or big educe, e skills

MBA Programs

- Full-Time -

- Management
- International Management

Management

Course list

MBA Program in Mana	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
	Production and Operations Management	01370	1	3
Required credit hours	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management	02502	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
	Reading in Business Ethics for Management	00292	1	2
	Thesis	00041	1	6
	Operations Research	01559	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Total Quality Management	03021	1	3
	Production Planning System	06186	1	3
	Seminar on Invest Management	08230	1	3
	Seminar on Human Resources Management	13227	1	3
	Management Psychology	03136	1	3
	Seminar on Marketing Management	03680	1	3
	International Human Resources Management	05559	1	3
Elective credit hours	Organization Sociology	13220	1	3
	Topics of Strategic Management	14104	1	3
	Manpower planning and recruiting	20021	1	3
	Social innovation and entrepreneurship management	20022	1	3
	Contemporary issues in Financial Markets	17823	1	3
	Seminar on Business Practice	18592	1	3
	Social Enterprise Management	19876	1	3
	Advanced English Conversation	02010	1	3
	Customer Relationship Management	10985	1	3
	Six Sigma and Innovation	21194	1	3

 $[\]ensuremath{^{*}}$ English Conversation: Students need to read 2 hours per week.

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

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

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

Course Code	02237			
Course Name	Organization and Management Theory	Credit	F	S
Course Objectives	The objectives of this course are 1.To understand the theories and meanings about discussing and lecturing 2.To have theoretical perspectives about managements and be able to analyze and solve practical problems. 4.To explore new insights about business and managements are solved.	ent. ns	nt in practi	ice through

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	Marketing Management Credit F 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			

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 management, including the concepts an techniques related to the design, planning, control, improvement and challeng of both manufacturing and service operations. 2.To be problem-solving oriented in both the manufacturing and service sectors. 3.To provide opportunities of factory visiting trips so as to enhance th understanding in running the real world manufacturing and related functions.			challenge sectors.

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	 The objectives of this course are 1. To emphasis the S-C-P analytical framework an 2. To familiar with the major frameworks and analysis. 3. To be able to use the analytical foundation for strategy 	nethods of	conducting	

Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Objectives	This course is designed to provide the current and future managers with 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' competitude advantages. Notably, the course will give students a managerial perspective on use, design, and evaluations of information systems that exist in organization today. The objective of this course is to prepare students with the capability managing information services in both today's and tomorrow's environment and			anization's d design a competitive tive on the ganizations pability of

cope with its managerial, social, political, ethical and global issues.						
	cope with its managerial, social, political, ethical a	ina giobai i	ssucs.			
Course Code	12723					
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S		
Course Objectives	The objectives of this course are 1.To build up basic methods for industry analysis 2.To understand basic concepts of strategy 3.To enhance competitive advantages of companies 4.To integrate theories regarding strategy 5.To combine theories with practices					
Course Code	02627					
Course Name	Management Accounting	Management Accounting Credit F S				
Course Objectives	The objectives of this course are 1. To introduce the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. 2. To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.					
Course Code	01290					
Course Code	01389		F	S		
Course Name	Business Policy	Credit	1			
Course Objectives	The objectives of this course are 1.To provide the opportunities to develop capability for strategic thinking. 2.To provide the opportunities to experience the organization learning. 3.To provide the opportunities to build up an integrated strategy concept. 4.To provide the opportunities to integrate related knowledge of business functions. 5.To provide the opportunities to observe the newly trends of business.					
G G 1	00000					
Course Code	00292		F	S		
Course Name	Business Ethics	Credit	- 1	5		
Course Objectives	To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.					
Course Code	00041					
Course Name	Thesis	Credit	F	S		
Course Objectives	Train students how to solve problems, do research	es and write	e a good t	hesis.		
_						
Course Code	01559					
Course Name	Operations Research Credit F S					
Course Objectives	Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals. This course emphasizes on mathematical models building and theories application. The main content of this course includes systematically introducing each chapter in operation research, explaining managerial implication of data, and using					

		interactive teaching methods along with group dis	cussion.		
ſ	Course Code	19169			
-	Course Name	Multivariate Statistical Analysis - Course in English	Credit	F	S
	Course Objectives	The objective of this course is to give a brief intro statistical method. As the powerful computing favailable nowadays, the focus of this course will be detailed derivation of related theory will be omitted use either SPSS or SAS in solving real world probability.	acility and so e applications. The stu	oftware are on oriented a idents are re	easily and
Ī	Course Code	03021			
	Course Name	Total Quality Management	Credit	F	S
	To know the quality management philosophies of Deming. Juran, and Crosby 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.			I ISO	
	Course Code	06186			
	Course Name	Production Planning System	Credit	F	S
	Course Objectives	Complete production planning can ensure factories to operate efficiently and rational scheduling is able to utilize company's resources. This cour mainly helps students to have a whole picture of production planning system and teach students how to use it properly.			his course
-					
	Course Code	08230		F	S
	Course Name	Seminar on Invest Management	Credit	-	5
	Course Objectives	The objectives of this course are 1. To discuss behaviors and rewards for various fu 2. To explore elements that drive fundamental a prices.			in market
ſ	Course Code	13227			
-	Course Name	Seminar on Human Resources Management	Credit	F	S
	Course Objectives	The objective of this course is to enhance the unmanagement practice.	nderstanding	g of human	resources
ſ	G G 1	00106			
ŀ	Course Code	03136		F	S
	Course Name	Management Psychology	Credit	1	ט
	The objectives of this course provide students applications in Management Scier of Management Psychology. The objectives of this course are 1.To know each other and learn by team work. 2.To describe the meaning of Management Psychology 3.To know communication, socialization, decision and leadership style. 4.To describe the personal effectiveness of life. 5.To demonstrate the ability to adapt group and deal with conflict. 6.To explore topics of Management Psychology and Human Resour				

Course Code	03680			
Course Name	Seminar on Marketing Management	Credit	F	S
Course Ivaine	Seminar on Warketing Wanagement	Cicuit		
Course Objectives	The objectives of this course are 1.To develop integration, data processing, analytic, connective, leading, and collaborative capability by seminar and integrated marketing cases. 2.To connect academics and business practices 3.To increase marketing knowledge by communicating important stakeholders 4.To develop students into a well-rounded marketing person			

Course Code	05559			
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 planning performance appraisal, rewards and benefits, de international business.	, recruitme	nt, selection	n, training,

Course Code	13220			
Course Name	Socialology of Organization	Credit	F	S
Course Objectives	This course focuses on the popular topic of organic capital", and to know what is it, how to build it, and goals. Social capital in organization HRM, and I discussed in the class. The course uses a variety lecture, paper discussing small group exercises, and also learn the academic ability from the course.	nd how to us industry Ma of learning	se it to achi nagement a approaches	eve your are also s including

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Ivanic	Topics of Strategic Wanagement			
Course Objectives	This course provides the opportunities to discussion Strategic Processes, Resource Allocation Processes Learning Processes, Managerial Processes, and Chron implementation and the way that general managerial Processes.	s, Decision ange Proce	Making Prossess, Which	cesses,

Course Code	20021			
Course Name	Manpower planning and recruiting	Credit	F	S
Course Objectives	The learning objectives of the course are formulated 1. To reinforce concepts, skill and knowledge of management 2. To integrate the operating mechanism of managemanagement 3. To learn problem-solving technique and to imple doing". 4. To build-up competence of teamwork meaning technique and to imple doing.	anpower planent and hement the g	anning and numan resou	ning by

Course Code	20022			
Course Name	Social innovation and entrepreneurship	Credit	F	S
	management			
Course Objectives	1. To help students enter in the society and experience the unsatisfied needs in real living, which are always ignored by mainstream social groups.			

2. To analyze and assess the legitimacy and emergency of unsatisfied social needs.
3. To stimulate innovative design base on local intelligence by adopting the
managerial technologies. To accomplish the design of practical social "products/
process".
4. To learn the social-entrepreneurship related knowledge about micro-firm
management and micro-financing.

Course Code	17823			
Course Name	Contemporary Issues in Financial Markets	Credit	F	S
Course Objectives	This course provides a general introduction to som financial markets. We first review few basic know system and transaction of monetary markets, bond Moreover, we analyze few specific issues to under generalized framework. Related issues include the IPOs and SEOs, the agency problem, and the asset required to investigate some current issues by mea cited reference and material. Every student must con one particular topic in this field and make an or class.	ledge in thi is markets, a estand how securities in pricing. In ans of article complete a to	s filed, included and security they work in ssuance, for addition, stees in the preerm paper the	ading the markets. In a cusing on addents are ess and nat forces

Course Code	18592			
Course Name	Seminar on Business Practice	Credit	F	S
Course Objectives	 To explore various industries and the industrie To explore core competencies in various indu To explore strategic planning processes a industries. To provide the opportunities for students to di To provide activity-based learning environment for 	stries. and implemates	act with alu	mni.

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course I value	Social Enterprise Management	Credit		
Course Objectives	 To construct a theory which covers the manage the institutional factors of S.E organization. This business theory. To offer the S.E. managers with a workable pracand all related business functions. 	theory is d	ifferent wit	h ordinary

Course Code	02012			
Course Name	Advanced English Conversation	Credit	F	S
Course Objectives	This course is designed for advanced learners of E students improve confidence and competence in speciments communicate or ally with expression, style and a g be expected to regularly attend class sessions, commake or all presentations. Our class meetings will c small group discussions and activities. Therefore, is required from everyone.	peaking Engrowing voc tribute to gronsist of bo	glish, and abulary. Stu oup discuss oth whole cl	dents will sions, and ass and

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S

Course Objectives	This course will cover analytical approaches for commanagement and customer valuation at each stage dealing with problems such as: identification of go acquisition; customer development via up-selling esegmentation; customer value and customer attritic course will introduce issues, techniques and termin marketing, data warehouse, and data mining for ar covered will include customer behavior analysis, I modeling using statistics and AI.	of the custo ood prospector cross-selton/retention nology assonalytical CF	omer lifecyc ets for custor ling; custom n manageme eciated with RM. Techniq	mer ner nt. The database ues

Course Code	21194			
Course Name	Six Sigma and Innovation	Credit	F	S
Course Objectives	This course begins with a discussion about then introduces the theory and implementat to execute Six Sigma techniques and strateg levels will be provided in the course The co for Six Sigma will also be covered. In addit and the theory of TRIZ includes a practical base to generate new ideas and solutions for Related cases studies will be discussed.	ion of Six Sigrates at the Green neepts of lean ion, the topics methodology,	na. The necesten Belt and B Six Sigma and of business it tool sets, a known to the sets.	ssary skills clack Belt and design nnovation nowledge

International Management

Course list

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

Course 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 "management theory" 2.To exercise the management practices by case study an 3.To cultivate the mentality and human skill of management	d experienc	e learning.	ganization	

Course Code	19710			
Course Name	International Business Management-course in English	Credit	F	S
Course Objectives	 To learn the structure and the essence of the strategic challenges confronting executives of MNCs. To understand the interplay between the MNC, business, and the competitive environment in which Students will learn to develop global strategies and remaining the strategies and remaining the strategies. 	the countri	ies in whic	•

Course Code	19194			
Course Name	Global Supply Chain and Operations Management	Credit	F	S
Course Objectives	The objective of this course is to provide an overvious operations environment and its management. This coutechniques related to the design, planning, control, improved manufacturing and service sectors.	rse introdu	ces the cor	ncepts and

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	 The objectives of this courses are To provide a conceptual framework within which the multinational firm can be analyzed. To use the technique of financial analysis and refinancial problems inherent in multinational firms. To explore issues of multiple currencies, volatility in multiple money markets, governmental exchange of political risk, international diversification, arbitre finance with a lower cost. 	easoning in exchange ontrol, segn	solving in rate and informated capit	ternational lation rate, al market,

Course Code	13859				
Course Name	Internship	Credit	F	S	
Course Objectives	This objectives of this course are 1. To learn practical working techniques 2. To have professional capability in order to coordina applications 3. To shorten on job training and reserve potential exp		•	d practical	

Course Code	15991			
Course Name	Professional Case Research([)	Credit	F	S
Course Name	Froiessional Case Research (1)	Credit		

	The objective of this course is to provide an opportunity for students to apply learned
Course	knowledge to real-world issues. Students are required to identify a management problem
Objectives	or issue encountered in the global business environment and develop a solution using
	knowledge learned from the coursework and/or other sources.

Course Code	16250			
Course Name	Professional Case Research([])	Credit	F	S
Course Objectives	The objective of this course is to provide an opportun knowledge to real-world issues. Students are required to or issue encountered in the global business environme knowledge learned from the coursework and/or other sou	identify a nt and dev	managemer	nt problem

Course Code	19331				
Course Name	International Marketing Management-course in English	Credit	F	S	
Course Objectives	 The objectives of this course are provide a platform for reviewing and discussion of international marketing management, including theo To arouse learning interest in marketing and marketi To introduce some hottest issues such as e-comme management in China market, etc. To explore the emerging concept of "Holistic Market marketing, integrated marketing, relationship marketing. 	ries and pra ng manager erce, marke eting" that b	ctices. nent. ting decisionroadly cove	on-making, ers internal	

Course Code	19711			
Course Name	Global Industries and Competitive Strategies of the Firm	Credit	F	S
Course Objectives	 The objectives of this course are To build up a comprehensive analytical capability f To be acquainted with thoughts, theories, and persp To explore insights of strategic actions in g discussions. 	ectives of s	trategic mai	nagement.

Course Code	19712			
Course Name	International Human Resources and Knowledge Management	Credit	F	S
Course Objectives	 The objectives of this course are To develop systematic understanding of humanagement. To enhance the capability to integrate theories a environment. To provide practical cases for a better understresource and knowledge management, including training, performance evaluation, salary system, i and employee-company relations. 	and practice standing of g planning,	es in the gl internation recruiting,	obal work nal human selecting,

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Ivallie	Business Etines	Credit		
Course Objectives	To appreciate the essences of business ethics through socially acceptable business conduct from the global business in treating people nice and fair, reengineer professional ethics, and investing in sustainable and social	perspectiving corpora	ves, embedo ate image,	ding good enhancing

Course Code	19713			
Course Name	Innovation and Entrepreneurial Management-course in	Credit	F	S
Course Name	English	Cledit		
	The objectives of this course are			
Course	1. To provide the basic concepts and theories of innova	tion manage	ement	
Objectives	2. To discuss real cases across industries			
	3. To improve management skills in middle and small e	enterprises.		

Course Code	09514			
Course Name	E-Commerce	Credit	F	S
Course Objectives	A comprehensive study of e-Business. The course e-Marketing and e-Operations, Electronic Payment Sy e-Business Technology, Web Development, Interopera Issues. Future managers need to deeply understand h technology with innovative forms of organizing to devel The course aims to prepare leaders in managing e-Bus harness the power of new technologies to make bette manage organizations.	stems, Legal bility & States to integrate to lop effective iness, syste	al and Ethic andards, and grate new in e e-business ms and tech	cal Issues, d Security nformation strategies. nnology to

Course Code	19397			
Course Name	A Dialogue between Industry and Academia -	Credit	F	S
	International Management	Credit		
Course Objectives	The objective of this course is to provide a dialogue between international management perspectives. Topics include management, innovation management, quality management management, cross-culture human resource manage leadership.	global stra ent, operati	tegy, globa	l branding pply chain

Course Code	20297			
Course Name	Business Reading-course in English	Credit	F	S
Course Ivallie	Business Reading-course in English			
	This course aims to help participators develop critical reading and thinking abilities, at			
Course	in addition, articulate general competence of logical	0 0 1		
Objectives	exercises. The reading texts and topics will invite students to reconsider many interest issues regarding both classics and emerging articles in business and management.			

Course Code	20298				
Course Name	Business Communication-course in English	Credit	F	S	
Course Objectives	 The students will be able to successfully deliver written and oral communical situations become adaptable to changes through being aware and being flexible in dealing with peoples from othe develop the art of making introductions, conversing making meeting worthwhile, and understanding the to develop skills needed for making effective oral pappropriate use of PowerPoint software 	of cultural of r part of the ng at east is steps in neg	differences globe n business otiating	in peoples situations,	

Course Code	18465
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Course Name	Cross-culture Management	Credit	F	S
Course Name	Closs-culture Management	Cledit		
Course Objectives	The objective of this course is to enhance the ability communicate effectively with people from cultures other the context of international business. The course is aim intercultural ability of participants to be effective go concerned with issues of different business function resources, and finance, etc., in particular the management international operations.	er than thei ed at signif lobal mana s, includin	r own, specicantly impagers. The	cifically in roving the course is g, human

Course Code	19716				
Course Name	Decision Analysis and Management	Credit	F	S	
	· ·				
Course Objectives	This course is to provide the fundamental concepts an management. Different decision analysis tools will be strategic and operational business problems and decision analytical approaches to practical situations, students w nature of the business problems as well as methods t evaluating alternative solutions.	introduced as will be co ill develop	and a wide onsidered. In insights int	e range of n applying o both the	

Course Code	11304				
Course Name	International Strategic Alliance	Credit	F	S	
Course Objectives	This course aims to provide a thorough examinat cross-border strategic alliances, such as international alliances. Both theoretical frameworks and practidevelopment process will be discussed through reading seeks to enable students to gain a comprehensive under alliances.	joint vent cal proble s and cases.	tures and omegans of the Overall, t	contractual e alliance this course	

Course Code	18464			
Course Name	Business Elite Mentor	Credit	F	S
Course Objectives	 In this course, we invite senior executives with serve as "business elite mentors", who will into outside the classroom. This mentoring program aims to provide opport from the mentors via close interactions with t competitive advantages for their career. 	eract with stude cunities for sele	ents to coac	ts to learn

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	Management Paradigm and Organization Theories	11173	1	3
	Integration Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
institute	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Strategic Marketing Management	07161	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Knowledge Management	10849	1	3
Elective credit hours of	Production Strategy and Management	11034	1	3
the graduate institute in 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
	Topics of Strategic Management	14104	1	3
	Business Information Strategies	14013	1	3

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

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

Course Code	11174			
Course Name	Business Research Methods and Case Study	Credit	F	S
Course 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	so the colle	ction and t	reatment

Course Code	13110				
Course Name	Systematic Thinking & Method	Credit	F	S	
	Systematic Timiking & Method	Cleuit			
	The purpose of this course is to provide funda	mental cap	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	1.To briefly overview statistics				
	2.To be able to collect, analyze, and familiar related quantitative methods				
	3.To further discuss some qualitative research methods				
	4. To be able to prepare a draft proposal for theses.				

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	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 manage through class discussions	s.	d busines	ss trends

Course Code	01983				
Course Name	Financial Management	Credit	F	S	
Course maine	Financiai Management				
	This course provides advanced treatment of corporate finance for graduate level				
Course Objectives	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 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 imstrategies 3.To adapt marketing activities to specific market n	cal/legal env plementing	vironment	s.

Course Code	07161					
Course Name	Strategic Marketing Management	Credit	F	S		
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and principles of 2.To cultivate analytical and problem-solving 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 Q & As			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	 The objectives of this course are To emphasis the S-C-P analytical framework and To familiar with the major frameworks and me analysis. To be able to use the analytical foundation for the strategy 	thods of co	onducting	•

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S
Course Name	Consumer Benavior Research	Credit		
	The objectives of this courses are			
Course Objectives 1.To provide the knowledge and skills for understanding markets and develo			eveloping	
	effective marketing strategies			

2.To introduce	the Whee	l of Consu	mer Analys	sis, a tool tl	hat helps u	nderstand the
components	affecting	consumer	affection,	cognition,	behavior,	consumption
environment	, and the n	narket.				

Course Cod	10849					
Course Name	Knowledge Management	Credit	F	S		
	ξ ξ	Credit				
	The objectives of this course are					
	1.To comprehensively introduce knowledge manage	ment				
	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 management	t steps ii	ncluding	creating,		
	transferring and measuring knowledge					

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

Course Code	02083						
Course Name	International Business Management	Credit	F	S			
Course Ivallie	International Business Management	Ciedit					
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 does business, and the competitive environment in which it operates. By adopting the perspective of the MNC executive, to practive the development of global strategy and cross-broder management and to study the potential organizational & 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 Ivallic	Truman Resources Wanagement	Cicuit			
	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.To provide practical cases for a better understanding of general human
resources management, including planning, recruiting, selecting, training,
performance evaluation, salary system, and labor-capital relations
4.To learn skills of teamwork and discussion.

Course Code	11826						
Course Name	Channel & Retail Management	Credit	F	S			
Course Objectives	The power of marketing has moved from 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 retail 2.To effectively manage channels for attracting custors. To learn how to manage non-store shops, electional transfer in the strategies of the s	pportunity to ively. The I management and gomers and g	to gain pro objectives ent gaining pro	ofit. It is s of this			

Course Code	02093						
Course Name	International Financial Management	Credit	F	S			
Course Objectives	 The objectives of this courses are 1.To provide a conceptual framework within which the key financial decisions the multinational firm can be analyzed. 2.To use the technique of financial analysis and reasoning in solving internation financial problems inherent in multinational firms. 3.To explore issues of multiple currencies, volatility in exchange rate a inflation rate, multiple money markets, governmental exchange continuous. 						
	segmented capital market, political risk, international diversification, arbitrage potential, and international finance with a lower cost.						

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

Course Code	14013			
Course Name	Business Information Strategies		F	S
	Business information strategies	Credit		
Course Objectives	It is very important to align Information System Technology Strategy to the Business Strategy for emphasize on the importance of the alignment and course will introduce Business strategy, Information Technology strategy and how to develousiness strategy and to develop IT strategy to aligovernance related methodologies and standards.	business. nong these nation System op IS stra	This content strategies tem strate tegy to al	erse will es. This egy, and lign with

Global Entrepreneurial Management and Business Administration

Course list

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

Course Code	13608					
Course Name	Information Systems and Technology	Credit	F	S		
Course Objectives	This course is based on the premise that inform is essential for creating competitive firms, mar adding business value, and providing useful customers. The primary goal of this course is major enterprise applications and information to used for achieving digital integration and enhaperformance. It also calls attention to the business value of information system in the students with additional projects for hands-on p	products to offer an echnologic ancing glo need to corganization	oal corporand services that and bal organdemonstration and properties on a properties on a properties of a propertie	orations, vices to ction to re being nization rate the		

Course Code	13596	13596						
Course Name	Business Descerch Method Statistical Analysis	Cradit	F	S				
	·	Ciedit						
Course Objectives	Business Research Method-Statistical Analysis Credit F The purpose of this course is to provide fundamental capability EMBA students in research training and thesis writing. As the most of the students are not undergraduate business majors, the focus of course will be threefold. A brief overview of statistics will fit conducted. The second part of the course will be regarding collecting, data analysis and related quantitative research methods. final part will be discussing some qualitative research methods. students are required to prepare a draft proposal for their theses.							

Course Code	13609					
Course Name	Management Accounting	Credit	F	S		
Course Objectives	The purpose of this course is to make the structure contemporary management accounting tools world. The related topics include procest-volume-profit analysis, target costing, management, balanced scorecard, life-cycle co	work in toduct coduct activity-ba	today's tosting	ousiness system,		

Course Code	02093					
Course Name	International Financial Management	Credit	F	S		
	international i manetal vianagement					
Course Objectives	The goal of this course is to provide a concept the key financial decisions of the multinatio. The course explores the operation of intecurrency and derivative markets, and the relatant foreign direct investment.	nal firm o	can be an capital r	nalyzed. narkets,		

Course Code	14931					
Course Nome	Business Transformation and Change Management Credit		F	S		
Course maine						
Course Objectives	This course aims to introduce the concepts transformation and change management. The enterprises should transform their organizations how enterprises can restructure for better competi	students v	vill leari esses and	n when		

Course Code	13597				
Course Name	Analysis of Economic Conditions	Cradit	F	S	
Course Name	Analysis of Economic Conditions	Credit			

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

Course Code	17778					
Course Name	Global Competitiveness, Entry Barriers and	Cradit	F	S		
	Strategic Alliance	Credit				
Course Objectives	1 (rodit					

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

MS Programs

- Full-Time -

- Accounting
- Applied Statistics
- Finance
- Information Management

Accounting

• Course list

MS Program in Accou	ınting - Full-Time	Code	Classes	Credit
Trogram in recov	and the time	Code	Clusses	hours
	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	Business Ethics	00292	4	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	Risk Management	07897	1	3
of the graduate institute in other sections	Marketing Management	01483	1	3
	Seminar in Empirical Tax Research	12104	1	3
	Seminar in Accounting Problems (I)	18300	1	2
	Seminar in Accounting Problems (II)	18301	1	2
	Seminar:International Accounting-Course in English	17781	1	3

Course Code	12102					
Course Name	Financial Accounting Theory	Credit F		S		
	The chicatives of this course are					
Course Objectives	The objectives of this course are 1.To provide a general understanding of the empirical financial accounting researches. 2.To cover the theories and methodologies underlying market efficiency information perspective and measurement perspective of accounting numbers intangible assets, positive theory of accounting choices, earning management voluntary disclosures and regulation, etc.					

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 manincluding target costing, activity-based costing & maetc. 2.To focus on some selective topics on the managerial including performance evaluation, EVA, compensation	nagement,	balanced s	scorecard	

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	Quality financial statement audits underlie the well This objectives of this course are 1. To investigate the demand for and the supply audits. 2. To analyze the three factors comprising a qualit incentives of auditors which are largely deterrielationship, the structure of audit market, and the profession (e.g., self-regulation, government oversign expertise of auditors which they have obtained a practicing experience. The professional rules (e.g., constitute a standard set of requirements for audit expanditors which reflecting the outcome of socialization culture, education and the organizational influences of the social transfer audit process. 3. To demonstrate how these three factors interact a audit process. 4. To provide a framework for a better understanding practice. 5. To develop the abilities to undertake an auditing reserved.	of quality in y financial mined by governance that and leggerom educates, GAAP poertise; (3) on process of audit firm and determining of auditi	statement the client e structure al system) ation, train and GAA the ethical of auditors s.	tatement: (1) the tauditor of audit; (2) the ning and AS) also value of a through

Course Code	18302				
Course Name	Financial Statement Analysis and Business	Credit	F	S	
Course Objectives	Valuation This course is about the analysis of financial information - particularly fir financial statements - for making decisions to invest in businesses. The prim focus is on equity (share) valuation. The methods of fundamental analysis will examined in detail and applied in cases and projects involving listed compan Topics include models of shareholder value, a comparison of accrual account and discounted cash flow approaches to valuation, the analysis of profitabili growth and valuation generation in a firm, testing the quality of financial report forecasting earnings and cash flows, pro-forma analysis for strategy and planning the strategy and strategy				

analysis of risk, and the determination of price/earnings and market-to-book ratios.
The course will be taught from the perspective of a security analyst – particularly
the equity analyst – but much of the material covered in the course will also be
relevant to the corporate financial analyst for evaluating acquisitions, restructurings
and other investments, and for calculating the value generated by strategy
scenarios. By the end of the course, the student should feel competent in writing a
thorough, convincing equity research report.

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
	Business Builes	Credit		
Course Objectives	To appreciate the essences of business ethics recognizing socially acceptable business conduct the embedding good business in treating people nice and image, enhancing professional ethics, and investing responsible corporations.	from the g	lobal pers gineering o	pectives, corporate

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

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

Course Code	01983				
Course Name	Financial Management	Credit	F	S	
Course Objectives	This course provides advanced treatment of corportinance majors. The primary objective of the counderstanding on the theory and application of corpordecisions include choosing between competing invidence of the insurance of caparating cash flows with advanced financial arrange return, what dividend policy to be made, and etc. namely capital budgeting, capital structure, work dividend policy will be emphasized in this course. Structure of the possible types and control mechanism of aground from modern corporate structure separating mandownership. 2. Valuation approaches, cash flow estimation, and budgeting. The concept of real option embedded emphasized. 3. The concept of weighted average cost of capital special focus on possible approaches to estimate each	urse is to rate financi estment opportal structurements, how Therefore, ing capital audents enrocompletion ency problemagement for risk aspect in project	enhance al decisio portunitie re, how to mange four major manager blled the common share relating a investment is emphase.	student's ns. These s, raising o manage e risk and or topics, ment and course are originates reholder's to capital nt is also	

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	The objectives of this course are 1.To introduce the basic concept of research methods and practical research. 2.To learn the methods of conducting research parategies, collecting and analyzing research data, and and reports. 3.To know how to obtain the required information the in writing research papers and solving managements.	processes, of preparing approach approa	designing research j	research proposals

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

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

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
	The objectives of this course are			
Course Objectives	1.To provide a platform for reviewing and discussion	of the esse	ential issue	es related
to marketing management, including theories and practices.				

2.To a	rouse learni	ng intere	est in mar	keting				
3.To	introduce	some	hottest	issues	such	as	e-commerce,	marketing
decisi	on-making,	managei	ment in C	hina mar	ket etc.			
4.To	explore the	emergii	ng conce	ot of "He	olistic I	Mark	eting" that broa	adly covers
inte	rnal market	ing, inte	egrated n	narketing	, relatio	onshi	p marketing, a	nd socially
resp	onsible mar	keting.						

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

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 special participate in this seminar and present their recommunicating their thinking and developing interactions.	as a semina akers in rela research wo	ar, with su ated resear orks/knowl	abstantial rch areas ledge for	

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

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

Applied Statistics

	MS Program in Applied Statistics	Code	Classes	Credit hours
Required common	Seminar	06827	1	2
credit hours of the	Applied Mathematical Statistics	06825	1	3
graduate institute	Thesis	00041	1	6
	Special Topics in Applied Statistics I	15236	1	1
	Database Administration	02490	1	3
	Quality Control and Design	07331	1	3
	Statistic Analysis Software	04322	1	1
	Applied Regression with R	20147	1	2
	Sampling Method with Application	21378	1	3
	English Conversation and Writing I	12571	1	3
	Special Topics in Applied Statistics II	15237	1	1
	Applied Multivariate Statistical Analysis	05947	1	3
	Forecasting Methods-Course in English	21380	1	2
Elective credit	Data Mining	11502	1	3
hours of the graduate institute	Marketing Survey and Analysis	13575	1	3
in other sections	Categorical Data Analysis-Course in English	21379	1	3
	Research Methodology	01799	1	2
	English Conversation and Writing II	12573	1	3
	Operations Research	01559	1	3
	Advanced Courses in Biostatistics	17028	1	3
	Decision Support System – Theory and Implementation	20148	1	3
	Cloud Computing and Statistical Learning	19163	1	3
	Business Ethics	00292	1	2
	Customer Relationship Management	10985	1	3
	Marketing Research	01480	1	3
	Internship	02144	1	1

Course Code	06827			
Course Name	Seminar	Credit	F	S
Course Name	Seminar	Credit		
Course Objectives	The main purpose of this course is to improve stud- academic articles. The emphasis will be on develor and learning various techniques to structure logical new ways of thinking about reading and writing course are: 1. To train students with the capability for reading pr 2. To direct students with adequate skills for analytic 3. To teach library research skills. 4. To provide opportunities for the use of comp Internet research. 5. To enlighten students with suitable presentation skills.	oping student l argument process. ofessional a al writing. uters, data	nts' readin s, and dis The goals articles.	ng ability covering s of this

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

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

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

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	For various reasons, automation of business proces for business in this digital society. As a result it is 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 course with the knowledge for managing and designing and the skills to implement the design. Throughout this course IBM DB2 is chosen as the students with hands-on experience on database and this course are designed around three major topics: SQL and (3) Database System Administration. Studexercises after each lecture.	very often restanding of tion are considered advantage is designed integrated the learning ministration (1) Basic S	that statist of databas onsidered to facilita d to equip database, tool to he n. The cor SQL (2) A	e design not only ite career students and with elp equip intents of

Course Code	07331			
Course Name	Quality Control and Design	Credit	F	S
Course Ivallic	Quanty Control and Design	Cicuit		
Course Objectives	Quality is one of the key factors in surviving to purpose of this course is to introduce engineering a statistical techniques to quality control, design, and course will cover the foundation of modern approach be applied to process industry, service indecoverage will be: construction and interpretation rational sampling; specifications; tolerance limit control charts, exponentially weighted moving average process capability assessment; SAS in QC.	nd manager process im paches of q ustry, and n of varions; cumulat	ment major provement uality conductive business. us controlitive-sum	ors to the nt. This ntrol that Topical l charts; (Cusum)

Course Code	04322			
Course Name	Statistic Analysis Software	Credit	F	S
Course Ivanie	Statistic Analysis Software			
Course Objectives	This course aims to enhance students' understanding of the central idea and methods of statistics that will problems in a variety of applied science and applica use of statistical software packages in manipulating used statistical software packages, SPSS, will be manipulation will be illustrated by a variety of exam	be applied tion for fur data. One introduced	d in the so ther study of the mos in the cl	olution of y, and the st widely

Course Code	20147			
Course Name	Applied Regression with R	Credit	F	S
Course Objectives	The objectives of this course are as follows: 1.To introduce the background knowledge of Regre 2.To learn the real data analysis skills associated wability of operating the statistical computer softw 3.To introduce the relative new developments.	vith Regres	sion, inclu	iding the

Course Code	21378			
Course Name	Sampling Method with Application	Credit	F	S
Course Objectives	Sampling methods are the basic methodology for capplied in various fields such as medical science. This contents of this course will include: 1. Various sampling concepts and methods. inclusively, the design of an efficient survey, and the presurvey, the design of an efficient survey, and the presurvey cases.	, biology a	and social	science.

Course Code	12571			
Course Name	English Conversation and Writing I	Credit	F	S
Course Objectives	The course is to help the students acquire: 1.the ability to use English fluently and accurately i and writing. 2.the ability to communicate in culturally appropriate English 3.cultural awareness through readings and topic disc	te ways in	spoken an	

Course Code	15237			
Course Name	Special Topics in Applied Statistics II	Credit	F	S
Course Name	Special Topics in Applied Statistics II			
	The objectives of this course are			
Course Objectives	1.To invite distinguished guest speakers to deliver sp	r speeches		
	2.To provide a general perspective on how statistic	es can be a	pplied to	different

	I receive			
	disciplinary studies			
Course Code	05947			
Course Name	Applied Multivariate Statistical Analysis	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the core and the central idea of multiva applied in the solution of problems in statistica further study. 2.To introduce some recently developed methods 3.To illustrate the main concepts by a variety of example.	al theory a	nd applic	
Course Code	21380			
Course Name	Forecasting Methods-Course in English	Credit	F	S
Course Objectives	The objectives of this course are: 1. To develop competent skill in analyzing business and/or industrial data for description, explanation and forecast. 2. To integrate knowledge of probabilistic models of stochastic processes empirical comparisons of approaches and computer packages. 3. To cover the topics such as construction and interpretation of various statistical forecasting approaches. These approaches involve: time series (ARIMA methodology, regression modeling, exponential smoothing and data mining approaches.			orocesses, statistical ARIMA)
Course Code	11502			
Course Name	Data Mining	Credit	F	S
Course Objectives	1.Understand DM concept 2.Using DM Tools 3.Understand DM methodology 4.Understand DM application			1
	10575			
Course Code	13575	1	F	S
Course Name	Marketing Survey and Analysis	Credit	1	5
Course Objectives	The objective of this course are 1.To introduce methods of survey data analysis 2.To utilize computer software and proper methods	to solve rea	l world pr	oblems
Course Code	21379			
		Condit	F	S
Course Name	Categorical Data AnalysisCourse in English This course summarizes categorical data analysis s	Credit skills and p	rinciples	that have
Course Objectives	been applied widely as well as more recently developed. The major focus of thi course is modeling of categorical response techniques. In general, this course is designed into five sessions: Session I: The material in this part forms the heart of introductory methods used in univariate categorical data analysis. Session II: This part surveys standard descriptive and inferential method for bivariate contingency tables. Session III: This session introduces generalized linear models for binary data, in terms of Logistic regression. Session IV: Discusses log-linear models for poisson (count data). Both Session III and IV are instructed by unifying logistic regression and loglinear models with ordinar regression and ANOVA models since these methods share many similar		used in bivariate terms of and IV ordinary	

different concepts.
Session V:
Detail user manuals written in SPSS setting to enhanced understanding of the
context of statistical models. Supplement materials to cover topics in previous
sessions.

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course France	Research Methodology	Crean		
	The objectives of this course are			
	1.To introduce the basic concept of research n academic and practical research.2.To learn the methods of conducting research p			
Course Objectives	strategies, collecting and analyzing research d proposals and reports. 3.To know how to obtain the required information of the required information of the required information of the required information.	lata, and p	oreparing rough ap	research propriate
	approaches in writing research papers and solving	manageme	ent proble	ms.

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

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course Objectives	Operation research is one of the most important dec mathematical methods, computer software to help co This course emphasizes on mathematical mod application. The main content of this course includ- each chapter in operation research, explaining ma and using interactive teaching methods along with g	ompanies ro dels buildi es systema nagerial in	each goals ing and tically into aplication	theories

Course Code	17028			
Course Name	Advanced Courses in Biostatistics	Credit	F	S
Course Objectives	The main purpose of biostatistics is to resolve the biological subjects. The conclusions are obtained th sampling. In this course three major topics: clinica medicine will be discussed. The lectures will empl Topics such as likelihood principles, regression me survival analysis will be introduced.	rough expe al trials, ge nasize on s	rimental s netics and tatistical c	tudies or l general concepts.

Course Code	20148
Course Name	Decision Support System – Theory and Implementation Credit F S
Course Objectives	The objectives of this course are: 1. Learning the basic algorithms of the machine learning and artificial intelligence. 2. Learning and applying a programming language. 3. Choosing or designing a decision problem and tries to use some algorithms and programming language to implement a decision support system.

Course Code	19163			
Course Name	Cloud Computing and Statistical Learning	Credit	F	S
Course Objectives	The objectives of this course are 1.To discusses some commonly, used, and mode calculating methods in scientific research on cloud of 2.To focus the application of statistics on scientific resonance of the scientific research on cloud of 3.To employ tools ranging from statistics to combinatorics and geometry in an attempt to provision important applications emerging from need to and complexities are beyond the ability of humans to 4. Introduction of cloud computing	computing of the computate computate ide theoretic process da	environme tional con ical found	ent. mplexity, ations to

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	The objectives of this course are 1.To appreciate the essential of Business Ethics recognizing socially acceptable business conduct fr embedding good business in treating people nice and image, enhancing professional ethics, and investing responsible corporations 2.To improve English proficiency	om the glo fair, reengi	bal pers neering o	pectives, corporate

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Ivaille	Customer Relationship Management	Credit		
Course Objectives	The objectives of this course is to give an overvice customer relationship management (CRM) and data methodologies and applications of CRM and Dianalytical approaches for customer relationship valuation at each stage of the customer lifecycle, deidentification of good prospects for customer acquivia up-selling or cross-selling; customer segment customer attrition/retention management. The for application oriented and therefore how to use relate world problems is a must in this course. Therefor use relevant data mining techniques in handling real projects.	a mining (I M. This manageme ealing with sition; cust ntation; cust ocus of thi ed technique te the stude	DM) as we course went and problems omer devestomer ves course es in hand not are re	ell as the ill cover customer a such as: elopment alue and will be dling real quired to

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 market segmentation 3.To solve practical problems through various market	•	•	C

Course Code	02144					
Course Name	Internship	Credit	F	S		
Course Name	memsmp	Cledit				
Course Objectives		This course provides opportunities for students on-the-job training to gain experience in statistical field, and create a network of contacts.				

Finance

	MS Program in Finance	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
	Risk Management	07897	1	3
	Thesis	00041	1	6
	Special Topics on Finance	03071	1	3
	Financial Time Series	11510	1	3
	Financial Crisis and Reform	14190	1	3
	Professional English in Finance-Course in English	19064	1	2*
	Business Ethics	00292	1	2
	Financial Engineering	06978	1	3
	Securitization	08951	1	3
	Corporate Financial Decisions	21005	1	3
Elective credit hours of	Financial Summit Forum-Course in English	21854	1	1
the graduate institute in other sections	Fixed Income Securities	10458	1	3
outer sections	Numerical Methods in Finance	17369	1	3
	Seminar in Credit Risk	17404	1	3
	Cross-strait Financial Market and Offshore RMB Business	21233	1	3
	Business Valuation and Analysis	14068	1	3
	International Financial Regulations-Course in English	19067	1	3
. D. C LE. 11.1.				

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

Course Code	01855			
C N		G. I'i	F	S
Course Name	Econometrics	Credit		
Course Objectives	The objectives of this course are	•	•	
Course Objectives	 To provide a foundation for the applied reservance. To introduce the modern treatment of economapplications that match real-world theory and data. To cover the topics including multiple regression economic applications, as well as issues supanel data, and instrumental variables. To be able to understand and apply the economic using computer packages. 	netrics, using ta. on techniquench as omi	ng theor	ry and focus riables,

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This course provides advanced treatment of corpolevel finance majors. The primary objective of the student's understanding on the theory and applicat decisions. These decisions include choosing between opportunities, raising money on the financial mark capital structure, how to manage operating cash financial arrangements, how to mange risk and ret to be made, and etc. Therefore, four major topics, capital structure, working capital management and emphasized in this course. Students enrolled the confamiliar with the followings upon course completi 1. The possible types and control mechanism of agoriginates from modern corporate structure sepas shareholder's ownership. 2. Valuation approaches, cash flow estimation, and capital budgeting. The concept of real option en investment is also emphasized. 3. The concept of weighted average cost of capital with special focus on possible approaches to estimate the optimal capital policy. Market frictions such as transaction cost discussions step by step. 5. Students are asked to develop the ability to find problems like an Executive Financial Manager	course is to ion of corpore competition of corpore competitions and the ows with acturn, what denamely capil dividend pourse are exponsional risk aspectable dividend in a competition of the corporation o	o enhance orate fin ing inversions of livers o	policy geting, ill be to sized ment. vidend ed into

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
Course Ivallie	Timanetai Warket Equinorium	Credit		
Course Objectives	The objectives of this course are			
Common Conjunction	1.To structure a current consumption and portfolio	decision m	nodel of	an
	individual inventor			
	2.To realize how the changes of following factors, namely, number of			

securities, regulation, and preference, to affect the optimal portfolio
decision
3.To analyze the welfare implications in a competitive market equilibrium
4.To value securities in competitive market equilibrium (preference-based
valuation) and in a no-arbitrage market condition (relative-based valuation).

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	The learning objectives of this course are 1.To know characteristics of financial tools. 2.To cover the issues such as what are their fair pr formulate investment portfolio. 3.To understand the following subjects: (1) returns assets in money market, capital market, foreign e derivative market. (2) Investment decision criteri mean-variance portfolio theory, (4) CAPM & AF of pricing (5) forward, future, option and Swap of pricing- lattice approximation, (7) option pricing portfolio performance measurement and manage	s and risks of exchange main of NPV approximately and generontracts, (6):- Black-Scl	of finance arket and and IRR. aral prince () option	cial d (3) ciple

Course Code	03408			
C N	F. 10.6	G. III	F	S
Course Name	Futures and Options	Credit		
Course Objectives	The learning objectives of this course include: 1. The basic characteristics of derivative contracts. 2. No arbitrage pricing bounds of futures, options a as swap, etc. 3. Trading strategies of options. 4. Binomial tree pricing options. 5. Black-Scholes model 6. Hedging when issue or buy an option. 7. Structured note 8. Exotic options.	and other de	rivative	s such

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	This course aims to provide students a broad person management containing traditional risk management other types of risk management. The students are excomprehensively conceptual framework as 1. To make risk management and insurance decision business value and individual welfare. 2. To understand insurance contracts and institution insurance industry 3. To understand the effects of and the rationale for affect risk and allocation of risk among business. Basically, topics in this course include 1. investment strategy 2. institutional structure	ent and insuexpected to ons for incre- nal features public pol	build a easing of the icies that	

	3. regulations
	4. database management
	5. quantitative procedures

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

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

Course Code	11510			
Course Name	Financial Time Series	Credit	F	S
Course Objectives	The objective of this course is to facilitate students 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 tec ARCH, GARCH, VAR, and Error-Correction M.	students sho	ould be	

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
Course Objectives	The Asian financial crisis began in July 1997, followassian in 1998, the crisis of Brazilian in 1999, the 2001 and the crisis of Argentine in 2001. Countries the encountered the financial crises expecurrencies, sharp fall in share prices, decline in out unemployment, dramatic increase in short-term in inflation and decline in foreign trade. Though too draw a standardize prescription, there are certain clessons that can be learned from the crises. The observation of the crises various definitions, causes, and mode 2. To explain how and why did it spread to other consumer prices, foreign trade, exchange rates and 5. To describe the policy prescriptions by the IMF. 6. To examine the measures used to deal with the construction of the crises a context of the crises and the general public.	e crisis of Terienced de tput, surge terest rate, le different in common feat jectives of els of financipuntries and growth, em I share price risis.	valuatio in high rate nature t atures an this cou- cial crise I regions ploymen es.	n of e of o d d rse are es. s.

Course Code	19064			
Course Name	Professional English in Finance -Course in	Credit	F	S

	English			
Course Objectives	Enhancing the ability to comprehend and talk about subject matters that are significantly enough to be covered by Business Week, Financial Times, and			
	similar prestigious journals and magazines is a cri graduate students (i) to keep up-to-date about ever finance and economics, (ii) to appreciate the mate integrate these real-world examples into theoretica training, and (iii) to prepare for career advanceme	tical step fonts happening the state of the	r finance ng in glo d and rical rese	e bal earch
	to grasp and digest the intimately related first-hand information.			•

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics the recognizing socially acceptable business comperspectives, embedding good business in treating reengineering corporate image, enhancing prinvesting in sustainable and socially responsible controlled.	nduct from ing people professional	n the nice an 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 for of the mathematical tools of financial engineering introduction to preliminaries from calculus, (2) ba probability theory, (3) information and conditioning differential equations, (5) diffusion process, (6) may for semi-martingale, and (8) change of probability. The second part relates these math tools to the the valuation. Some classic pricing model, like CRR be Black-Scholes model, HJM interest rate model of this part. Students are expected to have the ability using the an overview about the development of financial er course.	Topics inc sic conceptang, (4) stock artingales, (measure. ory regarding binomial modetc. will be	lude (1) s of nastic (7) calcu ng the as odel, introduc	alus esset ced in

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce the principles, structures, and invesseveral major types of asset securitization, including backed securities, commercial mortgage backed sebacked securities, credit card ABS, Asset-backed (ABCP), Housing equity loan backed securities, Crestate backed securities. 2.To discuss the impact of new Basel Accord (Bassecuritization.	ng residenti ecurities, au commercial CBO/CLO/C	al mortg to loan paper CDO, and	gage

Course Code	21005			
Course Name	Corporate Financial Decisions	Credit	F	S
Course Name	Corporate I maneral Decisions	Cicuit		
Course Objectives	This is designed as an advanced course in corpora	ate finance.	The obj	ective
	is to enhance students' understandings in gre	eater depth	of cor	porate

financial decisions, including corporate investment, corporate financing,
financial innovation and some other related issues. The course will be held
as a seminar form relying heavily on discussion and student presentation.

Course Code	21854			
Course Name	Financial Summit Forum -Course in English	Credit	F	S
Course Objectives	The course is to cultivate students to have a solid important issues in the international financial envirous topics include international business environment of local securities intermediaries, the credit rank investment banks, risk management in financial in financial topics, and the strategies and operations Taiwan.	onments and stitutions,	nd trends. rnationali ecuritizat the cross	These ization ion of s-strait

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the man of fixed securities. Topics that will be covered in the 1.Introduction to fixed income products and innovated 2.Basic bond valuation techniques with risk and retail 3.Term structure of interest rates and their estimate 4.Pricing of fixed income securities and their derivates. Bond immunization strategy 6.Bond portfolio management 7.Fixed income securities' risk management and in 8.Bond related topics such as taxation of bonds, presente 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 3.To analyze term structure of interest rate 4.To make investment strategy on all innovated bor 5.To present designated articles with power point to 6.To finish a term paper	nis course and attion turn analysis is attives novation referred stocknown ties bonds and derivative	re s k, and re	eal

Course Code	17369			
Course Name	Numerical Methods in Finance	Credit	F	S
Course reame	Trumerical Methods in I manee	Credit		
Course Objectives	The objective of this course is to price financial is corresponding partial differential equations or using an axiomatic way. Moreover, numerical methods financial problems. For examples, portfolio likelihood, as well as value at risk computations.	ng Monte (will be intro	Carlo mo	ethod in to solve

Course Code	17404			
Course Name	Seminar in Credit Risk	Credit	F	S
Course Ivallie	Senina in Cieut Risk	Credit		
Course Objectives	The major purpose of this course is to provide students credit risk and help them develop research projects in the	nis field. The	topics wi	ill
	cover the development of major types of credit risk mo	dels in litera	ture and c	redit

related researches in corporate financial management The course will be held as a
seminar form relying heavily on discussion and student presentation.

Course Code	21233			
Course Name	Cross-strait Financial Market and Offshore RMB	Credit	F	S
Course maine	Business	Credit		
Course Objectives	Cross-strait financial policy and developments are in recent years. This will be one of the main strainstitutions. The students majored in Finance show and development of financial institutions and mark This course provides the comprehensive analy insurance industries and offshore RMB business Market. It also introduces the development of for China. Based on the introduce and learning, students of the comprehensive analysis of the comprehensive analysis of the comprehensive analysis.	tegies for T ald know th tet in Mainla ses on bar s of Cross- reign finance dents can ge	aiwan fi e related and Chir nking, s strait Fi ial intui et the sk	inancial dissues na. ecurity, inancial tions in tetch of

Course Code	14068			
Course Name	Business Valuation and Analysis	Credit	F	S
Course Objectives	 To introduce advances in business analysis and valuations in International Financial Reporting Stand Valuation Standards. To integrate business strategy analysis, performat security valuation through case studies and real-woal. To captures the essentials of fundamental analysis markets. 	dards and Ir nce projecti rld applicat	iternation on and ion.	

Course Code	19067			
Course Name	International Financial Regulations -Course in	Credit	F	S
	English	Credit		
Course Objectives	The objectives of this course are			
	1. To provide the basic knowledge of U.S. Financia	l Law.		
	2. To improve English skills .			

Information Management

MS Program in Informa	tion Management - Full-Time -	Code	Classes	Credit
	T			hours
	Thesis	00041	1	6
	Reading in Business Ethics for Managers	00292	1	2
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
graduate mistitute	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
	Internship	02144	1	2
	Data Security	04623	1	3
	Network Planning and Management for	09636	1	3
	Enterprises			
	Knowledge Discovery and Data Mining	09637	1	3
	Business Process Reengineering	09638	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
Elective credit hours of	Advanced Data Communication and Networks	10850	1	3
the graduate institute in	Electronic Learning	11804	1	3
other sections	Adaptive Systems	11806	1	3
	Seminars on Electronic Commerce	13713	1	3
	Seminars on Decision Support Systems	14788	1	3
	Topics on Logistic Information Systems	14789	1	3
	Intelligence Systems	16653	1	3
	Business Information Strategies	14013	1	3
	Cloud Enterprise Service Systems	19412	1	3
	Cloud Service Software Factory	19413	1	3
	Special Topics on Service Science	20229	1	3

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

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
Course Objectives	To recognize the role and social responsibility of the I profession. To promote students' sensitivity to the business ethics To enhance students' problem solving ability related t dilemma.	and compu	ıter ethic	es.

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 promation the	designing preparing rough ap	research research propriate		

Course Code	03024			
Course Name	me Software Engineering Credit	F	S	
Course Maine		Cledit		
	This course describes steps of software development and computer aided tools of			
Course Objectives	software engineering. It also investigates the development trend of software			
Course Objectives	engineering and introduces three practical software cases. Finally, students must			
	develop a software project as homework.			

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

Course Code	07146				
Course Name	Special Topics on MIS (II)	Credit	F	S	
Course Objectives	This course focuses on applications and tech information systems, including electronic con knowledge management, intelligent systems, dat network management. It hopes students can under techniques of various topics and the trends of a From these, students can find related research topic which they want to participate.	nmerce, manning, estand the topolications	and International Internations and deve	mmerce, rnet and nd whole lopment.	

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

Course Code	16654				
Course Name	Seminar on Information Management	Credit	F	S	
Course Objectives	Seminar on Information Management Credit F S Take the advantage of speech to 1. Enhance the knowledge and vision of how to apply the information communication and network technologies on the applications business operation, management, and decision making. 2. Make students understand the visionary application of information communication and network technologies which are applied on academic research and industries. 3. Enhance the capabilities and skills of information system development and management.				

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

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

Course Code	09636				
Course Name	Network Planning and Management for	Credit	F	S	
	Enterprises				
Course Objectives	In this course, it provides the fundamental theory of management including structured cabling system of office, cost estimation of LAN wiring, wiring testing and SNMP network management. In practice, we will Taiwan to learn network planning of LAN.	LAN, LAN vg and diagnos	viring de tic equip	esign of oment,	

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

Course Code	09638				
Course Name	Business Process Reengineering	Credit	F	S	
	Business Frocess Reengineering	Cicuit			
Course Objectives	This course aims to introduce the concepts and reengineering (BPR). With the lectures, cases studies, students will learn to think the business process in and to use the information technology in helping enperformance.	and a grou	up term-pr tomer-orie	roject, the ented way	

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 in agement nanagemen used in the	nt e organizati		

Course Cod	10985					
Course Name	Customer Relationship Management	Credit	F	S		
Course Objectives	This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer					

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

Course Code	11804				
Course Name	Electronic Learning	Credit	F	S	
Course Objectives	Understand the meaning of e-Learning from enterpr Investigate the techniques and concepts for enter environment. Understand the successful factors of e- ideas and researches of virtual classrooms and vir problems and future of e-Learning as well as train stu	erprise to Learning. tual unive	build e-L Investigate rsity. Anal	e related lyze the	

Course Code	11806

Course Name	Adentivo Systems	Credit	F	S
	Adaptive Systems	Cledit		
Course Objectives	Adaptive systems will cover methods of adaptation a dynamical systems embedded in the world. The printroduce algorithmic techniques in the design of techniques will be taught in the context of a var currently deployed as well as research systems.	ourpose of of adaptiv	f the cour e systems	se is to . These

Course Code	13713				
Course Name	Seminars on Electronic Commerce	Credit	F	S	
	Schillars on Electronic Commerce	Cicuit			
	Explore the business models and strategies and cultivate students' capability of				
Course Objectives	conducting study on related issues through the ana	•	discussion	on the	
	management and decision problems of electronic con	nmerce.			
Course Code	14788				
Course Name	Seminar of Decision Support Systems	Credit	F	S	
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.				

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 management management, transportation system, logistics information system of distribution center. It can sho Logistic experience for student and make each stu	nt, procu information orten on joudents be a	arement, on system b learning	supply , and time in	
	manager specializing in Logistic information manage	ement.			

Course Code	16653					
Course Name	Intelligence Systems	Cradit	F	S		
Course realife	interrigence Systems	Cicuit				
Course Objectives	Information retrieval and intelligence systems have experienced tremen growth and popularity since their commercial introduction in the early 1960 is a part of intelligence techniques. Information retrieval plays important rol today's knowledge management, e-business, and Web services. Intellig systems include expert systems, neural networks, fuzzy networks, ge algorithms, Robotics, and so on. Today, intelligence systems are used in busi science, engineering, manufacturing, medical, and many other fields. We want to educate graduate students of the department of informal management of Fu Jen Catholic University, to learn these two subjects from aspects of principles, theory, and programming so that students can develop use them to make an information systems with more information knowledgeable and decisional characteristics.					

Course Cod	14013			
Course Name	Business Information Strategies	Credit	F	S
Course Name	Business information strategies	Credit		
Course Objectives	It is very important to align Information System	n Strategy	and Info	ormation

Technology Strategy to the Business Strategy for business. This course will
emphasize on the importance of the alignment among these strategies. This
course will introduce Business strategy, Information System strategy, and
Information Technology strategy and how to develop IS strategy to align with
business strategy and to develop IT strategy to align with IS strategy and IT
governance related methodologies and standards.

Course Code	19412				
Course Name	Cloud Enterprise Service Systems	Credit	F	S	
Course Objectives	Cloud Enterprise Service Systems Credit The objective of this course is to provide the students with the concepts an skills of SOA, SaaS, and their applications to the enterprises. The topics include enterprise architecture, SOA concepts, cloud computing concepts, Web service basic ERP functionalities, EUD customization, BPEL service composition, and Web application development. A SOA-ERP system and a BPEL server in the cloud are used as the tools of demonstration, development, customization, and the base of discussion. Students will have hands-on experience in EU customization, BPEL service composition, and UI development based of existing Web services. Programming loading in this course is low.				

Course Code	19413					
Course Name	Cloud Service Software Factory	Credit	F	S		
Course Objectives	Cloud Service Software Factory Credit This course provides students the concepts of service framework and U framework, and the process of developing an enterprise level mission critical software system including service coding, UI coding, testing, and deployment Each student has to develop an application with at least one fundamental dat table (e.g. product), one state data table (e.g. inventory), two transactional dat tables (e.g. sales order and purchase order), and all related services and use interfaces. Students must deploy their works onto the cloud and demonstrate them before the class. Programming loading in this course is high. This course is supported by Lancer engineers.					

Course Code	20229			
Course Name	Special Topics on Service Science	Credit	F	S
Course Ivallie	Special Topics on Service Science	Cicuit		
Course Objectives	The healthcare service has been known as a service recognized as one of most brilliant industries aroun research and practices can effectively motivate heal to recognize the opportunity of healthcare service eventually to improve the service quality, enhance cas change unhealthy lifestyle behaviors of individuservice economy of life safety and health improven graduate students using service science knowledge and realize the exquisite healthcare services research. Therefore, the core of this course is designed on an ewith its practice and application in the service healthcare. The objectives of this course aim to lead 1) Explore service management, knowledge, meth service innovation. 2) Build the professional and research abilities of service industries regarding service process designinovation and entrepreneurship. 3) Explore the practice and application of service information system development and implementation healthcare.	the work the content of the innovation of the innovation of the content of the co	Id. Service ustry and be ion, leadin atisfaction, der to deve ourse can leading to fices. In of service especially the students and strate and knowle nagement; in service-outstrate of service-outstrate in service-outstrate outstrate out	science ousiness g them as well elop the ead our acilitate science in the to egies of edge of service

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-	AS Program in Accounting- Evening and Weekend			Credit hours
	Integration 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 graduate institute in other sections	Research Methodology	01799	1	3
	Seminar in Empirical Tax Research	12104	1	3
	The Supervision of Securities Market	13034	1	3
	Forum on Emerging Accounting Issues	16257	1	3
	Financial Theory	03008	1	3

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course I valle	Threshall Management	Credit		
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.			apability

Course Code	12102				
Course Name	Financial Accounting Theory	Credit	F	S	
	, .				
	The objectives of this course are				
	1.To provide a general understanding of the empirical financial accounting researches.				
Course Objectives	2.To cover the theories and methodologies underlying market efficiency, information perspective and measurement perspective of accounting numbers, intangible assets, positive theory of accounting choices, earning management, voluntary disclosures and regulation, etc.				

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

Course Code	11757	11757		
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	Quality financial statement audits underlie the well This objectives of this course are 1. To investigate the demand for and the supply audits. 2. To analyze the three factors comprising a qualit incentives of auditors which are largely deterributed relationship, the structure of audit market, and the profession (e.g., self-regulation, government oversign expertise of auditors which they have obtained practicing experience. The professional rules (e.g. constitute a standard set of requirements for audit expanditors which reflecting the outcome of socialization culture, education and the organizational influences of 3. To demonstrate how these three factors interact a audit process 4. To provide a framework for a better understanding practice 5. To develop the abilities to undertake an auditing residual contents.	of quality y financial mined by governance ght and leg from educa g., GAAP pertise; (3) on process of audit firm and determin	statement the client e structure al system) ation, train and GAA the ethical of auditors s.	statement: (1) the at-auditor of audit (2) the ning and (AS) also value of a through the terms of the statement (1) the auditor of audit (2) the ning and (3) also value of a through the statement (3) the auditor of t

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

Course Code	18302			
Course Name	Financial Statement Analysis and Business	Credit	F	S
Course Name	Valuation	Credit		
Course Objectives	This course is about the analysis of financial informancial statements - for making decisions to invest it focus is on equity (share) valuation. The methods of fexamined in detail and applied in cases and projects in Topics include models of shareholder value, a comparant discounted cash flow approaches to valuation, the growth and valuation generation in a firm, testing the forecasting earnings and cash flows, pro-forma analyst analysis of risk, and the determination of price/earnin. 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 evaluating and other investments, and for calculating the scenarios. By the end of the course, the student show thorough, convincing equity research report.	n businesse fundamenta nvolving listrison of accession of accession of accession and the security and the congracquisity value general security and accession accessio	s. The pri- l analysis sted compa- rual accou f profitabi financial re- egy and pl ket-to-boo alyst – pa- course will ions, restri- erated by	mary will be anies. inting lity, eports, anning, k ratios. rticularly l also be ucturings strategy

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

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

Course Code	12104				
Course Name	Seminar in Empirical Tax Research	Credit	F	S	
Course Ivanic	Semma in Empirical Tax Research	Cicuit			
	This objectives of this course are				
G 01: '	1.To provide a broad understanding of the tax research 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
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Course Name	The Supervision of Securities Market	Credit	F	S
Course Ivallie	The Supervision of Securities Market	Credit		
Course Objectives	This objectives of this course are 1.To provide a thorough grounding in the theory ar (including primary market and secondary market) 2.To have the knowledge of how the market operates	nd practice	of capital	markets

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

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

Applied Statistics

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

Course Code	06827				
Course Name	Seminar	Credit	F	S	
	Seminar	Ciedit			
Course Objectives	The main purpose of this course is to improve stud academic articles. The emphasis will be on develor and learning various techniques to structure logical new ways of thinking about reading and writing course are: 1. To train students with the capability for reading property. To direct students with adequate skills for analytical 3. To teach library research skills. 4. To provide opportunities for the use of computational statements. 5. To enlighten students with suitable presentation skills.	Credit estudents' ability to read and wr developing students' reading abil logical arguments, and discoveriviting process. The goals of the ding professional articles. nalytical writing.	ng ability covering s of this		

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Ivallie	Tilesis			
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 c capability 2.To enhance familiarity with cross-functional spec		of their v	visionary

Course Code	20877			
Course Name	Methods of Data Collection	Credit	F	S
Course Objectives	This course includes two main parts, the first part questionnaire design, the second part is the design. The objectives of this course are 1. Construct the basic concepts and theory of survey 2. Teach the method of collecting data. 3. Teach questionnaire design. 4. To provides fundamental concepts and skills experiment. 5. To cover the topics such as complete randomic randomized black design, Latin Square design, as one-way and two-way ANOVA model 6. To discuss and analyze the real data with statistic examples of practice application, this course make	for design ized design nd fractionatical softwa	n and ana n, factorial nl factorial	alysis of design, design.

Course Code	20878			
Course Name	Introduction to Statistics with Application	Credit	F	S
Course rume	introduction to Statistics with Application			
Course Objectives	This course aims to enhance students' understanding and appreciation of the core of the central idea and methods of statistics that will be applied in the solution of problems in a variety of applied science and application for further study, and the use of statistical software packages in manipulating data. One of the most widely used statistical software packages, SPSS, will be introduced in the class. The manipulation will be illustrated by a variety of examples and exercises.			

Course Code	01799					
Course Name	Research Methodology	Credit	F	S		
Course I value	Tresouren menseus agy	Credit				
Course Objectives	The objectives of this course are 1.To introduce the basic concept of research in academic and practical research. 2.To learn the methods of conducting research p strategies, collecting and analyzing research da proposals and reports. 3.To know how to obtain the required informapproaches in writing research papers and solving	rocesses, on the mation the	lesigning reparing	research research propriate		

Course Code	20879					
Course Name	Database and Data Management	Credit	F	S		
Course Name	Database and Data Management	Credit				
	This course provides fundamental concepts an	d principle	es for de	esigning,		
	implementing and managing database systems. Topics include:					
	1. database concepts,					
	2. relational database design concepts,					
Course Objectives	3. Structured Query Language (SQL),					
	4. database administration.					
	5. data life cycle and management					
	A DBMS will be incorporated into the course exercises and as part of a project on					
	the design and implementation of a database system.					

Course Code	20880			
Course Name	Applied Statistics (I)	Credit	F	S
Course Name	Applied Statistics (1)	Cledit		
Course Objectives	Regression analysis and time series analysis are es objective is to develop competent skill in analysis explanation, and forecast. The objectives of this course are as follows: 1. To introduce the background knowledge of Regre 2. To learn the real data analysis skills associated wability of operating the statistical computer software 3. To construct and interpret various time series a involve: time series regression, exponential smoot methodology and intervention analysis.	ession. with Regresses. upproaches.	a for dession, inclu	scription, uding the proaches

Course Code	20881			
Course Name	Applied Statistics (II)	Credit	F	S
Course I tunie	Tippined Statistics (11)	Credit		
Course Objectives	Categorical data analysis and multivariate data ana statistical fields. The fundamental concepts of univariate categorical data analysis, bivariate regression, loglinear models, principle compondiscriminant analysis and cluster analysis will be use a proper software to perform the relative an introduced at the same time.	several ma contingency ent analysis e covered.	in topics y tables, s, factor Moreover,	such as Logistic analysis, , how to

Course Code	11502			
Course Name	Data Mining	Credit	F	S
Course Name	Data Willing	Cledit		

The objectives of this course 1.Understand DM concept 2.Using DM Tools 3.Understand DM methodology
4.Understand DM application

Course Code	20882				
Course Name	Statistical Decision Support Information System	Credit	F	S	
Course Objectives	Statistical decision support system can help users and the decision maker to make decisions based on the conditions or the datasets they had. It is an advanced skill for a statistical analyst who can combine the results generated by data mining techniques and the statistical analysis method and implemented in an information system or web service. This course will include the basic programming language, the basic concepts of the data mining algorithms and implement a statistical decision support information system. These topics involve: decision tree, association rules, clustering, K-nearest neighbors.				

Course Code	01771				
Course Name	Quality Control	Credit	F	S	
	Quality Control	Cledit			
Cause Okiasina	Quality is one of the key factors in surviving tough competition. The mapurpose of this course is to introduce management and/or engineering majors the statistical techniques to quality control, design, and process improvement This course will cover the foundation of modern approaches of quality control that can be applied to process industry, service industry, and business.				
Course Objectives	 Topical coverage will be: (1) Construction and interpretation of various control charts. (2) Rational sampling; specifications; Cusum control chart and exponentially weighted moving average (EWMA) control chart. (3) Process capability assessment. (4) Papers reading; Special research topics in QC; Packages in QC. 				

Course Code	20883			
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 help market segmentation 3.To solve practical problems through various market		•	Ü

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

Course Code	20884					
Course Name	Statistics in Finance and Risk	Credit	F	S		
Recent financial crisis of subprime mortgage has outgrow financial investment strategies. To achieve better returns an financial markets, investors need to extend their horizons to		returns and orizons to	d avoid ri watch clo	sk from sely any		
Course Objectives	global economic changes. The aim of the class is to firstly review various conventions in financial markets with corresponding statistical methods so that students can gradually develop their own self-oriented investment logic and					

strategies. The main topical coverage is divided into six parts: credit risk market,
bond market, foreign exchange, stock market and two other financial derivatives
markets. We shall emphasize the overall co-integration concepts rather than the
technical complexity among all these markets.

Course Code	10985					
Course Name	Customer Relationship Management	Credit	F	S		
Course Objectives	The objectives of this course is to give an overvice customer relationship management (CRM) and data methodologies and applications of CRM and DI analytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acqui via up-selling or cross-selling; customer segmer customer attrition/retention management. The fo application oriented and therefore how to use relate world problems is a must in this course. Therefor use relevant data mining techniques in handling real projects.	a mining (I M. This manageme ealing with sition; cust ntation; cust cus of this ed technique the stude	DM) as we course went and problems omer devestomer vis course es in hand into are re	ell as the ill cover customer such as: elopment alue and will be dlling real quired to		

Course Code	20886			
Course Name	Case Study in Applied Statistics	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce the concept of statistical methodol and practical research. 2.To learn the methods of conducting statistical analyzing research data, and preparing research p. 3. To learn the real data analysis skills, including statistical computer softwares.	al processe	es, collect d reports.	ting and

Finance

• Course list

MS Program in Finance -	evening and weekend	code	classes	Credit hours
	Integration of Management	12486	1	3
	Investment Decisions	10687	1	3
Required common credit	Corporate Finance	10688	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(English)	19997	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Cross-strait Financial Market and Offshore RMB Business	21233	1	3
Elective credit hours of the graduate institute in	Risk Management and Insurance	17857	1	3
other sections	Financial Crisis and Reform	14190	1	3
	Credit Risk and Applications	18159	1	3
	Analysis of the Global Economy and Industry	19998	1	3
	Finance Forum-Course in English	19066	1	3
	The Supervision of Securities Market	13034	1	3
	Financial Computation and Software Applicatio	21006S	1	3

Course Code	12486			
Course Name	Integration of Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To increase managerial ability through the cultiv capability 2.To enhance familiarity with cross-functional spe		eir vision	iary

Course Code	10687			
Course Name	Investment Decisions	Credit	F	S
Course Objectives	This course is designed to investigate investment of perspective as well as a shareholder-value-maximi will learn how to improve their investment decision. Having timely information on population, produce measures, and capital market structure in both deveconomies. 2. Using empirically tested investment analysis to diversified portfolio. 3. Focusing on the value their corporate and busing creating.	zation objection making buttion, inflated and build and make the control of the c	ctive. Str y: tion, we emergin naintain	alth g

Course Code	10688	10688		
Course Name	Corporate Finance	Credit	F	S
Course Objectives	The objectives of this course are 1.To illustrate the primary goal of the firm: value r shareholders 2.To cover three major functions of corporate final control, allocation of funds among various assets, funds. 3.To explore these functions though their real world. To cover the topics such as Financial Statement analysis/Cash Flow, Cash Management, Short term Capital Budgeting, Cost of Capital, Credit Mana Dividend Policy, Issuing securities & Long Term I	nce: financi and the acq ld application analysis: Ra in financial j gement, Ca	al plann uisition ons. atio planning	of

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Objectives	 The basic characteristics of derivative contracts. No arbitrage pricing of forward and future. No arbitrage pricing bounds of options Trading strategies of options Binomial tree and Risk-neutral valuation of options Swaps and valuation 	ions		

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the man of fixed securities. Topics covered in this course at 1.Introduction to fixed income products and innov 2.Basic bond valuation techniques with risk and re	re ation,		tment

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
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 accomplish a term paper

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

Course Code	01855	01855		
Course Name	Econometrics	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide a foundation for the applied research Finance. 2.To introduce the modern treatment of econome applications that match real-world theory and da 3.To cover the topics including multiple regressi economic applications, as well as issues such as data, and instrumental variables. 4.To be able to understand and apply the economic using computer packages.	etrics, using t ta. on technique omitted varia	heory an s with fo	ocus on nel

Course Code	19997			
Course Name	The Introduction To Contemporary	Credit	F	S
Course Name	Finance(English)	Credit		
Course Objectives	The purpose of this course is to give students with	some introd	uctory	
	concepts about economics, finance, accounting, in	ots about economics, finance, accounting, investment and derivative		
	markets. We hope students should know the types	We hope students should know the types of financial markets and		
	in which what kind of securities be traded, includi	ng money in	strumen	ıts,
	stocks, bonds, options and futures, etc. Students sl	options and futures, etc. Students should also understand the		
	essential features of these instruments and know s	ome importa	nt Engli	ish
	key terms in economic, financial and accounting f	onomic, financial and accounting fields. During the course		
	we will introduce some of the most important and	luce some of the most important and influential concepts of		
	economic and finance theory: supply and demand	and finance theory: supply and demand, equilibrium, accounting		
	identity, time value of money, valuation, risk and	ty, time value of money, valuation, risk and return, diversification,		
	CAPM, market efficiency, the concept of arbitrage	e, and the de	rivatives	s.
	After completion of the course students are expect	ted to have a	comple	te and
	solid understanding of all major areas in economic	es and financ	e.	

Course Code	02058			
Course Name	Business Forecasting	Credit	F	S
Course Objectives	This course would provide a comprehensive and sy financial time series models, the methodology of neapplication to modeling and prediction of financial completion, the students could enhance their ability	eural netwo data. Upon	rks and course	their

regularities in the economy and to do the business forecasting.	

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	1.Introduce the impact of securitization on the mod2.Introduce various products of asset backed securiand financial perspectives.3.Introduce the latest development of securitization	tization fro	m the le	
Prerequisites				

Course Code	21233			
Course Name	Cross-strait Financial Market and Offshore RMB Business	Credit	F	S
Course Objectives	Cross-strait financial policy and developments are issue in recent years. This will be one of the main's financial institutions. The students majored in Financiated issues and development of financial institution. This course provides the comprehensive analyses of insurance industries and offshore RMB business of Market. It also introduces the development of foreith China. Based on the introduce and learning, student China financial markets and have related instrument jobs.	trategies for nce should ions and ma on banking, Cross-strai gn financia s can get th	r Taiwar know the arket in security, t Finance I intuition e sketch	e e ial ons in of

Course Code	17857				
Course Name	Risk Management and Insurance	Credit	F	S	
Course Objectives	This course aims to provide students a broad perspectontaining traditional risk management and insurant management. The students are expected to build a conceptual framework as 1. To make risk management and insurance decision value and individual welfare. 2. To understand insurance contracts and institution insurance industry 3. To understand the effects of and the rationale for affect risk and allocation of risk among business and Basically, topics in this course include 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures	nce and other comprehens ons for incre nal features	er types sively easing but of the icies that	of risk usiness	

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 excurrencies, sharp fall in share prices, declin unemployment, dramatic increase in short-term inflation and decline in foreign trade. Though too	e crisis of T experienced ne in outpinterest rate	devaluate, high	tion of rge in rate of

a standardize prescription, there are certain common features and lessons
that can be learned from the crises. The objectives of this course are
1.To discuss various definitions, causes, and models of financial crises.
2. To explain how and why did it spread to other countries and regions.
3. To review the history of financial crisis.
4.To analyze the effects of the crisis on economic growth, employment,
consumer prices, foreign trade, exchange rates and share prices.
5.To describe the policy prescriptions by the IMF.
6.To examine the measures used to deal with the crisis.
7.To highlight the lessons learned from the crises and the importance of
international and regional cooperation.
8.To provide useful data and reference for the policy makers, bankers,
economic researchers and the general public.

Course Code	18159			
Course Name	Credit Risk and Applications	Credit	F	S
Course Objectives	Under the financial crisis which was the most serio economics in decays, a new fundamental revolution financial environments. Investment bank model and had been challenged and discussed during the crisis on introducing the basic concepts of credit risk and different domestic and cross-border transactions su securitization, and the related fixed income transact financial and real estate assets. In addition, the basic rating agency will be introduced during the lectures only provide the students for the knowledge in the but also the actual applications and the processes of on the international standard.	n was formed the role of d. This cour its related in ch as struct tions applying theories as. This con areas of cre	ed in the f rating a se would innovation ured proofing to the und concurse would it related	agent I focus ons for ducts, e epts of ild not ed risk

Course Code	19998			
Course Name	Analysis of the Global Economy and Industry	Credit	F	S
Course Objectives	This program tries to cultivate students a globalizing students understanding a globalizing influence. It we phenomenon, process and effect of the economic goof globalization will be discussed under the great be technological change, the interaction among the trained benefit groups will be analyzed, and we also didevelopmental characteristic of the different sector can understand the process of globalizing economy international vision in the 21st century.	vill overall a lobalization ackground a ans-corporat iscuss about s in order th	analyze The pr of violer tion, cou t the nat stude	the ocess nt ntries

Course Code	19066				
Course Name	Finance Forum-Course in English	Credit	F	S	
Course Objectives	1.To get acquainted with and open discussions on the contemporary issues in				
	business and financial news.				
	2.To facilitate better abilities in financial news and	lysis and als	so enhan	nce	
	students in English listening, reading, and oral expressions of a non-native				
	English speaker.				

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

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

Course Code	21006S					
Course Name	Financial Computation and Software Applicatio	Credit	F	S		
Course Objectives	Financial Computation and Software Applicatio Credit F S The objective of this course is to provide the computational tool in finance, and its application for valuation, asset allocation, and programming trading issues. A natural vehicle Excel is used in this course for deepening the understanding of financial materials. Such as VBA (Visual Basic for Applications) and its development environment are also introduced in this course. And students in this course can ready to use financial software, such as MFC, Trade Station, HTC, and e-Leader etc. Put another words, this course is to fulfill the needs in both academic and practitioner. Some are financial theories and some are implementation techniques.					

Information Management

Course list

MS Program in Inform	nation Management- evening and weekend	Code	classes	Credit hours
	Thesis	00041	1	6
Required common	Research Methodology	01799	1	3
credit hours of the	Integration Management	12486	1	3
graduate institute	Management Information Systems	02631	1	3
	Cloud Enterprise Service Systems	19412	1	3
	Data Security	04623	1	3
	General Topics on Electronic Commerce	09290	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Business Process Reengineering	09638	1	3
	Supply Chain Management	09639	1	3
Elective credit hours	Knowledge Management	10849	1	3
of the graduate institute in other	Customer Relationship Management	10985	1	3
sections	Case studies in Decision Support Systems	11347	1	3
	Special Topics on Intelligent System	12224	1	3
	Business Information Strategies	14013	1	3
	Mobile Communication and Networks	19563	1	3
	Cloud Service Software Factory	19413	1	3

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

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

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

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

Course Code	19412				
Course Name	Cloud Enterprise Service Systems	Credit	F	S	
Course Ivaille	Cloud Enterprise Service Systems	Cledit	3	0	
Course Objectives	The objective of this course is to provide the st skills of SOA, SaaS, and their applications to include enterprise architecture, SOA concepts Web services, basic ERP functionalities, concustomization, BPEL service composition, and SOA-ERP system and a BPEL server in the codemonstration, development, customization, a Students will have hands-on experience in non-BPEL service composition, and application de Web services. Programming loading in this course	o the enter, cloud configurable application are used and the bar-programm velopment	prises. The properties of developed as the lase of distinguishing custors.	ne topics concepts, ramming oment. A tools of scussion. mization,	

Course Code	04623			
Course Name	Data Security	Credit	F	S
Course Name	Data Security	Credit		
Course Objectives	1.Understand basic concepts of data security.	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. Investigation management concepts and techniques which are need individuals facing the era of electronic commerce. It was understand totally and broadly about the development management of electronic commerce.	ed by organiz will help stude	ations ar ents	nd

Course Code	09637				
Course Nome	Vnoviledge Discovery and Date Mining	Credit	F	S	
Course Name	Knowledge Discovery and Data Mining	Credit	0	3	
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.				

Course Code	09638				
Course Name	Dusiness Process Decorains	Credit	F	S	
	Business Process Reengineering	Credit	0	3	
Course Objectives	This course aims to introduce the concepts and methods of Business Process reengineering (BPR). With the lectures, cases studies, and a group term-project, the students will learn to think the business process in a new customer-oriented way and to use the information technology in helping enterprises restructure for better performance.				

Course Code	09639			
Course Name	Supply Chain Management	Credit	F	S
	Supply Chain Management	Credit	0	3
Course Objectives	This course provides fundamental ERP and SC experience. Topics include ERP functions such inventory management, manufacturing and plant bullwhip effect, risk pooling, supply chain integratic are also included. Workshops and experiments will pexperiences.	as distri ning. SCM on and supp	bution, plantion planting is sues by chain	ourchase, such as planning

Course Cod	10849	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 kr 3.To introduce the technologies for knowledge mana 4.To introduce practical approaches of knowledge m 5.To introduce the concepts and techniques widely such as benchmarking and best practice. 6.To cover the basic knowledge management transferring and measuring knowledge.	nowledge mar agement. anagement. y used in the	organiz	zations		

Course Cod	10985				
Course Name	Customer Relationship Management	Credit	F	S	
Course Objectives	The objectives of this course is to give an overview 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, as: identification of good prospects for customer development via up-selling or cross-selling; customer value and customer attrition/retention management will be application oriented and therefore how to handling real world problems is a must in this course required to use relevant data mining technique problems in their final projects.	mining (DM) M. This coumanagement dealing with mer acquisit mer segmenta t. The focus o use related rse. Therefo	as well and cusproblem ion; custion; custion; custion technique the st	as the cover stomer s such stomer stomer course ues in udents	

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

Course Code	12224			
Course Name	Special Topics on Intelligent System	Credit	F	S
Course Objectives	This course is to introduce that the fundamentals and the evolutional computation (EC), especially on the topics (GA) and genetic programming (GP). You can learn be information and the implementation details of these results course will be also to introduce some novel technic Evolutionary computation (IEC), human based genetic Fuzzy theory, grey theory, ant Extenics.	of the general of the theorem of the general of the	etic algor oretical cs. In add as Interac	ithms lition, ctive

Course Code	14013				
Course Name	Dusiness Information Strategies	Credit	F	S	
	Business Information Strategies		0	3	
Course Objectives	It is very important to align Information System Technology Strategy to the Business Strategy for emphasize on the importance of the alignment and course will introduce Business strategy, Information Technology strategy and how to devel business strategy and to develop IT strategy to all governance related methodologies and standards.	business. nong these ation System lop IS stra	This content strategies tem strate tegy to al	urse will es. This egy, and lign with	

Course Code	19563					
Course Name	Mobile Communication and Networks	Credit	F	S		
Course maine	Widdle Communication and Networks	Credit	0	3		
Course Objectives	The main purpose of this course is to help students	The main purpose of this course is to help students have complete knowledge				
	about mobile communications and networking. The course tries to let students					
	understand deeply and broadly the operating	principles	of v	vireless		

communications and personnel mobile communication. Therefore, besides
teaching the theories of personnel mobile communications and networking, this
course requires students to study the real application cases and have ability to
derive new services and applications at mobile communications.

Course Code	19413			
Course Name	Cloud Service Software Factory	Credit	F 3	S
Course Objectives	This course provides students the concepts of EJB are the process of developing an enterprise level mission including service coding, UI coding, testing, and deploy develop an application with at least one fundamental one state data table (e.g. inventory), two transactional cand purchase order), and all related services and use apply what they learned in Web Programming and Mc System courses to developing user interfaces. Student onto the cloud and demonstrate them before the class this course is high.	n critical so yment. Each data table data tables (er interfaces obile Busine s must depl	ramewor oftware s n student (e.g. pro e.g. sales s. Studer ess Appl oy their	system that to oduct), so order nts can ication works

Technology Management

• Course list

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

Course Code	04161					
Course Name	Management of Technology and Innovation	Credit	F	S		
Course Name	wanagement of Technology and Innovation	Credit				
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and principl 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 Maine	Interfectual Property Law and Science				
	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
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	21243			
Course Name	High Technology Industry Analysis	Credit	F	S
Course Objectives	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	Credit	F	S		
	Management	Credit				
	The objectives of this course are					
	1.To provides both theory and practical case discussion					
Course Objectives	2.To understand the evolution of management organization theory thoughts and					
Course Objectives	contemporary management/Human Resources management challenges in					
	technology organization.					
	3.To learn the management problem solving skill through case studying practices.					

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

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

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 n	cal/legal en nplementing	vironment	s.

Course Code	03008				
Course Name	Financial Theory	Credit	F	S	
Course Objectives	The course introduces the fundamentals of corporate financial management: capital budgeting (long financial policy and the working capital management 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 furtinternational corporate finance and options and corporate objectives of this course are: 1. To provide a clear concept of corporate finance 2. To introduce the real situation and figures in Taiw 3. To move from theory to practice	eterm invent. The copy the instr- and introduced and introduced the copy th	estment ourse stres uctor, the duces new f corporat	decision), as moving instructor research	

Course Cod	10849					
Course Name	Knowledge Management	Credit	F	S		
Course I turne		010010				
	The objectives of this course are					
	1.To comprehensively introduce knowledge management					
	2.To emphasize the importance of knowledge and knowledge management					
	3.To introduce the technologies for knowledge management					
Course Objectives	4.To introduce practical approaches of knowledge management					
	5.To introduce the concepts and techniques widely used in the organizations such					
	as benchmarking and best practice		C			
	6.To cover the basic knowledge management	t steps in	ncluding	creating,		
	transferring and measuring knowledge	_				

Course Code	11313			
Course Name	Inneredian and Enterenancial Management	Con dia	F	S
Course Name	Innovation and Entrepreneurial Management	Credit		

Course Objectives	The objectives of this course are 1.To provide the basic concepts and theories of innovation management
	2.To discuss real cases across industries3.To improve management skills in middle and small enterprises.

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

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

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

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 competiti 2. To understand the development of industries 3. To conduct competition analyses and company str				

Course Code	12590			
Course Name	Marketing in Technology	Credit	F	S
	As the development of high-technology industries §	-		_
Course Objectives	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, form technology marketing's operational strategies, behavior, the product, price, promotion and charmarketing, e-marketing and e-commerce, technology relationship management, technology marketing future of creative technology marketing. 2.To cultivate the potential of becoming a marketing industries	es has becove advantage aploit issues mation and the analyst nnel stratege logy market of specific	ome an inges. In views such as implementis of congies of tecting and occurrence,	nevitable w of the dynamic tation of nsumers' chnology customer and the

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

Course Code	16530					
Course Name	Corporate Investment and Risk Management	Credit	F	S		
Course Maine	Corporate investment and Kisk Management	Cledit				
Course Objectives	The objective of this course is to introduce a fir processes, strategies, asset management and risk contents that will be covered include: 1.Introduction of financial markets and instruments 2.The risk-return tradeoffs between different finance 3.Valuation models and fundamental analysis 4.Alternative risk measures, including standard Monte Carlo simulation technique. 5.Hedge opinions and tools, including diverse management, exchange rate risk management, in options. 6.The concept of credit risk	managemential assets deviation,	nt techniq value at interest 1	risk and		

MSE Program

- Evening and Weekend -

Social Enterprise

Social Enterprise

Course list

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

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

Course Code	19876				
Course Name	Social Enterprise Management	Credit	F	S	
Course Objectives	 To build up new concepts of business with social great system design, and which are distinct from the trade pure commercial objective. To provide the social enterprises with feasible busing manager and social entrepreneurs. 	itional busi	ness pursu	iing	

Course Code	20903					
Course Name	Descend Methodology for Cocial Science	Cradit	F	S		
	Research Methodology for Social Science	Credit				
Course Objectives	Research Methodology for Social Science Credit In line with the overall program's objectives that emphasizes the application of practical management knowledge in social issues solving and social product innovation, by enhancing students' capabilities to design research methods that enable them to grasp the actual of social conditions and the pertaining issues, to develop and to apply theories in resolving problems; this course thus hopes to achieve the following objectives: 1. To understand the basics of social science research theories; 2. To know the different qualitative and quantitative research methods and procedures that are applicable to various conditions; 3. To facilitate students carrying out master's level research and thesis writing 4. To cultivate students' capability in analyzing social enterprise managerial problems and in developing practical resolution.					

Course Code	20904				
Course Name	Social problems and Social Innovation(I)	Credit	F	S	
Course Name	Social problems and Social Innovation(I)	Credit			
Course Objectives	The course is designed to help students understar problems from multiple perspectives, as well as to dean and experiential programs for public awareness of probjectives of this course are 1. To understand the wicked nature and dynamic compactors 2. To be able to identify social problems, to analyze the social issues, and to explore ways to address as 3. To design social educational programs for social into training. The students are expected to implement the semester.	plesign a serverssing soon plexity of servers the roots specific sociovation aw	ries of educial proble ocial proble and comp cial probles vareness an	lems. The lems. lexity of m. and skill	

Course Code	21306			
Course Name	Social Changes, Issues, and Social Entrepreneurship	Credit	F	S

Course Objectives	The course is designed to help students understand to whole, how social change may take place, and the new become more humanistic and sustainable. The objective 1. To understand the functions of each sector in a social unexpected results associated with the complicated, 2. To be familiar with the changes of a society and the future. 3. To be able to identify social problems, to analyze the social issues, and to explore ways to address a special section.	eed to re-dives of this of ciety as we, societal sy he trends a	rect the secourse are all as the restem. Indicate the condition of the condition of the complexistic of the complexity of	risks and

Course Code	21302				
Course Name		~	F	S	
	Design Thinking and Innovation	Credit			
Course Objectives	Objective of this course is to equip students with product design concepts and practices, including product design process, product design methods, market survey and design expression, and post-design management activities, such as industry and competitive analysis, business and profit models, marketing/productions/human resources and other business functional management activities. Students will undertake theory building, case studies, class discussions, and projects to accumulate concepts and skills of product design and related business operations.				

Course Code	Social Technology Innovation Credit F S					
Course Name						
Course Objectives	 To get an understanding of the society and explore real world. To understand how technological innovations emer they influence organizations and the society as a what is a society as a what is a society in a society and innovation products/services. To learn how social entrepreneurship facilitates management. 	ged and dif nole. ns to design	fused and	how social		

Course Code	21304					
Course Name	Social Enterprise Operational Management	Consulit.	F	S		
		Credit				
Course Objectives	Social Enterprise Operational Management Credit This course intends to response to the issues often faced by the social enterprises, such as the insufficiency in marketing, human resource and financial management knowledge. Unlike the general for profit organizations, those who involve in social enterprise are motivated by social ideals and not only earning a living; social enterprise often involves labor intense organizational form and is social and huma oriented; the characteristics of resources involved including social insights and awareness, the capacity in integration, innovation, and resilience; and much emphasis is given to the effective placement of social, material, human and financial resources; therefore this course hopes that through the exploration of the present situations of social enterprises, one may develop proper operational and management framework. This course will cover: 1. The understanding of the marketing, human resource and financial management system in social enterprise;					

- 2. The development of social execution, leadership and operational capabilities;
- 3. The understanding of managerial topics such as* human resource planning, recruitment, selection, training, performance evaluation and remuneration, market exploration and analysis, social product or service design, planning and promotion, accounting concept, financial analysis, and the use of financial tools;
- 4. The promotion of team work, discussions and problems solving.

Doctoral Program

Business Administration

Business Administration

• Course list

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

Course Code	02237				
Course Name	Organization and Management Theory	Credit	F	S	
		Cledit			
	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	19169				
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F	S	
Course Objectives	The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.				

Course Code	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 readured. To be able to use related techniques and softwar application problems. 5.To introduce the concepts of knowledge discove 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 in I world prol are in handl ry and data of data in	ntricate blems. ing the mining order t	n-class effects related o find

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

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	1		

Course Code	17284			
Course Name	Independent Study in Business (I)	Credit	F	S
Course I value	The objective of this course is built up the fo		for cond	lucting
Course Objectives	dissertation with through the process of independe		or cond	iucing
Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Traine	Students will learn the methods of conducting rese		ana dan	ianina
Course Objectives	research strategies, collecting and analyzing research data, and preparing research proposals and reports. They will know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.			
Course Code	17378			
Course Name	Seminar on Business Ethics	Credit	F	S
Course Objectives	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	n the nice and	global d fair,
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 man 2.To integrate knowledge in relevant academic fie 3.To explore new insights about strategic manage through class discussions	lds.	ousiness	trends
Course Code	12191			
Course Name	Seminar on Information Management	Credit	F	S
Course Objectives	Study the important MIS research articles in the and organization, information economics, IT ado related areas in order to enhance the research cap MIS study by analysis and discussion.	MIS research ption, IS su	access a	nd the
Course Code	05989			
Course Name	Seminar in Production Management	Credit	F	S
Course Objectives	This course is an advanced course of operations on managerial processes for achieving effective and service.	nanagemen		
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	ı		

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

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

Course Code	21474			
Course Name	Quantitative Method- Course in English	Credit	F	S
Course Objectives	The objectives of this courses are 1.To provide fundamental concepts and skills for (ANNs). 2.To impart such the knowledge via detailed exercises 3.To ensure a further understanding of the implication of using artificial neural networks in solving real 4.To be able to use related techniques and softwar application problems. 5.To introduce the concepts of knowledge discovered. To understand how to analyze large volume knowledge and interesting patterns. 7.To investigate business cases as to show how mining tasks in the real world.	instruction ations and in I world prol are in handl ry and data of data in	ntricate blems. ing the mining order t	n-class effects related

Course Code	21473				
Course Name	Research Methodology-Course in English	Research Methodology-Course in English Credit	F	S	
	Research Methodology-Course in English	Cicuit			
Course Objectives	Students will learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports. They will know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.				

Course Code	21475			
Course Name	Seminar on Business Ethics-Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To appreciate the essential of Business Ethics the recognizing socially acceptable business comperspectives, embedding good business in treatment reengineering corporate image, enhancing princesting in sustainable and socially responsible 2.To improve English proficiency	onduct from ting people professiona	n the nice ard ethics	global nd fair,

Course Code	17011					
Course Name	Seminar in International Marketing	Credit	F	S		
Course Objectives	The objectives of this course are 1. To learn the necessary concepts and skills in international marketing					

research. 2. To discuss the interesting topics in international marketing.
3. To write a professional international marketing manuscript.

Course Code	19163						
Course Name	Cloud Computing and Statistical Learning	Credit	F	S			
Course Objectives	The objectives of this course are 1.To discusses some commonly, used, and modern statistical methods and calculating methods in scientific research on cloud computing environment. 2.To focus the application of statistics on scientific research. 3.To employ tools ranging from statistics to computational complexity combinatorics and geometry in an attempt to provide theoretical foundations to some important applications emerging from need to process data sets whose sizes and complexities are beyond the ability of humans to handle. 4.Introduction of cloud computing						