# **College of Management Fu Jen Catholic University**

#### 2016-2017 Course Catalog



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### **Contents of Courses**

BBA Programs	1
BUSINESS ADMINISTRATION	3
ACCOUNTING	19
STATISTICS AND INFORMATION SCIENCE	
FINANCE AND INTERNATIONAL BUSINESS	45
INFORMATION MANAGEMENT	57
BUSINESS MANAGEMENT – EVENING AND WEEKEND	71
MBA Programs – Full-Time –	85
MANAGEMENT	87
INTERNATIONAL MANAGEMENT	95
MBA Programs – Evening and Weekend –	
MANAGEMENT	
GLOBAL ENTREPRENEURIAL MANAGEMENT AND BUSINESS ADMINISTRATION	109
MS Programs – Full-Time –	113
ACCOUNTING	115
APPLIED STATISTICS	121
FINANCE	127
INFORMATION MANAGEMENT	139
MS Programs – Evening and Weekend –	145
ACCOUNTING	147
APPLIED STATISTICS	151
FINANCE	157
INFORMATION MANAGEMENT	163
TECHNOLOGY MANAGEMENT	169
MSE Programs – Full-Time –	175
SOCIAL ENTERPRISE	177
MSE Programs – Evening and Weekend –	
SOCIAL ENTERPRISE	
Doctoral Programs	
BUSINESS ADMINISTRATION	

### **BBA Programs**

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

## **Business Administration**

#### Course list

Undergradua	ate Program ir	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	2	3
		Management-Course in English	16534	1	3
Required common credit hours of the department		Managerial Mathematics	02632	2	3
		Managerial Mathematics-Course in English	20020	1	3
		Human Resources Management	01013	3	3
		Human Resources Management-Course in English	23505	1	3
		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	2	3
		Information Management-Course in English	23455	1	3
		Seminar on Business Administration(I)	14212	18	2
		Seminar on Business Administration(II)	14213	22	2
		Business Policy	01389	4	3
		Enterprise Resources Planning	09289	1	3
Flective cre	dit hours by	Knowledge Management	10849	1	3
Integrating c	•	Discussion in Industrial Management	14211	1	3
		Creativity, Innovation and Entrepreneurship - Course in English	23504	1	3
		Organization Development & Change	06935	1	3
		Performance Management	14209	1	3
Elective	Human	Training in Business & Industry	05426	1	3
credit hours		International Human Resources Management	05559	1	3
by sections	management	Organizational Behavior-Course in English	21046	1	3
		Manpower planning and recruiting	20021	1	3
		Organizational Learning and Social Inquiry	19664	1	2

Family Business Management-Course in English2433913Financial ManagementFixed Income Securities1045813International Financial Management0209313Investment0157913Management0110916tFinancial Market017581Marcocconomics0289113Financial Statement Analysis0198213Marcocconomics0198213Financial Marketing Research0148013Consumer Behavior0195113Promotional Strategy1421013Social Media Marketing2319613Social Media Marketing2319613Social Media Marketing Management-Course in English1933113Chain Store Business Management0225212Product & Marketing Innovation1052313Deperational managementDesign of Production System0582713Operational managementIntroduction to Technology Management1127913Business and Management Practice in Asia Pacific Region- Course in English2350313Elective credit hours of the department in otherSophomore English0001614Hotel Management05710122			Organizational Leadership and Social Innovation Practices	19663	1	2
Financial ManagementInternational Financial Management0209313Investment0157913Intermediate Accounting0110916Financial Market0175813Macroeconomics0289113Financial Statement Analysis0198213Marketing Research0148013Consumer Behavior0195113Promotional Strategy1421013Social Media Marketing2319613Social Media Marketing2350213Project Management0214113International Marketing Management-Course in English193311Chain Store Business Management0225212Product & Marketing Innovation1052313Operational management0178133Operational 			Family Business Management-Course in	24339	1	3
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Managemen         Intermediate Accounting         01109         1         6           t         Financial Market         01758         1         3           Marcoeconomics         02891         1         3           Financial Statement Analysis         01982         1         3           Marketing Research         01480         1         3           Consumer Behavior         01951         1         3           Promotional Strategy         14210         1         3           Social Media Marketing         23196         1         3           Service Design         23502         1         3           Promotional Strategy         14210         1         3           Social Media Marketing         23196         1         3           Service Design         23502         1         3           Project Management         02141         1         3           International Marketing Innovation         10523         1         3           Chain Store Business Management         02252         1         2           Product & Marketing Innovation         10523         1         3           Introduction to Technology Management         11178			International Financial Management	02093	1	3
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Marketing Research0148013Consumer Behavior0195113Promotional Strategy1421013Social Media Marketing2319613Social Media Marketing2350213Project Management0214113International Marketing Management-Course in English1933113Chain Store Business Management0225212Product & Marketing Innovation1052313Entrepreneurial Management1117813Operational management0216113Operational management0582713Operations and Managerial Decision Making1149213Introduction to Technology Management1127913Business and Management Practice in Asia Pacific Region- Course in English2350313Elective credit hours of the department in otherSophomore English0001614Hotel Management05710122Japanese Management05987133Introduction of Social Entrepreneurship2001913			Macroeconomics	02891	1	3
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Marketing managementProject Management0214113Project Management0214113International Marketing Management-Course in English1933113Chain Store Business Management0225212Product & Marketing Innovation1052313Entrepreneurial Management1117813Operational managementDesign of Production System0582713Operational managementLogistics/ Supply Chain Management1420813Introduction to Technology Management1127913Business and Management Practice in Asia Pacific Region- Course in English2350313Elective credit hours of the department in otherSophomore English0001614Hotel Management057101213Introduction of Social Entrepreneurship2001913			Social Media Marketing	23196	1	3
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Product & Marketing Innovation1052313Entrepreneurial Management1117813Image and the production System0582713Operational managementDesign of Production System0582713Operational managementLogistics/ Supply Chain Management1149213Introduction to Technology Management1127913Business and Management Practice in Asia Pacific Region- Course in English2350313Elective credit hours of the department in otherSophomore English0001614Hotel Management0571012Japanese Management0598713Introduction of Social Entrepreneurship2001913		8	International Marketing Management-Course	19331	1	3
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Design of Production System0582713Operational managementDesign of Production System0582713Operational managementDesign of Production System149213Logistics/ Supply Chain Management1420813Introduction to Technology Management1127913Business and Management Practice in Asia Pacific Region- Course in English2350313Elective credit hours of the department in otherSophomore English0001614Hotel Management0571012Japanese Management0598713Introduction of Social Entrepreneurship2001913			Product & Marketing Innovation	10523	1	3
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Introduction to Technology Malagement1127913Business and Management Practice in Asia Pacific Region- Course in English2350313Sophomore English0001614Hotel Management0571012Japanese Management0598713Introduction of Social Entrepreneurship2001913		*	Logistics/ Supply Chain Management	14208	1	3
Pacific Region- Course in English2350313Sophomore English0001614Elective credit hours of the department in other sectionsHotel Management0571012Japanese Management0598713Introduction of Social Entrepreneurship2001913		management	Introduction to Technology Management	11279	1	3
Elective credit hours of the department in other sectionsHotel Management0571012Japanese Management0598713Introduction of Social Entrepreneurship2001913				23503	1	3
Introduction of Social Entrepreneurship20019133313334			Sophomore English	00016	1	4
the department in other sectionsJapanese Management0598713Introduction of Social Entrepreneurship2001913	Elective crea	dit hours of	Hotel Management	05710	1	2
Introduction of Social Endepreneurship 20019 1 5	the departme		Japanese Management	05987	1	3
Social Enterprise Engagement2104813	sections		Introduction of Social Entrepreneurship	20019	1	3
			Social Enterprise Engagement	21048	1	3

#### Course objective and prerequisites

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	The objective of this course is to introduce the basic information system, the principle and rules of accou- reporting, and how to analyze and interpret accounting in and external business users making economic decisions i business enterprises and enhance the fairness and efficie It emphasizes the dual roles of accounting in val Specifically, this course aims to help students: 1. To understand the functioning of accounting in the bus governmental units, non-profit organizations and the soc 2. To understand the basic recording and reporting information system; 3. To understand the concepts and standards underlying to accounting to develop the financial statements of busines 4. To understand how to analyze and interpret accoun- investors, creditors and business managers to make econ 5. To understand how to resolve the ethical dilemma and judgment; and 6. To understand how to develop and make planning of a	inting mea formation t n order to c ncy of the o luation and iness world iety in geno processes the measure sses; tting inforr omic decis make ethic	so help in co help in create va capital n d contra d as well eral; of acco ements u nation t ions; al profes	nt and nternal lue for narket. acting. as the unting used in o help ssional

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide students with concepts and to improve students' abilities to analy household, and firm's behavior. Upon course completion able to:</li> <li>1. Realize the basic concepts of Microeconomics.</li> <li>2. Understand the meanings of supply and demand funct</li> <li>3. Realize the meaning of elasticity and its application.</li> <li>4. Realize how individual consumer, household, and firm</li> <li>5. Understand various types of industry organizations and</li> <li>6. Use Microeconomics theories to analyze the effects of</li> <li>7. Realize the basic concepts of macroeconomics.</li> <li>8. Understand the meanings and measuring of Nation's i</li> <li>9. Realize the meaning of production, saving, and invest</li> <li>10. Understand the meanings of aggregate demand and an analyze the effects of</li> </ul>	ze individ ion, the stude ions. n make dec id their char f public pol ncome. ment.	ual cons ents sho ision. racteristi icy.	sumer, uld be ics.

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus in background in high school mathematics. The conten basic concepts and theory in calculus and their applicatio topics in one-variable differential calculus such as lim chain rule, implicit differentiation, the mean value theore derivative will be introduced. In the second semester, t theorem of calculus, techniques in integration, mult integral calculus such as partial derivatives and multiple The objectives of this course are	ts of this of ns. In the it, continui m, and app opics in the tivariate di	course in first ser ity, deriv lications e fundar fferentia	nclude nester, vative, of the mental al and

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; and
3.To have an overall understanding in calculus.

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To gain a fundamental working knowledge about environment in which business prospers;</li> <li>2.To introduce business functions, including marketing, for production &amp; operation, information, and R&amp;D</li> <li>3.To introduce management functions, including analysis leading, and controlling;</li> <li>4.To integrate the factors of environment, management functions; and</li> <li>5.To combine theory and practice.</li> </ul>	inance, hui sis, plannin	man reso ng, organ	ources, nizing,

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 the counit, operating systems and utility programs, communication electronic commerce, computer security and languages and program development, introduction to information related issues(include computer ethics, com- will be covered in the class.	omponents unications d safety), o database	of the s and ne program manag	system tworks mming ement,

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	The objective of this course is to provide the student fundamental concepts of elementary statistics. This cour- intuitive understanding of statistical procedures and log formula. A wide selection of real problems and examples are introduced. It emphasizes that Statistics is used as a in virtually all areas of management sciences. This course will cover: 1.Statistics methods and concept and its relevance to the 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation.	se is design ical princip from many tool in dec real world	ed to str les behi various cision -n	ress an and the s fields naking

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
Course Objectives	The objectives of this course are 1.To learn the fundamental concepts of commercial laws negotiable instrument, and insurance; and 2.To build the basis of further legal studies and ex 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; and 2.To know how to use planning, organizing, lead management practices.	ing, and	controlli	ng in

Course Code	16534			
Course Name	Management-Course in English	Credit	F	S
Course Objectives				ng in

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	problems that confound managers in both the public and 2.To develop mathematical models for problem solving	b provide fundamental concepts and skills to solve the decision-making plems that confound managers in both the public and the private sector; b develop mathematical models for problem solving and decision making; and ppics that will be covered include Linear Programming models, Network Flow		

Course Code	20020			
Course Name	Managerial Mathematics-Course in English	Credit	F	S
Course Objectives	problems that confound managers in both the public and 2.To develop mathematical models for problem solving	ctives of this course are vide fundamental concepts and skills to solve the decision-making that confound managers in both the public and the private sector; elop mathematical models for problem solving and decision making; and that will be covered include Linear Programming models, Network Flow		

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 resources 2.To enhance the capability of practicing theories into a 3.Toe provide practical cases for a better understar resources management, including planning, recruit performance evaluation, salary system, and labor-capital 4.To learn skills of teamwork and discussion.	real life; iding of g ing, select	eneral l ing, tra		

Course Code	23505			
Course Name	Human Resources Management-Course in English	Credit	F	S
Course Objectives	<ol> <li>To enhance the capability of practicing theories into a</li> <li>To provide practical cases for a better understanding of</li> </ol>	he main purposes of this course are: To develop systematic knowledge of human resources management; To enhance the capability of practicing theories into a real life; To provide practical cases for a better understanding of general human resources anagement, including planning, recruiting, selecting, training, performance		

4. To learn skills of teamwork and discussion.

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<ul> <li>and to improve students' abilities to implement marketin course completion, the students should be able to:</li> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing</li> <li>3. Realize the meaning of segmenting, targeting, and pose</li> <li>4. Understand the meaning and scopes of marketing mix</li> <li>5. Utilize marketing theory to analyze firm's marketing and</li> </ul>	keting Management       Credit         objective of this course is to provide students with basic marketing concepts to improve students' abilities to implement marketing related activities. Upon se completion, the students should be able to:         ealize the basic concepts of marketing.         nderstand the meanings and procedure of marketing plan.         ealize the meaning of segmenting, targeting, and positioning (STP).         nderstand the meaning and scopes of marketing mix 4P.         tilize marketing theory to analyze firm's marketing activities.         earn the skill of marketing planning and apply Marketing Management in an		. Upon

Course Code	01983				
Course Name	Financial Management	Credit	F	S	
Course Objectives	This objective of this course is to provide a basic un financial decisions. These decisions include choose investment opportunities, how much debt and equity operating cash flows, how to measure risk and return, payout, and etc. Therefore, we will pay a visit to the four by corporate finance, namely capital budgeting, capital se management and dividend policy. Students enrolled th familiar with the followings upon course completion. 1. The possible types and control mechanism of agency 2. Valuation approaches, cash flow estimation, and risk budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital stru 5. working capital management	ing betwee to issue, he what level r major dec structure, w e course an problems aspect rela	en com ow to n of divid isions co vorking re expect ating to	hend to overed capital cted to capital	

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<ul> <li>Production is an essential function of a business unit. This to help students understand the whole concepts of proto improve the students' ability to plan and control resourcourse completion, the students should be able to:</li> <li>1. Realize the basic concepts and theoretical kn Management,</li> <li>2. Understand how to integrate the resource in business to achieve the goals of organization and use the relative real problems,</li> <li>3. Obtain the ability for the further study and research.</li> </ul>	duction ma rces in a co owledge of with inform	nageme ompany. of Oper nation sy	nt and Upon rations

Course Code	16533			
Course Name	Production and Operations Management-Course in	Credit	F	S
Course Maine	English	Cleuit		
Course Objectives	<ul> <li>English</li> <li>Production is an essential function of a business unit. The objective of this cours is to help students understand the whole concepts of production management a to improve the students' ability to plan and control resources in a company. Up course completion, the students should be able to:         <ol> <li>Realize the basic concepts and theoretical knowledge of Operation Management,</li> </ol> </li> </ul>			ent and Upon

2. Understand how to integrate the resource in business with information systems
to achieve the goals of organization and use the relative technology to solve the
real problems,
3. Obtain the ability for the further study and research.

Course Code	01449			
Course Name	Cost Accounting	Credit	F	S
Course Objectives	used in the nowadays business world. The related topic	his course is to introduce the contemporary cost accounting tools adays business world. The related topics include product costing lume-profit analysis, target costing, activity-based costing & lanced scorecard life-cycle costing, etc.		

Course Code	11493			
Course Name	Management Accounting & Control	Credit	F	S
Course Objectives	The purpose of this course is to introduce the con accounting tools work in today's business world. Th budgeting, variance analysis, balanced scorecard, re quality cost, and transfer pricing, etc.	e related t	topics i	nclude

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	This course embraces the fundamental principles and hist quality and provides a foundation for understanding and will help students develop the concept of quality mana and technical point of views.	applying S	ix Sigm	a. The

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

Course Code	23455			
Course Name	Information Management-Course in English	Credit	F	S
Course Objectives	This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and to provide students with additional projects for hands-on problem-solving.			

Course Code 14212		
	irse Code 14212	Course Code

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 administrati 3.To be problem-solving orientated; 4.To build competence of teamwork, communication creation; and 5.To be responsible for completing one's own work.		leading	g, and

Course Code	14213			
Course Name	Seminar on Business Administration(II)	Credit	F	S
Course Objectives	<ul> <li>The goals of the course are</li> <li>1. To implement the goal of "learning by doing";</li> <li>2. To integrate all the knowledge of business administration</li> <li>3. To be problem-solving orientated;</li> <li>4. To build competence of teamwork, communication creation; and</li> <li>5. To be responsible for completing one's own work.</li> </ul>		leading	g, and

Course Code	01389				
Course Name	Business Policy	Credit	F	S	
Course Objectives	<ol> <li>To observe new trends and business models.</li> <li>To develop strategic thinking ability.</li> <li>To cultivate organizational learning ability.</li> <li>To build up a comprehensive concept of strategic mar</li> <li>To integrate knowledge in relevant academic fields.</li> </ol>	nagement.			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<ol> <li>To help mangers to effectively manage sales/distri finance, and HRM functions via ERP implementation;</li> <li>To avoid mass coordination caused by different depart data processing ability of ERP, so the performance of wh enhanced;</li> <li>To provide complete theoretical rationale and practices appreciate the details of eight modules of ERP; and</li> <li>To enhance student's information processing capa lecturing method.</li> </ol>	ments under ole supply training to	er the po chain co systema	werful uld be tically

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To introduce the important issue of managing knowle and in cooperative strategies;</li> <li>2.To emphasize the importance of knowledge manageme competitive success of firms;</li> <li>3.To emphasize the application and development of sp leads to competencies and sustainable success; and</li> <li>4.To explore how organizations can develop and management of sp leads to competencies and sustainable success;</li> </ul>	ent as the ke	ey to obt	aining

Course Code	14211			
Course Name	Discussion in Industrial Management	Credit	F	S

	The objectives of this course are
	1. To explore various industries and the trends of them;
Course	2. To explore competitions in various industries;
Objectives	3.To explore the processes of strategic planning and implementing in various
-	industries; and
	4. To provide the contact opportunities for students and alumni.

Course Code	23504				
Course Name	Creativity, Innovation and Entrepreneurship -Course in English	Credit	F	S	
Course Objectives	<ul> <li>Upon successful completion of this subject students shou</li> <li>1. Explain the process of new venture creation, business entrepreneurship and innovation in the development of a</li> <li>2. Discuss the implications for organizational strategy, s managing and organizing for innovation.</li> <li>3. Assess the viability of a new business concept and ver</li> <li>4. Assess their own suitability as a potential entreprener networks and social capital.</li> <li>5. Examine opportunities and appreciate the need for partnerships in business.</li> </ul>	model gen robust eco structure an nture. ur by under	eration, nomy. d proces	sses in g their	

Course Code	06935				
Course Name	Organization Development & Change	Credit	F	S	
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To understand the knowledge scope of OD/OC;</li> <li>2. To familiar with the factors which lead organization ci</li> <li>3. To be able to handle the principle, method and model organization;</li> <li>4. To study the case and induce the principle;</li> <li>5. To establish the skill in solving the OD/OC problems;</li> </ul>	to adjust th	e		
	6. To set up the open mentality to face changes.				

Course Code	14209			
Course Name	Performance Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the theories and practical methods of perfor 2.To understand the decision logic and thinking of huma 3.To establish the overall concepts of performance mana 4.To realize how to apply the theories to practical complement of practical cases.	n resource gement; an	manage d	ment;

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

Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
Course	The objectives of this course are			

Objectives	1.To realize and master the fundamental concept, theory, and application of
	international human resources management; and
	2. To cover the topics of human resource planning, recruitment, selection, training,
	performance appraisal, rewards and benefits, development, and labor relations in
	international business.

Course Code	21046			
Course Name	Organizational Behavior-Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To understand the basic knowledge of OB; 2.To learn the concept of individual behavior, group beha and other OB related issues; and 3.To learn and practice the OB knowledge and skills business world.	-		-

Course Code	20021			
Course Name	Manpower planning and recruiting	Credit	F	S
Course Objectives	The learning objectives of the course are formulated as f 1.To reinforce concepts, skill and knowledge of r recruiting; 2.To integrate the operating mechanism of managem management; 3.To learn problem-solving technique and to implement doing"; and 4.To build-up competence of teamwork mentality, creativity.	nanpower ent and hu t the goal c	iman re	source ing by

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Manie	Organizational Learning and Social inquiry Credit			
	The objectives of this course are			
	1.To be able to internalize the spirit of autonomous learn	ing;		
Course	2. To be able to build a team and cooperate with each other within the team;			
Objectives	3.To be able to handle the implement process of a project	et;		
-	4.To be able to manage the group dynamic of an organiz	ation; and		
	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 Funite	Practices	creat			
	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	3. To be able to manage the group dynamic of an organized	ization;			
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; and				
	6. To be able to have the vision and capacity to be a leader.				

Course Code	24339			
Course Name	Family Business Management-Course in English	Credit	F	S
Course Objectives	The course investigates the unique characteristics that create inimitable competitive advantages that result non-family businesses. The subject is designed to pro- 1. Understand the qualities which typify family busine 2. Appreciate family businesses' unique capacities	in their o wide stude nesses	outperform nts to:	nance of

returns 3. Understand developmental needs of family members at various stages of the businesses
4. Develop the management and communication skills to build trust and understanding
5. Identify and cope with foreseeable obstacles of family business internationalization

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to introduce the manag fixed securities. Topics that will be covered include:</li> <li>1. Introduction to fixed income products and innovation.</li> <li>2. Basic bond valuation techniques with risk and return a</li> <li>3. Term structure of interest rates and their estimates.</li> <li>4. Pricing of fixed income securities and their derivative</li> <li>5. Bond immunization strategy.</li> <li>6. Bond portfolio management.</li> <li>7. Fixed income securities' risk management and innova</li> <li>8. Bond related topics such as taxation of bonds, prefer securitization.</li> </ul>	nalysis. s. tion.		

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 understandin market; 2.To enhance the capability of conducting research in financial management; and 3.To explore the operation of international capital market markets, and the related theory of currency risk and fore	the field o	f interna	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 t investment; and 2.To introduce the fundamental rationale of financial inv market and investment instruments, the evaluation and n risk and return, the concept and pricing analysis of de derivative and risk management, etc.	vestment th nanagemen	eory, fir t of port	nancial folio's

Course Code	01109			
Course Name	Intermediate Accounting	Credit	F	S
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course are: 1.To learn and evaluate current principles of financial 2.To apply generally accepted accounting principle recording of transactions and the preparation of fin 3.To read and critically evaluate financial statement 4.To consider the larger context of financial reporting	al accountines to situat nancial stat	ng ions invo	

Course Code	01758			
Course Name	Financial Market	Credit	F	S
Course Objectives	This course provides a general introduction to some r financial markets. We first review few basic knowledge is system and transaction of monetary markets, bonds mark Moreover, we analyze few specific issues to understa generalized framework. Related issues include the securi IPOs and SEOs, the agency problem, and the asset pric are required to investigate some current issues by means cited reference and material. Every student must complet on one particular topic in this field and make an oral pres- class.	in this filed tets, and sec and how the ties issuance ing. In add of articles in the a term pa	, includi curity ma ey wor ee, focus ition, st n the pre per that	ng the arkets. k in a ing on udents ess and forces

Course Code	02891					
Course Name	Macroeconomics	Credit	F	S		
Course Objectives	The key objectives of this course are 1.To understand how the macro-economy works and monetary and fiscal policy might be able to reduce the fi- nationwide business fluctuations; 2.To give a sense of macroeconomics as an applied scie- with complex and often urgent issues; 3.To discuss some key issues of macroeconomics: short in output and employment, how the quantity of money at rate, the role of expectations, long-run economic gro- macroeconomic policies; and 4.To learn about classical and traditional macroeconomic most modern macroeconomic theories that economists u	frequency a encea scie -run econo ffects outputo owth, and theory and	and seve ence that mic vari at and in the effe	rity of t deals iations flation ects 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 siz- including short-term liquidity, return on invested capital, operating performance analysis, cash flow analysis, capit and 2.To introduce ratio analysis, trend analysis, comparat common-size financial statements, charts analysis to statements and the related information.	asset utiliz al structure ive financi	ation an and sol al state	alysis, vency; ments,

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

Course Code	01951			
Course Name	Consumer Behavior	Credit	F	S
e o uno e i cume		create		
Course	The objectives of this course are			
Objectives	1.To discuss the process of consumer decision;			

2.To understand the factors that influence the decision process, including personal
factors, social factors, cultural factors, and situational factors; and
3.To focuses on the applications of consumer behavior theory to marketing
activities.

Course Code	14210			
Course Name	Promotional Strategy	Credit	F	S
Course Objectives	This objectives of this course are 1. To discuss the fundamental theories and practices of p 2. To explore the concept and applications of integrated r (IMC); and 3. To cultivate creativity and application abilities via an 1	narketing c	ommuni	

Course Code	23196			
Course Name	Social Media Marketing	Credit	F	S
Course Objectives	The growing popularity of social media, such as YouTu and Line, has opened opportunities for new busin marketing, often referred to as social media marketing. to let students understand the features of social media effects of social network on marketing projects. This co the first part is to introduce social media. The Second part the structures of a social network. The last part is to introduce	ess models The aim of and how to ourse includ t is to learn l	s for in f this com o leverance les three how to a	nternet urse is ge the parts: nalyze

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	How to enhance customers' pleasurable shopping exper for stores. While experience is created by the interaction environment or users and online stores, enterprises could visual recognition, product presentation, web design, value for customer experience. The aim of this course is basic concept of service design. This course includes the introduce experience marketing. Second part is to learn last part is to practice in innovative service design.	ns between integrate co and new m to let stude nree parts:	custome ommuni- ledia to nts unde First pa	ers and cation, create erstand rt is to

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

Course Code	19331			
Course Name	International Marketing Management-Course in English	Credit	F	S
Course Objectives	The objective of this course is to provide fundamenta global marketing management. The contents that will b include 1.regional trade organization,( EU, WTO, NAFTA, MERCOSUR), 2.international culture difference 3.business environment risk intelligence ( BERI) 4.operation risk index ( ORI) 5.remittance and repatriation factor (R Factor)	be covered	in this	course

6.profit opportunity recommendation (POR), and
7.international marketing strategy.

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

Course Code	10523			
Course Name	Product & Marketing Innovation	Credit	F	S
Course Objectives	This is a course about the theory of innovation and cre and evaluations, students will enhance their creative abi practices will make students have better understanding of creativity. The curricular design helps students to kn with creativity and it is a foundation for them to eng research.	lities. Also, of the proce ow how to	discuss ess and r manage	ses and nodels teams

Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
Course Maine	Entrepreneuriar Management	Clean		
Course	The objectives of this course are			
Objectives	1.To organize all the prerequisites to formulate a good by	usiness plai	n; and	
Objectives	2.To achieve the functions of getting funding & pooling	resources.		

Course Code	05827			
Course Name	Design of Production System	Credit	F	S
Course Maine	Design of Floduction System	Clean		
Course	To learn and understand the advantage and disadvantag	e of differe	ent prod	uction
Objectives	system where includes MRP system, JIT system, and Le	an producti	on syste	em.

Course Code	11492			
Course Name	Operations and Managerial Decision Making	Credit	F	S
Course Maine	Operations and Managerial Decision Making			
Course Objectives	This course is an extension of the managerial mathema fundamental concepts and skills for applied operation res knowledge via detailed instruction and in-class exercises can further understand the implications and intricate effe on aspects of business-related activities. The students a techniques and related software (SPSS, Q-net, and QM problems.	earch. Impa is to ensur ects of oper are required	arting surver that st ration re l to use	uch the cudents esearch related

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
Course Objectives	<ol> <li>To understand the definition and content of Log management;</li> <li>To learn the state-of-the-art models, concepts, and solu and supply chain management; and</li> <li>To learn the design, control, operation, and managen supply chain management.</li> </ol>	ition metho	ds of Lo	gistics

Course Code	11279			
Course Name	Introduction to Technology Management	Credit	F	S
Course Objectives	<ul> <li>The purpose of the course is to:</li> <li>1. Develop an understanding on issues and concepts for innovation to firms.</li> <li>2. Understand the structure and dynamics of high-te foundations of technological innovation, acquisition and a technological innovation strategy, high-tech indu entrepreneurship, and etc.</li> </ul>	ch busines application	ses, inc of techn	luding ology,

Course Code	23503			
Course Name	Business and Management Practice in Asia Pacific	Credit	F	S
Course Maine	Region -Course in English	Clean		
Course Objectives	<ul> <li>The subject is designed to provide students with the conce</li> <li>1. The dynamic interaction between markets and state</li> <li>behavior of multinational and domestic enterprises withi</li> <li>2. The business activities and innovation systems across</li> <li>Pacific region, including Japan, Korea, China and ASEA</li> <li>3. Prospects and problems of foreign direct investment at</li> <li>Asia-Pacific region.</li> <li>4. The policy context of competitive advantage, dynamic</li> <li>in Asian businesses; the role of networks, market and no</li> </ul>	intervention n the Asia- the economic N countrie nd local ent c learning a	on guidi Pacific r ies in th s. cerprises and inno	ng the region. he Asia in the vation

Course Code	00016			
Course Name	Sophomore English	Credit	F	S
Course Maine	Sophomore English	Clean		
Course	To develop the students' English proficiency through a v	ariety of rea	ading to	pics in
Objectives	their daily lives and business world.			

Course Code	05710			
Course Name	Hotel Management	Credit	F	S
Course Objectives	People have always traveled for reasons of business Hospitality industry has become more important in our lit leisure time. There are two primary course object operational knowledge of hotel management. (2) to pro- those who are considering careers in hotel industry.	fe, especial ives: (1) to	ly in the provi	future de the

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

Course Code	20019			
Course Name	Introduction of Social Entrepreneurship	Credit	F	S
Course Objectives	<ol> <li>To enhance understanding of the uniqueness of social traditional profit-maximizing business enterprises, as we social entrepreneurship as an approach to social change;</li> <li>To provide students with conceptual frameworks opportunities that seek to address diverse social challeng</li> <li>To explore strategies of social entrepreneurs for m</li> </ol>	ell as the em to assess e ges; and	nergent f entreprei	ield of neurial

	scaling social impact.			
Course Code	21048			
Course Name	Social Enterprise Engagement	Credit	F	S
Course Objectives	<ol> <li>To adopt service learning padagogy to provide stude experiences engaging in social enterprise operations and</li> <li>To explore how social enterprises effectively balance goals, and the strategies of managing multiple stakehold and</li> <li>To offer students the opportunity to work as a team knowledge and tools to adequately address specific issue</li> </ol>	manageme ing econor ders to achi and to app	ent; nic and eve the ly mana	social goals; agerial

## Accounting

#### Course list

BBA Program in Accour	nting	code	classes	Credit hours
	Introduction to Computer Science	01863	2	3
	Accounting	02412	2	6
	Accounting - Course In English	18432	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Introduction to Business	05201	2	3
	Statistics	02222	2	6
		07255	2	3
	Intermediate Accounting (I)		_	
	Intermediate Accounting (II)	07256	2	3
Required common	Advanced Accounting (I)	07257	2	3
credit hours	Advanced Accounting (II)	07258	2	3
	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	9	3
	Independent Study I	07699	9	3
	Accounting Information System	02411	2	3
	Intermediate Accounting (III)	15521	2	3
Required Elective credit	Database Administration	02490	2	3
hours	Financial Statement Analysis	01982	1	3
	Financial Statement Analysis - Course In English	23851	1	3
	Marketing Management	01483	2	3
6 elective credit hours	Human Resources Management	01013	1	3
(2 courses selected	Production and Operations Management	01370	1	3
from 4 courses)	Management in Service Industries - Course In English	19620	1	3
	Managerial Mathematics	02632	1	3
6 elective credit hours ( 2 courses selected	Seminar on Accounting for Specific Industries	16918	1	3
from 4 courses)	Government Accounting & Auditing Laws	06223	1	3
	Tax Accounting	02329	1	3
	Business English	02050	1	2
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
Other elective credit hours of the department	Organizational Learning and Social Inquiry Organizational Leadership and Social Innovation Practices	19664 19663	1	2
	Security and Financial Market Regulations	08200	1	3
	Cost Management System	10997	1	3
	Public Finance	01981	1	3

Investments	01579	1	3
Service Learning-Tax Return (I)	17012	1	2
Service Learning-Tax Return (II)	17013	1	2
Innovative Entrepreneurship Competition Practice	16984	1	1
Seminar:International Accounting-Course in English	17781	1	3
Management Accounting - Course In English	19621	1	3
Tax Filing Practice	21640	1	2

#### • Course objective and prerequisites

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn computer hardware and software. Topics such a unit, operating systems and utility programs, (including electronic commerce, compu- programming languages and program develop management, information related issues(inclu- certification), etc., will be covered in the class	as the compor communicati iter securit pment, introd ide computer	nents of ons and y and uction t	the system d networks safety), o database

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to introduce the information system, the principle and rules or reporting, and how to analyze and interpret a internal and external business users making a create value for business enterprises and enhant the capital market. It emphasizes the dual roand contracting. Specifically, this course aim 1. To understand the functioning of accounting the governmental units, non-profit organizati 2. To understand the basic recording and repinformation system.</li> <li>To understand the concepts and standards under in accounting to develop the financial statem</li> <li>To understand how to resolve the ethicat professional judgment.</li> <li>To understand how to develop and make plant</li> </ul>	f accounting in economic dec ce the fairnes oles of accou s to help stud in the busine tons and the s orting proces derlying the m ents of busin accounting in o make econo al dilemma	measur iformati cisions is and ef inting ir lents: ss world society i esses of a neasure esses. nformat mic deca and ma	ement and on to help in order to ficiency of a valuation d as well as n general. accounting ments used ion to help cisions. ke ethical

Course Code	18432			18432				
Course Name	Accounting - Course In English	Credit	F	S				
Course Objectives	<ul> <li>The objective of this course is to introduce the information system, the principle and rules of reporting, and how to analyze and interpret a internal and external business users making a create value for business enterprises and enhant the capital market. It emphasizes the dual rule and contracting. Specifically, this course aim 1. To understand the functioning of accounting as the governmental units, non-profit or general.</li> <li>2. To understand the basic recording and reprinformation system.</li> <li>3. To understand the concepts and standards used in accounting to develop the financial</li> <li>4. To understand how to analyze and interpret investors, creditors and business managers for the ethics professional judgment.</li> </ul>	f accounting accounting in economic dec ce the fairnes oles of accou s to help stud g in the busin ganizations a orting proces a underlying statements of accounting in to make econ	measur iformati cisions i s and ef inting ir lents: ness wo nd the sses of a the mea busines nformat omic de	ement and on to help in order to ficiency of a valuation rld as well society in accounting asurements sses. ion to help ecisions.				

6. To understand how to develop and make planning of an accounting career.

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Maine	Calculus	Clean		
Course Objectives	This is a one-year introductory course in Calc background in high school mathematics. The basic concepts and theory in calculus and th semester, topics in one-variable differential can derivative, chain rule, implicit differentiation applications of the derivative will be introduced in the fundamental theorem of calculus, technic differential and integral calculus such as par integrals will be covered. The objectives of this 1.To provide the core of the central idea and r application for further study. 2.To illustrate the main concepts by a variety of 3.To have an overall understanding in calculus	e contents of their application leulus such a , the mean v d. In the second ques in integratical derivat s course are nethods of car variety of application f examples and	this cout ons. I s limit, alue the nd seme ation, m ives an lculus t plied 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	<ul> <li>The objective of this course is to provide student concepts and to improve students' abilities to a household, and firm's behavior. Upon course co be able to:</li> <li>Realize the basic concepts of Microeconomics</li> <li>Understand the meanings of supply and demar</li> <li>Realize the meaning of elasticity and its applid</li> <li>Realize how individual consumer, household,</li> <li>Understand various types of industry organizate</li> <li>Use Microeconomics theories to analyze the e</li> <li>Realize the meaning of production, saving, and</li> <li>Understand the meanings of aggregate demar</li> <li>Understand the meanings of aggregate demar</li> <li>Use macroeconomics theories to analyze the</li> </ul>	analyze ind mpletion, the and functions cation. and firm m tions and the ffects of pu s. ation's inco d investment and and aggr	lividual co he student s. ake decisi peir charac blic polic me. nt. egate sup	onsumer, as should on. eteristics. y.		

Course Code	05201				
Course Name	Introduction to Business	Credit	F	S	
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To gain a fundamental working knowledge environment in which business prospers.</li> <li>2.To introduce business functions, including resources, production &amp; operation, information</li> <li>3.To introduce management functions, incorganizing, leading, and controlling.</li> <li>4.To integrate the factors of environment, manag functions.</li> <li>5.To combine theory and practice.</li> </ul>	marketing , and R&D luding ar	, finance, nalysis, p	human blanning,	

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide the st fundamental concepts of elementary statistics. The an intuitive understanding of statistical proceed behind the formula. A wide selection of real problematic various fields are introduced. It emphasizes that decision -making in virtually all areas of manager. This course will cover:</li> <li>1.Statistics methods and concept and its relevance. Descriptive Statistics.</li> <li>3.Basic notions of probability, random variables. probability distribution.</li> <li>4.Sampling methods</li> <li>5. Statistical inference – interval estimation</li> </ul>	his course dures and lems and Statistic ement scie ce to the r	e is design d logica examples s is used ences. eal world	ned to stress l principles s from many as a tool in d.

Course Code	07255			
Course Name	Intermediate Accounting(I)	Credit	F	S
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course at 1.To learn and evaluate current principles of fina 2.To apply generally accepted accounting principg recording of transactions and the preparation of 3.To read and critically evaluate financial statement 4.To consider the larger context of financial repo	tre: ncial accou les to situa f financial s ents	nting tions invol	lving the

Course Code	07256			
Course Name	Intermediate Accounting(II)	Credit	F	S
Course Objectives	This course examines issues in financial reporting perspectives. The basic objectives of the course a 1.To learn and evaluate current principles of fina 2.To apply generally accepted accounting princip recording of transactions and the preparation of 3.To read and critically evaluate financial statem 4.To consider the larger context of financial repo	are: ncial accou les to situa f financial s ents	inting tions invol	lving the

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

Course Code	07258			
Course Name	Advanced Accounting(II)	Credit	F	S
Course Objectives	The objective of this course is to provide theore of advanced financial accounting. The contents th include	-		U

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-pr activity-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 chiesting of this course and				
	The objectives of this course are: 1. To introduce auditing theory framework and major content of statement of				
Course Objectives	auditing standard.				
5	2. To introduce skills of auditing practices.				
	3. To improve decision-making ability of auditing judgments.				

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

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<ul> <li>This course provides advanced treatment of collevel finance majors. The primary objective of student's understanding on the theory and applid decisions. These decisions include choosing be opportunities, raising money on the financial mastructure, how to manage operating cash flor arrangements, how to mange risk and return, what and etc. Therefore, four major topics, namel structure, working capital management and divide in this course. Students enrolled the course are followings upon course completion.</li> <li>1. The possible types and control mechanism originates from modern corporate structure scalar shareholder's ownership.</li> <li>2. Valuation approaches, cash flow estimation, capital budgeting. The concept of real option emisting also emphasized.</li> <li>3. The concept of weighted average cost of capital special focus on possible approaches to estimate the optimal control. Market frictions such as transaction condiscussions step by step.</li> </ul>	of the councention of contraction of contraction of contraction of contraction of contraction of contractions with a set dividend policy we capital frequency of agents and risk and risk and risk and risk and risk apital structure.	rse is to corporate apeting in the issue of dvanced policy to b budgeting will be em o familiar cy proble manageme aspect re project in the element. cture and	enhance financial vestment of capital financial be made, , capital phasized with the ems that ent from lating to vestment zed with dividend

5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
		Cicuit		
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 ex- commercial laws.		-	

Course Code	05630			
Course Name		Credit	F	S
	Civil Law			
Course Objectives	The civil law is the basic norms of the property an fixed individuals, this course is with the instance case teaching methodology, issue make learner sy fixed content in civil law can have basic understa	with comm ystem struc	on daily li	fe, adopt

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

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 prace	ctical probl	lem			

Course Code	07699			
Course Name	Independent Study II	Credit	F	S
Course Objectives	<ul> <li>The objective of this course are</li> <li>1.To find an interesting topic, define research que accomplish a research report</li> <li>2.To be able to:(1) observe social environment ar interesting topic as well as question.; (3) define understand the basic concept and methodology summarize data.; (6) write and accomplish a pr</li> </ul>	nd phenome a research of research	enon.; (2) question. .; (5) colle	find an ; (4)

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

2. To discuss the development process and implementation of Accounting
Information systems.
3. To understand the internal controls and auditing techniques of Accounting
Information systems.
4. To discuss the processes, data models, controls, and information requirement
of transaction cycles.
5. To discuss the other related problems of Accounting Information systems.

Course Code	15521			
Course Name	Intermediate Accounting (III)	Credit	F	S
Course Objectives	This course examines issues in financial reportin perspectives. The basic objectives of the course 1.To learn and evaluate current principles of fina 2.To apply generally accepted accounting princip recording of transactions and the preparation of 3.To read and critically evaluate financial statem 4.To consider the larger context of financial repo	are: ancial accou les to situat of financial aents; and	inting; tions invol	lving the

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	For various reasons, automation of business proce for business in this digital society. As a result it is are stored in databases. Not surprisingly an under principles and experiences on database administre fundamental for statistical professionals but also career development. Following this line of fact, the students with the knowledge for managing and database, and with the skills to implement the dese Throughout this course IBM DB2 is chosen as the students with hands-on experience on database and this course are designed around three major Advanced SQL and (3) Database System Administ to work on exercises after each lecture.	very often erstanding o ation are c so an adva his course is and design sign. ne learning liministratio topics: (1	that statist of databas onsidered intage to designed ing an ir tool to he on. The co ) Basic S	e design not only facilitate to equip ntegrated elp equip ntents of SQL (2)

Course Code	01982					
Course Name	Financial Statement Analysis	Credit	F	S		
Course Objectives	<ul> <li>The objectives of the course are</li> <li>1.To understand the financial performances from including short-term liquidity, return on inves analysis, operating performance analysis, cash fl and solvency; and</li> <li>2.To introduce ratio analysis, trend analysis, comp common-size financial statements, charts analy statements and the related information.</li> </ul>	ted capital ow analysi parative fin	, asset ut s, capital s ancial sta	tilization structure tements,		

Course Code	23851			
Course Name	Financial Statement Analysis - Course In English	Credit	F	S
Course Objectives	The objectives of the course are 1.To understand the financial performances from including short-term liquidity, return on invest analysis, operating performance analysis, cash fle and solvency; and	ted capital	, asset ut	ilization

2.To introduce ratio analysis, trend analysis, comparative financial statements,
common-size financial statements, charts analysis to analyze the financial
statements and the related information.

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide structure concepts and to improve students' abilities to activities. Upon course completion, the students</li> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing.</li> <li>3. Realize the meaning of segmenting, targeting,</li> <li>4. Understand the meaning and scopes of market</li> <li>5. Utilize marketing theory to analyze firm's market</li> <li>6. Learn the skill of marketing planning and app an effective manner.</li> </ul>	implement should be a wrketing pla and positic ing mix 4P. keting activ	marketing able to: an. oning (STI vities.	g related

Course Code	01013			
Course Name	Human Resource Management	Credit	F	S
Course Objectives	The main purposes of this course are 1.To develop systematic knowledge of human re 2.To enhance the capability of practicing theorie 3.Toe provide practical cases for a better und resources management, including planning, performance evaluation, salary system, and lat 4.To learn skills of teamwork and discussion.	es into a real lerstanding recruiting, s	life of genera selecting,	l human

Course Code	01370			
Course Name	Production and operations management	Credit	F	S
	rioduction and operations management	crean		
Course Objectives	<ul> <li>Production is an essential function of a business course is to help students understand the whom management and to improve the students' ability in a company. Upon course completion, the studes 1. Realize the basic concepts and theoretical Management,</li> <li>2. Understand how to integrate the resource is systems to achieve the goals of organization and to solve the real problems,</li> <li>3. Obtain the ability for the further study and resource is supported by the study of the study</li></ul>	to plan and ents should l knowled n business nd use the r	pts of pr l control r be able to ge of Op with info	oduction esources o: perations

Course Code	19620			
Course Name	Management in Service Industries - Course In English	Credit	F	S
Course Objectives	Credit			

influencing service activities and organizations. This course also tries to assist
to understand where and in what ways the body of knowledge developed for
manufacturing companies can be applied and where other approaches are
necessary. An example of topics discussed could be: what technologies,
equipment, or business element a firm should invest in; where should the
service/manufacturing be located ; what kind of personnel is required for a
particular activity or to improve an activity's performance; what activity should
be the benchmark in different service activities; how to quantify a service
quality function and so on. Our goal is for you to master the material in this
course - Management in Service Industries to transform the way you view and
analyze service operations.

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To provide fundamental concepts and skills to problems that confound managers in both the pu</li> <li>2.To develop mathematical models for problem so</li> <li>3. Topics that will be covered include Linear Pro</li> <li>Flow models, Project Management, Queuing Anal</li> </ul>	blic and th lving and d gramming	e private s lecision m models, l	sector aking

Course Code	16918			
Course Name	Seminar on Accounting for Specific Industries	Credit	F	S
Course Maine	Seminar on Accounting for Specific industries	Clean		
Course Objectives	Although the basic features of accounting are industries, the peculiar nature of some industries an unique accounting treatments and in some cases, of accounting principles. Besides, without knowledg and the characteristics of business activities ar accountants would not be able to make appropria choice and have awareness of risks inherent objectives of this course are 1.To provide a broad perspective for business and in 2.To introduce the important accounting and a industries, such as high-tech industry, construct banking industry, and retail industry, etc. 3.To highlight practical issue by inviting practition the auditing group of Taiwan KPMG	d business even depar e about th nd operati te judgmer in specific ndustrial s uditing is tion indus	models do ture from the busines ng enviro nt and acco c industri ector sues for try, finan	o require a general s model onments, counting tes. The specific cial and

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 governme 2.To encourage the involvement in the certified pul 3.To facilitate the preparation for the examin Accountant or Government Accountant and A Servants, Local Government Officials Exams).	blic accoun ations in	ting/civil Certified	services l Public

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

Course Code	02050			
Course Name	Business English	Credit	F	S
Course Manie	Dusiness English	cicuit		
Course Objectives	<ol> <li>To improve the students' English presentation s and interview skills.</li> <li>To enhance the students' reading comprehension variety of international business texts such as e notice, advertisements, table and charts.</li> <li>To familiarize the students with business English business English conversations.</li> </ol>	and writir -mails, fax	ng skills tl es, memo	nrough a 9, letters,

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

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

Course Code	19664	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 learning 2.To be able to build a team and cooperate with each other within the team. 3.To be able to handle the implement process of a project. 4.To be able to manage the group dynamic of an organization. 5.To be able to implement the selected project and achieve the set goals.					
Prerequisites						

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol> <li>Be able to internalize the spirit of autonomy learn</li> <li>Be able to build a team and cooperate with each of</li> <li>Be able to manage the group dynamic of an orgar</li> <li>Be able to implement the selected project and ach</li> <li>Be able to run an organization to have high perfor</li> <li>Be able to have the vision and capacity to be a learner</li> </ol>	other within nization. nieve the se rmance.		n.

Course Code	08200			
Course Name	Security and Financial Market Regulations	Credit	F	S

Course Objectives	<ul><li>This objectives of this course are</li><li>1.To provide fundamental concepts and knowledge of financial market regulations</li><li>2.To effectively apply the knowledge to practices.</li></ul>

Course Code	10997			
Course Name	Cost Management System	Credit	F	S
		Credit		
	The objectives of this course are			
Course Objectives	1.To build the concept of cost and cost management	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	<ul> <li>Public finance is the field of economics that analy spending. Upon course completion, the students s</li> <li>1. The role of government.</li> <li>2. How the government conduct its financial oper</li> <li>3. The effects of actual government taxing and sp and resource distribution.</li> </ul>	hould be al	ole to reali	ize:	

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To explore the operation of capital markets an investment.</li> <li>2.To introduce the fundamental rationale of financial market and investment instruments, the of portfolio's risk and return, the concept and pequity securities, derivative and risk management</li> </ul>	inancial ir evaluation pricing ana	vestment and man	theory, agement

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

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

Course Code	16984				
Course Name	Innovative Entrepreneurship Competition	Credit	F	S	
	Practice	Clean			
Course Objectives	Innovative Entrepreneurship Competition Practice integrates Innovative				
	Entrepreneurship Management, Seminar on Cultural Creative Industry, and				
	Creativity Development and Practice with the air	n to evalu	ate their	learning	

results.
Innovative Entrepreneurship Competition Practice, which combines essentials
from Management, Marketing, Financial Management etc., utilizes young
students' abundant creative and innovative ideas to formulate workable
entrepreneurial ideas and maximize students' learning effects through practical
competition. This course intends to achieve the below objectives:
1.Learn how to integrate basic management knowledge and demonstrate it in
the competition practice.
2.Learn how to conduct entrepreneurial business management by creative
development and activity.
3.Learn how to build an entrepreneurial business team and promote teamwork
to achieve success.
4.Understand the real industrial scenarios and learn how to deal with it.
5.Experience and demonstrate entrepreneurship through competition.
Innovative Entrepreneurship Competition Practice provides students an
opportunity to apply textbook knowledge to practical operation while
expanding their knowledge on entrepreneurial start-ups. This course gives
students an alternative to their future career choice which shifts the
graduation-and-employment career pattern to an entrepreneurial business start-
up.

Course Code	17781			
Course Name	Seminar:International Accounting-Course in	Credit	F	S
	English			
Course Objectives	This course examines the international dimension of financial reporting analysis. It provides students with an in-depth look at the development of accounting and its related disciplines from an international perspective.		t of e. The f ve ocus on cting	

Course Code	19621			
Course Name	Management Accounting - Course In English	Credit	F	S
	Wanagement / recounting Course in English	crean		
Course Objectives	The objective of this course is to help make you a successful businessperson, whatever your field, by learning to use and interpret a company's internal financial and non-financial data. This will be accomplished by studying some of the basic context and skills that are needed to understand the data you are provided and by learning how to make effective decisions using that data. This course is an intensive study of managerial accounting concepts and their use in business decisions. We will examine the development and analysis of cost information for management use in decision-making, income determination, and performance evaluation.			

Course Code	21640			
Course Name	Tax Filing Practice	Credit	F	S
Course Objectives	<ul> <li>The main objectives of this course are to:</li> <li>1. Learn the tax law and various tax law requirements in Taiwan, including income tax, corporate incomvalue-added sales tax</li> <li>2. Learn not only theoretical discussion of the tapractices about tax report filing.</li> </ul>	ne tax, valu	e-added	and non-

### **Statistics and Information Science**

#### Course list

BBA Program i	n Statistics and Information Science	Code	Classes	Credit hours
Required common credit hours of the department	Statistics	02222	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Introduction to Business	05201	2	3
	Introduction to Computer Science	01863	2	3
	Mathematical Statistics	02743	2	6
	Linear Algebra	02766	2	4
	Programming Techniques	03056	2	3
	Advanced Programming Techniques	14761	2	3
	Application of Statistics Package	10931	2	2
	Management Information Systems	02631	2	3
	Database Administration	02490	2	3
	Survey Sampling-Course in English	24418	2	3
	Regression Analysis	01987	2	3
	Design of Experiment and Analysis	11218	2	3
	Data Mining-Course in English	21197	2	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
	Nonparametric Statistics- Course in English	17289	1	3
	Biostatistics	05352	1	3
	Medical Statistics	05358	1	3
	Quality Control	01771	1	3
Elective credit	Inference Statistics	06424	1	3
hours by sections	Electronic Commerce-Course in English	17559	1	3
*	Data Structures	02492	1	3
	Money and Banking	02249	1	3
	Marketing Management	01483	1	3
	Applied Statistical System Development -course in English	22143	1	3
	Datebase Practice	11099	1	3
	Financial Risk Management	20306	1	3
	Data Exploration and Information Visualization	24327	1	3
Elective credit hours of the department in other sections	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
	Practice of Statistical Decision	09626	1	3
	English Conversation	01846	4	8
	Applied Business English: Listening & Reading	19199	2	4
	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

### Course objective and prerequisites

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	The objective of this course is to provide the student fundamental concepts of elementary statistics. This cours intuitive understanding of statistical procedures and log formula. A wide selection of real problems and examples are introduced. It emphasizes that Statistics is used as a to virtually all areas of management sciences. This course will cover: 1.Statistics methods and concept and its relevance to the 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and probability distribution. 4.Sampling methods. 5. Statistical inference – interval estimation.	se is design ical princip from many pol in decisi real world.	ed to str les behi various ion -mal	ress an nd the s fields king in

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus in background in high school mathematics. The contents of concepts and theory in calculus and their applications. If in one-variable differential calculus such as limit, continu- implicit differentiation, the mean value theorem, and app will be introduced. In the second semester, topics in the calculus, techniques in integration, multivariate differen- such as partial derivatives and multiple integrals will be of this course are 1.To provide the core of the central idea and methods of ca in the solution of problems in a variety of applied science study; 2.To illustrate the main concepts by a variety of example 3.To have an overall understanding in calculus.	of this cours in the first set ity, derivat dications of fundamen atial and int covered. Th alculus that and applica	e include emester, ive, chai i the deri- tal theor tegral ca e object will be a tion for t	e basic topics in rule, ivative rem of alculus ives of upplied further

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 analy household, and firm's behavior. Upon course completion able to: <ol> <li>Realize the basic concepts of Microeconomics.</li> <li>Understand the meanings of supply and demand function.</li> <li>Realize the meaning of elasticity and its application.</li> <li>Realize how individual consumer, household, and firm 5. Understand various types of industry organizations and 6. Use Microeconomics theories to analyze the effects of 7. Realize the basic concepts of macroeconomics.</li> <li>Understand the meanings and measuring of Nation's in 9. Realize the meaning of production, saving, and investri 10. Understand the meanings of aggregate demand and ago 12. Use macroeconomics theories to analyze the effects of the meaning of the meaning of analyse the effects of the meaning of the meaning of aggregate demand and ago 12. Use macroeconomics theories to analyze the effects of the meaning of</li></ol>	rze individ n, the stud ions. n make deci d their char public poli ncome. nent. ggregate su	ual con ents sho sion. acteristic icy. pply.	sumer, uld be cs.	

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	The objective of this course is to introduce the basic information system, the principle and rules of accou- reporting, and how to analyze and interpret accounting in and external business users making economic decisions i business enterprises and enhance the fairness and efficie It emphasizes the dual roles of accounting in va Specifically, this course aims to help students: 1. To understand the functioning of accounting in the bus governmental units, non-profit organizations and the soci 2. To understand the basic recording and reporting information system; 3. To understand the concepts and standards underlying accounting to develop the financial statements of business 4. To understand how to analyze and interpret accour investors, creditors and business managers to make econo 5. To understand how to resolve the ethical dilemma and judgment; and 6. To understand how to develop and make planning of a	inting mea formation t n order to c ncy of the o luation and iness world iness world inety in gene processes the measure ses; ating inform omic decision make ethic	surement o help in reate va capital n d contr d as well ral; of acco ements t nation t ons; al profes	nt and nternal lue for narket. acting. l as the punting used in o help ssional

Course Code	05201				
Course Name	Introduction to Business	Credit	F	S	
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To gain a fundamental working knowledge about every in which business prospers;</li> <li>2.To introduce business functions, including marketing, f production &amp; operation, information, and R&amp;D</li> <li>3.To introduce management functions, including analys leading, and controlling;</li> <li>4.To integrate the factors of environment, management functions; and</li> <li>5.To combine theory and practice.</li> </ul>	finance, hui sis, plannin	nan reso Ig, orgai	ources, nizing,	

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 the compoperating systems and utility programs, communications electronic commerce, computer security and safety), pro- program development, introduction to database manager issues(include computer ethics, computer certification), e- class.	oonents of the source of the s	he syste orks (inc languag mation	m unit, cluding ges and related

Course Code	02743			
Course Name	Mathematical Statistics	Credit	F	S
Course Objectives	The objective of this course is to provide the students w idea and methods of statistics that will be applied in the statistical theory and application for further study. The probability theory will be introduced first, followed by sat and then the basic theory of statistical inference will concepts will be illustrated by a variety of examples and	e solution of fundament mpling distr be provid	of problet als of n ribution	ems in nodern theory,

Course Code	02766		-	-
Course Name	Linear Algebra	Credit	F	S
Course Objectives	There are two main objectives of this course: 1.To understand and build up the concepts of the linear al 2.To lean how to use Matlab software for solving the linea	0	oblem a	t hand.

Course Code	03056			
Course Name	Programming Techniques	Credit	F	S
Course Objectives	<ul> <li>The first course of programming language for the student accomplish two goal :</li> <li>1. Introduce students to the breadth of the discipline of come to understand the role of programming in the broad 2.Introduce the methodologies and techniques of comp C++, providing a complete introduction to the language.</li> </ul>	f computing ler context	g, so that of comp	at they uting.

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course Objectives	Object-Oriented Programming (OOP) is a new approx emphasized the modeling of objects through classes and the modeling of real world object, C++ provides not only also operator overloading, template, and polymorphism. S (STL) gives programmer a easy way to overcome difficu- achieved by OOP technique.	l inheritanc y multiple in Standard Te	e. To fa nheritan mplate I	cilitate ce, but Library

Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
Course Objectives	The objectives of this courses are 1.To build basic ideas in operating software packages of managerial or analytical works; 2.To render examples or cases in daily life or in manageris statistics lectures; and 3.To be able to use the software packages such as SAS and	ial applicati		

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

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Maine	Database Administration	Credit		
Course	This course provides fundamental concepts and p	rinciples f	or desi	gning,
Objectives	implementing and managing database systems. Topics in	nclude data	base cor	ncepts,

relational database design concepts, Structured Query Language (SQL), database
administration. A DBMS will be incorporated into the course exercises and as part
of a project on the design and implementation of a database system.

Course Code	24418				
Course Name	Survey Sampling-Course in English	Credit	F	S	
Course Objectives	<ol> <li>Construct the basic concepts and theory of survey.</li> <li>Teach the method of collecting data.</li> <li>The questionnaire design.</li> <li>Using cases or examples of practice application, this course make students learning in doing.</li> </ol>				

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Objectives	This course provides fundamental concepts and skills Topics include model specifications, properties and relate for building a linear regression model will be discussed the will be analyzed with statistical software.	ed inferenc	es. Proc	edures

Course Code	11218			
Course Name	Design of Experiment and Analysis	Credit	F	S
Course Objectives	The objectives of this course are 1.To provides fundamental concepts and skills for experiment; 2.To cover the topics such as complete randomized randomized black design, Latin Square design, and fraction way and two-way ANOVA model; and 3.To discuss and analyze the real data with statistical soft	design, fac	ctorial d	lesign,

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

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; and 4.To cultivate analytical skills in solving the practical pro-	oblem.		

Course Code	07699				
Course Name	Independent Study II	Credit	F	S	
Course Objectives	The objective of this course are 1.To find an interesting topic, define research question, co a research report; and 2.To be able to:(1) observe social environment and pl			-	

interesting topic as well as question.; (3) define a research question.; (4) understand
the basic concept and methodology of research.; (5) collect and summarize data.;
(6) write and accomplish a project report.

Course Code	19169					
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F	S		
Course Objectives	Multivariate Statistical Analysis-Course in EnglishCreditFSAs data collection becomes more and more efficient and convenient, more features tend to be measured in each observation. This trend makes multivariate data analysis an important statistical technique nowadays. In this course, two objectives are the foundation for developing this course. First, the concept of multivariate data 					

Course Code	20834			
Course Name	Time Series Analysis-Course in English	Credit	F	S
Course Objectives	Time series analysis is essential for today's world. Ou competent skill in analyzing time series data for desc forecast. This skill combines knowledge of probabili processes, empirical comparisons of approaches, and con topical coverage will be construction and interpretation approaches. These approaches involve: time series smoothing, Box-Jenkins (ARIMA) methodology, and inter-	ription, exp stic models aputer softwork on of various regression	planatio s of stoo vare. Th us time a, expo	n, and chastic e main series

Course Code	21196			
Course Name	Discrete Data Analysis-Course in English	Credit	F	S
Course Objectives	<ul> <li>This course provides basic and essential methods for analy.</li> <li>The major focus of this course is modeling of discrete-ty.</li> <li>In general, this course is designed into five sessions: <ol> <li>The material in this part forms the heart of introdunivariate categorical data analysis.</li> <li>This part surveys standard descriptive and inferent contingency tables.</li> <li>This session introduces generalized linear models for Logistic regression;</li> <li>Discusses log-linear models for poisson (count data). are instructed by unifying logistic regression and loglin regression and ANOVA models since these methods shar concepts.</li> <li>Detail user manuals written in SPSS setting to enhar context of statistical models. Supplement materials to sessions.</li> </ol> </li> </ul>	vped respon ductory me tial method r binary da Both Sessi- ear models re many sin aced unders	se techr thods u l for bi ta, in te on III a with on nilar / di	niques. ased in variate rms of and IV rdinary fferent of the

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 that c methods for data analysis, namely, rank based methods, p and curve smoothing; and 2. To be able to apply nonparametric methods in problem	ermutation	test, boo	otstrap,

assumption is violated.

Course Code	05352			
Course Name	Biostatistics	Credit	F	S
Course Objectives	The main purpose of biostatistics is to resolve the real biological subjects. The conclusions are obtained throug sampling. In this course three major topics: clinical tri medicine will be discussed. The lectures will emphasiz Topics such as likelihood principles, regression method survival analysis will be introduced.	th experime als, genetic ze on statis	ntal stuc cs and g tical con	dies or general ncepts.

Course Code	05358			
Course Name	Medical Statistics	Credit	F	S
Course Objectives	The main purpose of this course is to demonstrate he statistical methodologies to resolve the problems genera subjects. Scientific conclusions are reached through e studies. In this course several major issues, which incl epidemiology, genetic counseling, forensic medicine, human genome studies, are introduced. The lectures will scenarios and related statistical methods based on Ba principle, conditional probability setting and modeling.	ted from va xperimenta ude preven pharmaceu emphasize	arious n l or sau tive me tical in on the m	nedical mpling dicine, dustry, nedical

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Objectives	Quality is one of the key factors in surviving tough comp of this course is to introduce engineering and manageme method to quality and process improvement. This course of modern approaches of quality control that may be business. Topical coverage will be: construction and control charts; specifications; tolerance limits; special process capability analysis; Excel (or SAS) in QC.	nt majors to will cover applied to interpretati	the star the foun industrie on of v	tistical idation es and various

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 statistical particular methods used in various disciplines; and 2.To provide a deeper understanding the theoretical part The topics to be covered include point estimation, inter hypotheses.	of statistica	l inferen	ce

Course Code	17559			
Course Name	Electronic Commerce-Course in English	Credit	F	S
Course Objectives	The main objectives of this course are for students: 1. To learn the fundamental concepts of electronic busine 2. To investigate the main issues of electronic commerce i framework, IT infrastructure and strategies of implement: 3. To learn how e-commerce is being conducted and man 4. To assess its major opportunities, limitations, is contemporary Internet business environment.	n terms of r ation with i aged; and	ts cost b	enefit;

Course Code	02492			
Course Name	Data Structures	Credit	F	S
Course Objectives	This course provides fundamental concepts of data str computer science. Topics include introduction of basic algorithms, study of comparing data structures using schemes, exploring different sorting and searching metho and applications of data structures in a programming lang	data structu different ods. The im	ures and represent plement	l basic ntation tations

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	In this course, we provide an overview of the finance m the monetary and banking. Students are expected to 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 bel 3. Why are the financial institutions important in the econ 4. What tools does central bank use to manipulate the m rate?	understand nave? nomics?	the foll	lowing

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide students with and to improve students' abilities to implement marketin course completion, the students should be able to:</li> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing 3. Realize the meaning of segmenting, targeting, and post</li> <li>4. Understand the meaning and scopes of marketing mix</li> <li>5. Utilize marketing theory to analyze firm's marketing a</li> <li>6. Learn the skill of marketing planning and apply Marketing and apply Marketing marketing marketing marketing planning and apply Marketing marketing.</li> </ul>	g related a plan. itioning (ST 4P. ctivities.	ctivities.	Upon

Course Code	22143			
Course Name	Applied Statistical System Development -course in English	Credit	F	S
Course Objectives	This is an advanced course aimed at applying JAVA technology to the development of practical statistical systems. In this course, students will learn programming skills related to (1) the SWING components (2) JDBC Database Access (3) 2D Graphics and (4) API for a Statistical Package. By the end of this course students will be able to develop statistical systems of basic applications for data analysis.			

Course Code	11099						
Course Name	Datebase Practice Credit F						
Course Objectives	This course is designed to provide students with the perform the following tasks: (1) writing of basic SQL stat (2) writing of advanced SQL statements (includes a procedures). This course will be taught using a combination of cla exercises. The database server for lab exercises will be a Windows platform. Students will utilize the facilities of t knowledge and skills for performing the aforementioned	ements (D) n introduct assroom lea DB2 for U he DB2 clia	ML/DDI tion to ctures at IDB syst	L), and stored nd lab tem on			

Course Code	20306

Course Name	Financial Risk Management	Credit	F	S
Course Objectives	<ol> <li>Basic risk management training</li> <li>Risk Management Strategy</li> <li>Risk case study</li> <li>Quantitative based risk analysis</li> </ol>			

Course Code	24327			
Course Name	Data Exploration and Information Visualization	Credit	F	S
Course runne	Data Exploration and information visualization	crean		ous attentions features. The R beginner. niliar with R;
Course Objectives	R is a relatively new statistical software; however, it gath in various fields due to its flexibility, capability, and lots not-so-user-friendly property might be the key probl Therefore, the goal of this course if to lead the studen including its basic operations, environments, data types, programing skills. Hopefully, after taking this course, s very confident of using R in their following data analysis	of attractive em for the ts to be fai basic funct tudents can	e feature e R be miliar v ions and	es. The ginner. vith R; d some

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 about the of insurance; and 2.To gain practical knowledge and specialty through a de the status quo and the contents of insurance management	ep understa	•	

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

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 fo 2.To include case study for a better understanding it Topics to be covered include probability, model Bayesian decision making, Lagrange multiplier, dec uncertainty.	s application on ing and its dec	busines bision m	s. 1aking,

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

Course Code	19199			
Course Name	Applied Business English: Listening & Reading	Credit	F	S
Course Objectives	This remedial course is aimed at helping senior students standardized tests (esp. for TOEIC) in the hope of ach results to meet the basic requirements of their En- graduation. The emphases of the courses will be on listen	nieving mo glish profi	re satisf ciency	factory

Course Code	19663				
Course Name	Organizational Leadership and Social Innovation Credit F S				
	Practices Creat				
	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	3. To be able to manage the group dynamic of an organization;				
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; and				
	6. To be able to have the vision and capacity to be a leader.				

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 autonomous learni 2.To be able to build a team and cooperate with each othe 3.To be able to handle the implement process of a project 4.To be able to manage the group dynamic of an organiza 5.To be able to implement the selected project and achieve	er within the t; ation; and		

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	<ul> <li>Innovative Social Enterprises Competition Practice Entrepreneurship Management, Seminar on Cultural Creativity Development. To learn how social entrepren spirit to carry out the meaning and value of social enter Enterprises Competition Practice, which combines esse Marketing, Financial Management etc., utilizes young st and innovative ideas to formulate workable entreprenet students' learning effects through practical competition achieve the below objectives:</li> <li>1. Learn how to integrate basic management knowledge competition practice.</li> <li>2. Learn how to conduct social enterprises business development and activity.</li> <li>3. Learn how to build an social enterprises business team achieve success.</li> <li>4. Understanding the value and development of social en deal with it.</li> <li>5. Experience and demonstrate entrepreneurship through Innovative social enterprises Competition Practice provid to apply textbook knowledge to practical operation knowledge on. This course gives students an alternative to which shifts the graduation-and-employment career patter start-up.</li> </ul>	Creative eurs with e erprise. Inn ntials from udents' abu urial ideas n. This cou and demor managemen and promot terprises an competition es students while exponenties	Industry entreprer ovative Manage indant cr and maz rse inter istrate it int by cr istrate it int by cr istrate it int by cr istrate it int an opport panding e career of	<ul> <li>and heurial</li> <li>Social</li> <li>Social</li> <li>ement,</li> <li>reative</li> <li>kimize</li> <li>nds to</li> <li>in the</li> <li>reative</li> <li>reative</li> <li>rork to</li> <li>how to</li> <li>rtunity</li> <li>their</li> <li>choice</li> </ul>

## **Finance and International Business**

#### Course list

BBA in F	Finance and Ir	ternational Business	code	classes	Credit hours
		Economics	02457	2	6
		Calculus	02390	2	6
Required of credit hou department		Accounting	02412	2	6
l finance Require d credit hours by		Introduction to Business Management	05201	2	3
		Introduction to Computer Science	01863	2	3
Required	common	Statistics	02222	2	6
credit hours of the		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	3
Required co credit hours department Require d credit hours by sections		International Finance	02090	2	
		Investments	01579	1	3
		Futures and Options	03408	1	3
	Internationa	Fixed Income Securities	10458	1	$\begin{array}{c} 6\\ 6\\ 3\\ 3\\ 3\\ 3\\ 6\\ 2\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\ 3\\$
Doquiro	I finance	Independent Study I	07344	7	
-		Independent Study II	07699	7	
		International Business Management	02083	1	
		International Co-opetition Strategy	15493	1	
	Internationa	International Marketing	02084	1	
	1 business	Independent Study I	07344	8	
	ŀ	Independent Study I	07699	8	
	L	Security Markets Studies	12883	1	
		Financial Institutions Management	04086	1	
		Commercial Law	02056	1	
		Financial Statement Analysis	01982	1	
		International Service Management	08640	1	
		Financial Computation and Software Application	21006	1	
		International Marketing- Course in English	15149	1	
		Industry Analysis and Competitive Strategy	03132	1	
~		Technology and Innovation Management- Course in English	19996	1	_
of the dep	partment in	Wealth Management and Financial Planning- Course in English	19909	1	3
other sec	lions	Chain Store Business Management	02252	1	1
		Logistics/ Supply Chain Management	14208	1	3
		Organizational Learning and Social Inquiry	19664	1	0.4
		Organizational Leadership and Social Innovation Practices	19663	1	0.4
		Business Valuation and Case Study	22101	1	3
		Financial Analysis and Firm Valuation (I)	23727	1	3
		Financial Analysis and Firm Valuation (II)	23728	1	3
		Analysis For Global Industry	08314	1	3
		Practicum in Enterprises I	10852	1	3

International Strategy Management - Course in English	24102	1	3
Decision Analysis	24103	1	3
Intercultural Financial Market	24104	1	3
Transnational Banking and Risk Management	24105	1	3
News Forum in Business and Finance-course in English	24254	1	3

### • Course objective and prerequisites

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide students w concepts and to improve students' abilities to analyz household, and firm's behavior. Upon course complete able to: <ol> <li>Realize the basic concepts of Microeconomics.</li> <li>Understand the meanings of supply and demand f</li> <li>Realize the meaning of elasticity and its application.</li> <li>Understand various types of industry organization characteristics.</li> <li>Use Microeconomics theories to analyze the effect</li> <li>Realize the meaning of production, saving, and in 10. Understand the monetary system.</li> <li>Understand the meanings of aggregate demand a</li> </ol> </li> </ul>	ith basic M e individua etion, the st functions. on. firm make as and their ets of public n's income vestment.	l consur udents s decision policy. te suppl	ner, should n. y.

Course Code	02390			
Course Name	Calculus	Credit	F	S
	Calculus	Cledit	3	3
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 r applications of the derivative will be introduced. In the in the fundamental theorem of calculus, techniques in differential and integral calculus such as partial integrals will be covered. The objectives of this cour 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 exan 3.To have an overall understanding in calculus.	ents of this pplications s such as lin mean value he second so n integratio derivatives rse are ds of calcul of applied	course i In th nit, cont theorem emester, n, multi and m us that d science	nclude ne first tinuity, m, and topics variate nultiple will be ce and

Course Code	02412			
Course Name	Name Accounting	Credit	F	S
Course Maine		Clean	3	3
Course Objectives	The objective of this course is to introduce the basic information system, the principle and rules of accorreporting, and how to analyze and interpret accourreporting, and external business users making econor create value for business enterprises and enhance the the capital market. It emphasizes the dual roles of and contracting. Specifically, this course aims to h 1. To understand the functioning of accounting in the as the governmental units, non-profit organizations a	bunting mean nting inform mic decision fairness an f accounting elp students ne business	asureme nation t ons in or d efficie g in val s: world a	nt and o help rder to ency of luation
	2. To understand the basic recording and reporting			

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

Course Code	05201					
Course Name	Introduction to Business Management	Credit	F	S 3		
Course Objectives	Introduction to Business Management					

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
	Introduction to Computer Science	Cleuit	3	
Course Objectives	The major objective of this course is to learn the kr computer hardware and software. Topics such as the unit, operating systems and utility programs, comm (including electronic commerce, computer programming languages and program development, management, information related issues(include co certification), etc., will be covered in the class.	component nunications security , introduction	s of the s and net and s on to da	system tworks afety), tabase

Course Code	02222			
Course Name	Statistics	Credit	F 3	S 3
Course Objectives	<ul> <li>The objective of this course is to provide the studen fundamental concepts of elementary statistics. This c an intuitive understanding of statistical procedure behind the formula. A wide selection of real prob many various fields are introduced. It emphasizes t tool in decision -making in virtually all areas of man This course will cover:</li> <li>1.Statistics methods and concept and its relevance to 2.Descriptive Statistics.</li> <li>3.Basic notions of probability, random variable, and probability distribution.</li> <li>4.Sampling methods</li> <li>5. Statistical inference – interval estimation</li> </ul>	ourse is des es and log lems and e hat Statistic agement so o the real we	signed to ical prin examples cs is use ciences. orld.	o stress nciples s from ed as a

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

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

Course Code	01483					
Course Name	Marketing Management	Credit	F 3	S		
Course Objectives	Aarketing Management Credit					

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

Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
				3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To analyze the behavior of individual economic ur workers, and investors, owners of land and business these units make economic decisions.</li> <li>2.To explore the issues on how industries and market they differ from one another, and how they are policies and global economic conditions.</li> <li>3.To extensively cover the topics of game theory, str firms, the role and implications of uncertainty and as the pricing strategies of firms with/without market policies taking into account of market efficiency and</li> </ul>	s firms, and s operate ar affected b ategic inter symmetric i owers, and	I how an ad evolve y gover actions informat the desi	d why e, why nment of tion,

Course Code	01983			
Course Name	Financial Management	Credit	F	<u>S</u> 3
Course Objectives	This objective of this course is to provide a basic un financial decisions. These decisions include choo investment opportunities, how much debt and equity operating cash flows, how to measure risk and retur	sing betwe v to issue, h	en com	peting nanage

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

Course Code	02100					
Course Name	The Practice of International Trade	Credit	F	S		
Course Maine	The Tractice of International Trade	Credit	3			
Course Objectives	The Practice of International Trade Credit					

Course Code	02090					
Course Name	International Finance	Credit	F	S		
			3			
	This objectives of this course are					
	1. To provide an analytical framework for understanding modern					
	international finance and open economy macroeconomics.					
	2. To discuss the issues such as the foreign currency markets and					
Course Objectives	international financial arbitrage, the fundamental international parity					
5	conditions, the performance of international monetary regimes-past to					
	present, monetary and portfolio approaches to balance-of-payments and					
	exchange-rate determination, rational expectations and monetary policy in					
	the open economy, policy coordination, and monetary union.					

Course Code	01579				
Course Name	Investment	Credit	F	S	
				3	
	The objectives of this course are				
	1.To explore the operation of capital markets and the related theory about investment.				
Course Objectives	2. To introduce the fundamental rationale of financia	l investmer	nt theory	,	
	financial market and investment instruments, the evaluation and management				
	of portfolio's risk and return, the concept and pricing analysis of debt and				
	equity securities, derivative and risk management, etc.				

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Maine	Futures and Options	Clean	3	

Course Objectives	<ul> <li>The learning objectives of this course include:</li> <li>1. The basic characteristics of derivative contracts.</li> <li>2.No arbitrage pricing bounds of futures, options and other derivatives such as swap, etc.</li> <li>3.Trading strategies of options.</li> <li>4.Binomial tree pricing options.</li> <li>5.Black-Scholes model</li> <li>6.Hedging when issue or buy an option.</li> </ul>
	7.Structured note
	8.Exotic options.

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course runne	Tixed meone securities	cicuit		3
Course Objectives	The objective of this course is to introduce the mana- fixed securities. Topics that will be covered include: 1. introduction to fixed income products and innovat 2. basic bond valuation techniques with risk and retu 3. term structure of interest rates and their estimates 4. pricing of fixed income securities and their deriva 5. bond immunization strategy 6. bond portfolio management 7. fixed income securities' risk management and inn 8. bond related topics such as taxation of bonds, pre- estate securitization.	tion 1rn analysis tives ovation		

Course Code	07344			
Course Name	Independent Study I	Credit	F 3	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 3
Course Objectives	<ul> <li>The objective of this course are</li> <li>1.To find an interesting topic, define research quaccomplish a research report</li> <li>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 project</li> </ul>	phenomeno a research research.;	on.; (2) f questio	find an n.; (4)

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Maine		Clean		3
Course Objectives	International investment and industrial environ capricious than ever before since 21st centre digitalization, and liberalization came to be the tre outstanding international-level talents with overall this course are 1.To profoundly probe into certain oversea investre modes into international market, global implementation, and transnational operation mana	ary when rend. In ord thinking, the ment enviro strategic	globaliz der to fe e objection onments,	zation, ertilize ives of entry

2. To broaden international views
3.To synchronize with changes and development of the world
4.To strengthen international competence.

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

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

Course Code	12883			
Course Name	Securities Markets Studies	Credit	F	S
Course Manie	Securities Markets Studies	Cicuit	3	
Course Objectives	<ul> <li>This course is provided for students who are unfamic contents that will be covered in this course are</li> <li>1. To provide students with real experiences such as account for real trading.</li> <li>2. To conduct portfolio simulation via fictitious accound for the focus on specific industries and conduct both for analyses</li> <li>4. To introduce five basic types of financial inversion bonds, options and futures with the focus on the determinants of valuation, and the practical issue these instruments.</li> </ul>	such as op ounts fundamenta estments—1 = risk-rewar	ening a t l and tec money, d tradec	trading chnical stocks, off, the

Course Code	04086			
Course Name	Financial Institutions Management	Credit	F	S 3
Course Objectives	The objectives of this course include 1. To analyze the risks faced by investors and savers interacting through both financial institutions and financial markets 2. To launch strategies that can be adopted for controlling and better managing these risks.			

Course Code	02056			
Course Name	Commercial Law	Credit	F	S 3
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 e commercial laws.		U	

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S 3
Course Objectives	<ul> <li>The objectives of the course are</li> <li>1. To understand the financial performances from s including short-term liquidity, return on invested analysis, operating performance analysis, cash structure and solvency.</li> <li>2. To introduce ratio analysis, trend analysis, comparist statements, common-size financial statements, chart financial statements and the related information.</li> </ul>	l capital, as 1 flow an rative finan	sset utili alysis, o cial	ization capital

Course Code	08640			
Course Name	International Service Management	Credit	F	S
				2
Course Objectives	The objective of this course is to introduce both theories and practices of international service business to senior students.			

Course Code	21006				
Course Name	Financial Computation and Software Application	Credit	F	S	
Course Maille	Thateat Computation and Software Application	Cicuit	3		
	The objective of this course is to provide the comput and its application for valuation, asset allocation, and				
	issues. A natural vehicle Excel is used in this course for deepening the				
	understanding of financial materials. Such as VBA (Visual Basic for				
Course Objectives	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, TradeStation, 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.				

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

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

Course Code	19996			
Course Name	Technology and Innovation Management- Course	Credit	F	S
	in English	Credit		3

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
Course Objectives	understand various aspects of technology and how to manage innovation
	activities for businesses.

Course Code	19909					
Course Name	Wealth Management and Financial Planning -	Credit	F	S		
	Course in English	Credit	3			
	The purposes of this course are to provide students	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	1) Enhance learning efficiencies and experiences					
	2) 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	02252			
Course Name	Chain Store Business Management	Credit	F	S
Course Name	Cham Store Business Management	Credit		1
Course Objective of this course is to train chain's professional manager and his				high-
Course Objectives	order executive.			

Course Code	14208				
Course Name	Logistics/ Supply Chain Management	Credit	F	S	
	Logistics/ Suppry Chain Management	Cicuit		3	
Course Objectives	management 2. To learn the state-of-the-art models, concepts, an Logistics and supply chain management	<ol> <li>To understand the definition and content of Logistics and supply chain management</li> <li>To learn the state-of-the-art models, concepts, and solution methods of Logistics and supply chain management</li> <li>To learn the design, control, operation, and management of the Logistics</li> </ol>			

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
		Clean	0.4	
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of autonomy le 2.To be able to build a team and cooperate with eac 3.To be able to handle the implement process of a p 4.To be able to manage the group dynamic of an or 5.To be able to implement the selected project and	ch other with project. rganization.		

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S 0.4
Course Objectives	<ol> <li>Be able to internalize the spirit of autonomy learning.</li> <li>Be able to build a team and cooperate with each other within the team.</li> <li>Be able to manage the group dynamic of an organization.</li> <li>Be able to implement the selected project and achieve the set goals.</li> <li>Be able to run an organization to have high performance.</li> <li>Be able to have the vision and capacity to be a leader.</li> </ol>			n.

Course Code	22101			
Course Name	Business Valuation and Case Study	Credit	F	S

			3	
Course Objectives	The purpose of this course is to provide students with how to figure out the intrinsic value of a firm and, investment or business M & A. Through classroo case studies & competitions, the students not only le but also realize the importance of macroeconomic corporate strategies.	, further, as om lecture, o arn the meth	a referent discussion od of va	nce for on, and luation

Course Code	23727				
Course Name	Financial Analysis and Firm Valuation (I)	Credit	F	S	
			3		
Course Objectives	The objectives of the course are: 1.to make students understand how to implement the corporate business analyses, industry analyses, and financial statement analyses through the methods of case study and group discussions; and 2.to equip students with a preliminary understanding of practices in valuation of enterprise.				

Course Code	23728				
Course Name	Financial Analysis and Firm Valuation (II)	Credit	F	S	
				3	
Course Objectives	The objectives of this course are: 1. to make students familiar with how to implement firm valuation, including the estimations of future free cash flows, constant growth rate, cost of capital, and value adjustments of non-quantitative factors; and 2.to make students have an advanced understanding of practices in firm valuation and M&A (mergers & acquisitions) analysis.				

Course Code	08314			
Course Name	Analysis For Global Industry	Credit	F 3	S
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To theoretically analyze the impetus of industrial industrial analysis tools used to anatomize global</li> <li>To introduce several industrial development competitive strategies of global IC in telecommunication industry, biotechnology and cultural and creative industry, and retailing indust</li> <li>To provide a game-theoretic framework for u compete in the industry; and</li> <li>To emphasize how to design successful competitive</li> </ol>	industry; trend, espendustry, l pharmaceut try; understandin	ecially PC indicals indicals indicals	in the dustry, dustry,

Course Code	10852			
Course Name	Practicum in Enterprises I	Credit	F	S 3
Course Objectives	<ul> <li>This objectives of this course are:</li> <li>1.To learn practical working techniques and business the gap between theory and practice in financial and</li> <li>2.To learn business ethics and job discipline and to with integrity; and</li> <li>3.To expand people network among industries and to development.</li> </ul>	non-financ become a b	ial indu usiness j	stries; person

Course Code	24102			
Course Name	International Strategy Management - Course in	Cradit	F	S
	English	Credit	3	

Course Objectives	The objective of this course is to cover several central practical issues related
	to international management, including globalization, cross cultural
	management, institutional environment, offshoring and corporate social
	responsibility.

Course Code	24103				
Course Name	Decision Analysis	Credit	F	S	
	Decision Analysis	Clean	3		
Course Objectives	This course aims to introduce the fundamental conce for management judgment through hands-on practice students with systematic and objective approaches, s Regression, Analysis of Variance (ANOVA), Simple Technique (SMART), Analytic Hierarchy Process (A (DT). In order to make decisions under uncertainty, is knowledge via detailed instruction and case studies to further understand the implications and intricate effe on aspects of business-related activities.	e. This coun- such as Mul Multi-attri MP), and I imparting s to ensure st	rse provi tivariate bute Rat Decision uch udents c	ides e ting Tree an	

Course Code	24104				
Course Name	Intercultural Financial Market	Credit	F	S	
		Cleuit	3		
Course Objectives	The objective of this course is to acquaint the students with the global financial environment in a cross-cultural perspective. The course is designed to stress an understanding of the interplay between financial markets and diverse cultural and legal systems as the foundation of business valuation and policy making. Particular emphasis will be given to emerging markets. The course will be based on series of lectures and case studies. Students are expected to develop a global perspective and enhance the competency of being a financial professional in a modern international organization.				

Course Code	24105			
Course Name	Transnational Banking and Risk Management	Credit	F	S 3
Course Objectives	<ul> <li>The course aims at providing an introduction international financial institutions using risk approac given to global (commercial) banking strategies in The course will be based on series of lectures and cas in this course include</li> <li>Financial institutional structure</li> <li>Investment strategy and portfolio risk management</li> <li>Fquity risk, interest rate risk, exchange rate risk liquidity risk, and operational risk</li> <li>Regulations and supervision: Basel Accord</li> <li>Risk Measurement and quantitative approach</li> <li>Students are expected to possess a comprehensive co to make appropriate risk management decision an challenges of the international banking industry.</li> </ul>	t t t t t t t t t t t t t t t t t t t	nphasis isk dime Fopics concerned nce shee	will be ension. overed et risk, et risk,

Course Code	24254			
Course Name	News Forum in Business and Finance-course in English	Credit	F 3	S
Course Objectives	This objectives of this course are 1.To get acquainted with and open discussions on the business and financial news; and 2.To facilitate better abilities in financial news analy students in English listening, reading, and oral ex	sis and also	•	

# **Information Management**

#### Course list

#### • Course list

BBA Program in Infor	mation Management	Code	Classes	Credit
	-			hours
	Operating System	01558	2	3
	Introduction to Programming	24495	2	3
	JAVA Programming Language	07390	2	4
	Front-end Web Design	24496	2	2
	Web Programming	16258	2	3
	Data Structures	02492	2	3
	Database Administration	02490	2	3
D 1	Data Communication and Network	10681	2	3
Required common credit hours of the	Management Information Systems	02631	2	3
	System Analysis and Design	01584	2	3
department	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
	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
	Business Automation	10608	1	3
	Electronic Commerce	09514	1	3
	Introduction to Big Data	24498	1	2
	Big Data in Business Analytic	24499	1	2

BBA Program in Information Management	Code	Classes	Credit
	Couc	Classes	hours
Algorithms	04619	1	3
Discrete Mathematics	02933	1	3
Knowledge Discovery and Data Mining	09637	0	0
Internship	13859	1	4
Topic on Electronic Procurement	11856	1	3
Managerial Mathematics	02632	1	3
Data Security	04623	1	3
Internet Marketing	10211	1	3
Internet Marketing-Course in English	24497	1	3
Financial Trading Systems	21429	1	3
Digital Finance	24106	1	2
Network Management	13587	1	3
Supply Chain Management-Course in Eng	glish 16985	1	3
Organizational Learning and Social Inquir	ry 19664	1	2
Knowledge Management System	18040	1	3
Service Science	24500	1	3
Organizational Leadership and Social I Practices	innovation 19663	1	2
Practice in Innovative Social Enterprises	21047	1	1
Computer Graphics with Applications	20067	1	3
Introduction to Cloud Application Platform	m 19322	1	3
Cloud Application Programming	19411	1	3
Mobile Service Application System	19709	1	3
Project Management of information Syste	m 07930	1	2
Introduction to Information System-Cours English	se in 13517	1	3
International Industry Analysis	04060	1	3

### • Course objective and prerequisites

Course Code	01558			
Course Name	Operation System	Credit	F	S
			3	0
Course Objectives	The course aims to provide a description of operating systems. The essential topics in the management, memory management, storage n security. In addition, the course uses example systems to illustrate the fundamental concepts.	nis course in nanagement, j	clude p protectio	process on and

Course Code	24495			
Course Name	Introduction to Programming	Credit	F	S
		Credit	3	0
Course Objectives	The objective of this course is to let the student language to solve problems. The main contents programming language, covering basic concept data types, command structures, conditions, le Lists, Tuples, Dictionaries, Sets and other data s use some simple tools so that students can mas as soon as possible.	of the course ts of variables oops, functio structures. Co	is the l s, expreases, expreases ns, as v urses wa	Python ssions, vell as ill also

Course Code	07390			
Course Name	JAVA Programming Language	Credit	F	S
				4
Course Objectives	This course is an introduction to programming language. Java programming language is now programming languages. This course will cover programming basics and variable data type, exparray, object and class.	v one of the programming	most p basis si	opular uch as:

Course Code	24496			
Course Name	Front-end Web Design	Credit	F	S
			0	2
Course Objectives	The aim of this course is to teach student four design, including HTML5, CSS, and JavaSc software(s), students will be asked to design interfaces (in-class assignments). More importa to easily design web pages without spending programming.	ript. By usin 1 their web ntly, students	g web pages o will lear	design or user rn how

Course Code	16258			
Course Name	WED Decommence	Cradit	F	S
Course Maine	WEB Programming	Credit	0	3
Course Objectives	WEB Programming       Credit       I         The objective of this course is to let the students familiarize with the curtools and processes of designing a database backed web application. M tier applications centered around MVC (Model View Control) model be illustrated throughout the course with stepwise refined examples. Ha on exercises applying html, jsp, servlet, and Web development tools suggeogle Web Toolkit to develop a SaaS application will be conducted in classroom. Programming loading in this course is medium.		. Multi- del will Hands- such as	

Course Code	02492				
Course Name	Data Structures	Credit	F	S	
	Data Structures		3	0	
Course Objectives	in computer science. Topics include introduction basic algorithms, study of comparing data representation schemes, exploring different sort	This course provides fundamental concepts of data structure and algorithm in computer science. Topics include introduction of basic data structures a basic algorithms, study of comparing data structures using different representation schemes, exploring different sorting and searching method The implementations and applications of data structures in a programmi			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
	Database Administration	Credit	0	3
Course Objectives	This course provides fundamental concepts ar implementing and managing database system concepts, relational database design concepts, s (SQL), database administration. A DBMS w course exercises and as part of a project on the of a database system.	s. Topics inc Structured Qu ill be incorpo	lude da lery Lar brated ir	tabase nguage nto the

Course Code	10681			
Course Name	Data Communication and Natwork	Cradit	F	S
	Data Communication and Network	Clean	3	0
Course Objectives	Data Communication and NetworkCreditII30The main purpose of this course is to help students have complet knowledge about data communications and networking. The course tries t let students understand deeply and broadly the operating principles of enterprise data communications and networking. Therefore, beside teaching the theories of data communications and networking, this course requires students to investigate enterprise real cases and have ability t design some programs of data communications and networking in order t understand their operating principles.			

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Maine	Management Information Systems	Clean	0	3
Course Objectives	The objective of this course is to provide the stuinformation technology (IT) supports organizati by facilitating problem solving, increasing increasing speed, improving customer service, and collaboration, and enabling business process covers the practical, managerial-oriented appr provided by information systems departments, supply chain partners, and end users.	ons with strate productivity enhancing c ss restructurin oach, and ho	egic adv and q ommuni g. This w IT is	antage juality, ication course being

Course Code	01584			
Course Name	System Analysis and Design	Credit	F	S
	System Analysis and Design	Clean	3	0
Course Objectives	The objective of this course is to train students to be familiar with the various methods, tools, and techniques of analysis & design, to possess the ability of collecting and processing the user requirements. Topics include: methodologies, gathering requirements, behavioral modeling, structural modeling, dynamic modeling and design related issues.			

Course Code	04317					
Course Name	Information System Project (I)	Cradit	F	S		
	mormation System Project (1)	Clean	0	3		
Course Objectives	Information System Project (I) Credit					

Course Code	04038					
Course Name	Information System Project (II)	Credit	F	S		
Course Mallie	Information System Project (II)	crean	3	0		
Course Objectives	applying information techniques to solve the management or individual business. Students o obtain experiences for developing informatio including planning, analysis, development, in students of each team need demonstrate the					

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course maine	Statistics Credit		3	3
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 selec examples from many various fields are intro Statistics is used as a tool in decision -makin management sciences. This course will cover: 1.Statistics methods and concept and its relevan 2.Descriptive Statistics. 3.Basic notions of probability, random variable, probability distribution. 4.Sampling methods 5. Statistical inference – interval estimation	This course al procedure tion of real oduced. It en ng in virtuall nce to the real	is desig s and l problem nphasize y all ar world.	ned to logical as and es that eas of

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
		Clean	3	0
Course Objectives	The major objective of this course is to learn the knowledge and concepts of computer hardware and software. Topics such as the components of the system unit, operating systems and utility programs, communications and networks (including electronic commerce, computer security and safety), programming languages and program development, introduction to database management, information related issues(include computer ethics, computer certification), etc., will be covered in the class.			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Hume		creat	3	0
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To gain a fundamental working knowledge environment in which business prospers.</li> <li>2.To introduce business functions, including resources, production &amp; operation, information</li> <li>3.To introduce management functions, including organizing, leading, and controlling.</li> <li>4.To integrate the factors of environment, m business functions.</li> </ul>	marketing, fi on, and R&D. uding analy	nance, l	human .nning,
	5.To combine theory and practice.			

Course Code	02390			
Course Name	Calculus	Credit	F 2	S 2
Course Objectives	<ul> <li>This is a one-year introductory course in Calcult background in high school mathematics. T include basic concepts and theory in calculus an first semester, topics in one-variable different continuity, derivative, chain rule, implicit different integration, and applications of the derivative will be semester, topics in the fundamental theorem integration, multivariate differential and integriderivatives and multiple integrals will be cover course are</li> <li>1.To provide the core of the central idea and m be applied in the solution of problems in a va application for further study.</li> <li>2.To illustrate the main concepts by a variety of 3.To have an overall understanding in calculus.</li> </ul>	as intended fo he contents d their applica- tial calculus erentiation, the be introduced of calculus, ral calculus sered. The obj methods of cal- riety of applica-	of this ations. such as ne mean . In the s techniq such as ectives culus th ed scien	course In the limit, value second ues in partial of this at will ce and

Course Code	02457			
Course Nome	Economics	Credit	F	S
Course Name	Economics	Credit	3	
Course Objectives	<ul> <li>The objective of this course is to provide studer Microeconomic concepts and to improve studer individual consumer, household, and firm's beh completion, the students should be able to:</li> <li>Realize the basic concepts of Microeconomics.</li> <li>2. Understand the meanings of supply and dema</li> <li>3. Realize the meaning of elasticity and its applied.</li> <li>4. Realize how individual consumer, household</li> <li>5. Understand various types of industry organization characteristics.</li> <li>6. Use Microeconomics theories to analyze the 7. Realize the basic concepts of macroeconomical understand the meanings and measuring of N</li> <li>9. Realize the meaning of production, saving, and 10. Understand the meanings of aggregate dema</li> <li>12. Use macroeconomics theories to analyze the policy.</li> </ul>	and functions ication. , and firm ma tions and the effects of pub es. Nation's incom and investment and and aggre	ke decis ke decis ir olic polic ne. t. gate sup	sion. cy.

Course Code	02412			
Course Name	Accounting	Credit	F	S
	recounting	create	3	3
Course Objectives	<ul> <li>The objective of this course is to introduce the beinformation system, the principle and rules of adreporting, and how to analyze and interpret acconternal and external business users making eccontered value for business enterprises and enhance of the capital market. It emphasizes the divaluation and contracting. Specifically, this contract understand the functioning of accounting is as the governmental units, non-profit organizes general.</li> <li>To understand the basic recording and report information system.</li> <li>To understand the concepts and standards unused in accounting to develop the financial standards.</li> <li>To understand how to resolve the ethical oprofessional judgment.</li> <li>To understand how to develop and make plant</li> </ul>	ccounting me ounting infor onomic decisi e the fairness ual roles of ourse aims to n the business izations and ing processes aderlying the atements of b accounting nagers to m dilemma and	asureme mation t ons in or and effic account help stu- s world a the soci of acco measure usinesse informat ake eco make e	nt and o help rder to ciency ing in dents: as well ety in unting ements es. ion to nomic ethical

Course Code	03094			
Course Nome	C L anguaga	Credit	F	S
Course Name	C Language	Credit	0	3
Course Objectives	rse Objectives Teach students how to program with C language.			

Course Code	01983			
Course Name	Financial Management	Credit	F 0	S 3
Course Objectives	<ul> <li>This objective of this course is to provide a basic financial decisions. These decisions include chinvestment opportunities, how much debt an manage operating cash flows, how to measure r dividend to payout, and etc. Therefore, we will decisions covered by corporate finance, namel structure, working capital management and enrolled the course are expected to familiar with completion.</li> <li>1. The possible types and control mechanism of 2. Valuation approaches, cash flow estimation, capital budgeting.</li> <li>3. The concept of weighted average cost of capital policy.</li> <li>5. working capital management</li> </ul>	a equity to isk and return pay a visit to y capital bud dividend po the following agency prob and risk asp	ng of cor een com issue, h a, what le the four geting, c ilicy. St gs upon lems bect relat	porate peting ow to evel of major capital udents course

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Maine	Marketing Management	Clean	2	0
	The objective of this course is to provide students with basic marketi			keting
Course Objectives	concepts and to improve students' abilities to in	nplement mai	rketing 1	related
	activities. Upon course completion, the students should be able to:			

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

Course Code	01370			
Course Norme	Production and Operations Management	Credit	F	S
Course Name	Production and Operations Management	Credit	0	3
Course Objectives	<ul> <li>Production is an essential function of a business course is to help students understand the whomanagement and to improve the students' a resources in a company. Upon course complet able to:</li> <li>1. Realize the basic concepts and theoretical Management,</li> <li>2. Understand how to integrate the resource in systems to achieve the goals of organizatechnology to solve the real problems,</li> <li>3. Obtain the ability for the further study and re</li> </ul>	ble concepts bility to plat ion, the stude knowledge business with	of prod n and c ents sho of Oper th inform	luction control uld be rations mation

Course Code	09289				
Course Name	Enterprise Descurses Dienning	Credit	F	S	
Course Maine	Enterprise Resources Planning	Clean	3	0	
	1. To help mangers to effectively manage sales/d				
	R/D, finance, and HRM functions via ERP implementation.				
	2. To avoid mass coordination caused by different departments under the				
	powerful data processing ability of ERP, so the performance of whole				
Course Objectives	supply chain could be enhanced.				
	3. To provide complete theoretical rationale and practices training to				
	systematically appreciate the details of eight modules of ERP.				
	To enhance student's information processing capability via practical, fast				
	lecturing method.	. •	-		

Course Code		13701				
Course Name	Enterprise Resources I	Planning-Course	in	Credit	F	S
Course maine	English			Clean	3	0
Course Objectives	The objective of this course on enterprise resources plan and skills for operation ar include core management of as inventory management, p manufacturing management production scheduling, and used for operational practic the SOA-ERP system is rec this course is none.	Inning. This course nd production ma data and fundamer purchase managem ent, material rea d accounting. A SC ce and case study. C	e cove nage ntal m nent, quire DA-E Comp	ers fundam ment proce nanagerial f distributior ment plan RP system orehensive p	ental co edures. ' function manage ming, ming, m	ncepts Topics s such ement, master loud is tion of

Course Code	10608				
Course Name	Dusiness Automation	Credit	F	S	
Course manie	Business Automation	Credit	3	0	
Course Objectives	To improve the literacy and interest of business automation by introducing the business automation systems, technologies.				

Course Code	09514			
Course Name	Electronic Commerce	Credit	F	S
Course maine	Electronic Commerce	Clean	0	3
Course Objectives	In this course we provide the fundamental theorem including electronic commerce models, electronic and mobile commerce. In practice, we will introduce to learn business model and experience.	nic store, eval	luation 1	nodel,

Course Code	24498			
Course Name	Introduction to Big Data	Credit	F	S
Course Maine	Introduction to Big Data	Clean	0	2
Course Objectives	This course provides fundamental knowledge a as well as train students to use some big data too data processing and analysis for business decis focuses on development of big data solutions for This course will also focus on showing stude popular tools such as NoSQL technologies to s Upon completing the course, the student will process and analyze massive amounts of unstru	ls and techniq ion-making. 1 or business. ents how to e olve the big of be able to s	ues to po in partic effective lata pro	erform ular, it ly use blems.

Course Code	24499			
Course Name	Big Data in Business Analytic	Credit	F	S
Course Maine	Big Data III Busiliess Allarytic	Credit	2	0
Course Objectives	There is growing demand for data-analytics p public agencies, and nonprofit organizations f new levels of competitiveness. This course expl fields of Big Data for intelligent use of data to data and optimize the efficiency of decision mak fields. Basically, this class is about learning f useful predictions and insights. Topics may inc manipulations, analytic, and communications. T careful consideration of what is desired from big to add value to business, etc. Students can g knowledge set and techniques via in-depth of readings and experiences, and most current exploration.	For powering lores the rapid maximize the ing in the con from data, in lude basic co the course will data, how bi gain a strong case studies,	enterpridly deve e utilization text of voorder to ncepts of l help st g data and g data so most of	ises to loping tion of various o gain of data udents nalytic cience current

Course Code	04619			
Course Name	Algorithms	Credit	F	S
Course maine	Algorithms	Credit	0	3
	1. Understand basic concepts of algorithms,			
Course Objectives	2.Learn various designs of algorithms in order	to use comp	outers to	solve
	problems more efficiently.			

Course Code	02933			
Course Name	Discrete Mathematics	Credit	F	S
Course Maine	Discrete Mathematics	Clean	3	0
	The objectives of this course are			
Course Objectives	1. To understand mathematical induction, functi	ons, and relat	tionships	s, etc.
	2. To learn the applications of discrete mathema	tics.		

Course Code	09637			
Course Neme	Knowledge Discovery and Data Mining	Credit	F	S
Course Name	Knowledge Discovery and Data Mining	Credit	0	3
Course Objectives	This course teaches students basic concepts of	f knowledge	discover	ry and

data mining. By introducing various data mining algorithms, the course
teaches students to understand how to analyze large volume of data in order
to find knowledge and interesting patterns.

Course Code	13859			
Course Name	Internship	Credit	F 0	S 4
Course Objectives	<ol> <li>This objectives of this course are</li> <li>To learn practical working techniques.</li> <li>To have professional capability in order to co and practical applications.</li> <li>To shorten on job training and reserve potential</li> </ol>			1

Course Code	11856			
Course Name Topic	Topic on Electronic Progurament	Credit	F	S
Course Maine	Topic on Electronic Procurement	Clean	3	0
Course Objectives	This course describes theories and management also investigates the development trend an electronic procurement in order to let stude	d practical tents learn ki	techniqu	ues of
	development techniques of electronic procurement.			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course maine	Managerial Mathematics	wathematics Credit	3	0
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To provide fundamental concepts and skills to problems that confound managers in both the p</li> <li>2.To develop mathematical models for probmaking.</li> <li>3.Topics that will be covered include Linear Proprior Flow models, Project Management, Queuing</li> </ul>	public and the plem solving gramming mo	private and de	sector. ecision

Course Code	04623			
Course Nome	Data Security	Credit	F	S
Course Name	Data Security	Credit	3	0
Course Objectives	<ol> <li>Understand basic concepts of data security,</li> <li>Learn principles and applications of cryptogram</li> </ol>	aphy and Inte	ernet sec	urity.

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course maine			3	0
	The objectives of this course are			
Course Objectives	1. To investigate related knowledge and techniques of internet marketing.			
Course Objectives	2. To cultivate the ability of conducting marketing research.			
	3. To articulate plans and strategies for internet	marketing		

Course Code	24497			
Course Name	Internet Marketing -Course in English	Credit	F	S
			3	0
Course Objectives	<ul> <li>1.To investigate related knowledge and technique</li> <li>2.To cultivate the ability of conducting international conducting international conducting international conductions of the second strategies for internet Micro Movie).</li> </ul>	net marketing	g projec	t (i.e.,

Course Code	21429				
Course Name	Financial Trading Systems	Credit	F	S	
		Clean	0	3	
	The main objectives of this course are: to introc	oduce the theory of internet			
	finance, financial trading systems, program trading. This course will focus				
	on the topics of the e-securities, e-financial investment, program trading,				
Course Objectives	trading strategy, electronic ordering system, and money management.				
	Therefore, students will understand the nature of financial trading, as well				
	as how to apply information technology to solve problems of financial				
	trading, and finally be able to establish useful tr	ading system	s.		

Course Code	24106			
Course Name	Digital Einange	Cardit	F	S
Course Maine	Digital Finance	Credit	2	0
Course Objectives	Digital finance(e-finance) of is a cross curriculur technology and finance, The main objective students to learn digital finance (also known as of the content and structure, including e-finan trading structure and electronic powers contrate and management issues. Course content include and e-Insurance, focusing on issues of e-payn P2P lending, crowd funding, electronic power analysis, etc. Finally, e- finance supervision a discussed.	of this course Internet finan- nce transaction et, and to exp des e-Banking nent, electron contracts, fir	e is to nce, e-fi on techn olore tec g, e-Sec ic-inves nance bi	enable nance) ology, chnical curities tment, g data

Course Code	13587					
Course Name	Network Management	Credit	F	S 3		
Course Objectives	The objectives of this course are     0       1. To provide the fundamental theory of LAN wiring and network management.       2. To introduce some cases in Taiwan to learn network planning of LAN The contents that will be covered in this course include       1. structured cabling system of LAN					
	<ol> <li>LAN wiring design of office</li> <li>cost estimation of LAN wiring</li> <li>wiring testing and diagnostic equipment</li> <li>SNMP network management and installation</li> </ol>	n of Domain N	Jame Se	rver.		

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

Course Code	19664				
Course Name	Organizational Learning and Social Inquiry	Credit	F	S	
			0	0	
	The objectives of this course are 1.To be able to internalize the spirit of autonomy learning				
Course Objectives					
Course Objectives	2.To be able to build a team and cooperate with each other within the team.				
3.To be able to handle the implement process of a project					

4. To be able to manage the group dynamic of an organization.
5.To be able to implement the selected project and achieve the set goals.

Course Code	18040			
Course Name	Knowledge Management System	Credit	F	S
Course Maine	Knowledge Management System	Clean	0	3
Course Objectives	The main objective of the course is to help stude understanding of the knowledge management s this course covers essential theories and tech applications for effective knowledge reuse and introduce the model and theories of Information Web mining techniques in detail. Furthermore management, search and e-discovery solutions techniques for building commercial IR systems, KM applications are also included in the class objectives in this course are including: 1.To understand the key concepts of KM and K 2.To learn the information retrieval, Text analy techniques applied in the KMSs. 3.To investigate the KM search solutions environment that can help users put knowledge 4.To provide latest information about best pra- enterprise content management, and e-discov	ystem (KMS) niques to de sharing. Bas Retrieval, Te ore, the adva s with the aid enterprise se ss. To sum up MS. rtic and Web applies in into action. ctices for ent	). Accord velop th ically, w xt analy anced c l of the arch sys o, the le mining the bu	dingly, e KM ve will tic and ontent above tem or arning related

Course Code	24500			
Course Name	Service Science	Credit	F	S
	Service Science	Credit	0	3
Course Objectives	In the service and experience economy age, service industry to identify the opportunity of service industry to improve the service quality, enhance increase business profitability. This course undergraduate students to understand concepts, of service science and service design to further and strategy and realize the systematic service management.	ervice innovation in the constant of the customer of the can lead the knowledge, and the customer explore the the customer explore the	ion, lead satisfact le fourt nd techn service	d them ion, or h-year nology model

Course Code	19663						
Course Name	Organizational Leadership and Social Innovation Practice	Credit	F 0	S 2			
Course Objectives	<ol> <li>To be to internalize the spirit of autonomous lea</li> <li>To be able to build a team and cooperate with eteam.</li> <li>To be able to manage the group dynamic of an of</li> <li>To be able to implement the selected project and</li> </ol>	ach other v organizatio d achieve t performanc	Practice021. To be to internalize the spirit of autonomous learning.2. To be able to build a team and cooperate with each other within the team.3. To be able to manage the group dynamic of an organization.4. To be able to implement the selected project and achieve the set goals.5. To be able to run an organization to have high performance.				

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
	Fractice in innovative Social Enterprises	Clean	0	2
Course Objectives	Innovative Social Enterprises Competition Pract Entrepreneurship Management, Seminar on Cultu Creativity Development. To learn how soc entrepreneurial spirit to carry out the meaning and Innovative Social Enterprises Competition Pr essentials from Management, Marketing, Fina	ral Creative cial entrep value of so- actice, wh	e Industry, preneurs cial enterp ich comb	and with rise. oines

utilizes young students' abundant creative and innovative ideas to formulate workable entrepreneurial ideas and maximize students' learning effects
through practical competition. This course intends to achieve the below
objectives:
1. Learn how to integrate basic management knowledge and demonstrate it in the competition practice.
2. Learn how to conduct social enterprises business management by creative development and activity.
3. Learn how to build an social enterprises business team and promote teamwork to achieve success.
4. Understanding the value and development of social enterprises and learn how to deal with it.
5. 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
	Computer Graphics with Applications	Clean	0	3
Course Objectives	This course will introduce the basic concepts including 2D and 3D transformations, mo lighting, coloring, texturing, interactive input, engines. Software used includes OpenGI Development Kit (UDK) and other relevant gra will combine theory and application of compu 3D computer system in E-commerce.	deling and and the use of (Java ver aphics softwar	represer of 3D gr sion), re. This	ntation, raphics Unreal course

Course Code	19322			
Course Name	Introduction to Cloud Application Distform	Credit	F	S
Course Maine	Introduction to Cloud Application Platform	Credit	3	0
Course Objectives	This course provides students concepts of cl cloud platforms including Amazon's EC2, Azure, and TCloud's Elaster CAP. Students a platform online and practice them if possible application onto them, and hand in the compa platform's architecture, feature, pricing, etc. E and report existing cloud applications. Program is none.	Google's GA re required to by deploying rison reports ach student al	E, Micro researce a Hello includin so needs	rosoft's ch each World ag each s to use

Course Code	19411			
Course Name	Cloud Application Programming	Credit	F	S
			0	3
Course Objectives	This course provides students the concepts of cloud applicat 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 Syst courses. Programming loading in this course is high.		/or big educe, e skills	

Course Code	19709			
Course Name	Mobile Service Application System	Credit	F	S
			3	0
Course Objectives The main objectives of this course are for students to learn the ba				
course objectives	concepts of objective-C & foundation frame	work; and c	ombine	cloud

computing and Web service to implement a mobile service application system.

Course Code	07930			
Course Name	Project Management of information System	Credit	F	S
			2	0
Course Objectives	In the competitive information industry, to we system projects is a critical factor for company this course is not only to introduce theories for management but also to ask students to appl Furthermore, this course will like to pinpoint the apply the theories to the practice and inspire se directions.	o well management information pany to succeed. The goal for s for information system project apply theories to the practice bint the problems occur when w		oal for project actice. nen we

Course Code	13517			
Course Name	Introduction to Information System-Course in English	Credit	F	S
			0	3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To understand the essentials of information system and its role and influence in business and management.</li> <li>2. To study the five guides of Information System: IT in the organization, the Web revolution, organization applications, managerial and Decision Support Systems, and the implementing and managing of IT.</li> </ul>			zation,

Course Code	04060			
Course Neme	ourse Name International Industry Analysis	Credit	F	S
Course maine			0	3
Course Objectives	This course is designed in a way of intensive speeches delivered by practitioners running business in Mainland China or scholars who know industrial evolutions of China well. After completing this course, we hop that students have fundamental concepts of regulations of the authorit operations, managements and strategies of food, electronics, service, an other industries in Mainland China.			o knows we hope uthority,

# **Business Management – Evening and Weekend**

#### Course list

Undergraduate Program in Weekend -	Business Administration - Evening and	Code	Classes	Credit hours
	Accounting	02412	2	4
	Economics	02457	2	4
	Calculus	02390	2	3
	Introduction to Business	05201	2	4
	Statistics	02222	2	3
	Work Study And Process	21846	2	3
	Industrial Innovation (I)	20330	2	2
	Industrial Innovation (II)	20331	2	2
	Marketing Management	01483	2	3
	Human Resources Management	01013	2	3
	Financial Management	01983	2	3
Required common credit hours of the department	Cost Accounting	01149	2	3
1	Operations Management	11822	2	3
	Management and Social Innovation	21844	2	3
	Management Accounting & Control	11493	2	3
	Industrial Innovation (III)	21375	2	2
	Industrial Innovation (IV)	21376	2	2
	Industrial Innovation (V)	22545	2	2
	Industrial Innovation (VI)	22546	2	2
	Information Management	02502	1	3
	Business Policy	01389	2	4
	Seminar On Business Management(I)	21847	20	1
	Seminar On Business Management(II)	22176	19	1
	Financial Market	01758	1	3
	Tax Accounting	02329	1	2
Elective common credit hours of the department	Intermediate Accounting(I)	07255	1	4
inclus of the department	Intermediate Accounting(II)	07256	1	4
	Creative Thinking and Creativity	11614	1	2

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### Course objective and prerequisites

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to introduce the basic information system, the principle and rules of accour reporting, and how to analyze and interpret accounting in and external business users making economic decisions i business enterprises and enhance the fairness and efficie. It emphasizes the dual roles of accounting in va Specifically, this course aims to help students:</li> <li>1. To understand the functioning of accounting in the bus governmental units, non-profit organizations and the set 2. To understand the basic recording and reporting information system;</li> <li>3. To understand the concepts and standards underlying to accounting to develop the financial statements of busin 4. To understand how to analyze and interpret account investors, creditors and business managers to make ecces. To understand how to resolve the ethical dilemma and judgment; and</li> <li>6. To understand how to develop and make planning of an accounting of an accounting of accounting of an accounting and how to develop and make planning of an accounting of accounting to develop and make planning of accounting and planning of accounting and planning of an accounting how to develop and make planning of an accounting of accounting to develop and make planning of an accounting to develop and make planning of accounting the planning of accounting to develop and make planning of an accounting to develop and make planning of an accounting the planning t</li></ul>	unting mea formation t n order to c ncy of the o luation and iness world beiety in ge processes the measure the measure the measure messes; uting inform ponomic deci- make ethic	surement o help in reate va capital n d contra- l as well neral; of acco ements u nation to sions; al profes	nt and nternal lue for narket. acting. as the unting used in o help ssional

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide students we concepts and to improve students' abilities to analy household, and firm's behavior. Upon course completed able to:</li> <li>Realize the basic concepts of Microeconomics.</li> <li>Understand the meanings of supply and demand fund.</li> <li>Realize the meaning of elasticity and its application.</li> <li>Realize how individual consumer, household, and fire 5. Understand various types of industry organizations at 6. Use Microeconomics theories to analyze the effects</li> <li>Realize the basic concepts of macroeconomics.</li> <li>Understand the meanings and measuring of Nation's 9. Realize the meaning of production, saving, and inversion. Understand the meanings of aggregate demand and at 12. Use macroeconomics theories to analyze the effects</li> </ul>	yze individ on, the stud ctions. rm make de and their cha of public po income. stment. aggregate su	ual con ents sho cision. aracterist olicy.	sumer, uld be tics.

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus in background in high school mathematics. The contents of concepts and theory in calculus and their applications. If in one-variable differential calculus such as limit, continu- implicit differentiation, the mean value theorem, and app will be introduced. In the second semester, topics in the calculus, techniques in integration, multivariate differen- such as partial derivatives and multiple integrals will be of this course are	of this cours in the first so hity, derivat plications of e fundamen ntial and in	e include emester, ive, chai the deri tal theor tegral ca	e basic topics n rule, ivative rem of alculus

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; and
3. To have an overall understanding in calculus.

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To gain a fundamental working knowledge about every in which business prospers;</li> <li>2. To introduce business functions, including marketing, production &amp; operation, information, and R&amp;D</li> <li>3. To introduce management functions, including analy leading, and controlling;</li> <li>4. To integrate the factors of environment, management functions; and</li> <li>5. To combine theory and practice.</li> </ul>	finance, hui sis, plannir	man reso ng, organ	ources, nizing,

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide the student fundamental concepts of elementary statistics. This course intuitive understanding of statistical procedures and log formula. A wide selection of real problems and examples are introduced. It emphasizes that Statistics is used as a to virtually all areas of management sciences.</li> <li>This course will cover: <ol> <li>Statistics methods and concept and its relevance to the</li> <li>Descriptive Statistics.</li> </ol> </li> <li>Basic notions of probability, random variable, and probability distribution.</li> <li>Statistical inference – interval estimation.</li> </ul>	se is design ical princip from many ool in decisi real world.	ed to str les behi various ion -mal	ress an ind the s fields king in

Course Code	21846			
Course Name	Work Study And Process	Credit	F	S
Course Objectives	This course focuses on practical cases studies and analy understand the working procedures, the core four management and improving competitiveness in cooperate time and methods studies, students will learn to enhanc cost reduction, and increase quality in sophistication.	indation of manageme	f ration ent. In te	nalized erms of

Course Code	20330			
Course Name	Industrial Innovation (I)	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Make their job choices and career path more appropria</li> <li>2. Learn to work creatively and build personal career ass working experience.</li> </ul>	•	out inno	ovative

Course Code	20331			
Course Name	Industrial Innovation (II)	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Make their job choices and career path more appropria</li> <li>2. Learn to work creatively and build personal career ass working experience.</li> </ul>	•	out innc	ovative

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide students with and to improve students' abilities to implement marketir course completion, the students should be able to:</li> <li>1. Realize the basic concepts of marketing.</li> <li>2. Understand the meanings and procedure of marketing j</li> <li>3. Realize the meaning of segmenting, targeting, and poside 4. Understand the meaning and scopes of marketing mixed students of marketing theory to analyze firm's marketing and 6. Learn the skill of marketing planning and apply Marketfer the meaning.</li> </ul>	ng related a plan. itioning (ST 4P. ctivities.	ctivities. P).	. Upon

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

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<ul> <li>This objective of this course is to provide a basic ur financial decisions. These decisions include choos investment opportunities, how much debt and equity operating cash flows, how to measure risk and return, payout, and etc. Therefore, we will pay a visit to the fou by corporate finance, namely capital budgeting, capital management and dividend policy. Students enrolled th familiar with the followings upon course completion.</li> <li>1. The possible types and control mechanism of agency p</li> <li>2. Valuation approaches, cash flow estimation, and risk budgeting.</li> <li>3. The concept of weighted average cost of capital.</li> <li>4. Possible arguments that dictate the optimal capital stru 5. working capital management.</li> </ul>	ing betwee to issue, he what level r major dec structure, v e course a roblems. aspect rela	en com ow to n of divid isions c vorking re expect ting to	capital capital

Course Code	01149				
Course Name	Cost Accounting	Credit	F	S	
Course Name	Cost Accounting	Credit			
Course	The purpose of this course is to introduce the contemporary cost accounting tools				
Objectives	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	11822						
Course Name	Operations Management	Credit	F	S			
Course Objectives	efficiencies. Through practical cases study in the operat the skills to analyze obtained data and make the righ competition, cost down is not the only one solution for the	This course helps students to understand how to pursue corporate productivities and efficiencies. Through practical cases study in the operation field, students can get the skills to analyze obtained data and make the right decisions. Under global competition, cost down is not the only one solution for managers who should find out how to value up and excel in their operations which are deemed the core					

Course Code	21844			
Course Name	Management and Social Innovation	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Learn complex analysis of social problems and iden with evaluation of legitimacy or urgency.</li> <li>2. Expand their social influence in innovative busi entrepreneurial spirit.</li> <li>3. Understand innovative management modules for soci</li> </ul>	inesses and		

Course Code	11493			
Course Name	Management Accounting & Control	Credit	F	S
Course Objectives	The purpose of this course is to introduce the con accounting tools work in today's business world. Th budgeting, variance analysis, balanced scorecard, respons cost, and transfer pricing, etc.	e related	topics i	nclude

Course Code	21375							
Course Name	Industrial Innovation (III)	Credit	F	S				
Course Objectives		-	out inno	<ol> <li>Make their job choices and career path more appropriately.</li> <li>Learn to work creatively and build personal career assets throughout innovative</li> </ol>				

Course Code	21376						
Course Name	Industrial Innovation (IV)	Credit	F	S			
Course Objectives		<ol> <li>Make their job choices and career path more appropriately.</li> <li>Learn to work creatively and build personal career assets throughout innovative</li> </ol>					

Course Code	22545						
Course Name	Industrial Innovation (V)	Credit	F	S			
Course Objectives	5 1 11 1	<ul><li>3. Make their job choices and career path more appropriately.</li><li>4. Learn to work creatively and build personal career assets throughout innovative</li></ul>					

Course Code	22546			
Course Name	Industrial Innovation (VI)	Credit	F	S
Course Objectives	<ul> <li>Students will be able to</li> <li>Make their job choices and career path more appropria</li> <li>Learn to work creatively and build personal career ass working experience.</li> </ul>		out innc	ovative

Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Objectives	This course is based on the premise that information syste for creating competitive firms, managing global corpo- value, and providing useful products and services to cus of this course is to offer an introduction to major en information technologies that are being used for achievi enhancing global organization performance. It also call demonstrate the business value of information system provides students with additional projects for hands-on p	brations, ac tomers. The terprise ap ng digital i s attention in the org	Iding bu e priman plication ntegration to the ru ganization	usiness by goal ns and on and need to

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

Course Code	21847			
Course Name	Seminar On Business Management(I)	Credit	F	S
Course Objectives	<ul> <li>The goals of the course are:</li> <li>1. To encourage "learning by doing" implementation;</li> <li>2. To apply business administration knowledge;</li> <li>3. To exercise problem-solving orientated strategies;</li> <li>4. To build competence of teamwork, communication, creativity; and</li> <li>5. To be responsible for completing one's own task.</li> </ul>	analysis, le	eadershi	p, and

Course Code	22176			
Course Name	Seminar On Business Management(II)	Credit	F	S
Course Objectives	<ul> <li>The goals of the course are:</li> <li>1. To encourage "learning by doing" implementation;</li> <li>2. To apply business administration knowledge;</li> <li>3. To exercise problem-solving orientated strategies;</li> <li>4. To build competence of teamwork, communication, creativity; and</li> <li>5. To be responsible for completing one's own task.</li> </ul>	analysis, le	eadershij	p, and

Course Code	01758			
Course Name	Financial Market	Credit	F	S
Course	This course provides a general introduction to some	relevant iss	ues in c	current

Ohiostinos	financial markets We first accient family have been been a date in this filed in chading the
Objectives	financial markets. We first review few basic knowledge in this filed, including the
	system and transaction of monetary markets, bonds markets, and security markets.
	Moreover, we analyze few specific issues to understand how they work in a
	generalized framework. Related issues include the securities issuance, focusing on
	IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are
	required to investigate some current issues by means of articles in the press and
	cited reference and material. Every student must complete a term paper that forces
	on one particular topic in this field and make an oral presentation in the end of this
	class.

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

Course Code	07255			
Course Name	Intermediate Accounting(I)	Credit	F	S
Course Objectives	<ul> <li>This course examines issues in financial reporting from perspectives. The basic objectives of the course are:</li> <li>1. To learn and evaluate current principles of financial ac</li> <li>2. To apply generally accepted accounting principles to recording of transactions and the preparation of financial. To read and critically evaluate financial statements; an</li> <li>4. To consider the larger context of financial reporting.</li> </ul>	counting; o situations ial statemer	involvi	

Course Code	07256			
Course Name	Intermediate Accounting(II)	Credit	F	S
Course Objectives	<ul> <li>This course examines issues in financial reporting froperspectives. The basic objectives of the course are:</li> <li>1. To learn and evaluate current principles of financial activity of the presence of the course are principles of the preparation of the</li></ul>	ccounting; o situations rial statement	involvi	

Course Code	11614			
Course Name	Creative Thinking and Creativity	Credit	F	S
Course Objectives	This course aims to introduce learners about basic creat thinking skills. The students will develop their divergen abilities by real practice. Finally, they will realize their t and practice potential creativity. They will also generate of thinking skills practiced in class.	t and conve hought prod	ergent th	inking model,

Course Code	19414			
Course Name	Electronic Commerce and Entrepreneurship	Credit	F	S
Course Objectives	<ol> <li>To know the concept of the Electronic Commerce;</li> <li>To understand the development of e-Commerce manag</li> <li>To be familiar with the practical application of e-Commerce</li> <li>To understand the future of development and innovation</li> </ol>	nerce; and	merce.	

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To explore the operation of capital markets and investment; and</li> <li>2. To introduce the fundamental rationale of financial in market and investment instruments, the evaluation and risk and return, the concept and pricing analysis of o derivative and risk management, etc.</li> </ul>	vestment th managemer	eory, fir t of port	nancial folio's

Course Code	13472			
Course Name	Advanced Accounting(I)	Credit	F	S
Course Objectives	The objective of this course is to provide theoretical ar advanced financial accounting. The contents that wil include 1. Combined corporate entities 2. Consolidated statements 3. Accounting for international operations and partnershi	l be specif		-

Course Code	18143			
Course Name	Advanced Accounting(II)	Credit	F	S
Course Objectives	The objective of this course is to provide theoretical an advanced financial accounting. The contents that will include 1. Combined corporate entities 2. Consolidated statements 3. Accounting for international operations and partnershi	l be specif		-

Course Code	18805			
Course Name	Study of Contemporary Economic Problems	Credit	F	S
Course Objectives	<ul> <li>Student will be able to</li> <li>1. Conduct an overall macro-depth analysis and propose economic problems faced by Taiwan and the world.</li> <li>2. Recognizing problems in integration, explore a var different angles, look at spatial and temporal context of point of view.</li> <li>3. Study and seek for better solving options by explorin problems.</li> </ul>	iety of com problems fr	plex iss om a his	ues at torical

Course Code	18806			
Course Name	Introduction to Financial Derivatives	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Understand the basic trading patterns of foreign exchantransactions and its basic operational models.</li> <li>2. Apply different foreign exchange derivative financial investment and risk management.</li> </ul>	-		

Course Code	18807			
Course Norme	Comparete Finance Cose Studies	Credit	F	S
Course Name	Corporate Finance Case Studies	Credit		

	The objectives of this course are:
Course	1. To boot the system to learn through case studies;
Objectives	2. To stimulate logical thinking to strengthen financial management capacity; and
	3. Enhance the corporate financial professionalism.

Course Code	01343			
Course Name	Introduction to Civil Law	Credit	F	S
Course Objectives	<ul><li>The objectives of this course are</li><li>1. To understand the general principles of civil laws;</li><li>2. To identify relation among the fixed individuals; and</li><li>3. To cover the knowledge about common daily life capability necessary for future jobs.</li></ul>	and the k	nowledg	ge and

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	<ul> <li>The objectives of the course are</li> <li>1. To understand the financial performances from si including short-term liquidity, return on invested analysis, operating performance analysis, cash flow ana solvency; and</li> <li>2. To introduce ratio analysis, trend analysis, compara common-size financial statements, charts analysis statements and the related information.</li> </ul>	capital, as llysis, capita tive financ	set util al structu ial state	ization are and ments,

Course Code	02091			
Course Name	International Financial Market	Credit	F	S
Course Objectives	This course covers the basic concepts of international f and applications. The international financial markets countermeasures. Through this course students will de International financial and exchange rate issues. Thr develop critical thinking and insights, thereby enhance of foreign exchange.	s are facing velop abilition ough discuss	problemes to dea problemes to dea	ns and al with ey will

Course Code	18794			
Course Name	Creativity Development and Practices	Credit	F	S
Course Objectives	This course aims to introduce students with basic inno- process of commercialization, and how to build up a new We hope that the students are able to propose new produ- plans after studying this course.	business.		

Course Code	00021			
Course Name	Company Law	Credit	F	S
Course Objectives	<ul> <li>The aim of Company Law is to introduce the legal environ operate. The course attaches greater importance on pralearning. Students will be able to:</li> <li>1. Learn about company law and how to apply it to the company.</li> <li>2. Understand better the business environment and to reand potential liabilities.</li> <li>3. Run a company and, just as importantly, to recognize which professional legal advice should be sought.</li> </ul>	actices rath lay-to-day ( ecognize leg	er than operation gal oblig	theory ns of a gations

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this courses are</li> <li>1. To provide an analytical framework for understandi market;</li> <li>2. To enhance the capability of conducting research in financial management; and</li> <li>3. To explore the operation of international capital market markets, and the related theory of currency risk and for</li> </ul>	the field o	f intern and der	ational ivative

Course Code	02350			
Course Name	Investment in Securities	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Learn effects and meanings of security investment in g</li> <li>2. Establish correct investment concepts, security investm</li> <li>3. Understand the relationships among macro economy financial market and security investment through the techniques.</li> <li>4. Manage investment plans and distribution of assets.</li> <li>5. Find out better choices for investment targets and accurate the security investment targets and accurate targets and accurate targets and accura</li></ul>	nent and risk y, internation ne analysis	c manag onal ecc of polic	onomy,

Course Code	18797			
Course Name	Strategy Innovation	Credit	F	S
	Strategy milovation	Clean		
	The objectives of this course are:			
Course	1. To introduce what is meant to promote;			
Objectives	2. To understand the areas of corporate strategy; and			
	3. To develop and provide the directions for company inr	ovation.		

Course Code	19450			
Course Name	Project Management And Innovation	Credit	F	S
Course Objectives	<ul> <li>The learning objectives of this course are as follows:</li> <li>1. To learn the meaning, contents and kinds of application</li> <li>2. To learn the meaning and contents of innovation mana</li> <li>3. To learn and use the practical steps and methods for management;</li> <li>4. To learn and use the practical steps and methods for project; and</li> <li>5. To apply and fit the current and future jobs.</li> </ul>	gement; or fulfilling	a proje	ect and

Course Code	20192			
Course Name	Practical Planning for Marketing Innovation	Credit	F	S
Course Objectives	The course objectives are to help students comprehe planning and execution, which contain diverse issues strategies, management, technology, design, aesthetics and systematic and practical marketing intelligence.	and practi	ces, inc	luding

Course Code	21845			
Course Name	Financial Service Innovation	Cradit	F	S
Course Maine	Financial Service Innovation	Credit		
Course	The objectives of this course are to provide the studer	nts with the	essenti	al and
Objectives	fundamental understanding of the Financial Service In	novation. S	tudents	would

learn the characteristics of the financial services industry in order to increase
interests related to financial services issues, and are able to come up with innovative
financial services ideas thinking.

Course Code	24760			
Course Name	The Lean Startup	Credit	F	S
Course Objectives	This course introduces the concept and essence of entre related to the entrepreneurial management, con- entrepreneurial & managerial team, and team members and management); how to develop the core com- innovation to penetrate the existing market among con- total new market demand(the entrepreneur and blue of how to raise and figure optimal venture capital dema bank for the business start-up stage(the entrepreneur a & financing). Lastly, learning how to develop a solid and thorough detect and control surrounding business risk to get survival, and then, to achieve the business success, will course.	ntaining h selecting(th petence by petitors, an cean market and, and ge and venture business pl the new cr	ow to ne entrep creatio ad even r strategy t finance capital n an, mean eated bu	build reneur n and nake a /); and e from raising nwhile usiness

Course Code	18798			
Course Name	Cultural Creativity And Experiential Economy	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Understand the characteristics of cultural and creat cultural creativity.</li> <li>2. Explore how the cultural and creative industries im quality, outstanding customer service, and remain during on-site visits.</li> </ul>	press customer	s with ex	cellent

Course Code	18801			
Course Name	Industry Competitive Strategy Analysis	Credit	F	S
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Learn essential knowledge of 02093 and strategy manand case study.</li> <li>2. Build up knowledge base of competitive strategy analy</li> </ul>	U	nrough ]	lecture

Course Code	21425			
Course Name	Channel Establishment And Innovation	Credit	F	S
Course Objectives	Students will be able to learn channel designs and coord structure, channel members selection, conflict managen development, incentives to coordinate the channel, and it	nent, marke	ting stra	

Course Code	18810			
Course Name	Corporate Strategy: Cases Study	Credit	F	S
Course Maine	Corporate Strategy. Cases Study			
Course	Through studying of cases, students will be able to learn	the competi	tion of v	various
Objectives	industries and the strategies to be employed for diverse n	eeds from c	compani	es.

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course	The objective of this course is to introduce the manageme	nt and inves	stment o	f fixed

Objectives	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	07259			
Course Name	Auditing(I)	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are:</li> <li>1. To introduce auditing theory framework and major auditing standard;</li> <li>2. To introduce skills of auditing practices; and</li> <li>3. To improve decision-making ability of auditing judgment</li> </ul>		f statem	ent of

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

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F	S
Course Objectives	<ol> <li>To help mangers to effectively manage sales/distri finance, and HRM functions via ERP implementation;</li> <li>To avoid mass coordination caused by different depart data processing ability of ERP, so the performance of be enhanced;</li> <li>To provide complete theoretical rationale and systematically appreciate the details of eight modules of 4. To enhance student's information processing capa lecturing method.</li> </ol>	tments unde whole supp practices of ERP; and	er the po ly chain trainin	werful could ng to

### MBA Programs – Full-Time –

- Management
- International Management

# Management

#### Course list

MBA Program in Manag	gement - Full-Time -	Code	Classes	Credit hours
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
Required common	Organization and Management Theory	02237	1	3
credit hours of the	Marketing Management	01483	1	3
graduate institute Elective credit hours by	Production and Operations Management	01370	1	3
sections	Industrial Economics & Competitive Strategy	12255	1	3
(3 select 1)	Information Management- Course in English	23455	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
	Operations Research	01559	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Econometrics	01855	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 by	Topics of Strategic Management	14104	1	3
sections (3 select 1)	Manpower planning and recruiting	20021	1	3
	Seminar on Business Practice	18592	1	3
	Advanced English Conversation	02010	1	3
	Reading in Business Ethics for Management	00292	1	2
	Decision Analysis and Management	19716	1	3
	Social Media Marketing	23196	1	3
	Service Design	23502	1	3
	Business and Management Practice in Asia Pacific Region -Course in English	23503	1	3
	Family Business Management- Course in English	24339	1	3
	Thesis	00041	1	6

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

### Course objective and prerequisites

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<ul> <li>This course provides advanced treatment of corporate finance majors. The primary objective of the course understanding on the theory and application of corporate decisions include choosing between competing investm money on the financial markets and the issue of capital operating cash flows with advanced financial arrangement return, what dividend policy to be made, and etc. The namely capital budgeting, capital structure, working dividend policy will be emphasized in this course. Stude expected to familiar with the followings upon course con 1. The possible types and control mechanism of agency from modern corporate structure separating manage ownership.</li> <li>2. Valuation approaches, cash flow estimation, and risk budgeting. The concept of real option embedded in emphasized.</li> <li>3. The concept of weighted average cost of capital (Wa special focus on possible approaches to estimate each 4. Possible arguments that dictate the optimal capital structure Market frictions such as transaction cost or taxes are step by step.</li> <li>5. Students are asked to develop the ability to find and so like an Executive Financial Manager (CFO).</li> </ul>	e is to enh financial de nent opport structure, h nts, how to n refore, four capital ma nts enrolled npletion. problems ement from aspect rela project inve ACC) is en cost element icture and d included in	ance stu ecisions. unities, n now to n mange ri major nagemen the court that orig shareho estment phasize ividend p nto discu	adent's These raising hanage sk and topics, ht and rse are ginates older's capital is also d with policy. assions

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the basic concept of research methodolog and practical research;</li> <li>2. To learn the methods of conducting research procestrategies, collecting and analyzing research data proposals and reports; and</li> <li>3. To know how to obtain the required information throw in writing research papers and solving management papers.</li> </ul>	esses, desig , and prep gh appropri	gning re aring re	search

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	<ul> <li>The main purposes of this course are</li> <li>1. To develop systematic knowledge of human resources</li> <li>2. To enhance the capability of practicing theories into a</li> <li>3. To provide practical cases for a better understanding o management, including planning, recruiting, selectin evaluation, salary system, and labor-capital relations; a</li> <li>4. To learn skills of teamwork and discussion.</li> </ul>	real life; f general hu ng, training	man res	

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

-	
Objectives	1. To understand the theories and meanings about management in practice through
	discussing and lecturing;
	2. To have theoretical perspectives about management;
	3. To be able to analyze and solve practical problems; and
	4. To explore new insights about business and management.

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide a platform for reviewing and discussion of to marketing management, including theories and prace</li> <li>2. To arouse learning interest in marketing;</li> <li>3. To introduce some hottest issues such as e-comme making, management in China market etc; and</li> <li>4. To explore the emerging concept of "Holistic Market internal marketing, integrated marketing, relationship responsible marketing.</li> </ul>	tices; erce, marke eting" that l	eting decorroadly	cision- covers

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce production and operations management, it techniques related to the design, planning, control, in of both manufacturing and service operations;</li> <li>2. To be problem-solving oriented in both the manufact and</li> <li>3. To provide opportunities of factory visiting trips understanding in running the real world manufacturing</li> </ul>	nprovement curing and s s so as to	and cha ervice s enhand	allenge ectors; ce the

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

Course Code	23455			
Course Name	Information Management-Course in English	Credit	F	S
Course Objectives	This course is designed to provide the current and funderstanding and appreciation of issues that are relatinformation technology assets. Students can know how business operation system and use it to improve advantages. Notably, the course will give students a man use, design, and evaluations of information systems the today. The objective of this course is to prepare studer managing information services in both today's and tomor cope with its managerial, social, political, ethical and glo	ted to the to analyze companies agerial pers nat exist in nts with the row's envir	organiz and de comp spective organiz e capabi	ation's esign a petitive on the zations lity of

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; and 5. To combine theories with practices.			

Course Code	02627			
Course Name	Management Accounting	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the contemporary management accountin costing, activity-based costing &amp; management, balance</li> <li>2. To explore the selective topics for conducting res accounting research, including performance evaluation incentive, etc.</li> </ul>	ed scorecard earch on t	l etc; and he mana	d agerial

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide the opportunities to develop capability for</li> <li>2. To provide the opportunities to experience the organi</li> <li>3. To provide the opportunities to build up an integrated</li> <li>4. To provide the opportunities to integrate related know and</li> <li>5. To provide the opportunities to observe the newly tree</li> </ul>	zation learni l strategy con ledge of busi	ng; ncept; iness fun	ctions;

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course Objectives	Operation research is one of the most important decision mathematical methods, computer software to help compo- This course emphasizes on mathematical models buildin The main content of this course includes systematically i operation research, explaining managerial implication of teaching methods along with group discussion.	anies reach g and theori ntroducing o	goals. es appli each cha	cation.

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 introdu- statistical method. As the powerful computing facility available nowadays, the focus of this course will be detailed derivation of related theory will be omitted. The use either SPSS or SAS in solving real world problems a	y and softw application ne students a	vare are oriente are requ	easily ed and

Course Code	01855			
Course Name	Econometrics	Cradit	F	S
Course Maine	Econometrics	Credit		
Course	The objectives of this course are			
Objectives	1. To provide a foundation for the applied research in Eco	onomics and	l Financ	e;

2. To introduce the modern treatment of econometrics, using theory and applications
that match real-world theory and data;
3. To cover the topics including multiple regression techniques with focus on
economic applications, as well as issues such as omitted variables, panel data,
and instrumental variables; and
4. To be able to understand and apply the econometric and statistical methods using
computer packages.

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	<ol> <li>To know the quality management philosophies of De total quality management, including the Malcolm Bal ISO 9000 system;</li> <li>To know the practice of quality management, in deployment, benchmarking, and quality cost; and</li> <li>To know the process of statistical quality control, i constructing chart, and interpreting the results.</li> </ol>	ding Nation	nal Awa ality fu	rd and

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
Course Objectives	Complete production planning can ensure factories to rational scheduling is able to utilize company's resources students to have a whole picture of production planning how to use it properly.	. This cours	e mainly	y helps

Course Code	08230			
Course Name	Seminar on Invest Management	Credit	F	S
Course Objectives	The objectives of this course are 1. To discuss behaviors and rewards for various fund invo 2. To explore elements that drive fundamental and tem prices.	-		

Course Code	13227			
Course Name	Seminar on Human Resources Management	Credit	F	S
Course Objectives	The objective of this course is to enhance the understar management practice.	iding of hu	man res	ources

Course Code	03136					
Course Name	Management Psychology	Credit	F	S		
Course Objectives	<ul> <li>The objectives of this course provide students application of Management Psychology. The objectives of this course 1. To know each other and learn by team work;</li> <li>2. To describe the meaning of Management Psychology;</li> <li>3. To know communication, socialization, decision and le</li> <li>4. To describe the personal effectiveness of life;</li> <li>5. To demonstrate the ability to adapt group and deal with</li> <li>6. To explore topics of Management Psychology Management.</li> </ul>	e are eadership st	yle; nd			

Course Code	03680				
Course Name	Seminar on Marketing Management	Credit	F	S	
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To develop integration, data processing, analytic, collaborative capability by seminar and integrated mar</li> <li>2. To connect academics and business practices;</li> <li>3. To increase marketing knowledge by communicating in</li> <li>4. To develop students into a well-rounded marketing per</li> </ul>	keting cases	s;	_	

Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To realize and master the fundamental concept, th international human resources management; and</li> <li>2. To cover the topics of human resource planning, recruperformance appraisal, rewards and benefits, developm international business.</li> </ul>	itment, sele	ction, tra	aining,

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Objectives	This course provides the opportunities to discussion Strategic Processes, Resource Allocation Processes, De Learning Processes, Managerial Processes, and Change on implementation and the way that general managers ge	cision Mak Processes,	ing Pro Which f	cesses,

Course Code	20021			
Course Name	Manpower planning and recruiting	Credit	F	S
Course Objectives	<ul> <li>The learning objectives of the course are formulated as farmed as farmed as formulated as farmed as farmed as formulated as farmed as farme</li></ul>	rer planning ment and hu nt the goal c	aman re of "learn	source

Course Code	18592			
Course Name	Seminar on Business Practice	Credit	F	S
Course Objectives	<ol> <li>To explore various industries and the industrial tree.</li> <li>To explore core competencies in various industrie</li> <li>To explore strategic planning processes and industries;</li> <li>To provide the opportunities for students to direct</li> <li>To provide activity-based learning environme teamwork.</li> </ol>	es; implementation ly interact with a	alumni; a	and

Course Code	02010			
Course Name	Advanced English Conversation	Credit	F	S
Course	This course is designed for advanced learners of English	language.	It aims t	o help

Objectives	students improve confidence and competence in speaking English, and
	communicate orally with expression, style and a growing vocabulary. Students will
	be expected to regularly attend class sessions, contribute to group discussions, and
	make oral presentations. Our class meetings will consist of both whole class and
	small group discussions and activities. Therefore, active and constant participation
	is required from everyone.

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics thro recognizing socially acceptable business conduct from embedding good business in treating people nice and fai image, enhancing professional ethics, and investing in responsible corporations.	the global	l perspe ering con	ectives, rporate

Course Code	19716			
Course Name	Decision Analysis and Management	Credit	F	S
Course Objectives	This course aims to introduce the fundamental concept management judgment. It provides students with approaches in order to make decisions under uncertainty via detailed instruction and in-class exercises is to ensu- understand the implications and intricate effects of dec- business-related activities.	systematic Imparting s are that stude	and ob uch know ents can	jective wledge further

Course Code	23196			
Course Name	Social Media Marketing	Credit	F	S
Course Objectives	The increased popularity of social media, such as YouTul and Line, has opened opportunities for new business mod marketing, often referred to as social media marketing. T to let students understand the features of social media and effects of social network on marketing projects. This cou First part is to introduce social media. Second part is to let structures of a social network. The last part is to introduce	lels for inte he aim of th d how to lev rse includes earn how to	rnet his course is verage the s three parts analyze the	; ;;

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	How to enhance customers' pleasurable experience of sho for stores. While experience is created by the interactions environment or users and online stores, enterprises could visual recognition, product presentation, web design, and value for customer experience. The aim of this course is t basic concept of service design. This course includes thre introduce experience marketing. Second part is to learn po- last part is to practice in innovative service design.	between cu integrate co new media o let studen e parts: Firs	istomers an ommunication to create ts understant st part is to	d on, nd

Course Code	23503			
Course Name	Business and Management Practice in Asia Pacific Region -Course in English	Credit	F	S
Course Objectives	The subject is designed to provide students with the conce 1.The dynamic interaction between markets and state behavior of multinational and domestic enterprises within 2.The business activities and innovation systems across to Pacific Region, including Japan, Korea, China and ASEA	intervention the Asia-F the econom	n guiding Pacific. ies in the A	the

3.Prospects and problems of foreign direct investment and local enterprises in the
Asia-Pacific region.
4. The policy context of competitive advantage, dynamic learning and innovation
in Asian businesses; the role of networks, market and non-market institutions.

Course Code	24339					
Course Name	Family Business Management- Course in English	Credit	F	S		
Course Objectives	Family Business Management- Course in EnglishCreditThe course investigates the unique characteristics that allow family businesses create inimitable competitive advantages that result in their outperformance of no family businesses. The subject is designed to provide students to: 1.Understand the qualities which typify family businesses 					

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

# **International Management**

#### Course list

MBA Program in Intern	national Management - Full-Time -	Code	Classes	Credit hours
	Organization Design and Management: A Global Viewpoint- course in English	22114	1	3
	International Business Management- course in English	19710	1	3
	Supply Chain and Operations Management: A Global Viewpoint- course in English	22115	1	3
	Financial Management: International Perspectives- course in English	22116	1	3
	Business Ethics- course in English	19065	1	2
Required credit hours	Applied Professional Research (1) - course in English	23279	4	3
	Applied Professional Research (2) - course in English	23280	4	3
	Marketing Management: International Perspectives- course in English	22117	1	3
	Strategic Management: A Global Viewpoint- course in English	22118	1	3
	Human Resources and Knowledge Management: International Perspectives- course in English	22119	1	3
	Innovation and Product Management- course in English	22120	1	3
	Electronic Commerce- course in English	17559	1	3
	Business Communication- course in English	20298	1	2
	Decision Analysis & Management- course in English	22121	1	2
Elective credit hours	Emerging Market Management- course in English	22122	1	3
Elective credit nours	Cross-Cultural Management - course in English	22123	1	2
	Business Elite Mentor- course in English	22124	1	2
	Research Methodology- course in English	21473	1	2
	Business, Law and Culture- course in English	22557	1	2

### Course objective and prerequisites

Course Code	22114			
Course Name	Organization Design and Management: A Global	Credit	F	S
	Viewpoint- course in English	Credit	3	
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Learn an approach to design and manage organization t strategies.</li> <li>2. Learn how firms tackle various challenges in the glo through organization design and management.</li> </ul>			

Course Code	19710			
Course Name	International Pusiness Management, source in English	Credit	F	S
Course Name	International Business Management- course in English	Clean	3	
Course Objectives	<ul> <li>Students will learn:</li> <li>1. To learn the structure and the essence of the strat operational challenges confronting executives of MNC</li> <li>2. To understand the interplay between the MNC, the c business, and the competitive environment in which it</li> <li>3. To develop global strategies and manage across border</li> </ul>	Cs; countries in operates; ar	which i	

Course Code	22115			
Course Name	Supply Chain and Operations Management: A Global	Credit	F	S
Course Name	Viewpoint- course in English	Credit	3	
Course Objectives	This course focuses on effective supply chain strategies f globally, with an emphasis on how to plan and integrate into a coordinated system. Students will be exposed important in supply chain planning with emphasis phenomena. The course introduces and utilizes key tactic inventory placement, integrated planning and collabor sharing. Lectures, case discussions introduce various supply chain analysis and optimization.	supply chan to concept on key t s such as ri oration, an	in comp is and r rade-off sk pooli d infor	onents models fs and ng and mation

Course Code	22116				
Course Name	Financial Management: International Perspectives-	Credit	F	S	
Course Maine	course in English	Credit	3		
	1. To provide a conceptual framework within which the	key financia	al decisi	ons of	
	the multinational firm can be analyzed;				
	2. To use the technique of financial analysis and reasoning in solving international			ational	
Course	financial problems inherent in multinational firms; and	nd			
Objectives	3. To explore issues of multiple currencies, volatility in e	xchange rat	e and in	flation	
	rate, multiple money markets, governmental exchange control, segmented capital				
	market, political risk, international diversification, arbitrage potential, and				
	international finance with a lower cost.				

Course Code	19065			
Course Name	Business Ethics- course in English	Credit	F 2	S
Course Objectives	To appreciate the essences of business ethics through recognizing socially acceptable business conduct from embedding good business in treating people nice and fai image; enhancing professional ethics; and investing in responsible corporations.	the globa	l perspe ering con	ectives; rporate

Course Code	23279			
Course Name	Applied Professional Research (1) - course in English Credit	F	S	
Course Maine	Applied Floressional Research (1) - course in English	Clean	3	
Course Objectives	2 To sharpen canabilities of critical thinking and reasoning, and			

Course Code	23280				
Course Name	Applied Professional Descende (2) source in English	ional Research (2) - course in English Credit	F	S	
Course Maine	Applied Professional Research (2) - course in English	Credit	3		
Course Objectives	<u> </u>	<ol> <li>To integrate knowledge within a wide variety of industries and settings;</li> <li>To sharpen capabilities of critical thinking and reasoning; and</li> <li>To learn how to formulate questions and find solutions</li> </ol>			

Course Code	22117			
Course Name	Marketing Management: International Perspectives-	Credit	F	S
	course in English			3
Course Objectives	<ul> <li>The objectives of this course are for students:</li> <li>1. To gain an understanding of the external issues affecti activities, including the economic, social/cultrenvironments;</li> <li>2. To understand the process of forming and implemstrategies; and</li> <li>3. To learn the balance between global and local marketing</li> </ul>	ural and	politica bal mar	ıl/legal

Course Code	22118			
Course Name	Strategic Management: A Global Viewpoint- course in	Credit	F	S
Course Maine	English	Clean		3
Course Objectives	<ul> <li>The objectives of this course are for students:</li> <li>1. To build up a critical thinking ability for strategic environment;</li> <li>2. To get familiar with the principles, theories of global st the top management teams' perspectives; and</li> <li>3. To explore insights of strategic decisions for din worldwide organization and operational actions.</li> </ul>	rategic mar	nagemen	t from

Course Code	22119				
Course Name	Human Resources and Knowledge Management:	Credit	F	S	
	International Perspectives- course in English	Credit		3	
	The objectives of this course are for students:				
	<ol> <li>To develop systematic understanding of human remanagement;</li> </ol>	esources an	nd knov	vledge	
Course Objectives	2. To enhance the capability to integrate theories and practices in the global working environment; and				
Objectives	3. To learn through practical cases for a better understanding of international human resource and knowledge management, including planning, recruiting, selecting, training, performance evaluation, salary system, intellectual capital, human				
	capital and employee-company relations.				

Course Code	22120				
Course Name	Innovation and Product Management- course in	Credit	F	S	
Course maine	English			3	
Course	The objective of this course is to provide a framework of innovation and product				
	management. This course elaborates how a firm can stay competitive by means of				
Objectives	Objectives adequate innovation and product development, coupled with the up-to-date and				

accessible discussion of cases in this area, as well as a wealth of examples and
illustrations.

Course Code	17559			
Course Name	Electronic Commerce- course in English	Credit	F 3	S
Course Objectives	The objective of this course is to provide students foundations of e-commerce from the perspectives of be technology, and social and legal context of e-commerce commerce business models, internet technology and e commerce marketing and advertising, security and pa issues, customer relationship management and emerging t media. Students can gain a strong e-commence knowled in-depth case studies, most current readings and exper future technology exploration and the development of a p	usiness con e. Topics n -commerce yment, leg echnologies lge set and riences, mo	ng conc cerns, in nay incl Web si al and o s such as techniqu	nternet ude e- tes, e- ethical social ues via

Course Code	20298			
Course Name	Business Communication- course in English	Credit	F 2	S
Course Objectives	<ol> <li>The students will be able to</li> <li>Successfully deliver written and oral communication is situations.</li> <li>Become adaptable to changes through being aware peoples and being flexible in dealing with peoples from</li> <li>Develop the art of making introductions, conversing at making meeting worthwhile, and understanding the stee</li> <li>To develop skills needed for making effective oral including appropriate use of powerpoint software.</li> </ol>	of cultural n other part east in busin ps in negot	differen s of the ness situ iating.	nces in globe. ations,

Course Code	22121			
Course Name	Decision Analysis & Management- course in English	Credit	F	S
Course Manie	Decision Analysis & Management- course in English	Cicuit		2
Course Objectives	This course aims to introduce the fundamental concepts management judgment. It provides students with s approaches such as Simple Multi-attribute Rating Techr Hierarchy Process (AHP), and Decision Tree (DT) in orde uncertainty. The course imparts such knowledge via de class exercises to ensure that students can further unders intricate effects of decision analysis on aspects of busines	ystematic hique (SMA er to make d stailed instr tand the im	and ob ART), Au lecisions uction a uplicatio	jective nalytic s under and in- ns and

Course Code	22122			
Course Name	Emerging Market Management- course in English	Credit	F	S
				3
Course Objectives	<ol> <li>To discuss the core issues, themes and perspectives in learn the skill and knowledge to analyze the emerging</li> <li>To explore cross-culture managerial issues and comparent environment between developed countries and emerging</li> </ol>	markets; an re the differ	d ences of	

Course Code	22123			
Course Name	Cross-Cultural Management - course in English	Credit	F	S
Course rvanie	closs cultural Management course in English	crean		2
	The course participants will be able to:			
	1. Familiarize with the theory of intercultural manageme	nt.		
Course	2. Be sensitive to intercultural communication.			
Objectives	3. Analyze the relevance of cultural and inter-cultural	d issues in	manag	ement,
	marketing, human resources as well as finance.			
	4. Enhance intercultural competence.			

Course Code	22124			
Course Name	Business Elite Mentor- course in English	Credit	F	S 2
Course Objectives	<ol> <li>In this course, we invite senior executives with over a serve as "business elite mentors", who will interact woutside the classroom.</li> <li>This mentoring program aims to provide opportunit learn from the mentors via close interactions with students' competitive advantages for their future care</li> </ol>	with students ies for selec them, and th	to coach ted stude tus to en	h them ents to

Course Code	21473			
Course Name	Research Methodology- course in English	Credit	F	S 2
Course Objectives	<ul> <li>The objectives of this course are:</li> <li>1. To provide students with the tools and skills required to 2. To identify the types of methods best suited for invest problems and research questions;</li> <li>3. To develop research questions based on and build up existing research or field observations;</li> <li>4. To design a research proposal; and</li> <li>5. To initiate preparations for embarking on a new research</li> </ul>	stigating dif	ferent ty	pes of

Course Code	22557			
Course Nome	Business Low and Culture source in English	Cradit	F	S
Course Name	Business, Law and Culture- course in English	Credit		2
Course	The objectives of this course are to prepare students with sufficient understanding			anding
Objectives	of legal and cultural issues in international business.			_

# **MBA Programs**

### - Evening and Weekend -

- Management
- Global Entrepreneurial Management and

**Business Administration** 

# Management

#### Course list

MBA Program in Manage	ement - Evening and Weekend -	Code	Classes	Credit hours
	Management Paradigm and Organization Theories	11173	1	3
Required common credit	Integration Management	12486	2	3
hours of the graduate	Business Research Methods and Case Study	11174	1	3
institute	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Strategic Marketing Management	07161	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	1	3
Elective credit hours of the graduate institute in	Production Strategy and Management	11034	1	3
other sections	International Business Management	02083	1	3
	Topics of Strategic Management	14104	1	3
	Human Resources Management	01013	1	3
	Channel & Retail Management	11826	1	3
	International Financial Management	02093	1	3
	Business Information Strategies	14013	1	3
	Management Psychology	03136	1	3
	Knowledge and Talent Management	24154	1	3

### • Course objective and prerequisites

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 "n "organization theory" 2.To exercise the management practices by case stu 3.To cultivate the mentality and human skill of ma	udy and exp	perience l	earning.

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 spe		of their v	isionary

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

Course Code	13110			
Course Name	Systematic Thinking & Method	Credit	F	S
	The purpose of this course is to provide funda-	mental can	ability for	r FMBA
Course Objectives	The purpose of this course is to provide fundamental capability for EMBA students in research training and thesis writing. As the majority of the students are not undergraduate business majors, the focus of this course will be threefold. 1.To briefly overview statistics 2.To be able to collect, analyze, and familiar related quantitative methods 3.To further discuss some qualitative research methods 4.To be able to prepare a draft proposal for theses.			

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 mana 2.To integrate knowledge in relevant academic fiel 3.To explore new insights about strategic mana through class discussions	ds.	d busines	s trends

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

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

Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1.To explore the external issues that affect interincluding the economic, social/cultural and poli</li> <li>2.To understand and simulate the process of imstrategies.</li> <li>3.To adapt marketing activities to specific market</li> </ul>	tical/legal en plementing	nvironme	nts.

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 2.To cultivate analytical and problem-solving capa 3.To enhance analytical and communication skills 4.To cultivate self-learning capability through data	bility via ca via in-class	ase study. Q & As.			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	<ul><li>The objectives of this course are</li><li>1. To emphasis the S-C-P analytical framework ar</li><li>2. To familiar with the major frameworks and m analysis.</li><li>3. To be able to use the analytical foundation for th strategy</li></ul>	ethods of c	conducting	g industry

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S
Course Objectives	<ul> <li>The objectives of this courses are:</li> <li>1. To provide the knowledge and skills for understa effective marketing strategies.</li> <li>2. To introduce the Wheel of Consumer Analysis, a components affecting consumer affection, cogr environment, and the market.</li> </ul>	tool that he	lps under	stand the

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	The objectives of this course are: 1.To establish a solid foundation of marketing cond 2.To understand the theories, practices and special (eg. B2B, B2C, dynamic pricing, virtual channels a 3.To enhance capability of oral communication English. 4. To understand the methodologies used in Internet	issues in In and auctions and readi	s). ing capa	bility in

Course Code	11034			
Course Name	Production Strategy and Management	Credit	F	S
Course Objectives	<ul> <li>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:</li> <li>Realize the theoretical knowledge of Operations</li> <li>To think systemically about a company, its rescale, product and service design, process design operations scheduling for gaining a sustainable</li> <li>Obtain the ability for the further study and researed</li> </ul>	thout mod and practi prove the s urse compl s Managem sources all gn, quality competitive	dern info ce of Op students' a etion, the ent. located, e managem	conomic ent, and

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<ol> <li>To learn the structure and the essence of the operational challenges confronting executives of</li> <li>To understand the interplay between the MNC, th business, and the competitive environment in wh</li> <li>By adopting the perspective of the MNC of development of global strategy and cross-brode the potential organizational &amp; managerial impact</li> </ol>	MNCs. ne countries lich it opera executive, r managem	in which ites. to pract itent and	h it does tive the to study

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Objectives	This course provides the opportunities to discussio Strategic Processes, Resource Allocation Processes, D Learning Processes, Managerial Processes, and Change on implementation and the way that general managers	ecision Ma e Processes	king Proces , Which foc	sses,

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 resou 2.To enhance the capability of practicing theories in 3.To provide practical cases for a better unders resources management, including planning, rec performance evaluation, salary system, and labor-of 4.To learn skills of teamwork and discussion.	rces manag to a real life tanding of ruiting, se	e. general lecting,	

Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S
Course Objectives	<ul> <li>The power of marketing has moved from manufact has become an important strategic issue, and an op necessary to control and manage channels effect course are:</li> <li>1.To understand the importance of channel and reta</li> <li>2.To effectively manage channels for attracting cus</li> <li>3.To learn how to manage non-store shops, electric multi-channels.</li> </ul>	pportunity t ively. The ail manager stomers and	to gain pro objectives nent. I gaining p	ofit. It is s of this profits.

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
	International Financial Management	Cleun		
Course Objectives	<ul> <li>The objectives of this courses are:</li> <li>1.To provide a conceptual framework within whic of the multinational firm can be analyzed.</li> <li>2.To use the technique of financial analysis international financial problems inherent in multi</li> <li>3.To explore issues of multiple currencies, vola inflation rate, multiple money markets, gove segmented capital market, political risk, internation potential, and international finance with a lower of</li> </ul>	and rease inational fin atility in e rnmental e onal diversi	oning in rms. xchange	solving rate and control,

Course Code	14013			
Course Name	Business Information Strategies	Credit	F	S
	Business miormation Strategies	Clean		
Course Objectives	It is very important to align Information System Technology Strategy to the Business Strategy for emphasize on the importance of the alignment am course will introduce Business strategy, Informa Information Technology strategy and how to devel business strategy and to develop IT strategy to ali governance related methodologies and standards.	business. ong these ation Sys op IS stra	This cou e strategie tem strate tegy to al	arse will s. This egy, and ign with

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	The objectives of this course provide students a Science of Management Psychology. The objective 1.To know each other and learn by team work. 2.To describe the meaning of Management Psycho	es of this co		agement

3.To know communication, socialization, decision and leadership style.		
4. To describe the personal effectiveness of life.		
5. To demonstrate the ability to adapt group and deal with conflict.		
6.To explore topics of Management Psychology and Human Resource		
Management.		

Course Code	24154			
Course Name	Knowledge and Talent Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To comprehensively introduce knowledge and ta 2.To emphasize the importance of knowledge and 3.To introduce the theories for knowledge and tale 4.To introduce the concepts and techniques widely as benchmarking and best practice 5.To cover the basic interaction of knowledge management.	talent mana nt manager used in the	agement ment organizati	

## **Global Entrepreneurial Management and Business Administration**

MBA Program in Glo Administration - Eve	obal Entrepreneurial Management and Business ning and Weekend -	Code	Classes	Credit hours
	Social Enterprise	21216	1	3
	Analysis of Economic Conditions	21217	1	3
	Great China Business Environment and Economy	21218	1	3
	Management of Innovation Technology	21219	1	3
	Strategic Management	10383	1	3
	Value Chain Management	21220	1	3
Required common credit hours of the	Leadership	21221	1	3
graduate institute	International Human Resource Management	05559	1	3
	Journey of Entrepreneurial Venturing	21213	1	3
	Entrepreneurial Finance Management	13605	1	3
	Innovation and Entrepreneurship Workshop	21214	1	3
	Entrepreneurship Workshop	21215	1	3
	International Marketing Management	06037	1	3
	Research Methodology	01799	1	3

Course Code	21216			
Course Name	Social Enterprise	Credit	F	S
Course Objectives	Social entrepreneurs are gaining international attention n change and to see the world as it can be, not as it is. Stude how social entrepreneurs have developed creative so problems. The intention of the course is to develop kno role of social entrepreneurs that create social cl understanding of the world around them, and to inspire knowledge to be as Gandhi said, 'the change you wish to	nts in the co lutions to wledge, app hange, dee you to use y	ourse wil address preciate epen st your ski	ll learn social of the udents

Course Code	21217			
Course Name	Analysis of Economic Conditions	Credit	F	S
Course Objectives	<ul> <li>This course comprises two important components: competitive strategy. For each component, the contents a 1. Industrial Economics: we will focus on the S-C-P analy components. The objective is to acquaint with the c frameworks and different methods of conducting indus 2. Competitive Strategy: the second part emphasizes on for the development of competitive strategy.</li> </ul>	re described tical frame ompetence try analysis	d as follo work an with di s.	ows. d their fferent

Course Code	21218			
Course Name	Great China Business Environment and Economy	Credit	F	S
Course Objectives	This course introduces the process of analyzing, evaluati kinds of financial instruments in the emerging markets Kong and Macau. It analyzes China's regional econom banking, and the latest development in trade, and the changing policies regarding foreign investment and mult	of China, ies, industr ne Chinese	Taiwan, y, finan govern	Hong ce and ments'

Course Code	21219			
Course Name	Management of Innovation Technology	Credit	F	S
Course Objectives	In an increasingly competitive and fast changing econ represents a key route for organizations that want to s course addresses the area of the management of techno strong emphasis on the key role of organizations in transferring new knowledge, products and processes. students with a clear understanding and appreciation of i within and across organizational boundaries. By draw innovation literatures as well as the extensive use of in-d the course analyses opportunities and challenges related t managing innovation with a specific focus on technology	urvive and logical innec creating, d In so doin nnovation ing from s epth case s to creating,	prosper ovation evelopin g, it pr dynamic tate of t tudy mat sustainin	r. This with a ng and ovides as both the art terials, ng and

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To build up a complete concept of strategic management</li> <li>2. To integrate knowledge in relevant academic fields; and</li> <li>3. To explore new insights about strategic management and class discussions.</li> </ul>	d	trends th	nrough

Course Code	21220			
Course Name	Value Chain Management	Credit	F	S
Course Objectives	This course describes value chain activities between international business, with particular emphasis on global materials and services, and on business-to-business cul countries. Upon completion of this course, students wil company's value chain internationally through pure partnerships with foreign suppliers, company-owned outsourced activities. They will also understand how good countries using various transportation modes, the ch international financial transactions, the major issues ra localization of operations, and legal and regulatory issu duties regulations that facilitate global commerce.	sourcing, p tural differ l be able to chasing ag foreign op ls are transp noices betw ised by the	procuren ences be o manag reement perations ported be veen av e interna	nent of etween e their s and s, and etween ailable ational

Course Code	21221			
Course Name	Leadership	Credit	F	S
Course Objectives	This course examines, from individual, interpersonal, g points of view, the type of leadership that is required to levels of performance in organizations. Students will be own leadership style and to develop a leadership action p	create and encouraged	maintai	n high

Course Code	05559			
Course Name	International Human Resource Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To realize and master the fundamental concept, the international human resources management; and</li> <li>2. To cover the topics of human resource planning, recruit performance appraisal, rewards and benefits, development international business.</li> </ul>	itment, selec	ction, tra	aining,

Course Code	21213			
Course Name	Journey of Entrepreneurial Venturing	Credit	F	S
Course Objectives	<ul> <li>The goals of the JEV course are:</li> <li>1. Provides real world, hands-on, entrepreneurial learn actually build a new, impactful and sustainable enterextreme uncertainty.</li> <li>2. Through learning by doing, students will lear structure/process and the essence of the journey of entr</li> <li>3. Students will understand the key drivers of building under conditions of extreme uncertainty.</li> <li>4. Students will gain insights into repeating patterns under</li> <li>5. In an era of rapid change and uncertainty, learning, uncertainty are the only sources of success in entrepren JEV course, students can dramatically increase their a of uncertainty to discover a successful path to an impaenterprise.</li> </ul>	prise under n and un epreneurial successful rlying succe changing a eurial ventu bility to pe	conditi nderstan venturi new ve ess and f and emb uring. W netrate t	ons of d the ng. entures Gailure. oracing fith the he fog

Course Code	13605				
Course Name	Entrepreneurial Finance Management	Credit	F	S	
Course Objectives	This course focuses on corporate financial decision-making. Many basic concepts and tools in finance are introduced. These concepts and tools are useful in many areas of business and personal life. They include the notion of present value, the				

relationship between risk and expected return, valuation of various financial assets, capital budgeting, financial leveraging dividend payout, and working capital
management. Specifically, the objectives of this course are
1. To understand how to evaluate an investment project (capital budgeting) under
risk.
2. To understand the scientific framework underlying financial decision making and
how it is related to the goal of the corporation.
3. To understand how to manage net working capital of a firm.

Course Code	21214			
Course Name	Innovation and Entrepreneurship Workshop	Credit	F	S
Course Objectives	<ol> <li>Help students to understand the practice of industrial in</li> <li>Stimulate students to carry out the entrepreneurs development</li> <li>Help students to understand the importance of innovation</li> <li>Allow students to understand the challenge when your</li> <li>Allow students to formulate a complete and innovative</li> </ol>	ship during on during ru running you	nning bu Ir new v	isiness

Course Code	21215			
Course Name	Entrepreneurship Workshop	Credit	F	S
Course Objectives	The goal of this course emphasizes various kinds of inter "external" collaborative approaches that include co- investments, licensing and different types of alliances a Basis for the new knowledge presented in this course is a research and my personal experience supplemented by lecturers.	orporate ve and formal combination	enture joint ve on of aca	capital ntures. ademic

Course Code	06037			
Course Name	International Marketing Management	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide fundamental cormarketing management. The contents that will be covered 1. regional trade organization, (EU, WTO, NAFTA, MERCOSUR),</li> <li>2. international culture difference</li> <li>3. business environment risk intelligence (BERI)</li> <li>4. operation risk index (ORI)</li> <li>5. remittance and repatriation factor (R Factor)</li> <li>6. profit opportunity recommendation (POR), and</li> <li>7. international marketing strategy.</li> </ul>	d in this co	urse incl	ude

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the basic concept of research methodolog and practical research;</li> <li>2. To learn the methods of conducting research processtrategies, collecting and analyzing research data, proposals and reports; and</li> <li>3. To know how to obtain the required information throug in writing research papers and solving management processing and solving a</li></ul>	esses, desig and prepa gh appropri-	gning re aring re	esearch esearch

# MS Programs – Full-Time –

- Accounting
- Applied Statistics
- Finance
- Information Management

# Accounting

MC Des serves in Asses		Cada	Classes	Credit
MS Program in Accou	inung - Full-Time -	Code		hours
	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
De suite de servers a	Advanced Auditing	11757	1	3
Required common credit hours of the	Financial Statement Analysis and Business	19202	1	3
	Valuation	18302	1	3
graduate institute	Business Ethics	00292	2	2
	Thesis	00041	1	6
	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
Elective credit hours	Accounting for Financial Instruments and Services	12133	1	2
of the graduate	Risk Management	07897	1	3
institute in other	Marketing Management	01483	1	3
sections	Seminar in Empirical Tax Research	12104	1	3
	Seminar in Accounting Problems (I)	18300	1	2
	Seminar:International Accounting-Course in English	17781	1	3
	Managerial Control System	05864	1	3

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide a general understanding of the empiri researches; and</li> <li>2. To cover the theories and methodologies underlinformation perspective and measurement perspective information perspective theory of accounting choic voluntary disclosures and regulation, etc.</li> </ul>	ying mark e of accour	tet effication	ciency, mbers,

Course Code	11756				
Course Name	Advanced Managerial Accounting	Credit	F	S	
Course Objectives	Advanced Managerial Accounting       Credit       F         The objectives of this course are       1. To thoroughly explore the contemporary management accounting top including target costing, activity-based costing & management, balan scorecard etc; and       2. To focus on some selective topics on the managerial accounting resear including performance evaluation, EVA, compensation and incentive, etc.				

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	<ul> <li>Quality financial statement audits underlie the well-funct. This objectives of this course are</li> <li>1. To investigate the demand for and the supply of quaudits;</li> <li>2. To analyze the three factors comprising a quality firrincentives of auditors which are largely determined relationship, the structure of audit market, and the gov profession (e.g., self-regulation, government oversight expertise of auditors which they have obtained from practicing experience. The professional rules (e.g., constitute a standard set of requirements for audit experience of auditors which reflecting the outcome of socializational influtional culture, education and the organizational influtional inflution. To demonstrate how these three factors interact and caudit process;</li> <li>4. To provide a framework for a better understanding of practice; and</li> <li>5. To develop the abilities to undertake an auditing researched in the statement of the statement is a statement of the statem</li></ul>	hality finan hancial state ed by the ernance strr and legal s n education GAAP and rtise; (3) th ation proce ences of au letermine th auditing p	cial stat ement: ( client-a ucture o ystem); a, trainin I GAAS e ethica ess of au dit firm he outco	(1) the auditor f audit (2) the ng and S) also l value uditors (s; ome of

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	This course is about the analysis of financial information financial statements - for making decisions to invest in focus is on equity (share) valuation. The methods of fun examined in detail and applied in cases and projects in Topics include models of shareholder value, a comparis	businesses damental a volving list	s. The p nalysis v ed comp	rimary will be panies.

and discounted cash flow approaches to valuation, the analysis of profitability,
growth and valuation generation in a firm, testing the quality of financial reports,
forecasting earnings and cash flows, pro-forma analysis for strategy and planning,
analysis of risk, and the determination of price/earnings and market-to-book ratios.
The course will be taught from the perspective of a security analyst – particularly
the equity analyst – but much of the material covered in the course will also be
relevant to the corporate financial analyst for evaluating acquisitions,
restructurings and other investments, and for calculating the value generated by
strategy scenarios. By the end of the course, the student should feel competent
in writing a thorough, convincing equity research report.

Course Code	00292				
Course Name	Business Ethics	Credit	F	S	
Course Objectives	Business Ethics Credit Credit 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 corporatimage, enhancing professional ethics, and investing in sustainable and sociall responsible corporations.				

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Manie	Thesis	Cicuit		
Course	Train students how to solve problems, do researches and	l write a go	od thesis	3.
Objectives				

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide a foundation for the applied research in Ec</li> <li>2. To introduce the modern treatment of econome applications that match real-world theory and data;</li> <li>3. To cover the topics including multiple regression t economic applications, as well as issues such as omit and instrumental variables; and</li> <li>4. To be able to understand and apply the econometric and computer packages.</li> </ul>	trics, using echniques tted variabl	g theory with foc es, pane	y and cus on l data,

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This course provides advanced treatment of corporate a finance majors. The primary objective of the course understanding on the theory and application of corporate decisions include choosing between competing investme money on the financial markets and the issue of capital operating cash flows with advanced financial arrangen and return, what dividend policy to be made, and etc. The namely capital budgeting, capital structure, working dividend policy will be emphasized in this course. Stude expected to familiar with the followings upon course cou- 1. The possible types and control mechanism of agency from modern corporate structure separating manage	is to enh financial de ent opportu structure, h nents, how erefore, fou capital ma nts enrolled mpletion.	ance stu ecisions. unities, r low to m to mang r major nagemen the cou	adent's These raising hanage ge risk topics, nt and rse are ginates

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

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the basic concept of research methodolog and practical research;</li> <li>2. To learn the methods of conducting research procestrategies, collecting and analyzing research data, proposals and reports; and</li> <li>3. To know how to obtain the required information througing writing research papers and solving management procestrategies.</li> </ul>	esses, desig and prepa gh appropri	gning re aring re	search

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

Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	F	S
Course Objectives	<ul> <li>The purposes of this course are:</li> <li>1. To introduce recent developments in International financial instruments and services provided by the financial instruments and services provided by the financial instruments and concepts underlying. To discuss the implications for financial reporting an 4. To introduce the world's most advanced and innovation.</li> </ul>	nancial indu ng the writte d analysis; a	stry; en conclu and	isions;

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	This course aims to provide students a broad perspec containing traditional risk management and insurance management. The students are expected to build a con-	and other	types of	of risk

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; and
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	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide a platform for reviewing and discussion of to marketing management, including theories and prace</li> <li>2. To arouse learning interest in marketing;</li> <li>3. To introduce some hottest issues such as e-comme making, management in China market etc; and</li> <li>4. To explore the emerging concept of "Holistic Marke internal marketing, integrated marketing, relationship responsible marketing.</li> </ul>	ctices; erce, marke ting" that l	eting decoroadly	cision- covers

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<ul><li>The objectives of this course are:</li><li>1. To provide a broad understanding of the tax research research issues in tax theory and practice;</li><li>2. To learn the most recent tax practices of taiwan and cl</li><li>3. To introduce tax systems of other countries so as to perspectives.</li></ul>	nina; and		

Course Code	18300			
Course Name	Seminar in Accounting Problems (I)	Credit	F	S
Course Objectives	The goal of this course is to introduce students to accounting research. It will be conducted primarily as class discussion. Numbers of guest lecturers or speake will participate in this seminar and present their rese communicating their thinking and developing interacti	a seminar, v ers in related earch works/	vith subs researcl knowled	tantial n areas lge for

Course Code	17781			
Course Name	Seminar:International Accounting-Course in English	Credit	F	S
Course Objectives	This course examines the international dimension of analysis. It provides students with an in-depth look accounting and its related disciplines from an internation comprises two sections: The first section will be a di accounting patterns, culture and development, com	at the de al perspecti scussion o	evelopm ve. The f interna	ent of course ational

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	05864			
Course Name	Managerial Control System	Credit	F	S
Course Objectives	The main purposes of this course are: 1.to introduce students with the basic concepts, applied recent development in practice for managerial control sy 2.to demonstrate students how to integrate those impo- systems, such as the balanced scorecard (BSC), activity intellectual capital (IC); and 3.to enable students to design, measure, evaluate, and r for planning, controlling and decision making.	ystem; ortant mana based costi	agerial c ng (ABC	control C), and

# **Applied Statistics**

MS Program in Ap	pplied Statistics - Full-Time -	Code	Classes	Credit hours
Required common credit hours of the	Applied Mathematical Statistics	06825	1	3
graduate institute	Thesis	00041	1	6
	Special Topics in Big Data I	24132	1	1
	Database Administration	02490	1	3
	Quality Control and Design	07331	1	3
	Statistic Analysis Software	04322	1	1
	The Application of Regression Methods	22133	1	3
	Sampling Method with Application	21378	1	3
	English Conversation and Writing I	12571	1	3
	Special Topics in Big Data II	24133	1	1
	Applied Multivariate Statistical Analysis	05947	1	3
	Forecasting Methods-Course in English	21380	1	3
	Data Mining	11502	1	3
Elective credit hours of the	Marketing Survey and Analysis	13575	1	3
graduate institute	Categorical Data Analysis-Course in English	21379	1	3
in other sections	Statistical Analysis of Clinical Medicine and Drug Development	22898	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	06825			
Course Name	Applied Mathematical Statistics	Credit	F 3	S
Course Objectives	The objectives of this course are 1. To enhance the theoretical base of mathematical algebra, distributional theory, and probability; and 2. To emphasize Linear Model, and Multivariate Linear is of concern.		-	

Course Code	00041			
Course Nome	Thesis	Cradit	F	S
Course Name	Thesis	Credit	6	
Course	Train students how to solve problems, do researches and	write a goo	d thesis.	
Objectives				

Course Code	24132			
Course Name	Special Topics in Big Data I	Credit	F	S
Course Manie	Special Topics in Dig Data I	Cledit		1
Course Objectives	The objectives of this course are 1. To invite distinguished guest speakers to deliver speeches; and 2. To provide a general perspective on how big data analytics can be applied to			
objecures	different disciplinary studies	inaryties can	oc upp	neu to

Course Code	02490			
Course Name	Database Administration	Credit	F	S 3
Course Objectives	For various reasons, automation of business processes is business in this digital society. As a result it is very ofter stored in databases. Not surprisingly an understanding of early and experiences on database administration are consider for statistical professionals but also an advantage to facil Following this line of fact, this course is designed to knowledge for managing and designing an integrated dat to implement the design. Throughout this course IBM DB2 is chosen as the lear students with hands-on experience on database administri- course are designed around three major topics: (1) Basic and (3) Database System Administration. Students are req after each lecture.	en that stati database de red not onl litate career equip stud tabase, and arning tool ation. The c s SQL (2) A	stical da sign prin y fundar develop lents wi with the to help contents	ice for ata are nciples mental pment. ith the e skills equip of this d SQL

Course Code	07331			
Course Name	Quality Control and Design	Credit	F	S
Course Maine	Quality Control and Design	Credit		3
Course Objectives	Quality is one of the key factors in surviving tough comp of this course is to introduce engineering and manageme techniques to quality control, design, and process impro- cover the foundation of modern approaches of quality co process industry, service industry, and business. To construction and interpretation of various control co specifications; tolerance limits; cumulative-sum ( exponentially weighted moving average (EWMA) control assessment; SAS in QC.	ent majors to vement. T ntrol that ca opical cove harts; ratio Cusum) co	the sta bis cour n be app rage wonal san	tistical rese will blied to ill be: npling; charts,

Course Code	04322			
Course Name	Statistical Software with Application	Credit	F	S
Course Name	Statistical Software with Application	Credit		1
Course Objectives	This course aims to enhance students' understanding ar of the central idea and methods of statistics that will be problems in a variety of applied science and application use of statistical software packages in manipulating dat used statistical software packages, SPSS, will be intu- manipulation will be illustrated by a variety of examples	applied in for further a. One of the oduced in	the solut study, a e most the class	tion of and the widely

Course Code	22133			
Course Name	The Application of Regression Methods	Credit	F	S
	The Application of Regression Methods	circuit		3
Course Objectives	<ul> <li>The objectives of this course are as follows:</li> <li>1. To introduce the background knowledge of Regressid</li> <li>2. To learn the real data analysis skills associated with I ability of operating the statistical computer software;</li> <li>3. To introduce the relative new developments.</li> </ul>	Regression, in	ncluding	; the

Course Code	21378			
Course Name	Sampling Method with Application	Credit	F	S 3
Course Objectives	Sampling methods are the basic methodology for applied in various fields such as medical science, b contents of this course will include: 1. Various sampling concepts and methods. includin the design of an efficient survey, and the precision 2. Practical survey cases.	iology and socia g elements of sa	l scienc	e. This

Course Code	12571			
Course Name	English Conversation and Writing I	Credit	F	S 3
Course Objectives	<ul> <li>The course is to help the students acquire:</li> <li>1. the ability to use English fluently and accurat and writing.</li> <li>2. the ability to communicate in culturally appro English</li> <li>3. cultural awareness through readings and topic</li> </ul>	priate ways in spok	ten and	-

Course Code	24133			
Course Name	Special Topics in Big Data II	Credit	F	S
Course Manie				1
	The objectives of this course are			
Course	1. To invite distinguished guest speakers to deliver speeches; and			
Objectives	2. To provide a general perspective on how big data a	nalytics can	be app	lied to
	different disciplinary studies.			

Course Code	05947			
Course Name	Applied Multivariate Statistics	Credit	F	S 3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide the core and the central idea of multival applied in the solution of problems in statistical the study;</li> <li>2. To introduce some recently developed methods; a</li> <li>3. To illustrate the main concepts by a variety of example of the study of example.</li> </ul>	eory and applica	tion for	will be

Course Code	21380			
Course Name	Forecasting Methods-Course in English	Credit	F	S 3
Course Objectives	<ol> <li>The objectives of this course are:</li> <li>To develop competent skill in analyzing business a description, explanation and forecast;</li> <li>To integrate knowledge of probabilistic models of stoch comparisons of approaches and computer packages; an</li> <li>To cover the topics such as construction and interpreta forecasting approaches. These approaches involve methodology, regression modeling, exponential smort approaches.</li> </ol>	nastic proce nd ation of var : time ser	sses, em ious stati ies (AH	pirical tistical RIMA)

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

Course Code	13575			
Course Name	Markating Survey and Analysis	Credit	F	S
Course Maine	Marketing Survey and Analysis	Credit		3
Course Objectives	The objective of this course are 1. To introduce methods of survey data analysis; and 2. To utilize computer software and proper methods to solve real world problems.			

Course Code	21379			
Course Name	Categorical Data Analysis-Course in English	Credit	F	S 3
Course Objectives	<ul> <li>This course summarizes categorical data analysis skills been applied widely as well as more recently developed course is modeling of categorical response techniques. In general, this course is designed into five sessions:</li> <li>1. The material in this part forms the heart of introd univariate categorical data analysis.</li> <li>2. This part surveys standard descriptive and inferent contingency tables.</li> <li>3. This session introduces generalized linear models for Logistic regression.</li> <li>4. Discusses log-linear models for poisson (count data). are instructed by unifying logistic regression and loglin regression and ANOVA models since these method different concepts.</li> <li>5. Detail user manuals written in SPSS setting to enhar context of statistical models. Supplement materials to sessions.</li> </ul>	I. The majo ductory me tial method r binary da Both Sessi near models ds share n nced unders	thods u thods u for bi ta, in ten on III a s with or nany sir	of this sed in variate rms of and IV dinary nilar / of the

Course Code	22898			
Course Name	me Statistical Analysis of Clinical Medicine and Drug Credit		F	S
Course Maine	Development	Clean		3
Course Objectives	This course covers some statistical experiment design an to show how statistics has been used in many aspects of focus of this course will be application oriented and the of 1. To teach basic knowledge and methodologies include	of drug deve bjectives a	elopmer re	it. The

	analysis for new drug development;
	2. To render examples or cases in real field with statistics lectures; and
	3. To be able to use the software packages of SAS.

Course Code	01799			
Course Name	Research Methodology	Credit	F	S 2
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the basic concept of research methodolo and practical research;</li> <li>2. To learn the methods of conducting research pro strategies, collecting and analyzing research data proposals and reports; and</li> <li>3. To know how to obtain the required information thro in writing research papers and solving management pro-</li> </ul>	cesses, desig a, and prep ugh appropri	gning re aring re	esearch esearch

Course Code	12573			
Course Name	English Conversation and Writing II	Credit	F	S 3
Course Objectives	<ol> <li>The course is to help the students acquire:</li> <li>English proficiency in speaking, listening, readir materials covering daily situations and business c</li> <li>cultural awareness and appropriate expressions w and written English</li> <li>skills needed for making effective oral presentation</li> </ol>	ontext. when communica	e	

Course Code	01559			
Course Name	Operations Research	Credit	F	S 3
Course Objectives	Operations Research         Credit           Operation research is one of the most important decision-making tools which u 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 operation research, explaining managerial implication of data, and using interacting teaching methods along with group discussion.         The main content of the managerial implication of data and using interacting teaching methods along with group discussion.		cation.	

Course Code	17028			
Course Name	Advanced Courses in Biostatistics	Credit	F	S
		crean		3
Course Objectives	The main purpose of biostatistics is to resolve the real biological subjects. The conclusions are obtained thro sampling. In this course three major topics: clinical medicine will be discussed. The lectures will empha Topics such as likelihood principles, regression meth survival analysis will be introduced.	ugh experime trials, genetie size on statis	ental stu cs and g tical co	dies or general ncepts.

Course Code	20148			
Course Name	Decision Support System – Theory and	Credit	F	S
Course Manie	Implementation	Cicuit		3
Course Objectives	<ul> <li>The objectives of this course are:</li> <li>1. To learn the basic algorithms of the machine learning and artificial intelligence;</li> <li>2. To learn and apply a programming language; and</li> <li>3. To choose or design a decision problem and tries to use some algorithms and programming language to implement a decision support system.</li> </ul>			

Course Code	19163			
Course Name	Cloud Computing and Statistical Learning	Credit	F	S 3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To discusses some commonly, used, and modern calculating methods in scientific research on cloud cor</li> <li>2. To focus the application of statistics on scientific resea</li> <li>3. To employ tools ranging from statistics to consistent combinatorics and geometry in an attempt to provide some important applications emerging from need to provide and complexities are beyond the ability of humans to h</li> <li>4. Introduction of cloud computing.</li> </ul>	nputing env rch; mputationa theoretical ocess data se	ironmer 1 comp foundati	nt; plexity, ions to

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics thro recognizing socially acceptable business conduct from embedding good business in treating people nice and fair image, enhancing professional ethics, and investing in responsible corporations.	the globa	l perspe ring con	ectives, porate

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S 3
Course Objectives	The objectives of this course is to give an overview a customer relationship management (CRM) and data mi methodologies and applications of CRM and DM. analytical approaches for customer relationship ma valuation at each stage of the customer lifecycle, dealine identification of good prospects for customer acquisition via up-selling or cross-selling; customer segmentatic customer attrition/retention management. The focus application oriented and therefore how to use related the world problems is a must in this course. Therefore the s relevant data mining techniques in handling real world projects.	ning (DM) This coun nagement og with prolon; custome on; custome of this co chniques ir tudents are	as well rse will and cu- blems su r develo ner valu ourse w handlin required	as the cover stomer uch as: opment ie and vill be ng real i to use

Course Code	01480			
Course Name	Marketing Research	Credit	F	S 3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce methods of marketing research;</li> <li>2. To illustrate how statistical methods could be helpful market segmentation; and</li> <li>3. To solve practical problems through various marketing</li> </ul>	-		ng and

Course Code	02144				
Course Name	Internship	Credit	F	S	
Course maine	Internship			3	
Course Objectives	· · · ·	The objectives of this course are for students: 1. To learn practical working skills and enhance professional capability; and 2. To shorten on job training and reserve potential experts for enterprises.			

# Finance

MS Program in Finance	- Full-Time -	code	classes	Credit hours
	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Market Equilibrium	03968	1	3
Required common credit hours of the	Investments	01579	1	3
graduate institute	Futures and Options	03408	1	3
	Risk Management	07897	1	3
	Thesis	00041	1	6
	Special Topics on Finance	03071	1	3
	Professional English in Finance-Course In English	19064	1	2
	Financial Statement Analysis	01982	1	3
	Financial Marketing	23097	1	3
	Business Ethics	00292	1	2
	Financial Engineering	06978	1	3
	Securitization	08951	1	3
Elective credit hours of the graduate institute in	Practicum in Enterprises I	10852	1	3
other sections	Corporate Financial Decisions	21005	1	3
	Financial Big Data	24108	1	3
	International Finance	02090	1	3
	Digital Finance	24106	1	3
	Internationalization Strategy	24107	1	3
	Business Valuation and Analysis	14068	1	3
	International Financial Regulations -Course In English	19067	1	3

Course Code	01855					
Course Name	Econometrics	Credit	F 3	S		
Course Objectives	Econometrics Credit					

Course Code	01983						
Course Name	Financial Management	Credit	F 3	S			
Course Objectives	<ul> <li>This course provides advanced treatment of corporate a finance majors. The primary objective of the course understanding on the theory and application of corporate decisions include choosing between competing investme money on the financial markets and the issue of capital operating cash flows with advanced financial arrangen and return, what dividend policy to be made, and etc. The namely capital budgeting, capital structure, working dividend policy will be emphasized in this course. Student expected to familiar with the followings upon course control. The possible types and control mechanism of agency from modern corporate structure separating manage ownership.</li> <li>Valuation approaches, cash flow estimation, and risk budgeting. The concept of real option embedded in pemphasized.</li> <li>The concept of weighted average cost of capital (WA special focus on possible approaches to estimate each 4. Possible arguments that dictate the optimal capital stru Market frictions such as transaction cost or taxes are step by step.</li> <li>Students are asked to develop the ability to find and so like an Executive Financial Manager (CFO).</li> </ul>	a is to enh financial de nent opportu structure, h nents, how erefore, fou capital ma nts enrolled mpletion. problems ement from aspect rela project inve ACC) is em cost element cture and d included in	graduate ance stu ecisions. unities, r now to m to mang tr major t nagemen I the coun- that orig shareho estment i nphasized nt. ividend p	ident's These raising nanage ge risk topics, nt and rse are ginates older's capital is also d with policy. ssions			

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
Course Manne	i manetai Warket Equinorium	crean	3	
	The objectives of this course are			
	1. To structure a current consumption and portfolio decision model of an individual			
	inventor;			
Course	2. To realize how the changes of following factors, namely, number of securities,			
Objectives	regulation, and preference, to affect the optimal portfolio decision;			
-	3. To analyze the welfare implications in a competitive market equilibrium; and			
	4. To value securities in competitive market equilibrium (preference-based			
	valuation) and in a no-arbitrage market condition (re	lative-based	valuatio	on).

Course Code	01579			
Course Name	Investments	Credit	F	S
	investments	crean		3
Course Objectives	<ul> <li>The learning objectives of this course are</li> <li>1. To know characteristics of financial tools;</li> <li>2. To cover the issues such as what are their fair price formulate investment portfolio; and</li> <li>3. To understand the following subjects: (1) returns and a money market, capital market, foreign exchange mark (2) Investment decision criteria of NPV and IRR. (3) theory, (4) CAPM &amp; APT and general principle of pr option and Swap contracts, (6) option pricing- lattice a pricing- Black-Scholes, and (8) portfolio perform management.</li> </ul>	risks of fina tet and deri ) mean-vari ricing (5) fo approximat	ncial as vative m ance po prward, f ion, (7)	sets in narket. rtfolio future, option

Course Code	03408			
Course Name	Futures and Options	Credit	F	S 3
Course Objectives	<ul> <li>The learning objectives of this course include:</li> <li>1. The basic characteristics of derivative contracts.</li> <li>2. No arbitrage pricing bounds of futures, options and swap, etc.</li> <li>3. Trading strategies of options.</li> <li>4. Binomial tree pricing options.</li> <li>5. Black-Scholes model</li> <li>6. Hedging when issue or buy an option.</li> <li>7. Structured note</li> <li>8. Exotic options.</li> </ul>	other deriv	atives s	

Course Code	07897			
Course Name	Risk Management	Credit	F 3	S
Course Objectives	<ul> <li>This course aims to provide students a broad perspect containing traditional risk management and insurance management. The students are expected to build a conframework as</li> <li>1. To make risk management and insurance decisions for and individual welfare;</li> <li>2. To understand insurance contracts and institutional industry; and</li> <li>3. To understand the effects of and the rationale for publiand allocation of risk among business and individuals. Basically, topics in this course include</li> <li>1. investment strategy</li> <li>2. institutional structure</li> <li>3. regulations</li> <li>4. database management</li> <li>5. quantitative procedures</li> </ul>	and other nprehensive increasing features of ic policies	types of ely cond business the ins	of risk ceptual s value urance

Course Code	00041			
Course Name	Thesis	Cradit	F	S
		Credit		6
Course	Train students how to solve problems, do researches and	write a go	od thesis	5.
Objectives				

Course Code	03071			
Course Name	Special Topics on Finance	Credit	F	S 3
Course Objectives	This is a lecture course that invites promising sche financial field to deliver speeches. By above spee- students are expected to know the cutting-edge s issues in real-world finance.	ches and Q&.	A intera	ctions,

Course Code	19064					
Course Name	Drafassional English in Einange Course in English	Credit	F	S		
Course Name	Professional English in Finance-Course in English	Credit	2			
Course Objectives	Professional English in Finance-Course in English Credit					

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Marine	Thancial Statement Analysis	Cicuit	3	0
Course	This course is about the analysis of financial informa	tion - part	icularly	firms'
Objectives	financial statements - for making decisions to invest in	businesses	s. The p	rimary
	objectives of this courses are			
	1. To focus on equity (share) valuation;			
	2. To examine the appropriate methods of fundamental analysis, including models			
	of shareholder value, a comparison of accrual account	ting and di	scounte	d cash
	flow approaches to valuation, the analysis of profitabil	lity, growth	and val	uation
	generation in a firm, testing the quality of financial rep		0	0
	and cash flows, pro-forma analysis for strategy and p	olanning, ar	nalysis c	of risk,
	and the determination of price/earnings and market-to-	-book ratio	s;	
	3.To provide the basis of valuation from the perspective	of security	analyst a	as well
	as corporate financial analyst and to be applical			
	acquisitions, restructurings, other investments, and stra	<i>c</i> .	ysis; and	l
	4.To be able to write a thorough and convincing research	h report.		

Course Code	23097			
Course Norme	Financial Markating	Credit	F	S
Course Name	Financial Marketing	Credit	3	0
Course Objectives	<ul> <li>The objective of this course is to provide students concepts and to improve students' abilities to improve students' abilities to improve students' abilities to improve activities in financial industries. Upon course complete able to: <ol> <li>Realize the concepts of financial marketing.</li> <li>Understand the meanings and procedure of strates industries.</li> </ol> </li> <li>Realize the meaning of segmenting, targeting, and poindustries.</li> <li>Understand the characteristics of financial product at 5. Utilize marketing theory to analyze financial firm's to 6. Learn the skill of marketing planning and apply Mareffective manner.</li> </ul>	blement ma ion, the stud gic marketin sitioning (S' nd service. marketing ad	rketing lents sho ng in fi TP) in fi ctivities	related ould be nancial nancial

Course Code	00292					
Course Name	Business Ethics	Credit	F	S		
				2		
Course Objectives	recognizing socially acceptable business conduct from embedding good business in treating people nice and fa	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	06978			
Course Name	Financial Engineering	Credit	F	S 3
Course Objectives	The course consists of two parts. The first part focuses mathematical tools of financial engineering. Topics ir preliminaries from calculus, (2) basic concepts of information and conditioning, (4) stochastic differentia process, (6) martingales, (7) calculus for semi-martin probability measure. The second part relates these math tools to the theory reg Some classic pricing model, like CRR binomial mod HJM interest rate modeletc, will be introduced in this Students are expected to have the ability using these r overview about the development of financial engineerin	iclude (1) i probabilit al equations ngale, and arding the a el, Black-S s part. nath tools a	ntroduct y theor (5) dif (8) chan usset value choles mand to have	tion to y, (3) fusion nge of uation. model, ave an

Course Code	08951			
Course Name	Securitization	Credit	F	S 3
Course Objectives	The objectives of this course are 1. To introduce the principles, structures, and investment major types of asset securitization, including res- securities, commercial mortgage backed securities, a credit card ABS, Asset-backed commercial paper (A backed securities, CBO/CLO/CDO, and real estate b 2. To discuss the impact of new Basel Accord (Basel II	idential mo uto loan bac BCP), Housi acked securi	rtgage b ked secting equitities; and	several backed urities, ty loan

Course Code	10852			
Course Name	Practicum in Enterprises I	Credit	F	S 3
Course Objectives	This objective of this course are: 1.To learn practical working techniques and business op between theory and practice of financial and non-finance 2.To learn business ethics and job discipline to beccon integrity. 3.To expand network of people among industries development.	cial industrie ome a busir	es. iess pers	son of

Course Code	21005			
Course Name	Corporate Financial Decisions	Credit	F	S 3
Course Objectives	This is designed as an advanced course in corporate fir enhance students' understandings in greater depth of cor including corporate investment, corporate financing, some other related issues. The course will be held as a ser on discussion and student presentation.	porate finan financial ii	icial dec	isions, on and

Course Code	24108			
Course Name	Financial Big Data	Credit	F	S 3
Course Objectives	Big Data will have increasingly important implicati finance field. This course aims to provide a fundamental and management techniques for students. We expect tha ability of utilizing the software of data collection and SQL, and SAS.	training of tstudents w	data coll ill devel	ns for lection lop the

Course Code	02090					
Course Name	International Finance	Credit	F 2	S		
Course Objectives	International Finance $\Gamma$ SThis course will provide students with an integrating understanding of the modern international finance and open economy macroeconomics from the theoretical and empirical perspectives. We will discuss the foreign currency markets and international financial arbitrage, the fundamental international parity conditions, the models of balance-of-payments and exchange-rate determination, balance-of- payments crises, and the issue of exchange rate exposure.					

Course Code	24106			
Course Name	Digital Finance	Credit	F	S
e o uno e i rumie		orean		3
Course Objectives	The course is aimed at providing participants with insi practice of digital finance, particularly digital banking manage it. Course goals are to: lead students to und development of digital banking, internet insurance, stimulate analytical thought about operations of digital considerations in case studies; and apply what has been virtual or real digital finance business models through c	g, and how erstand the and intern l finance by learned in cl	to open evolution net secu y applyi lass to ty	rate or on and urities; ng the

Course Code	24107			
Course Name	Internationalization Strategy	Credit	F	S
Course Objectives	Internationalization strategy Internationalization is both an opportunity and a three institutions. This course aims to equip students with the c techniques needed to develop and implement internation While internationalization generally occurs through tw foreign direct investment (FDI), this course will focus of the design of international strategy that achieves an of global integration and national differentiation. Both the strategic management practices will be delivered thr discussions.	at for Taiw oncepts, fra onal expans o mechanis n the FDI e optimal bal eoretical fra	amework sion stra sms: trace ntry moe lance be amework	cs, and tegies. de and de and etween ks and

Course Code	14068				
Course Name	Business Valuation and Analysis	Credit	F	S 3	
Course Objectives	Business Valuation and Analysis Credit				

Course Code	19067			
Course Name	International Financial Regulations-Course in English	Credit	F	S
		Credit		3
Course Objectives	The objectives of this course are: 1. To provide the basic knowledge of U.S Financial Law 2. To improve English skills.	; and		

Course Code	01855			
Course Name	Econometrics	Credit	F 3	S
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To provide a foundation for the applied research in</li> <li>To introduce the modern treatment of econometrics applications that match real-world theory and data;</li> <li>To cover the topics including multiple regression te economic applications, as well as issues such as om data, and instrumental variables; and</li> <li>To be able to understand and apply the econometric using computer packages.</li> </ol>	, using theor chniques wi itted variab	ry and th focus les, pane	on el

Course Code	01983			
Course Name	Financial Management	Credit	F	S
	-		3	
Course Objectives	<ul> <li>This course provides advanced treatment of corporate fifinance majors. The primary objective of the course is to understanding on the theory and application of corporat These decisions include choosing between competing ir raising money on the financial markets and the issue of manage operating cash flows with advanced financial ar mange risk and return, what dividend policy to be made major topics, namely capital budgeting, capital structure management and dividend policy will be emphasized in enrolled the course are expected to familiar with the foll completion.</li> <li>1. The possible types and control mechanism of agenc from modern corporate structure separating manage ownership.</li> <li>2. Valuation approaches, cash flow estimation, and rish budgeting. The concept of real option embedded in emphasized.</li> <li>3. The concept of weighted average cost of capital (Waspecial focus on possible approaches to estimate eace.</li> <li>4. Possible arguments that dictate the optimal capital structure for the structure of the course is the discussions step by step.</li> <li>5. Students are asked to develop the ability to find and problems like an Executive Financial Manager (CF6)</li> </ul>	o enhance si e financial o capital struc- rangements , and etc. The , working o this course lowings upo y problems ment from si c aspect rela project inve ACC) is em th cost elem- tructure and axes are inc	tudent's decisions pportuni cture, ho s, how to herefore apital . Studen on course that orig sharehol ating to o estment i phasized lent. I divider luded in	s. ities, ow to o , four ts e ginates der's capital s also d with nd

Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
			3	
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To structure a current consumption and portforindividual inventor;</li> <li>To realize how the changes of following factor securities, regulation, and preference, to affect decision;</li> </ol>	rs, namely, numb	er of	

<ol> <li>To analyze the welfare implications in a competitive market equilibrium; and</li> <li>To value securities in competitive market equilibrium (preference-based</li> </ol>
valuation) and in a no-arbitrage market condition (relative-based valuation).

Course Code	01579			
Course Name	Investments	Credit	F	S 3
Course Objectives	<ol> <li>The learning objectives of this course are</li> <li>To know characteristics of financial tools;</li> <li>To cover the issues such as what are their fair prior formulate investment portfolio; and</li> <li>To understand the following subjects: (1) returns in money market, capital market, foreign exchange market. (2) Investment decision criteria of NPV a portfolio theory, (4) CAPM &amp; APT and general p forward, future, option and Swap contracts, (6) of approximation, (7) option pricing- Black-Scholes performance measurement and management.</li> </ol>	and risks of f e market and nd IRR. (3) r rinciple of pr otion pricing-	inancial l derivati nean-van icing (5) lattice	assets ive riance

Course Code	03408			
Course Name	Futures and Options	Credit	F	S 3
Course Objectives	<ol> <li>The learning objectives of this course include:</li> <li>The basic characteristics of derivative contrac</li> <li>No arbitrage pricing bounds of futures, option swap, etc.</li> <li>Trading strategies of options.</li> <li>Binomial tree pricing options.</li> <li>Black-Scholes model</li> <li>Hedging when issue or buy an option.</li> <li>Structured note</li> <li>Exotic options.</li> </ol>		atives su	uch as

Course Code	07897			
Course Name	Risk Management	Credit	F 3	S
Course Objectives	<ul> <li>This course aims to provide students a broad perspect containing traditional risk management and insurance management. The students are expected to build a conframework as</li> <li>1. To make risk management and insurance decisions for and individual welfare;</li> <li>2. To understand insurance contracts and institutional rindustry; and</li> <li>3. To understand the effects of and the rationale for publiand allocation of risk among business and individuals</li> <li>Basically, topics in this course include</li> <li>1. investment strategy</li> <li>2. institutional structure</li> <li>3. regulations</li> <li>4. database management</li> <li>5. quantitative procedures</li> </ul>	and other nprehensive increasing features of ic policies	types of ely conc business the ins	of risk ceptual s value urance

Course Code	00041			
Course Name	Thesis	Cradit	F	S
Course Manie	Thesis	Credit		6
Course	Train students how to solve problems, do researches and write a good thesis.			

Objectives

Course Code	03071			
Course Name	Special Topics on Finance	Credit	F	S
Course Manie	special topics on triance	Clean		3
	This is a lecture course that invites promising scholars and practice experts in financial field to deliver speeches. By above speeches and Q&A interactions, students are expected to know the cutting-edge studies in academics and hot			in
Course				
Objectives				not
	issues in real-world finance.			

Course Code	19064			
Course Name	Professional English in Einenes Course in English	Credit	F	S
Course Name	Professional English in Finance-Course in English	Siigiisii Cleuit	2	
Course Objectives	Enhancing the ability to comprehend and talk about sub- significantly enough to be reported in Business Week, F York Times, and similar prestigious business and finance is a critical step for finance graduate students (i) to keep happening in global finance and economics, (ii) to appro- covered and integrate these real-world examples into the research training, and (iii) to prepare for career advance capability to grasp and digest the intimately related first	inancial Tir e journals a o up-to-date eciate the m eoretical an ment throug	nes, Nev nd maga about e aterials d empiri gh the	w azines vents

Course Code	02090			
Course Name	International Finance	Credit	F	S
Course Maine		Credit	3	0
Course Objectives	This course will provide students with an integrating un modern international finance and open economy macroe theoretical and empirical perspectives. We will discuss t markets and international financial arbitrage, the fundar conditions, the models of balance-of-payments and exch balance-of-payments crises, and the issue of exchange r	economics f he foreign on nental inter nange-rate o	from the currency national letermin	/ parity

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F 3	S 0
Course Objectives	This course is about the analysis of financial informa financial statements - for making decisions to invest in objectives of this courses are 1.To focus on equity (share) valuation. 2.To examine the appropriate methods of fundamental a of shareholder value, a comparison of accrual account flow approaches to valuation, the analysis of profitabil generation in a firm, testing the quality of financial rep and cash flows, pro-forma analysis for strategy and p and the determination of price/earnings and market-to- 3.To provide the basis of valuation from the perspective as corporate financial analyst and to be applical acquisitions, restructurings, other investments, and stra	a businesses nalysis, inc ting and di lity, growth oorts, foreca olanning, an book ratios of security ble to the	cluding r cluding r iscounte and val asting ea halysis c s. analyst a valuati	firms' rimary nodels d cash uation rnings of risk, as well
	4. To be able to write a thorough and convincing research	h report		

Course Code	00292			
Course Name	Business Ethics	Credit	F	S 2
Course Objectives	To appreciate the essences of business ethics through fiv recognizing socially acceptable business conduct from t embedding good business in treating people nice and fai corporate image, enhancing professional ethics, and invo	he global po r, reenginee	erspectiv ering	

socially responsible corporations.

Course Code	06978			
Course Norma	Einen siel En sine sine	Credit	F	S
Course Name	Financial Engineering	Credit		3
Course Objectives	The course consists of two parts. The first part focuses of mathematical tools of financial engineering. Topics inclu- preliminaries from calculus, (2) basic concepts of proba- information and conditioning, (4) stochastic differential process, (6) martingales, (7) calculus for semi-martingal probability measure. The second part relates these math tools to the theory re- valuation. Some classic pricing model, like CRR binom- model, HJM interest rate modeletc, will be introduce Students are expected to have the ability using these ma overview about the development of financial engineerin	ude (1) intro bility theory equations, e, and (8) c garding the ial model, F d in this part th tools and	oduction y, (3) (5) diffu change o asset Black-Sc rt. I to have	to sion f choles

Course Code	08951				
Course Name	Securitization	Credit	F	S	
Course Maine	Securitization	Clean		3	
	The objectives of this course are				
	1. To introduce the principles, structures, and investment characteristics of				
	several major types of asset securitization, including residential mortgage				
Course	backed securities, commercial mortgage backed securities, auto loan backed				
Objectives	securities, credit card ABS, Asset-backed commen	cial paper (A	BCP),		
	Housing equity loan backed securities, CBO/CLO/CDO, and real estate				
	backed securities; and				
	2. To discuss the impact of new Basel Accord (Basel II) on asset securitization.				

Course Code	21005				
Course Name	Corporate Financial Decisions	Credit	F	S 3	
Course Objectives	This is designed as an advanced course in corporate finance. The objective is to enhance students' understandings in greater depth of corporate 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	10458	10458				
Course Name	Fixed Income Securities	Credit	F	S		
Course Ivanie	Tixed meone Securities	Cicuit	3			
	The objective of this course is to introduce the management and investment of					
	fixed securities. Topics that will be covered in this course are					
	1. Introduction to fixed income products and innovation	,				
	2. Basic bond valuation techniques with risk and return a	analysis				
	3. Term structure of interest rates and their estimates					
	4. Pricing of fixed income securities and their derivatives					
	5. Bond immunization strategy					
Course	6. Bond portfolio management					
Objectives	7. Fixed income securities' risk management and innova	tion				
	8. Bond related topics such as taxation of bonds, preferred stock, and real estate securitization.					
	Students enrolled in this course are required					
	1. To calculate risk & return of fixed income securities;					
	2. To price plain bond as well as option embedded bond	8;				
	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; and
6. To finish a term paper.

Course Code	17404			
Course Name	Seminar in Credit Risk	Credit	F 3	S
Course Objectives	The major purpose of this course is to provide students a of credit risk and help them develop research projects in will cover the development of major types of credit risk credit related researches in corporate financial managem held as a seminar form relying heavily on discussion and	this field. models in l nent The co	The topi iterature ourse wi	cs e and ill be

Course Code	23097					
Caura Nama	Einen eint Manhatin a	Caradit	F	S		
Course Name	Financial Marketing	Credit	3	0		
Course Objectives	<ul> <li>The objective of this course is to provide students with fi and to improve students' abilities to implement mark financial industries. Upon course completion, the studer 1. Realize the concepts of financial marketing.</li> <li>2. Understand the meanings and procedure of strategy industries.</li> <li>3. Realize the meaning of segmenting, targeting, and positindustries.</li> <li>4. Understand the characteristics of financial product an 5. Utilize marketing theory to analyze financial firm's n 6. Learn the skill of marketing planning and apply Ma effective manner.</li> </ul>	keting relate nts should be gic marketin sitioning (S' d service. narketing ac	ed activ e able to ng in fi TP) in fi tivities.	ities in o: nancial nancial		

Course Code	14068			
Course Name	Business Valuation and Analysis	Credit	F	S 3
Course Objectives	<ol> <li>To introduce advances in business analysis ar advances in International Financial Reporting Valuation Standards;</li> <li>To integrate business strategy analysis, perfor valuation through case studies and real-world</li> <li>To capture the essentials of fundamental analysis</li> </ol>	g Standards and In rmance projection application; and	ternation	nal urity

Course Code	19067			
Course Name	International Financial Regulations-Course in English	Credit	F	S
	International Financial Regulations-Course in English			3
Course Objectives	<ul><li>The objectives of this course are:</li><li>1. To provide the basic knowledge of U.S Financial La</li><li>2. To improve English skills.</li></ul>	aw; and		

# **Information Management**

MS Program in Informa	tion Management - Full-Time -	Code	Classes	Credit 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	Advanced Information Management	16910	1	3
	Advanced Database Management	07939	1	3
	Seminar on Information Management	16654	1	1
	General Topics on Electronic Commerce	09290	1	3
	Special Topics on Internet Marketing	23666	1	3
	Special Topics on Electronic Finance	23667	1	3
	Practical Topics for Electronic Commerce	09642	1	3
	Special Tops on Electronic Procurement and Logistic	23668	1	2
Elective credit hours of	Cloud Enterprise Service Systems	19412	1	3
the graduate institute in	Cloud Service Software Factory	19413	1	3
other sections	Web Service Programming	23670	1	3
	Seminar of cloud-based big data	24502	1	3
	Intelligence Systems-course in English	22676	1	3
	Big Data Mining	24501	1	3
	International Industry Analysis	04060	1	3
	Adaptive Systems	11806	1	3

Course Code	00041			
Course Norma	Thesis	Credit	F	S
Course Name	Thesis	Credit		6
Course	Train students how to solve problems, do researches and	l write a go	od thesis	5.
Objectives				

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S 2
Course Objectives	To appreciate the essences of business ethics thro recognizing socially acceptable business conduct from embedding good business in treating people nice and fai image, enhancing professional ethics, and investing in responsible corporations.	the globat	l perspe ring con	ectives, porate

Course Code	01799			
Course Name	Research Methodology	Credit	F	S 3
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the basic concept of research methodolo and practical research;</li> <li>2. To learn the methods of conducting research prodestrategies, collecting and analyzing research data proposals and reports; and</li> <li>3. To know how to obtain the required information throw in writing research papers and solving management papers.</li> </ul>	cesses, design, and prep	gning re aring re	esearch esearch

Course Code	03024			
Course Name	Software Engineering	Credit	F	S 3
Course Objectives	This course describes steps of software development an software engineering. It also investigates the develo engineering and introduces three practical software cas develop a software project as homework.	pment tren	d of so	ftware

Course Code	16910			
Course Name	Advanced Information Management	Credit	F 3	S
Course Objectives	The goal of this course is to develop students' under systems with macroscopic capability and information research skills. The course will introduce topics related (including e-business, e-commerce, data science, and cl management as well as theories commonly employed Transaction Cost Theory, Innovation Diffusion Theory, Model, Social Exchange theory, etc). Therefore, the stu- the theories and techniques of information systems, applications.	n systems d to inform loud service ed in IS 1 , Technolog idents will	for aca nation sy research gy Acceptern no	demic ystems s.) and (e.g., ptance ot only

Course Code	07939			
Course Norme	Advanced Detahase Management	Credit	F	S
Course Name	Advanced Database Management	Credit	3	
Course	Teach students to understand many important concep	ts of adva	nced da	tabase
Objectives	management. The topics include that: SQL skills,	Fransaction	, concu	rrency

control, Data mining, Data Warehousing, OLAP, and Data Cube. We also discuss
the implementation practice skills in the IT industry. For example: How to
skillfully use the SQL statement, the database role in the enterprise IT architecture,
etc. Through this course, students can learn both advanced DBMS theories and
implementing capability.

Course Code	16654			
Course Name	Seminar on Information Management	Credit	F 1	S
Course Objectives	<ul> <li>Take the advantage of speech to</li> <li>1. Enhance the knowledge and vision of how to communication and network technologies on th operation, management, and decision making.</li> <li>2. Make students understand the visionary apple communication and network technologies which a research and industries.</li> <li>3. Enhance the capabilities and skills of information among management.</li> </ul>	e applicat ication of re applied	ions bu infori on aca	usiness mation Idemic

Course Code	09290			
Course Name	General Topics on Electronic Commerce	Credit	F 3	S
Course Objectives	The course will introduce general topics of elect management concepts, and techniques which are need individuals for electronic commerce applications. It w understand fully about the development, application electronic commerce.	ed by orga vill facilita	anization te stude	ns and ents to

Course Code	23666			
Course Name	Special Topics on Internet Marketing	Credit	F	S
Course Maine		3		
Course Objectives	<ul> <li>After the course, students should be able to:</li> <li>1. Know the fundamentals of marketing and internet</li> <li>2. Understand the techniques and tactics relevant to in</li> <li>3. Recognize the role of social media and mobile techn</li> <li>4. Know the process of opening and handling online proposals.</li> </ul>	nternet market nology on inter	rnet mar	U

Course Code	23667			
Course Name	Special Topics on Electronic Finance	Credit	F	S
	Special Topics on Electronic Finance	Cleun		3
Course Objectives	Through real case studies, the main objective of this co to learn the content and the structure of e-finance (also k including e-finance transaction technology, trade stru contract, and to explore technical and management issue e-Banking, e-Securities and e-Insurance, focusing on issue electronic financial investment, e-financing, electronic data analysis, etc. Finally, e-finance, implementation, issues will be discussed.	nown as Int cture and j s. Course co ues of electr power con	ernet fir powers ontent in onic pay tracts, f	nance), of the cludes yment, inance

Course Code	23668			
Course Name	Special Topics on Electronic Procurement and	Credit	F	S
	Logistics	Clean		2
Course Objectives	Special topics on electronic procurement and logistics of introduced. Topics include demand management, proc evaluation, electronic procurement technology, tran logistics system.	urement th	eory, su	pplier

The training will help students to shorten on-job-training time in procurement and
logistic experience and become a manager specializing in electronic store or
electronic market on electronic commerce.

Course Code	19412			
Course Name	Cloud Enterprise Service Systems	Credit	F	S
Course Objectives	The objective of this course is to provide the students w to align business processes and information techno enterprise services. The topics include service-orie concept, cloud computing concept, enterprise archi business process management (BPM), web services, (ZNQ), no-programming customization (NPC), and Goo ERP cloud service system is used for demonstration, disc customization. Students will have hands-on experience	ith the conc logy by a nted archit tecture pla unwitting gle APP inv ussion, con e in EA, BI	pplying ecture nning ( prograr entor. A figuratic	cloud (SOA) EAP), nming .SOA- on, and
	Google APP based on existing SOA-ERP cloud services.			

Course Code	19413			
Course Name	Cloud Service Software Factory	Credit	F	S
	•			3
Course Objectives	This course provides students the concepts of SOA and Business Application PaaS and the process of developing an enterprise level mission software system including MVC, service request, UI coding, testing, and deployment. Each student will develop an application with at least a complete business process from order taking to shipping, from purchase order releasing to receiving, and how to automatically establish item masters and BOMs for products with sizes and colors, etc. Students will develop ideas, translate them into an application system, deploy their works onto the cloud, and demonstrate them before the class.			

Course Code	23670			
Course Name	Web Service Programming	Credit	F	S 3
Course Objectives	publishes an application programming interface for the available to external callers. Second, a web service is rec using the hypertext transfer protocol. Web services between software systems, and are the foundation for a Architecture (SOA). This course provides students the concepts and imple service programming and SOA. Students will learn to dev	Service Programming       Credit       1       3         Services are applications with two characteristics: First, a web service ishes an application programming interface for the functionality that make able to external callers. Second, a web service is requested over a network big the hypertext transfer protocol. Web services enable inter-operabilities een software systems, and are the foundation for a modern Service-Oriented intecture (SOA).         course provides students the concepts and implementation skills of we ce programming and SOA. Students will learn to develop, deploy and monitor. P and RESTful web services, as well as the implementation of a SOA-base		

Course Code	24502			
Course Name	Seminar of cloud-based big data	Credit	F	S
		Cicuit	3	
Course Objectives	The course focuses on applications of computer systems for big-data analysi the cloud environment. This objectives of this course are: 1. to provide students with concepts of cloud computing; 2. to introduce the concept of distributive computing via Hadoop MapRed Architecture; 3. to introduce the algorithms of analyzing big data; and 4. to deploy an analyzing system based on Meta-Heuristic Cloud.			

Course Code	22676			
Course Name	Intelligence Systems-course in English	Credit	F	S
			3	

Course Objectives	Information retrieval plays important role for today's knowledge management, e- business, and Web services. Intelligence systems include expert systems, neural networks, fuzzy networks, genetic algorithms, Robotics, and so on. Today, intelligence systems are used in business, science, engineering, manufacturing, medical, and many other fields. Students will learn these two subjects from the aspects of principles, theory, and programming so that they can develop an information systems with informative, knowledgeable and decisional characteristics.
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Course Code	24501				
Course Name	Big Data Mining	Credit	F	S	
Course Maine	Big Data Minnig	Clean	3		
	This course aims to				
Course Objectives	1. introduce students basic concepts of big data and related techniques of data mining;				
	2. develop skills for using recent big data mining softwares;				
	3. solve practical problems in a variety of disciplines;				
	4. gain experience of conducting independent study and research; and				
	5. train students to be data scientists.				

Course Code	04060				
Course Name	International Industry Analysis	Credit	F	S 2	
Course Objectives	This course is designed in a way of intensive speeches running business in Mainland China or scholars who k of China well. After completing this course, we fundamental concepts of regulations of the authority,	nows indust hope that	rial evol students	lutions s have	
	and strategies of food, electronics, service, and other industries in Mainland China.				

Course Code	11806			
Course Name	Adaptive Systems	Credit	F	S 3
Course Objectives	Students will be able to learn the theory and practical systems in Bio-inspired computation systems and Evolution are two major parts of artificial intelligence. Bio-inspincludes Ant Colony Optimization (ACO), Particle Swa Artificial Bee Colony (ABC) and Artificial Immune Evolutionary computing will include Genetic Algorithm Interactive evolution computation (IEC), Evolution Stratevolution (DE) and Gene Expression programming (GEI big data trends, these adaptive algorithms in the field important modeling and data mining technologies. Stude these artificial intelligence techniques, apply them in acaa technologies to solve real-world problems, and therefore and effectiveness of problem-solving.	ution Comp ired compu- arm Optim Systems ( <i>L</i> as, Genetic ategies (ES P), etc. In the of data se- ents are exp demic rese	putation itation ( AIS), et program b), Diffe ne Interr cience v pected to arch, uso	laptive . They system (PSO), c; and nming, rential net and will be o learn e these

### **MS Programs**

### - Evening and Weekend -

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

# Accounting

MS Program in Accounting	Evening and Weekend	Code	classes	Credit
		Code	classes	hours
	Integrated Management	12486	1	3
Required common credit	Financial Accounting Theory	12102	1	3
hours of the graduate	Advanced Managerial Accounting	11756	1	3
institute	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
	Financial Statement Analysis and Business	18302	1	3
	Valuation	10502	1	5
	Seminar on Managerial Accounting	12105	1	3
Elective credit hours of the	Research Methodology	01799	1	3
graduate institute in other	Seminar in Empirical Tax Research	12104	1	3
sections	The Supervision of Securities Market	13034	1	3
	Financial Theory	03008	1	3
	Risk Management	07897	1	3
	Managerial Control System	05864	1	3

Course Code	12486			
Course Name	Integrated Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To increase managerial ability through the cultiv capability; and</li> <li>2. To enhance familiarity with cross-functional specialtic</li> </ul>		heir vis	ionary

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide a general understanding of the empiri researches; and</li> <li>2. To cover the theories and methodologies underly information perspective and measurement perspective intangible assets, positive theory of accounting choic voluntary disclosures and regulation, etc.</li> </ul>	lying mark e of accoun	et efficiting num	ciency, mbers,

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To thoroughly explore the contemporary manager including target costing, activity-based costing &amp; scorecard etc; and</li> <li>2. To focus on some selective topics on the manager including performance evaluation, EVA, compensation</li> </ul>	managem	ent, ba	lanced search,

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	<ul> <li>Quality financial statement audits underlie the well-funct. This objectives of this course are</li> <li>1. To investigate the demand for and the supply of quaudits;</li> <li>2. To analyze the three factors comprising a quality fir incentives of auditors which are largely determined relationship, the structure of audit market, and the gov profession (e.g., self-regulation, government oversight expertise of auditors which they have obtained from practicing experience. The professional rules (e.g., constitute a standard set of requirements for audit experiment of auditors which reflecting the outcome of socializ through culture, education and the organizational influtional inflution. To demonstrate how these three factors interact and caudit process;</li> <li>4. To provide a framework for a better understanding of practice; and</li> <li>5. To develop the abilities to undertake an auditing researched to the state of the st</li></ul>	hality finan hancial state ed by the ernance str and legal s n education GAAP and rtise; (3) th ation proce hences of au letermine the auditing p	cial stat ement: ( client-a ucture o ystem); n, trainin l GAAS e ethica ess of au idit firm he outco	(1) the auditor f audit (2) the ng and b) also l value uditors s; ome of

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Maine	Thesis	Clean		
Course	Train students how to solve problems, do researches and	l write a go	od thesis	5.
Objectives		_		

Course Code	18302			
Course Name	Financial Statement Analysis and Business Valuation	Credit	F	S
Course Objectives	This course is about the analysis of financial informat financial statements - for making decisions to invest in focus is on equity (share) valuation. The methods of fun examined in detail and applied in cases and projects inv Topics include models of shareholder value, a comparis and discounted cash flow approaches to valuation, the growth and valuation generation in a firm, testing the qu forecasting earnings and cash flows, pro-forma analysis analysis of risk, and the determination of price/earnings and The course will be taught from the perspective of a secu the equity analyst – but much of the material covered is relevant to the corporate financial analyst for restructurings and other investments, and for calculatin strategy scenarios. By the end of the course, the stude in writing a thorough, convincing equity research report.	businesses damental a volving list son of accru analysis o iality of fin for strategy ind market- rity analyst in the cours evaluating g the value ent should f	The p nalysis v ed comp nal acco f profita ancial ro and pla to-book - partic se will a acquis genera	rimary will be banies. unting ability, eports, nning, ratios. cularly ulso be sitions, ted by

Course Code	12105			
Course Name	Seminar on Managerial Accounting	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the concept of Strategic Cost Management topics on the managerial accounting research, includi EVA, compensation and incentive, R&amp;D etc. which management accounting research; and</li> <li>2. To explore the new research issues in management accounting and accounting in management accounting in managemen</li></ul>	ng performa n may be ap	nce evalu	uation,

Course Code	01799					
Course Name	Research Methodology	Credit	F	S		
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the basic concept of research methodolog and practical research;</li> <li>2. To learn the methods of conducting research processtrategies, collecting and analyzing research data, proposals and reports; and</li> <li>3. To know how to obtain the required information throug in writing research papers and solving management proposals</li> </ul>	esses, desig and prepa gh appropri	gning re aring re	search search		

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are:</li> <li>1. to provide a broad understanding of the tax research research issues in tax theory and practice;</li> <li>2. to learn the most recent tax practices of Taiwan and G</li> <li>3. to introduce tax systems of other countries so as the perspectives.</li> </ul>	China; and		

Course Code	13034				
Course Name	The Supervision of Securities Market	Credit	F	S	
Course Objectives		1. To provide a thorough grounding in the theory and practice of capital markets including primary market and secondary market; and			

Course Code	03008			
Course Name	Financial Theory	Credit	F	S
Course Objectives	The course introduces the fundamentals of corporate fin financial management: capital budgeting (long-tern financial policy and the working capital management. from theory to practice. By the handout complied by the explains the real situations and figures in Taiwan, and papers. In addition, the course also includes the further i international corporate finance and options and corporate The objectives of this course are: 1. To provide a clear concept of corporate finance; 2. To introduce the real situation and figures in Taiwan; 3. To move from theory to practice.	n investm The course e instructor introduces ssue of corj e Securities	ent dec stress n , the inst s new re porate fi	ision), noving tructor search

Course Code	07897				
Course Name	Risk Management	Credit	F	S	
Course Objectives	<ul> <li>This course aims to provide students a broad perspect containing traditional risk management and insurance management. The students are expected to build a conframework as</li> <li>1. To make risk management and insurance decisions for and individual welfare;</li> <li>2. To understand insurance contracts and institutional industry; and</li> <li>3. To understand the effects of and the rationale for publ and allocation of risk among business and individuals. Basically, topics in this course include</li> <li>1. investment strategy</li> <li>2. institutional structure</li> <li>3. regulations</li> <li>4. database management</li> <li>5. quantitative procedures</li> </ul>	and other nprehensive increasing features of lic policies	types of ely cond business the ins	of risk ceptual s value urance	

Course Code	05864				
Course Name	Managerial Control System	Credit	F	S	
Course Objectives	The main purposes of this course are: 1.to introduce students with the basic concepts, applie recent development in practice for managerial control sy 2.to demonstrate students how to integrate those imposystems, such as the balanced scorecard (BSC), activity intellectual capital (IC); and 3.to enable students to design, measure, evaluate, and n for planning, controlling and decision making.	ystem; ortant mana based costi	agerial o ng (ABO	control C), and	

# **Applied Statistics**

MS Program in Applied S	Statistics - Evening and Weekend -	Code	Classes	Credit hours
	Thesis	00041	1	6
Required common credit hours of the graduate	Integration management	12486	1	3
institute	Research Methodology and Seminar	24514	1	3
	Introduction to Data and Information Collecting and Converging Technique	24085	1	3
	Database and Data Management	20879	1	3
	Data Mining	11502	1	3
	Statistical Decision Support Information System	20882	1	3
	Quality Control	01771	1	3
	Marketing Research	20883	1	3
Elective credit hours of	Educational Statistics	20885	1	3
the graduate institute in other sections	Statistics in Finance and Risk	20884	1	3
	Customer Relationship Management	10985	1	3
	Case Study in Applied Statistics	20886	1	3
	Regression Analysis	01987	1	2
	Applied Multivariate Statistical Analysis	05947	1	2
	Categorical Data Analysis	24683	1	2
	Forecasting Methods	19167	1	2

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

Course Code	12486			
Course Name	Integration management	Credit	F	S
Course Objectives	<ul><li>The objectives of this course are</li><li>1. To increase managerial ability through the cultiv capability; and</li><li>2. To enhance familiarity with cross-functional specialties</li></ul>		neir vis	ionary

Course Code	24514			
Course Name	Name Research Methodology and Seminar	Credit	F	S
Course Maine		Credit		
Course Objectives	<ul> <li>The main purpose of this course is to improve students academic articles. The emphasis will be on developing and learning various techniques to structure logical ar new ways of thinking about reading and writing proce course are:</li> <li>1. To train students with the capability for reading interr</li> <li>2. To direct students with the skills for academic pap solving;</li> <li>3. To introduce the library resources and Internet researd</li> <li>4. To teach the basic concept of research methodology;</li> <li>5. To guide the ways of writing research proposals and r</li> <li>6. To enlighten students with suitable presentation skills</li> </ul>	g students' i guments, ar ess. The obj national acad pers writing ch; eports; and	reading nd disco ectives demic ar	ability vering of this rticles;

Course Code	24085				
Course Name	Introduction to Data and Information Collecting and	Credit	F	S	
	Converging Technique	ereun			
	This course consists of two parts, the first one is the colle	ecting meth	od of da	ita and	
	information, and the second one is the converging	technique	of dat	a and	
	information. The learning objectives are to let the learner	rs understa	nd:		
	A. part-one-				
	1. the concepts and theories of a survey.				
	2. the methods of data collection.				
	3. the questionnaire design.				
Course	4. the Database sampling technique.				
Objectives	5. the analytic processes through case-studies by using the	ne statistica	l softwa	re.	
	B. part-two-				
	1. the emerging programming skills for analytic processing.				
	2. the concepts and practice of information retrieval.				
	3. the NoSQL database for semi-structural and non-structural data.				
	4. how to answer the requirements of the case studies by approaches.	y using the	program	nming	
	II.				

Course Code	20879			
Course Name	Database and Data Management	Credit	F	S
Course Objectives	<ul> <li>This course provides fundamental concepts and p implementing and managing database systems. Topics in 1. database concepts,</li> <li>2. relational database design concepts,</li> <li>3. Structured Query Language (SQL),</li> <li>4. database administration.</li> <li>5. data life cycle and management</li> <li>A DBMS will be incorporated into the course exercises a the design and implementation of a database system.</li> </ul>	nclude:		

Course Code	11502			
Course Name	Data Mining	Credit	F	S
Course Objectives	<ol> <li>The objectives of this course</li> <li>1. Understand DM concept</li> <li>2. Using DM Tools</li> <li>3. Understand DM methodology</li> <li>4. Understand DM application</li> </ol>			

Course Code	20882				
Course Name	Statistical Decision Support Information System	Credit	F	S	
Course Objectives	Statistical Decision Support Information SystemCreditStatistical decision support system can help users and the decision maker to made decisions based on the conditions or the datasets they had. It is an advanced sk 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 include: decision transcition rules, clustering, and K-nearest neighbors.				

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Objectives	<ul> <li>Quality is one of the key factors in surviving tough comp of this course is to introduce students with management to familiar with the statistical techniques to quality con improvement. This course will cover the foundation quality control that can be applied to various industries. Topics include:</li> <li>1. Construction and interpretation of various control cha</li> <li>2. Rational sampling; specifications; Cusum control weighted moving average (EWMA) control chart.</li> <li>3. Process capability assessment.</li> <li>4. Papers reading; Special research topics in QC; Package</li> </ul>	and/or engination ntrol, desig of modern rts. chart and	neering n, and p approac	majors process ches of

Course Code	20883			
Course Name	Marketing Research	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce methods of marketing research;</li> <li>2. To illustrate how statistical methods could be helpfu market segmentation; and</li> <li>3. To solve practical problems through various marketi</li> </ul>	1		C

Course Code	20885			
Course Norme	Educational Statistics	Credit	F	S
Course Name	Educational Statistics	Credit		
Course	This course provides an elementary introduction to test theory and its applications			
Objectives	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
Course Objectives	Statistics in Finance and RiskCreditFSRecent financial crisis of subprime mortgage has outgrown all locally-based financial investment strategies. To achieve better returns and avoid risk from financial markets, investors need to extend their horizons to watch closely any global economic changes. The aim of the class is to firstly review various 			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	The objectives of this course is to give an overview a customer relationship management (CRM) and data mi methodologies and applications of CRM and DM. analytical approaches for customer relationship ma valuation at each stage of the customer lifecycle, dealir identification of good prospects for customer acquisitio via up-selling or cross-selling; customer segmentati customer attrition/retention management. The focus application oriented and therefore how to use related te world problems is a must in this course. Therefore th use relevant data mining techniques in handling real wo projects.	ning (DM) This cournagement ag with prolon; custome on; custome of this co chniques in e students a	as well rse will and cus blems su r develo ner valu ourse w handlin are requ	as the cover stomer uch as: opment ie and vill be ng real ired to

Course Code	20886			
Course Name	Case Study in Applied Statistics	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To introduce the concept of statistical methodology the practical research;</li> <li>2. To learn the methods of conducting statistical p analyzing research data, and preparing research propo</li> <li>3. To learn the real data analysis skills, including the statistical computer softwares.</li> </ul>	processes, operation of the second se	collectin ports; an	g and d

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Objectives	<ol> <li>The objectives of this course are as follows:</li> <li>To introduce the background knowledge of Regress</li> <li>To learn the real data analysis skills associated wit ability of operating the statistical computer software</li> <li>To introduce the relative new developments.</li> </ol>	h Regression	, includi	ing the

Course Code	05947				
Course Name	Applied Multivariate Statistical Analysis	Credit	F	S	
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provide the core and the central idea of multivaria applied in the solution of problems in statistical t further study;</li> <li>2. To introduce some recently developed methods; and</li> <li>3. To illustrate the main concepts by a variety of example of the statement of t</li></ul>	heory and a	applicati		

Course Code	24683	24683			
Course Name	Categorical Data Analysis	Credit	F	S	
Course Objectives	<ul> <li>This course summarizes categorical data analysis skills been applied widely as well as more recently developed course is modeling of categorical response techniques. In general, this course is designed into five sessions:</li> <li>1. The material in this part forms the heart of introd univariate categorical data analysis.</li> <li>2. This part surveys standard descriptive and inferent contingency tables.</li> <li>3. This session introduces generalized linear models for Logistic regression.</li> <li>4. Discusses log-linear models for poisson (count data). are instructed by unifying logistic regression and loglin regression and ANOVA models since these method different concepts.</li> <li>5. Detail user manuals written in SPSS setting to enhar context of statistical models. Supplement materials to sessions.</li> </ul>	ductory me ductory me tial method r binary da Both Sessionear models ds share n nced unders	thods u thods u for binta, in tea on III a s with or nany sir	of this sed in variate rms of und IV dinary nilar / of the	

Course Code	19167			
Course Name	Forecasting Methods	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To develop competent skill in analyzing business description, explanation, and forecast;</li> <li>2. To combine knowledge of probabilistic models empirical comparisons of approaches, and computer s</li> <li>3. To cover the topics such as construction and interprapproaches. The approaches involve: Box-Jenkins exponential smoothing, intervention analysis and artistication.</li> </ul>	of stochas software; an retation of t (ARIMA)	stic pro d the fore method	cesses, casting lology,

## Finance

MS Program in Finance -	- Evening and Weekend -	code	classes	Credit hours
	Integration of Management	12486	1	3
	Investment Decisions	10687	1	3
	The practice of fixed income securities	23459	1	3
hours of the graduate institute	Futures and Options	03408	1	3
	The practice of corporate finance	23458	1	3
	Thesis	00041	2	6
	Big Data Analysis and Applications	24562	1	3
	Financial quantitative analysis	23460	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Financial Marketing	23097	1	3
Elective credit hours of	Risk Management and Insurance	17857	1	3
the graduate institute in other sections	Digital Finance	24106	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 Application	21006S	1	3

Course Code	12486			
Course Name	Integration of Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To increase managerial ability through the cultiv capability; and</li> <li>2. To enhance familiarity with cross-functional specialtic</li> </ul>		heir vis	ionary

Course Code	10687					
Course Name	Investment Decisions	Credit	F	S		
Course Objectives	Investment Decisions       Credit       Image: Credit         This course is designed to investigate investment decisions from a glob perspective as well as a shareholder-value-maximization objective. Students we learn how to improve their investment decision making by:       1. Having timely information on population, production, inflation, weal measures, and capital market structure in both developed and emergine economies.         2. Using empirically tested investment analysis to build and maintain a diversifier portfolio.       3. Focusing on the value their corporate and business-level strategies are creating and the structure in business and the struct					

Course Code	23459				
Course Name	The practice of fixed income securities	Credit	F	S	
Course Objectives	The objective of this course is to introduce the manag fixed securities. Topics covered in this course are 1.Introduction to fixed income products and innovation, 2.Basic bond valuation techniques with risk and return a 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 de 5.To present designated articles with power point technic 6.To accomplish a term paper	nalysis		ent of	

Course Code	03408					
Course Name	Futures and Options	Credit	F	S		
Course Objectives	<ul> <li>The learning objectives of this course include:</li> <li>1. The basic characteristics of derivative contracts.</li> <li>2. No arbitrage pricing bounds of futures, options and swap, etc.</li> <li>3. Trading strategies of options.</li> <li>4. Binomial tree pricing options.</li> <li>5. Black-Scholes model</li> <li>6. Hedging when issue or buy an option.</li> <li>7. Structured note</li> <li>8. Exotic options.</li> </ul>	other deriv	atives s	uch as		

Course Code	23458					
Course Name	The practice of corporate finance	Credit	F	S		
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To illustrate the primary goal of the firm: value max</li> <li>To cover three major functions of corporate finan control, allocation of funds among various assets, and</li> <li>To explore these functions though their real world</li> <li>To cover the topics such as Financial Statement and Flow, Cash Management, Short term financial pla Cost of Capital, Credit Management, Capital St Issuing securities &amp; Long Term Debt.</li> </ol>	ce: financia nd the acquis applications alysis: Ratio nning, Capi	l plannin sition of analysia tal Buda	ng and funds. s/Cash geting,		

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Manne	1 110515	Clean		
Course	Train students how to solve problems, do researches and write a good thesis.			5.
Objectives		-		

Course Code	24562				
Course Name	Big Data Analysis and Applications	Credit	F	S	
Course Objectives	First, discuss the concept of Big Data and its analysis tools. Second, taking some examples to find out the pattern by collecting information and using analysis tools, and then visualize the results. Inviting professional instructor to give lectures for helping students have further understanding on Big Data analysis and its applications.				

Course Code	23460			
Course Name	Financial quantitative analysis	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide a foundation for the applied research in Ec 2.To introduce the modern treatment of econome applications that match real-world theory and data. 3.To cover the topics including multiple regression economic applications, as well as issues such as omitted instrumental variables. 4.To be able to understand and apply the econometric an computer packages.	etrics, using techniques l variables, j	g theory with foc panel dat	y and cus on ta, and

Course Code	02058					
Course Name	Business Forecasting	Credit	F	S		
Course Objectives	financial time series models, the methodology of r application to modeling and prediction of financial data	This course would provide a comprehensive and systematic introduction to financial time series models, the methodology of neural networks and their application to modeling and prediction of financial data. Upon course completion, the students could enhance their ability to explain the empirical regularities in the economy and to do the business forecasting.				

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	The objectives of this course are 1. To introduce the principles, structures, and investment major types of asset securitization, including resid securities, commercial mortgage backed securities, au credit card ABS, Asset-backed commercial paper (AB backed securities, CBO/CLO/CDO, and real estate bac 2. To discuss the impact of new Basel Accord (Basel II)	lential mor to loan bac CP), Housi cked securi	tgage b ked secung equit ties; and	backed urities, ty loan

Course Code	23097			
Course Name	Financial Marketing	Credit	F	S
Course Objectives	<ul> <li>The objective of this course is to provide students concepts and to improve students' abilities to imp activities in financial industries. Upon course completi able to: <ol> <li>Realize the concepts of financial marketing.</li> <li>Understand the meanings and procedure of strate industries.</li> </ol> </li> <li>Realize the meaning of segmenting, targeting, financial industries.</li> <li>Understand the characteristics of financial product</li> <li>Utilize marketing theory to analyze financial firm?</li> <li>Learn the skill of marketing planning and apply Ma effective manner.</li> </ul>	lement mar on, the stud gic marketin and position and service s marketing	keting ments showing in fir ning in fir ning (S <sup>7</sup> activitie	related build be nancial ΓΡ) in s.

Course Code	17857			
Course Name	Risk Management and Insurance	Credit	F	S
Course Objectives	<ul> <li>This course aims to provide a general framework for th risk and a broad knowledge of insurance and risk objectives of the course include,</li> <li>1. to provide students with a broad perspective of ritraditional insurance risk management as well management are introduced together;</li> <li>2. to provide students with a conceptual framework management and insurance decisions to increase bus welfare (b) understanding insurance contracts and i insurance industry including their relationship to oth as futures and options (c) understanding the effect public policies that affect risk and allocation of individuals; and</li> <li>3. to enhance the ability of students to think and solv risk management that confront business managers and provide students with a confront business managers and provide students with a confront business managers and provide students and provide students to think and solv risk management that confront business managers and provide students with a confront busi</li></ul>	management sk managen as other ork for (a) siness value nstitutional ter financial tes of and th risk among e analytical	nt. The ment in types of makin and indi features contract e rationa busine ly proble	major which f risk g risk vidual of the ts such ale for ss and

Course Code	24106			
Course Name	Digital Finance	Credit	F	S
Course Objectives	The course is aimed at providing participants with insi practice of digital finance, particularly digital banking manage it. Course goals are to: lead students to under development of digital banking, internet insurance, stimulate analytical thought about operations of digital considerations in case studies; and apply what has been I virtual or real digital finance business models through cl	g, and how erstand the and inter finance by earned in c	to open evolution net secu y applyi lass to ty	rate or on and urities; ng the

Course Code	18159			
Course Name	Credit Risk and Applications	Credit	F	S
Course Objectives	Under the financial crisis which was the most serie economics in decays, a new fundamental revolution wa environments. Investment bank model had been challeng crisis and the tradition financial engineering technique w This course would focus on introducing the basic concerelated innovations for different domestic and cross-bod structured products, securitization, and the related fi applying to the financial and real estate assets. This provide the students for the knowledge in the areas of of the actual applications and the processes of trans- international practice.	as formed in ged and reviewas changed epts of creation order transa xed incom s course w credit relate	n the fir ised duri d dramat dit risk a ctions s e transa ould no d risk b	hancial ing the tically. and its uch as actions of only ut also

Course Code	19998			
Course Name	Analysis of the Global Economy and Industry	Credit	F	S
Course Objectives	This program is to cultivate students a global vision at influence. It overall analyzes the phenomenon, process a globalization. The topics focuses on the process of glo the great background of drastic technological changes a the trans-corporation, countries and benefit groups. If developmental characteristics of the different sectors. course students can understand the process of global international vision in the 21st century.	and effect of balization, y and the inte t also discu In the corr	f the eco which in raction a usses about the pletion	onomic cludes among out the of this

Course Code	19066				
Course Name	Finance Forum-Course in English	Credit	F	S	
Course Objectives	<ul> <li>The objectives of this course include:</li> <li>1. To acquaint with the contemporary issues in business</li> <li>2. To bring finance and economics to practical use b textbooks and current business events; and</li> <li>3. To be fluent in oral presentation of financial issues in</li> </ul>	oy integration		ries in	

Course Code	13034				
Course Name	The Supervision of Securities Market	Credit	F	S	
Course Objectives		1. To provide a thorough grounding in the theory and practice of capital markets (including primary market and secondary market; and			

Course Code	21006S				
Course Name	Financial Computation and Software Application	Credit	F	S	
Course Objectives	Financial Computation and Software ApplicationCreditFSThe objective of this course is to provide the computational tool in finance, and application for valuation, asset allocation, and programming trading issues. natural vehicle Excel is used in this course for deepening the understanding financial materials. Such as VBA (Visual Basic for Applications) and 				

# **Information Management**

Course list				
MS Program in Information	Management - Evening and Weekend -	Code	classes	Credit hours
	Thesis	00041	1	6
	Integration Management	12486	1	3
Required common credit	Management Information Systems	02631	1	3
hours of the graduate	Business Intelligence and Analytics	23671	1	3
institute	Research Methodology	01799	1	3
	General Topics on Electronic Commerce	09290	1	3
	Data Security	04623	1	3
	Customer Relationship Management	10985	1	3
	Case studies in Decision Support Systems	11347	1	3
	Business Process Reengineering	09638	1	3
	Information System Project Management	11799	1	3
Elective credit hours of the	Mobile Communication and Networks	19563	1	3
graduate institute in other sections	Special Topics on Intelligent System	12224	1	3
sections	Business Information Strategies	14013	1	3
	Cloud Service Software Factory	19413	1	3
	Cloud Enterprise Service Systems	19412	1	3
	Big Data Analysis and Applications	24562	1	3
	International Industry Analysis	04060	1	3

Course Code	00041			
Course Norma	Thesis	Cradit	F	S
Course Name	1 nesis	Credit	0	6
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 Name	Integration Management	Clean	3	0	
Course Objectives	<ul><li>The objectives of this course are</li><li>1.To increase managerial ability through the c</li><li>capability</li><li>2. To enhance familiarity with cross-functional spectrum</li></ul>		of their v	isionary	

Course Code	02631					
Course Name	Management Information System	Credit	F	S		
Course Name	Management Information System	Cleuit	3	0		
Course Objectives	Learn the principles and topics of management inf diagnosis and strategies and related researches of industry techniques. From this training, it can serve and application basis of enterprise and informa- industries.	manageme as the theo	nt on info	ormation undation		

Course Code	23671			
Course Name	Dusiness Intelligence and Analytics	Credit	F	S
Course Name	Business Intelligence and Analytics	Credit	0	3
Course Objectives	Business intelligence/business analytics have enterprises, the computing industry, and the res- availability of big data and new business m- opportunities for students to study and apply warehousing and data mining technologies and te and techniques will enable students to have a str and capability and to discover potential patterns sources for the decision making of business proble concepts of business intelligence and analysis, th data warehouse systems, various data mining tech applications, emerging trends of business analyti studies from different business problems.	earch comn eeds. This business chniques. T ong data an solutions f ems. Topics he construct nniques, tex	nunity du course j intelligend hese techn alysis kno from vario may inclu ion of OL t and web	e to the provides ce, data nologies owledge ous data de basic .AP and mining

Course Code	01799	01799					
Course Name	Descent Mathedalagy	Credit	F	S			
Course Maine	Research Methodology	Credit	0	3			
The objectives of this course are							
Course Objectives	<ol> <li>To introduce the basic concept of research n academic and practical research.</li> <li>To learn the methods of conducting research p strategies, collecting and analyzing research of proposals and reports.</li> <li>To know how to obtain the required inform approaches in writing research papers and solving</li> </ol>	rocesses, d lata, and p mation thr	esigning reparing ough app	research research propriate			

Course Code	09290			
Course Name	General Topics on Electronic Commerce	Credit	F	S
	General Topics on Electronic Commerce	Clean	3	0
Course Objectives	Introduce general topics of electronic comme management concepts and techniques which are n individuals facing the era of electronic comme understand totally and broadly about the deve management of electronic commerce.	eeded by erce. It w	organizati ill help	ions and students

Course Code	04623			
Course Norme	Data Sagurity	Credit	F	S
Course Name	Data Security	Credit	3	0
Course Objectives	<ol> <li>Understand basic concepts of data security,</li> <li>Learn principles and applications of cryptograph</li> </ol>	ny and Inter	net securi	ity.

Course Code	10985			
Course Name	Customer Deletionshin Management		F	S
Course Maine	Customer Relationship Management	Credit	3	0
Course Objectives	The objectives of this course is to give an overvie customer relationship management (CRM) and date methodologies and applications of CRM and DM analytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acquis via up-selling or cross-selling; customer segmer 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 of final projects.	a mining (I M. This of manageme ealing with sition; custo ntation; custo ocus of thi ed technique re the stude	DM) as we course we ent and c problems omer deve stomer va s course es in hand nts are rea	ell as the ill cover customer such as: elopment alue and will be lling real quired to

Course Code	11347			
Course Name	Casa Studies in Decision Support Systems	Credit	F	S
Course mame	Case Studies in Decision Support Systems	Clean	3	0
Course Objectives	This curriculum focuses on the discussion of p completing the introduction to the basic concept of (DSS). Hence, the purpose of this course is to narrow and real works, and then stir up the combination of increasing the business value of DSS. It is also dest for decision support system (DSS) concepts and p DSS development skills, and point out the important individuals and organizations today.	of decisior w the gap b of research igned to fo ossibilities	a support between a and prac ster a diss s, impart j	systems cademic tices for sertation practical

Course Code	09638			
Course Name	Business Process Reengineering	Credit	F	S
Course Maine	Business Process Reengineering	Cicuit	0	3
Course Objectives	This course aims to introduce the concepts and m reengineering (BPR). With the lectures, cases studie the students will learn to think the business process way and to use the information technology in helpin better performance.	es, and a gi	roup term customer	-project, -oriented

Course Code	11799			
Course Neme	Information System Project Management	Credit	F	S
Course Name		Credit	3	0
Course Objectives	In the competitive information industry, to well management information system			

projects is a critical factor for company to succeed. The goal for this course is
not only to introduce theories for information system project management but
also to ask students to apply theories to the practice. Furthermore, this course
will like to pinpoint the problems occur when we apply the theories to the
practice and inspire students for future research directions.

Course Code	19563				
Course Name	Mobile Communication and Networks	Credit	F	S	
Course Name	Woone Communication and Networks	Cleun	0	3	
	The main purpose of this course is to help students heat mobile communications and networking. The	-		-	
Course Objectives	about mobile communications and networking. The course tries to let students understand deeply and broadly the operating principles of wireless 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	12224				
Course Norme	Special Topics on Intelligent System	Credit	F	S	
Course Name	Special Topics on Intelligent System	Clean	0	3	
	This course is to introduce that the fundamentals				
	evolutional computation (EC), especially on the topics of the genetic algorithms				
	(GA) and genetic programming (GP). You can learn both the theoretical				
Course Objectives	information and the implementation details of these research topics. In addition,				
	this course will be also to introduce some novel techniques, such as Interactive				
	Evolutionary computation (IEC), human based genetic algorithms (HBGA),				
	Fuzzy theory, grey theory, ant Extenics.	_			

Course Code	14013				
Course Name	Business Information Strategies	Credit	F	S	
Course Mame	Business information Strategies	Clean	0	3	
	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 Objectives	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	19413			
Course Name	Cloud Service Software Factory	Credit	F 3	S 0
Course Objectives	This course provides students the concepts of EJB an the process of developing an enterprise level mission including service coding, UI coding, testing, and depl to develop an application with at least one fundamental one state data table (e.g. inventory), two transactional d and purchase order), and all related services and use apply what they learned in Web Programming and Mo System courses to developing user interfaces. Students onto the cloud and demonstrate them before the class, this course is high.	n critical so oyment. Ea l data table lata tables ( r interfaces bile Busine s must depl	ftware s ch stude (e.g. pro e.g. sale . Studer ss Appl oy their	system ent has oduct), s order nts can ication works

Course Code	19412				
Course Name	Cloud Entermise Service Systems	Credit	F	S	
Course Name	Course Name Cloud Enterprise Service Systems	Clean	3	0	
Course Objectives	The objective of this course is to provide the students with the concepts and skills				

of SOA, SaaS, and their applications to the enterprises. The topics include
enterprise architecture, SOA concepts, cloud computing concepts, Web services,
basic ERP functionalities, configurable non-programming customization, BPEL
service composition, and 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 non-programming customization, BPEL service composition, and
application development based on existing Web services. Programming loading
in this course is low.

Course Code	24562			
Course Name	Big Data Analysis and Applications	Credit	F	S
Course mame	Big Data Analysis and Applications	Clean	0	3
Course Objectives	First, discuss the concept of Big Data and its analy examples to find out the pattern by collecting in tools, and then visualize the results. Inviting professional instructor to give lectures for understanding on Big Data analysis and its applica	formation a	nd using	analysis

Course Code	04060			
Course Name	International Industry Analysis	Credit	F	S
			0	3
Course Objectives	This course is designed in a way of intensive speecher running business in Mainland China or scholars who of China well. After completing this course, we fundamental concepts of regulations of the authority and strategies of food, electronics, service, and of China.	how indu hope that y, operation	ustrial evo at studenta ns, manage	lutions s have ements

# **Technology Management**

MS Program in Techr	ology Management - Evening and Weekend -	Code	Classes	Credit hours
	Innovation and Technology Management	11374	1	3
Required common credit hours of the	Integration Management	12486	1	3
graduate institute	Financial Strategy and Management	16772	1	3
	Thesis	00041	1	6
	Global Strategy and International Marketing	24354	1	3
	Valuation and Management	16529	1	3
	Industry Analysis and Competitive Strategy	03132	1	3
	Corporate Investment and Risk Management	16530	1	3
	Cross-cultural Business management	24352	1	3
	Macroeconomic environment analysis on business	24351	1	3
Elective credit hours of the graduate	Global Economic and technological Change	24355	1	3
institute in other sections	Business Negotiation and Strategic Thinking	24356	1	3
sections	Thesis Writing and Research Methodology	17614	1	3
	Intellectual Property Law and Science	11805	1	3
	Technology Organization and Human Resource Management	12589	1	3
	Overseas Field Trip-Course in English	23396	1	3
	Internet of Things and Manufacturing Service Management	24350	1	3
	Big Data Analysis and Applications	24562	1	3

Course Code	11374			
Course Name	Innovation and Technology Management	Credit	F	S
Course Objectives	The objectives of this course are: 1.To learn the concept and process of technological inn 2.To improve the management skills of technological ir 3.To learn the skills of managing innovation in various	novation; a	nd	

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Objectives	<ul><li>The objectives of this course are</li><li>1. To increase managerial ability through the cultiv capability; and</li><li>2. To enhance familiarity with cross-functional specialties</li></ul>		neir vis	ionary

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 the f 2. To integrate theories with practices; and 3. To introduce the practical topics, such as takeove restructuring, initial public offerings, bankruptcy, de and fund raising.	rs, junk bo	onds, fir	

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Maine	Thesis	Clean		
Course	Train students how to solve problems, do researches and	l write a go	od thesis	s.
Objectives		-		

Course Code	24354			
Course Name	Global Strategy and International Marketing	Credit	F	S
Course Objectives	The objectives of this course are 1.To explore the economic, social/cultural and politica affect business firms' global strategy. 2.To understand the key success factors and processes strategies 3.To adapt marketing strategies and activities to fulfill different countries.	of implen	nenting	global

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

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 competition; 2. To understand the development of industries; and 3. To conduct competition analyses and company strateg	ies.	<u> </u>	

Course Code	16530				
Course Name	Corporate Investment and Risk Management	Credit	F	S	
		Credit			
	The objective of this course is to introduce a firm's decisions on investmer processes, strategies, asset management and risk management techniques. The				
	contents that will be covered include:	agement te	ciiiique	s. The	
	1. Introduction of financial markets and instruments				
	2. The risk-return tradeoffs between different financial assets				
Course	3. Valuation models and fundamental analysis				
Objectives	4. Alternative risk measures, including standard deviation Carlo simulation technique.	n, value at 1	isk and	Monte	
	5. Hedge opinions and tools, including diversification, interest rate risk management, exchange rate risk management, immunization, and futures and options.				
	6. The concept of credit risk				

Course Code	24352			
Course Name	Cross-cultural Business management	Credit	F	S
Course Objectives	<ol> <li>To understand the impact of culture in business mar</li> <li>To understand society and business culture of Europ</li> <li>To learn to deal with cultural differences in business</li> </ol>	e, Japan an		

Course Code	24351			
Course Name	Macroeconomic environment analysis on business	Credit	F	S
Course Objectives	The purpose of this course is to let students real background, especially the causes and forecast of busine		acroeco	nomic

Course Code	25355			
Course Name	Global Economic and technological Change	Credit	F	S
Course Objectives	The objectives of this course are 1.To analysis global Economic by macroeconomic theo 2.To grasp the information of technological change for frontier. 3.To acquaint with the industry environment of the foundation of valuation and policy making	prediction o		C

Course Code	25356			
Course Name	Business Negotiation and Strategic Thinking	Credit	F	S
Course Objectives	This course aims to provide students with a set of valuab understanding business competitions, incentive structur barriers to mutually beneficial outcomes. The design of of two inter-related modules, namely Business Negotiation	res, decisio this course	n-makir e is com	ng and aprised

This first module – Business Negotiation uses a combination of lecture, case studies, discussions and simulations to develop effective approaches to conducting business and reaching agreement in business negotiation.
The second module - Strategic Thinking expects to raise students' strategy IQ through numbers of case discussions. Cases selected in this part will cover various topics, such as business bargaining, industry competition, investment decisionetc. Students are encouraged to practice the idea of strategic thinking in different situations.

Course Code	17614					
Course Name	Thesis Writing and Research Methodology	Credit	F	S		
Course Objectives	This course will provide a structure as a starting point for students to understand what a thesis should set out to achieve. Firstly, criteria for judging a research are reviewed. Then justification for the structure of a thesis and writing style will be discussed. Secondly, we will discuss the process of how to conduct a research project including formulating a research question, choosing an appropriate research design, collecting and analyzing the data. Finally, we will discuss each of the five sections of a thesis in some detail: introduction, literature review, methodology, analysis of data, and conclusions and implications.					
Course Code	11805					
Course Name	Intellectual Property Law and Science	Credit	F	S		
Course Objectives	<ol> <li>This course provides the concept of Intellectual Property (IP) and the content of the Law.</li> <li>How to use IP well and develop the Competitive Intelligence.</li> </ol>					

Course Code	12589			
Course Name	Technology Organization and Human Resource Management	Credit	F	S
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To provides both theory and practical case discussion</li> <li>2. To understand the evolution of management organiz contemporary management/Human Resources ma technology organization; and</li> <li>3. To learn the management problem solving skill through</li> </ul>	ation theory	challeng	ges in

Course Code	23396			
Course Name	Overseas Field Trip-Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide chances to get insights about internation through invited guest speakers, taking courses over multinational corporations. 2. To broaden international viewpoints via the versatile of	ersea, visiti	ing ren	

Course Code	24350			
	Internet of Things and Manufacturing Service	Credit	F	S
Course Name	Management	Credit		
Course Objectives	Internet of Things (IoT) recently has become an increasin in industry 4.0 and communication industry. This creative applications in the whole market such as see market, factory and industrial technology. Traditional toward service-oriented value creation and the world is economy. Investigating manufacturing service manageme in academic and industry. The objectives of this course i	new techn curities ma l industries moving tow ent is also a	nology rket, fir have 1 vards a s	makes nancial moved service

1. To introduce IoT technology for all students even without technology
background.
2. To describe the applications of IoT in securities market, financial market, factory
and industrial technology.
3. To analyze contemporary theory and applications of manufacturing service
operations in a global business environment.
4. To expose students to information, theories, and concepts while sharpening their
strategic thinking, problem solving, and communication skills in order to prepare
them for roles in a wide variety of service organizations.

Course Code	24562			
Course Name	Big Data Analysis and Applications	Credit	F	S
Course Objectives	First, discuss the concept of Big Data and its analysis to examples to find out the pattern by collecting informatio and then visualize the results. Inviting professional instructor to give lectures for help understanding on Big Data analysis and its applications	n and using	analysis	s tools,

### MSE Programs – Full-Time –

• Social Enterprise

# **Social Enterprise**

MS Program in Social Enterprise - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the department	Basic theory for Social Enterprise	24145	1	3
	Research Methodology for Social Science	20903	1	3
	Community Engagement(I)	24479	1	1
	Community Engagement (II)	24480	1	1
	International Community Engagement(I)	23511	1	2
	International Community Engagement (II)	22964	1	2
	Business Ethics	00292	1	2
	Thesis	00041	1	6
Elective credit hours by sections	NPO's Business Management	24482	1	3
	Strategy and Organization for Social Enterprise	21643	1	3
	Social Enterprise Management	19876	1	3
	Project Management for Social Enterprise	24481	1	3
	Social Design	30519	1	3
	Operational Management for Social Enterprise	21304	1	3
	Technology Application and Knowledge Management	21644	1	3
	Social Entrepreneurship Practice	21646	1	3
	Social Enterprise Diagnostic Study	30518	1	3

Course Code	24145			
Course Name	Basic theory for Social Enterprise	Credit	F	S
Course Objectives	This course aims:         1. To build up a new concept of social institution system which is different fro         the established understandings of commercial organizations, non-protorganizations, and government policies; and         2. To offer innovative concepts of social enterprise, and pro-society for soci         entrepreneurship or any organizations which are managed by social missions		on-profit or social	

Course Code	20903			
Course Name	Research Methodology for Social Science	Credit	F	S
Course Objectives	<ul> <li>In line with the overall program's objectives that e practical management knowledge in social issues innovation, the course enhance students' capabilitie that enable them to grasp the ideas of actual social issues; and develop and apply theories in resolvin facilitate students:</li> <li>1. To understand the basics of social science rese</li> <li>2. To know the different qualitative and quanti procedures that are applicable to various cond</li> <li>3. To carry out master's level research and thesis</li> <li>4. To cultivate capability in analyzing social enter and in developing practical resolution.</li> </ul>	s solving a es to design conditions g problems earch theor tative resea litions; s writing; a	nd social research and the pe . This cou ies; arch meth nd	product methods ertaining urse will ods and

Course Code	24479			
Course Name	Community Engagement (I)	Credit	F	S
Course Objectives	<ul> <li>The purposes of this course are:</li> <li>1. To involve students to participate in various so programs under the coach of advisors and the com of individuals;</li> <li>2. To allow students to learn how to apply intercosocial problems and in creating new opportunities</li> <li>3. To give students a comprehensive understand innovations so as to construct individual learning engagement experiences.</li> </ul>	sideration lisciplinary for social ling of the	of the car ways in developm needs fo	solving ent; and or social

Course Code	24480			
Course Name	Community Engagement (II)	Credit	F	S
Course Objectives	<ul> <li>The purposes of this course are:</li> <li>1. To involve students to participate in various so programs under the coach of advisors and the com of individuals;</li> <li>2. To allow students to learn how to apply intercosocial problems and in creating new opportunities</li> <li>3. To give students a comprehensive understand innovations so as to construct individual learning engagement experiences.</li> </ul>	sideration lisciplinary for social ling of the	of the can ways in developm needs for	reer plan solving nent; and or social

Course Code	23511	23511			
Course Name	International Community Engagement(I)	Credit	F	S	
Course Objectives	This course is designed to enhance students' und social innovation and various theories and practice expected to engage in social innovation through t service learning programs. The course provide develop action-oriented skills for social innovatio an international context, and compare and contra across different contexts.	s from the the particips students n, learn so	field. Stuc pation in o opportuncial innov	dents are overseas nities to vation in	

Course Code	22964	22964			
Course Name	International Community Engagement(II)	Credit	F	S	
Course Objectives	This course is designed to enhance students' und social innovation and various theories and practice expected to engage in social innovation through t service learning programs. The course provide develop action-oriented skills for social innovatio an international context, and compare and contra across different contexts.	s from the the particips s students n, learn so	field. Stuc pation in o opportuncial innov	lents are overseas nities to vation in	

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	To appreciate the essences of business ethics recognizing socially acceptable business conduct embedding good business in treating people r corporate image, enhancing professional ethics, and socially responsible corporations.	from the gluice and f	lobal persj air, reeng	pectives, gineering

Course Code	00041			
Course Nome	These	Cradit	F	S
Course Name	Thesis	Credit		
Course Objectives	Train students how to solve problems, do research	nes and wri	te a good	thesis.

24482			
NPO's Business Management	Credit		S
NI O S Business Management	Cicuit		
The objective of this course for students is to learn the managerial practices			
		-	
	NPO's Business Management The objective of this course for students is to lea how NPO or other non-commercial organizat	NPO's Business Management     Credit       The objective of this course for students is to learn the ma how NPO or other non-commercial organizations oper	NPO's Business Management Credit F

Course Code	21643	21643			
Course Name	Strategy and Organization for Social Enterprise	Credit	F	S	
Course Objectives	<ul> <li>Students will be able to:</li> <li>1. Explore the strategic and organizational issues or viewpoints of social enterprise.</li> <li>2. Learn the analysis tools of the strategy and organ of social enterprise.</li> <li>3. Learn the management control issues and tools or viewpoints of social enterprise.</li> <li>4. Learn strategic, organizational and management studies</li> </ul>	nization fro	om the vie O from th	ewpoints e	

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	<ol> <li>The objectives of this course are:         <ol> <li>To develop new business concepts with social gomanagerial system which are distinct from the trapursuing pure commercial objectives;</li> <li>To recognize the existing social systems and social enterprise;</li> <li>To provide concrete examples of social entreprend operating techniques and management concepts;</li> <li>To establish metrics for the assessment of the social enterprise business and technology performance.</li> </ol> </li> </ol>	ditional bu al contexts eurship, fea and	siness of socia asible	

Course Code	24481	24481		
Course Name	Project Management for Social Enterprise	Credit	F	S
Course Objectives	<ul> <li>Since the practical operation of social enterprise technology of project management have become a enterprise management, the main objectives of thi</li> <li>1. Understanding of the concept, methods management;</li> <li>2. Social enterprise project planning and project</li> <li>3. Social enterprise project execution and control</li> <li>4. 4.Social enterprise project performance measures</li> </ul>	n importan s course in and techn t plan writi pl; and	it subject of clude: iques of	of social

Course Code	30519			
Course Name	Social Design	Credit	F	S
Course Objectives	<ol> <li>Introduce evolution of design thinking and designed;</li> <li>Learn and practice social design process; and</li> <li>Learn how to apply "social design" for social service design.</li> </ol>	l		

21304			
Operational Management for Social Enterprise	Credit	F	S
operational tranagement for boend Enterprise	crean		
<ul> <li>managerial system, which are distinct from the pursuing pure commercial objective;</li> <li>To recognize the existing social system and seenterprise;</li> <li>To provide concrete expression of social entre operating techniques and management concept.</li> <li>To establish metrics for the assessment of the system.</li> </ul>	e traditiona ocial contex epreneurshi ots; and social valu	ll busines ats of soci p, feasible	s al
	<ul> <li>Operational Management for Social Enterprise</li> <li>This course aims: <ol> <li>To develop new business concepts with social managerial system, which are distinct from the pursuing pure commercial objective;</li> <li>To recognize the existing social system and seenterprise;</li> <li>To provide concrete expression of social entred operating techniques and management concept</li> <li>To establish metrics for the assessment of the</li> </ol> </li> </ul>	Operational Management for Social Enterprise       Credit         This course aims:       1.       To develop new business concepts with social goals, social managerial system, which are distinct from the traditional pursuing pure commercial objective;         2.       To recognize the existing social system and social context enterprise;         3.       To provide concrete expression of social entrepreneurshist operating techniques and management concepts; and	Operational Management for Social Enterprise       F         This course aims:       1.         To develop new business concepts with social goals, social value a managerial system, which are distinct from the traditional business pursuing pure commercial objective;       2.         To recognize the existing social system and social contexts of social enterprise;       3.       To provide concrete expression of social entrepreneurship, feasible operating techniques and management concepts; and         4.       To establish metrics for the assessment of the social value in social

Course Code	21644			
Course Name	Technology Deployment and Knowledge	Credit	F	S
Course Maine	Management	Cleun		
	Internet and mobile technologies are becoming a ci	ritical part affecting how we		
Course Objectives	live, work, and learn, as well as an important sourc	rce for social innovation. This		
	course familiarizes students how new information a	miliarizes students how new information and knowledge are		

produced, distributed, acquired, and shared in the network society. This course
explores strategies and issues for social organizations to use such technologies
for social innovation and knowledge management.

Course Code	21646				
Course Norme	Social Entroproposition Drastica	Credit	F	S	
Course Name	Social Entrepreneurship Practice	Credit			
	1. To help students enter in the society and experience the unsatisfied needs				
	in real living, which are always ignored by mainstream social groups;				
	<ol> <li>To analyze and assess the legitimacy and enneeds;</li> </ol>	nergency of	unsatisfie	ed social	
Course Objectives	<ol> <li>To stimulate innovative design base on loca managerial technologies;</li> </ol>	l intelligence by adopting the		oting the	
	4. To accomplish the design of practical social "products/ process"; and				
	5. To learn the social-entrepreneurship related management and micro-financing.	knowledge	about mi	cro-firm	

Course Code	30518	30518			
Course Name	Social Enterprise Diagnostic Study	Credit	F	S	
Course Objectives	<ol> <li>The objectives of this course are</li> <li>To build-up a normative concept about busin science oriented diagnostic study methodolog</li> <li>To learn the attitude and method of case st treatment of qualitative data; and</li> <li>To practice the diagnostic process includir causes identifying, and consulting suggestion</li> </ol>	gy; udy, also t ng: probler	he collec	tion and	

## **MSE Programs** – Evening and Weekend –

• Social Enterprise

# **Social Enterprise**

#### Course list

MS Program in	Social Enterprise - Evening and Weekend -	Code	Classes	Credit hours
	Integration Management	12486	1	3
	Basic theory for Social Enterprise	24145	1	3
Required common credit	Research Methodology for Social Science	20903	1	3
hours of the department	International Community Engagement(I)	23511	1	2
	International Community Engagement (II)	22964	1	2
	Thesis	00041	1	6
	Social Enterprise Management	19876	1	3
	Social Change, Issues, and Social Entrepreneurship	21306	1	3
	Design Thinking and Innovation	21302	1	3
Elective credit	Operational Management for Social Enterprise	21304	1	3
hours by	Process Management for Social Enterprise	22220	1	3
sections	Strategy and Organization for Social Enterprise	21643	1	3
	Social Entrepreneurship Practice	21646	1	3
	Technology Application and Knowledge Management	21644	1	3
	Channel & Retail Management	11826	1	3

### Course objective and prerequisites

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

Course Code	24145			
Course Name	Basic theory for Social Enterprise	Credit	F	S
Course Objectives	<ul> <li>This course aims:</li> <li>1. To build up a new concept of social institution from the established understandings of comprofit organizations, and government policies.</li> <li>2. To offer innovative concepts of social enterprine the entrepreneurship or any organizations which missions.</li> </ul>	mercial or ; and se, and pro	ganization	ns, non- or social

Course Code	20903			20903				
Course Name	Passarch Mathodology for Social Science	Credit	F	S				
Course Maine	Research Methodology for Social Science	Clean						
Course Objectives	<ul> <li>In line with the overall program's objectives that e practical management knowledge in social issues innovation, the course enhance students' capabilitie that enable them to grasp the ideas of actual social e issues; and develop and apply theories in resolving facilitate students:</li> <li>1. To understand the basics of social science ress</li> <li>2. To know the different qualitative and quanti procedures that are applicable to various cond</li> <li>3. To carry out master's level research and thesis</li> <li>4. To cultivate capability in analyzing social ent and in developing practical resolution.</li> </ul>	es to design conditions g problems earch theor tative resea litions; s writing; a	nd social research and the pe a. This cou ties; arch meth	product methods ertaining urse will hods and				

Course Code	23511			
Course Name	International Community Engagement(I)	Credit	F	S
Course Objectives	This course is designed to enhance students' und social innovation and various theories and practice expected to engage in social innovation through t service learning programs. The course provide develop action-oriented skills for social innovatio an international context, and compare and contra across different contexts.	s from the the particips s students n, learn so	field. Stuc bation in o opportur cial innov	lents are overseas nities to vation in

Course Code	22964			
Course Name	International Community Engagement(II)	Credit	F	S
Course Objectives	This course is designed to enhance students' under social innovation and various theories and practices expected to engage in social innovation through the service learning programs. The course provide develop action-oriented skills for social innovation	s from the the particips students	field. Stuc pation in o opportui	lents are overseas nities to

an international context, and compare and contrast social innovation models
across different contexts.

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

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	<ol> <li>This course aims for students:         <ol> <li>To develop new business concepts with socia managerial system which are distinct from pursuing pure commercial objectives;</li> <li>To recognize the existing social system and enterprise;</li> <li>To provide concrete examples of social e operating techniques and management concepts;</li> </ol> </li> <li>To establish metrics for the assessment of the enterprise business and technology performance</li> </ol>	the traditi social cont ntrepreneur and ne social v	onal bu exts of ship, fe	social easible

Course Code	21306
Course Name	Social Changes, Issues, and Social Entrepreneurship Credit F S
Course Objectives	<ul> <li>The course is designed to help students understand the how the society works as a whole, how social changes may take place, and the needs to re-direct the society to become more humanistic and sustainable. The objectives of this course are for students:</li> <li>1. To understand the functions of each sector in a society as well as the risks and unexpected results associated with the complicated, societal system;</li> <li>2. To be familiar with the changes of a society and the trends and challenges into the future; and</li> <li>3. To be able to identify social problems, to analyze the roots and complexity of the social issues, and to explore ways to address a specific social problem.</li> </ul>

Course Code	21302			
Course Name	Design Thinking and Innovation	Credit	F	S
Course Objectives	The Objectives of this course are to equip students with and practices, including product design process, p market survey and design expression, and post-desig such as industry and competitive analysis, busin marketing/ productions/ human resources and ot management activities. Students will undertake theor class discussions, and projects to accumulate concep- design and related business operations.	n managen n managen less and her busin ry building	esign me ment act profit n ess fun g, case s	ethods, ivities, nodels, ctional tudies,

Course Code	21304			
Course Name	Operational Management for Social Enterprise	Credit	F	S
Course Name	Operational Management for Social Enterprise			
	This course aims:	_		
Course Objectives				
	managerial system, which are distinct from the	e traditiona	I business	5

	pursuing pure commercial objective;
2.	To recognize the existing social system and social contexts of social
	enterprise;
3.	To provide concrete expression of social entrepreneurship, feasible
	operating techniques and management concepts; and
4.	To establish metrics for the assessment of the social value in social
	enterprise business and technology performance.

Course Code	22220					
Course Name	Process Management for Social Enterprise	rocess Management for Social Enterprise Credit F S				
Course Objectives	<ul> <li>Through the exploration of the present situations of may develop proper operational and management cover:</li> <li>1. The understanding of the process management management in social enterprise;</li> <li>2. The development social execution, leadership capabilities;</li> <li>3. The understanding of managerial topics such planning, recruitment, selection, training, performed remuneration, and social product or service detection.</li> </ul>	framework t and huma and operat as: human formance e	. This cou an resourc tional resource	urse will e		

Course Code	21643							
Course Name	Strategy and Organization for Social Enterprise	tegy and Organization for Social Enterprise Credit F S						
Course Objectives	<ol> <li>Students will be able to:</li> <li>Explore the strategic and organizational issues viewpoints of social enterprise.</li> <li>Learn the analysis tools of the strategy and org viewpoints of social enterprise.</li> <li>Learn the management control issues and tool viewpoints of social enterprise.</li> <li>Learn strategic, organizational and manageme studies</li> </ol>	ganization a	from the	the				

Course Code	21646	21646			
Course Name	Social Entrepreneurship Practice	Credit	F	S	
Course Maine	Social Entrepreneurship Flactice	Clean			
Course Objectives	<ol> <li>To help students enter in the society and exim real living, which are always ignored by means.</li> <li>To analyze and assess the legitimacy and erneeds;</li> <li>To stimulate innovative design base on loca managerial technologies;</li> <li>To accomplish the design of practical social</li> <li>To learn the social-entrepreneurship related management and micro-financing.</li> </ol>	nainstream s nergency of l intelligenc 'products/ p	ocial grou unsatisfie by adop process"; a	ips; ed social oting the and	

Course Code	21644			
Course Name	Technology Deployment and Knowledge	Credit	F	S
	Management	Clean		
Course Objectives	Internet and mobile technologies are becoming a c live, work, and learn, as well as an important sourc course familiarizes students how new information produced, distributed, acquired, and shared in the r explores strategies and issues for social organization for social innovation and knowledge management.	e for socia and knowle network socions to use s	l innovati edge are ciety. This	on. This s course

Course Code	11826	11826				
Course Name	Channel & Retail Management	Credit	F	S		
Course Objectives	<ul> <li>The power of marketing has moved from manufac has become an important strategic issue, and an o necessary to control and manage channels effect course are</li> <li>1. To understand the importance of channel and</li> <li>2. To effectively manage channels for attracting o and</li> <li>3. To learn how to manage non-store shops, elec multi-channels.</li> </ul>	pportunity t ively. The retail mana; customers a	to gain pro objectives gement; nd gaining	ofit. It is s of this g profits;		

## **Doctoral Programs**

• Business Administration

# **Business Administration**

#### Course list

Ph. D. Program in Busine	ss Administration	Code	classes	Credit hours
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Operations Research	01559	1	3
	Seminar on Marketing Management	03680	1	3
	Organization and Management Theory- Course in English	21476	1	3
	Quantitative Method-Course in English	21474	1	3
	Seminar on Business Ethics-Course in English	21475	1	3
	Seminar on Information Technology	15661	1	3
	Business Research Project (I)-Course in English	21479	1	3
Required common credit hours of the graduate institute	Independent Study in Business (I)-Course in English	21481	1	3
Institute	Research Methodology-Course in English	21473	1	3
	Seminar in Production Management-Course in English	21478	1	3
	Strategic Management-Course in English	21477	1	3
	Seminar in International Marketing-Course in English	21491	1	3
	Seminar on Information Management	12191	1	3
	Business Research Project (II)-Course in English	21480	1	3
	Independent Study in Business (II)-Course in English	21490	1	3
	Thesis	00041	1	12
Elective credit hours by	Cloud Computing and Statistical Learning	19163	1	3
sections	Qualitative research	09964	1	3

### Course objective and prerequisites

Course Code	19196			
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F 3	S 0
Course Objectives	The objective of this course is to give a brief introdust statistical method. As the powerful computing facility available nowadays, the focus of this course will be detailed derivation of related theory will be omitted. The use either SPSS or SAS in solving real world problems a	y and softw application he students	vare are oriente are requ	easily ed and

Course Code	01559				
Course Name	Operations Research	Credit	F	S	
	Operation research is one of the most important decision	n making te	3	0 ch uso	
Course Objectives	Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals. This course emphasizes on mathematical models building and theories application. The main content of this course includes systematically introducing each chapter in operation research, explaining managerial implication of data, and using interactive teaching methods along with group discussion.				

Course Code	03680			
Course Name	Sominor on Marketing Management	Credit	F	S
Course Name	Seminar on Marketing Management	Clean	3	0
	The objectives of this course are			
Course Objectives	<ol> <li>To develop integration, data processing, analytic, or collaborative capability by seminar and integrated man 2. To connect academics and business practices;</li> <li>To increase marketing knowledge by communicating and</li> <li>To develop students into a well-rounded marketing period.</li> </ol>	keting case	es;	

Course Code	21476				
Course Norme	Organization and Management Theory-Course in	Credit	F	S	
Course Name	English	Credit	3	0	
	The objectives of this course are				
Course	1. To understand the theories and meanings about management in practice through discussing and lecturing;				
Objectives	2. To have theoretical perspectives about management;				
	3. To be able to analyze and solve practical problems; and				
	4. To explore new insights about business and management.				

Course Code	21474			
Course Name	Quantitative Method- Course in English	Credit	F 0	S 3
Course Objectives	<ul> <li>The objectives of this courses are</li> <li>1. To provide fundamental concepts and skills for a (ANNs);</li> <li>2. To impart such the knowledge via detailed instruction</li> <li>3. To ensure a further understanding of the implication using artificial neural networks in solving real world p</li> <li>4. To be able to use related techniques and software application problems;</li> <li>5. To introduce the concepts of knowledge discovery and</li> <li>6. To understand how to analyze large volume of data ir and interesting patterns; and</li> <li>7. To investigate business cases as to show how to implication the real world.</li> </ul>	and in-clas as and intri- problems; in handlin data minin order to fi	s exercis cate effe ng the 1 ng; nd knov	ses; ects of related vledge

Course Code	21475			
Course Name	Sominar on Business Ethics, Course in English	Credit	F	S
Course Maine	Seminar on Business Ethics-Course in English	Clean	3	0
Course Objectives	<ul> <li>The objectives of this course are</li> <li>1. To appreciate the essential of Business Ethics three recognizing socially acceptable business conduct from embedding good business in treating people nice corporate image, enhancing professional ethics, and in socially responsible corporations; and</li> <li>2. To improve English proficiency.</li> </ul>	n the globa and fair,	l perspe reengin	ctives, eering

Course Code	15661			
Course Name	Seminar on Information Technology	Credit	F 3	S 0
Course Objectives	This course is aimed at teaching students to be familiar widirections of Information Technology. Through lectus seminar, this course tries to have students to learn resear as research background of Information Technology in appropriate methods and procedures of research pe Information Technology. Furthermore, this course aims quantitative and qualitative research capabilities, as well independent or integrated research.	ares, paper ch methodo n order to rtaining to to train stu	readin plogies a recogni the a idents p	ag and as well ze the rea of possess

Course Code	21479			
Course Name	Business Research Project (I) -Course in English	Credit	F 3	<b>S</b> 0
Course Objectives	The objectives of this course are 1. To cultivate the ability of planning and execution; 2. To be able to conduct business research; and 3. To cultivate the capability of independent study.			

Course Code	21481				
Course Neme	Independent Study in Pusiness (I) Course in English	Credit	F	S	
Course Name	Independent Study in Business (I) -Course in English		3	0	
Course Objectives	The objective of this course is built up the foundation for with through the process of independence study.	The objective of this course is built up the foundation for conducting dissertation with through the process of independence study.			

Course Code	21473			
Course Name	Research Methodology -Course in English	Credit	F 0	S 3
Course Objectives	Students will learn the methods of conducting resear research strategies, collecting and analyzing research da proposals and reports. They will know how to obtain through appropriate approaches in writing research management problems.	ta, and prep the require	aring re d inform	esearch mation

Course Code	21478			
Course Name	Seminar in Production Management-Course in English	Credit	F	S 3
Course Objectives	This course is an advanced course of operations mana managerial processes for achieving effective operations i	0	-	

Course Code	21477				
Course Name	Strategic Management -Course in English	Credit	F	S	
	Sualegic Management -Course in English		0	3	
Course Objectives	The objectives of this course are 1. To build up a complete concept of strategic managemen; 2. To integrate knowledge in relevant academic fields; and 3. To explore new insights about strategic management and business trends through class discussions.				

Course Code	21491					
Course Name	Seminar in International Marketing -Course in English Credit	F	S			
		Credit	3	0		
Course Objectives	2. To discuss the interesting topics in international market	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; and 3. To write a professional international marketing manuscript.				

Course Code	12191				
Course Name	Seminar on Information Management	Credit	F 0	S 3	
Course Objectives	Study the important MIS research articles in the MIS research scope, IT and organization, information economics, IT adoption, IS success and the related areas in order to enhance the research capability in conducting the MIS study by analysis and discussion.				

Course Code	21480			
Course Name	Business Research Project (II) -Course in English	Credit	F 0	S 3
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; and 3. To cultivate the capability of independent study.			

Course Code	21490			
Course Name	Independence Study in Business (II)-Course in English	Credit	F	S
			0	3
Course Objectives	The objective of this course is built up the foundation for conducting dissertation with through the process of independence study.			

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	19163			
Course Name	Cloud Computing and Statistical Learning	Credit	F	S
		Clean	3	0
	The objectives of this course are			
	1. To discusses some commonly, used, and modern statistical methods and			
Course	calculating methods in scientific research on cloud computing environment;			
Objectives	2. To focus the application of statistics on scientific research;			
	3. To employ tools ranging from statistics to c	omputationa	l comp	lexity,
	combinatorics and geometry in an attempt to provide theoretical foundations to			

Course Code	09964			
Course Name	Qualitative Research	Credit	F	S
	Qualitative Research	crean	0	3
Course Objectives	The objectives of this course are:			
	1. To train the ability to distinguish the research topics and the suitable research designs;			
	2. To know the related qualitative research methods including research context, knowledge basis, research process; and			
	3. To be sophisticated in the needed data gathering and analyzing methods, sampling, and theory generating.			