College of Management Fu Jen Catholic University 2017-2018 Course Catalog



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BBA Programs

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

Business Administration

• Course list

Undergradua	ate Program in	n 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	2	6
		Statistics-Course in English	30268	1	6
		Commercial Law	02056	3	3
		Management	02635	1	3
		Management-Course in English	16534	2	3
		Managerial Mathematics	02632	2	3
		Managerial Mathematics-Course in English	20020	1	3
		Human Resources Management	01013	2	3
Required con hours of the	mmon credit department	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
		Quality Management	03021	3	3
		Information Management	02502	2	3
		Information Management-Course in English	23455	1	3
		Seminar on Business Administration(I)	14212	20	2
		Seminar on Business Administration(II)	14213	18	2
		Business Policy	01389	4	3
		Knowledge and Talent Management	24154	1	3
		Global Supply Chain Management	15353	1	3
F1		Discussion in Industrial Management	14211	1	3
Elective credit hours by Integrating courses	Innovation Management -Course in English	19061	1	3	
	Financial Operating Management and Innovation	24869	1	3	
	Organization and Social Development	24864	1	3	
	TT	Organization Development & Change	06935	1	3
credit hours		Performance Management and Talent Development	24862	1	3
by sections man	management	Manpower planning and recruiting	20021	1	3

	Organizational Behavior-Course in English	21046	1	3
	Organizational Learning and Social Inquiry	19664	1	2
	Organizational Leadership and Social Innovation Practices	19663	1	2
	Labor Relationship and Compensation Management	24863	1	3
	Social Enterprise Engagement	21048	1	3
	Introduction to Health Care Industry	30709	1	3
	Effective Business Communication and Negotiation- Course in English	30884	1	3
	Fixed Income Securities	10458	1	3
	International Financial Management	02093	1	3
	Investment	01579	1	3
Financial managemer	Macroeconomics	02891	1	3
managemen	Financial Statement Analysis	01982	1	3
	Corporate Governance	15470	1	3
	Contemporary Issues in Financial Markets	17823	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
Maulastina	Project Management	02141	1	3
Marketing managemer	International Marketing Management Course	19331	1	3
	Chain Store Business Management	02252	1	2
	Entrepreneurial Management	11178	1	3
	Creative Thinking and Marketing Innovation	24865	1	3
	Fashion Business Management	30710	1	3
	Brand Strategy and Management	30711	1	3
	Design of Operations Flow	24866	1	3
	Design of Operation Environment	24867	1	3
Operational	Product/Service Design and Development	24868	1	3
managemer		30007	1	3
	Business and Management Practice in Asia Pacific Region -Course in English	23503	1	3
	Overseas Field Trip - Course in English	23396	1	3
Elective credit hours of the department in other	Internship (I)	25125	1	3
sections	Internship (II)	25126	1	3
	Internship (III)	25127	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 b information system, the principle and rules of a reporting, and how to analyze and interpret acc internal and external business users making econom value for business enterprises and enhance the fa capital market. It emphasizes the dual roles of contracting. Specifically, this course aims to help 1. To understand the functioning of accounting in the governmental units, non-profit organizations ar 2. To understand the basic recording and report information system. 3. To understand the concepts and standards under in accounting to develop the financial statements of 4. To understand how to analyze and interpret acc investors, creditors and business managers to make 5. To understand how to resolve the ethical professional judgment. 6. To understand how to develop and make plannin	counting in nic decision airness and accounting students: the business ind the socie ing proces lying the m f businesse counting in economic dilemma	measuren formation as in orden d efficiend g in valua as world a ety in gene ses of ac measurements. and make	ment and n to help r to create cy of the ation and ns well as eral. ccounting ents used n to help 3. e ethical	

Course Code	02457	02457				
Course Name	Economics	Credit	F	S		
Course Objectives	 The objective of this course is to provide student concepts and to improve students' abilities to a macroeconomic issues. Upon course completion, th Realize the basic concepts of Microeconomics. Understand the meanings of supply and demand Realize the meaning of elasticity and its applica Realize how individual consumer, household, a Understand various types of industry organizati Use Microeconomics theories to analyze the eff Realize the meaning of production, saving, and Understand the meanings of aggregate demand Understand the meanings of aggregate demand 	analyze m he students d functions ation. nd firm ma ons and the fects of pub fion's incor investmen and aggreg	icroeconc should be ke decisio eir charac olic policy ne. t. gate suppl	omic and e able to: on. teristics. ⁷ . y.		

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Hume		Crean		
Course Objectives	This is a one-year introductory course in Calculu background in high school mathematics. The co- basic concepts and theory in calculus and their semester, topics in one-variable differential calcu- derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. I in the fundamental theorem of calculus, technique differential and integral calculus such as partial deri- will be covered. The objectives of this course are	ntents of t application lus such a mean va n the secon es in integr	his course ons. In s limit, co alue theo nd semest ration, mu	e include the first ontinuity, rem, and er, topics iltivariate

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

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

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

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	 The objective of this course is to provide the stufundamental concepts of elementary statistics. Thi an intuitive understanding of statistical procedures the formula. A wide selection of real problems and fields are introduced. It emphasizes that Statistics making in virtually all areas of management science. This course will cover: Statistics methods and concept and its relevance. Basic notions of probability, random variable, probability distribution. Statistical inference – interval estimation. 	s course is and logica examples f is used as es. e to the rea	designed l principle from man a tool in c l world.	to stress es behind y various lecision -

Course Code	30268			
Course Name	Statistics- Course in English	Credit	F	S
Course Maine	Statistics- Course in English	Clean		
Course Objectives	The objective of this course is to provide the stu-	dents with	the esse	ntial and
Course Objectives	fundamental concepts of elementary statistics. This c	ourse is de	esigned to	cultivate

an intuitive understanding of statistical procedures and logical principles behind
the formula. A wide selection of real problems and examples from many various
fields are introduced. It emphasizes that Statistics is used as a tool in decision-
making in virtually all areas of management sciences.
This course will cover:
1. Statistics methods and concepts and its relevance to the real world.
2. Descriptive Statistics.
3. Basic notions of probability, random variable, and discrete and continuous
probability distribution.
4. Sampling methods.
5. Statistical inference – interval estimation.

Course Code	02056					
Course Name	Commercial Laws Credit F S					
Course Objectives	law, negotiable instrument, and insurance	 To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance To build the basis of further legal studies and examination skills on the 				

Course Code	02635			
Course Name	Management	Credit	F	S
Course runne	Wanagement	crean		
Course Objectives	 The objectives of this course are To know the basic knowledge of management To know how to use planning, organizing, management practices. 	leading,	and contr	olling in

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

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	 The objectives of this course are To provide fundamental concepts and skills problems that confound managers in both the To develop mathematical models for problem 3. Topics that will be covered include Linear P Flow models, Project Management, Queuing 	public and solving and rogramming	the privated the privated the private of the privat	e sector making Network

Course Code	20020					
Course Name	Managerial Mathematics-Course In English Credit F S					
Course Objectives	problems that confound managers in both the p	 To provide fundamental concepts and skills to solve the decision-maki problems that confound managers in both the public and the private secto To develop mathematical models for problem solving and decision makin 				

Flow models, Project Management, Queuing Analysis and Foresting.	

Course Code	01013					
Course Name	Human Resources Management Credit F S					
Course Objectives	 The main purposes of this course are To develop systematic knowledge of human rese To enhance the capability of practicing theories Toe provide practical cases for a better unde resources management, including planning, re performance evaluation, salary system, and labo To learn skills of teamwork and discussion. 	into a real rstanding cruiting, s	life; of genera selecting,	l human training,		

Course Code	23505						
Course Name	Iuman Resources Management-Course in English Credit F S						
Course Objectives	 The main purposes of this course are: to develop systematic knowledge of human reso to enhance the capability of practicing theories i to provide practical cases for a better unders resources management, including planning, rec performance evaluation, salary system, and labo to learn skills of teamwork and discussion. 	nto a real standing cruiting, s	life; of genera selecting,	l human training,			

Course Code	01483					
Course Name	arketing Management Credit F S					
Course Objectives	 The objective of this course is to provide students and to improve students' abilities to implement man course completion, the students should be able to: Realize the basic concepts of marketing. Understand the meanings and procedure of man 3. Realize the meaning of segmenting, targeting, a Understand the meaning and scopes of marketi Utilize marketing theory to analyze firm's mark 6. Learn the skill of marketing planning and apply effective manner. 	keting relat keting plan and position ng mix 4P. keting activi	ted activit ning (STP ities.	ies. Upon).		

Course Code	01983				
Course Name	Financial Management	Credit F S			
Course Objectives	 This objective of this course is to provide a basi financial decisions. These decisions include cl investment opportunities, how much debt and equ operating cash flows, how to measure risk and retu payout, and etc. Therefore, we will pay a visit to the by corporate finance, namely capital budgeting, cap management and dividend policy. Students enrolled familiar with the followings upon course completice 1. The possible types and control mechanism of a 2. Valuation approaches, cash flow estimation, capital budgeting. 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital. 5. working capital management 	hoosing be uity to issu- urn, what le four major bital structured the cour- on. agency pro , and risk al	etween co lee, how to evel of dir r decisiona re, workin rse are ex- blems aspect re	ompeting o manage vidend to s covered ng capital pected to elating to	

Course Code	01370				
Course Name	Production and Operations Management	Credit F S			
Course rvanie	rioduction and operations Management	Crean			
Course Objectives	 Production is an essential function of a busines course is to help students understand the wh management and to improve the students' ability in a company. Upon course completion, the studer 1. Realize the basic concepts and theoretica Management, 2. Understand how to integrate the resource i systems to achieve the goals of organization at to solve the real problems, 3. Obtain the ability for the further study and rest 	to plan and to plan and tts should b l knowled n business nd use the p	pts of p d control be able to lge of C s with in	roduction resources : Dperations formation	

Course Code	16533				
Course Name	Production and Operations Management-Course	Credit	F	S	
Course Manie	in English	Cicuit			
Production is an essential function of a business unit. The objective					
	course is to help students understand the wh				
	management and to improve the students' ability to plan and control resources				
	in a company. Upon course completion, the students should be able to:				
Course Objectives	1. Realize the basic concepts and theoretical knowledge of Operations				
Course Objectives	Management,				
	2. Understand how to integrate the resource in business with information				
	systems to achieve the goals of organization and use the relative technology				
	to solve the real problems,				
	3. Obtain the ability for the further study and res	earch.			

Course Code	01449			
Course Name	Cost Accounting	Credit	F	S
Course runne	Cost / Coounting	crean		
Course Objectives	The purpose of this course is to introduce the conte- used in the nowadays business world. The related t system, cost-volume-profit analysis, target costin- management, balanced scorecard, life-cycle costin-	topics inclung, activity	de produc	ct costing

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

Course Code	03021			
Course Name	Quality Management	Credit	F	S
Course Maine	Quanty Management	Cicuit		
Course Objectives	This course embraces the fundamental principles total quality and provides a foundation for under Sigma. The will help students develop the concept managerial and technical point of views.	erstanding	and appl	ying Six

Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Marine	Information Management	Credit		

	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
Course Objectives	applications and information technologies that are being used for achieving
	digital integration and enhancing global organization performance. It also calls
	attention to the need to demonstrate the business value of information system in
	the organization and provides students with additional projects for hands-on
	problem-solving

Course Code	23455				
Course Name	Information Management-Course in English	Credit	F	S	
	6 6				
Course Objectives	This course is based on the premise that information systems knowledg essential for creating competitive firms, managing global corporations, ad business value, and providing useful products and services to customers. primary goal of this course is to offer an introduction to major enter				

Course Code	14212			
Course Name	Seminar on Business Administration (I)	Credit	F	S
Course Objectives	 The goals of the course are To implement the goal of "learning by doing". To integrate all the knowledge of business adn To be problem-solving orientated To build competence of teamwork, communic creation To be responsible for completing one's own w 	ninistration cation, ana		ding, and

Course Code	14213			
Course Name	Seminar on Business Administration (II)	Credit	F	S
Course Objectives	 The goals of the course are To implement the goal of "learning by doing". To integrate all the knowledge of business adm To be problem-solving orientated To build competence of teamwork, communicreation To be responsible for completing one's own w 	ninistration cation, ana		ding, and

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	 The objectives of this course are To provide the opportunities to develop capabi To provide the opportunities to experience the To provide the opportunities to build up an intervention of the opportunities to integrate refunctions. To provide the opportunities to observe the new 	organizatio egrated stra lated know	on learnin ategy cond aledge of	g. cept. business

Course Code	24154			
Course Name	Knowledge and Talent Management	Credit	F	S
Course Objectives	 The objectives of this course are To introduce the important issue of managing organizations and in cooperative strategies To emphasize the importance of knowledge a key to obtaining competitive success of firms To emphasize the application and development talent that leads to competencies and sustainab To explore how organizations can develop and 	and talent r	nanageme zed knowl	ent as the ledge and

Course Code	15353	15353				
Course Name	Global Supply Chain Management	Credit	F	S		
Course Objectives	 The main objectives of this course include: Enable students to recognize and under environment. To understand what the global supply chain global supply chain management operate. To learn the globalization thinking based planning, and supply chain management. To learn the design, control, operation, and ma chain management. 	manageme logistics, e	ent is and enterprise	how the resource		

Course Code	14211			
Course Name	Discussion in Industrial Management	Credit	F	S
Course Objectives	 The objectives of this course are To explore various industries and the trends of To explore competitions in various industries. To explore the processes of strategic planning industries. To provide the contact opportunities for studer 	and imple	U	n various

Course Code	19061					
Course Name	nnovation Management - Course in English Credit F					
Course Objectives	 The objectives of this course are: to cover the major sources of innovation, the empirical explorations (verifications); to concentrate on the principles and methe promoting innovation as well as policies with economics context for high technology indus to provide a state-of-the-art-overview of inn and macroeconomic frameworks; to draw benefits from overlaps with neig systems theory, clinometric and institutionality to apply the analyses of the interactions of structure, competition intensity and speed of high technology, network and increasing returned to the structure of t	odologies hin an inter tries; ovation str hboring d sm; and innovation f technolog	of desig rnational udies with isciplines n, strateg	ning and industrial nin micro such as y, market		

Course Code	24869				
Course Name	Financial Operating Management and Innovation	Credit	F	S	
Course Maine	Financial Operating Management and Innovation				
Course Objectives	The recent development of internet, social media,	nternet, social media, mobile technology, big-da			
Course Objectives	analysis, and cloud computing has greatly reshaped the business models an				

realm of the banking industry. As indicated by Brett King (2012), banking is no
longer a place you go, but something you do. Bank 3.0 was officially announced
by the Financial Supervision Committee (FSC) in June 2014 as the most
important endeavor in the future.
The course will cover the following issues.
1. How could the traditional banking businesses (such as saving & loans,
wiring, and payment) be transformed into digitized and mobilized?
2. The change in banking personnel.
3. The strategies and thinking of banking industry.
4. The trend of international banking industry.
5. On top of these, the course aims to invite practitioners sharing their practices
and experiences so as to give students a better understanding of the future
banking industry and its requirement for persons aiming at this industry.

Course Code	24864			
Course Name	Organization and Social Development	Credit	F	S
Course Objectives	 The course starts with an overview of the concepts field of social development. The course enhances is role and impact of organization in the development of selected cases, students gain knowledge about organizations, and social enterprises embedded in explores the pressing issues on sustainability. Studies systems thinking and critical thinking to those issue 1. To familiarize students with the theories and m 2. To familiarize students with various types of o role and function in the development of a social 3. To expose students to the pressing issues on sustain the organization of the pressing issues on substances and function in the development of a social students to the pressing issues on substances and students to the pressing issues on substances and students to explore theory of level. 	Credit		

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

Course Code	24862			
Course Name	Performance Management and Talent	Credit	F	S
Course Manie	Development	Clean		
Course Objectives	The current 21st century is now focused on talent plans aimed at organizational goals and work ta organizational members. Organizational members current period when a new task is planned. Moreov members' personal growth and cultivation accordi order to further assist organizational members to ability assessment method. Thus, supervisors can of organizational members systematically and ef between supervisors and organizational members own goals. Therefore, the training and talent culti goals as a guide and performance management as	asks as we require a cover, supervis- ing to their plan and indirectly cover fectively, a can be use vation rega	Il as the ertain abil sors make planned develop t ultivate th und the in d to deve ards organ	goals of ity in the plans on ability in heir own he ability iteraction lop one's nizational

6	each other. As a result, the learning goals of this course include the following.
1	. To distinguish differences among knowledge, skills, competencies, and
	critical development experience;
2	2. To understand the formulation of organizational goals and the operation of
	talent cultivation;
	3. To realize short-term and long-term talent cultivation to form a habit of
	planning;
4	. To explore the evaluation model of human resource effectiveness;
4	5. To be familiar with the implementation of succession planning.

Course Code	20021			
Course Name	Manpower planning and recruiting	Credit	F	S
Course Objectives	 The learning objectives of the course are formulate To reinforce concepts, skill and knowledge recruiting To integrate the operating mechanism of man management To learn problem-solving technique and to im by doing". To build-up competence of teamwork ment creativity. 	of manpo agement ar	ower plan nd human e goal of	resource "learning

Course Code	21046			
Course Name	Organizational Behavior-Course in English	Credit	F	S
Course Objectives	 The objectives of this course are To understand the basic knowledge of OB. To learn the concept of individual behavior, system, and other OB related issues. To learn and practice the OB knowledge and s business world. 	0		

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Objectives	 The objectives of this course are To be able to internalize the spirit of autonom To be able to build a team and cooperate with To be able to handle the implement process of To be able to manage the group dynamic of a To be able to implement the selected project 	h each other of a project. an organization	on.	

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	 To be to internalize the spirit of autonomous lear To be able to build a team and cooperate with ear To be able to manage the group dynamic of an or To be able to implement the selected project and To be able to run an organization to have high pe To be able to have the vision and capacity to be a 	ch other v rganizatio achieve t erformanc	n; he set goa	

Course Code	24863				
Course Norme	Labor Relationship and Compensation	Credit	F	S	
Course Name	Management	Clean			

employers.	Course Objectives	In work organizations, whether talent stays or leaves not only depends on the level of the compensation, but also is influenced by the interaction of the labors and employers. In terms of the social system, the values generate differentiation separation. Administrative authority gradually weaken. The authority of expert knowledge gradually has a real effect. In this course, it is hoped that students can understand the basic theory of compensation management and demand theory to have a deeper understanding of their social and psychological implications and explore the basis of compensation management, giving consideration to procedure fairness, organizational justice, and elastic mechanism. Another goal is to promote students to understand the theory of the labor relations, the qualitative and quantitative change of this relationship, and to be familiar with the processing procedure and cases of conflict management between labors and employers.
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Course Code	21048			
Course Name	Social Enterprise Engagement	Credit	F	S
Course Objectives	 service learning padagogy to provide study experiences engaging in social enterprise operat To explore how social enterprises effectively bal goals, and the strategies of managing multiple goals. To offer students the opportunity to work as a knowledge and tools to adequately address enterprises. 	ions and m lancing ecc stakeholde a team to a	anageme onomic ar ers to ach apply ma	nt. nd social lieve the magerial

Course Code	30709			
Course Name	Introduction to Health Care Industry	Credit	F	S
Course Objectives	 The main purposes of this course are: To understand the definition, terminology an industry. To introduce industry scenario, operation prac medical institution and health industry. To provide practical cases of new ventures develop a business plan for new venture in health industry. 	tices, futur elopment in	re opportu n heath in	inities in

Course Code	30884			
Course Name	Effective Business Communication and Negotiation- Course in English	Credit	F	S
Course Objectives	The purpose of this course is to (1) explore the n dynamics of business communication and negotiation applicable to a broad range of contexts. communication skills like active listening to others messages, engaging and influencing audience, an negotiation outcomes.	on. (2) deve This inve s, formulat	lop practi olves tra ing and d	cal skills ining in elivering

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
Course Objectives	The objective of this course is to introduce the m fixed securities. Topics that will be covered include 1. introduction to fixed income products and inne 2. basic bond valuation techniques with risk and 3. term structure of interest rates and their estima 4. pricing of fixed income securities and their det	e: ovation return analy ites		stment of

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

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
Course Objectives	 The objectives of this courses are To provide an analytical framework for unders market To enhance the capability of conducting resear financial management. To explore the operation of international ca derivative markets, and the related theory of co investment. 	ch in the fi	eld of inte	ernational ency and

Course Code	01579			
Course Name	Investment	Credit	F	S
Course Objectives	 The objectives of this course are To explore the operation of capital markets investment. To introduce the fundamental rationale of financial market and investment instruments, th of portfolio's risk and return, the concept and equity securities, derivative and risk management 	financial i e evaluatio pricing ar	nvestmen n and mar	t theory,

Course Code	02891			
Course Name	Macroeconomics	Credit	F	S
Course Manie	Waerocconomies	Cicuit		
Course Objectives	 The key objectives of this course are To understand how the macro-economy work monetary and fiscal policy might be able to red of nationwide business fluctuations. To give a sense of macroeconomics as an an deals with complex and often urgent issues. To discuss some key issues of macroecon variations in output and employment, how th output and inflation rate, the role of expectation and the effects of macroeconomic policies. To learn about classical and traditional macroecon the most modern macroeconomic theories that 	uce the free oplied scien nomics: sh he quantity ns, long-rur conomic the	uency and ncea scie nort-run e of mone n economic eory and a	d severity ence that economic by affects c growth, lso about

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
Course Objectives	 The objectives of the course are To understand the financial performances froincluding short-term liquidity, return on investigation analysis, operating performance analysis, structure and solvency. To introduce ratio analysis, trend analysis, com common-size financial statements, charts analystatements and the related information. 	ested capita cash flow	ll, asset u analysis nancial sta	itilization s, capital atements,

Course Code	15470	15470				
Course Name	Jame Corporate Governance		F	S		
		Credit				
	The objectives of this course are					
	1. To illustrate the differences between corporate	governanc	e and mar	nagement		
	from the perspective of locus of control, ow structure;	from the perspective of locus of control, ownership structure, and board structure;				
	2. To introduce the nature, principles and mechan	ism of cor	porate gov	vernance;		
	3. To portray the international trends of corporate governance and shareholder					
Course Objectives	activism;					
Course Objectives	4. To cover the related theories of corporate governance;					
	5. To introduce the corporate governance rating system and to provide evidence					
	the influence of corporate governance on corporate performance and value;					
	6. To know how the listed companies adopt corporate governance and risk					
	management in practices; and					
	7. To cover the issue of risk management and corp	porate gove	ernance in	financial		
	holding companies.					

Course Code	17823			
Course Name	Contemporary Issues in Financial Markets	Credit	F	S
Course Objectives	This course provides a general introduction to sor financial markets. We first review few basic know the system and transaction of monetary markets, markets. Moreover, we analyze few specific issues in a generalized framework. Related issues incl focusing on IPOs and SEOs, the agency problet addition, students are required to investigate some articles in the press and cited reference and m complete a term paper that forces on one particula an oral presentation in the end of this class.	vledge in the bonds man to understand ude the s m, and the e current is naterial. Even	nis filed, i rkets, and and how t ecurities e asset pr ssues by t very stud	including l security hey work issuance, ricing. In means of ent must

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
Course Objectives	 The objectives of this course are To provides fundamental concepts and ski research. To cover topics of problem definition, sec research, questionnaire design, sampling design 	ondary data	-	-

Course Code	01951							
Course Name	Consumer Behavior	F	S					
Course Objectives	 The objectives of this course are To discuss the process of consumer decision To understand the factors that influence th personal factors, social factors, cultural factors To focuses on the applications of consumer activities. 	rs, and situa	tional fact	tors.				

Course Code	14210					
Course Name	Promotional Strategy	Credit	F	S		
		Clean				
Course Objectives	This objectives of this course are					
Course Objectives	1. To discuss the fundamental theories and practices of promotional strategies.					

2.	То	explore	the	concept	and	applications	of	integrated	marketing
	communication (IMC).								
3.	To	Fo cultivate creativity and application abilities via an IMC project.							ct.

Course Code	23196			
Course Name	Social Media Marketing	Credit	F	S
Course Objectives	The increased popularity of social media, such as Y and Line, has opened opportunities for new I marketing, often referred to as social media market to let students understand the features of social n effects of social network on marketing projects. The First part is to introduce social media. Second part structures of a social network. The last part is to introduce	business meting. The an nedia and he nis course in t is to learn	odels for im of this ow to lev ncludes th how to an	internet course is erage the ree parts: alyze the

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	How to enhance customers' pleasurable exper challenge for stores. While experience is create customers and environment or users and online sto communication, visual recognition, product prese media to create value for customer experience. T students understand basic concept of service desi parts: First part is to introduce experience mark personalized service. The last part is to practice in	d by the involves, enterpri- entation, we the aim of t gn. This co- eting. Seco	teractions ises could b design, his course urse inclu nd part is	between integrate and new e is to let des three s to learn

Course Code	02141							
Course Name	Project Management	F	S					
Course Objectives	The objectives of this course are1. To understand the definition and process of pr2. To learn the technique and tool of project man3. To possess the capability of project managem	nagement; a	-					

Course Code	19331						
Course Name	International Marketing Management-Course in	Credit	F	S			
Course runne	English	crean					
	The objective of this course is to provide fundation	mental conc	epts and	skills for			
	global marketing management. The contents that	will be cov	ered in th	is course			
	include						
	1. regional trade organization, (EU, WTO, NAFTA, APEC, ASEAN, CIS,						
	MERCOSUR),						
Course Objectives	2. international culture difference						
	3. business environment risk intelligence (BERI)						
	4. operation risk index (ORI)						
	5. remittance and repatriation factor (R Factor)						
	6. profit opportunity recommendation (POR), an	nd					
	7. international marketing strategy.						

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

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

Course Code	24865			
Course Name	Creative Thinking and Marketing Innovation	Credit	F	S
Course Objectives	This is a course about the theory of creativity and i and evaluations, students will enhance their creativ discussions and practices will make students have process and models of creativity. The curricular des to manage teams with creativity. It is a foundation for jobs or research in marketing fields.	vity in marl a better ur sign helps s	keting fiel iderstandi students k	ds. Also, ng of the now how

Course Code	30710			
Course Name	Fashion Business Management	Credit	F	S
Course Objectives	The fashion industry is dynamic with its developme economic, and cultural changes. From both local an introduces concepts and management principles with Coupled with case studies and discussions, student understanding of fashion business management. S concepts such as fashion history, aesthetics, marke visual merchandising, luxury goods, fast fash responsibility that involve ethical practices and susta	d global co ith a fashio s will gair Such under ting strateg nion and	ontexts, th on busine a compr rstandings gies, socia	is course ss focus. ehensive s include al media,

Course Code	30711					
Course Name	Brand Strategy and Management	Credit	F	S		
	Brand Strategy and Management	Clean				
	The course objectives are for students to:					
Course Objectives	Understand concepts of branding, brand positioning, brand strategies, brand					
Course Objectives	management and best brand practice.					
	Practice brand analysis tools, and case studies of various brands.					

Course Code	24866					
Course Name	Design of Operations Flow	Credit	F	S		
Course Objectives	The objective of this course is to teach operations in various production system. The production syste 1.project production, 2.job shop production, and 3. In addition, with the distinctive characteristics comprising: 1.just in time, 2.automation, and 3.computer integr	ems include flow shop j of the p	e: production roduction	n.		

Course Code	24867			
Course Name	Design of Operation Environment	Credit	F	S
Course Objectives	The objective of this course is to teach how to individual working space in operation station. They the selection of facilities		plan, and	manage

the design of man-machine interface
the design and plan of working space
the design and plan of working environment (light, color, and music)

Course Code	24868			
Course Name	Product/Service Design and Development	Credit	F	S
Course Objectives	The objective of this course is to teach the complete design and development. The processes incl investigation, product/service idea generation, producing and testing, product/service groups deve upgrades and revision. In addition, through various the process design and development improve in duration, fewer mistakes, and lower costs.	ude: custo product/ elopment, a s learning r	omer req service j ind produce nanageme	uirement prototype ct/service ent skills,

Course Code	30007			
Course Name	Introduction to Technology Management-Course	Credit	F	S
Course Objectives	in English The purpose of the course is to: Develop an understanding on issues and concepts innovation to firms. Understand the structure and dynamics of high foundations of technological innovation, acqui technology, technological innovation strategy, high and entrepreneurship, and etc.	tech bus	inesses, i d applic	including ation of

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 of understand: 1. The dynamic interaction between markets and behavior of multinational and domestic enterp 2. The business activities and innovation system Asia Pacific Region, including Japan, Korea, 3. Prospects and problems of foreign direct investive the Asia-Pacific region. 4. The policy context of competitive advant innovation in Asian businesses; the role of net institutions. 	d state interv prises within ns across the China and A estment and ntage, dyna	vention gu n the Asia e econom ASEAN co local ente mic learn	iding the -Pacific. ies in the ountries. rprises in ning and

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 interthrough invited guest speakers, taking course multinational corporations; and 2. To broaden international viewpoints via the vertice 	es oversea,	visiting r	enowned		

Course Code	25125			
Course Name	Internship (I)	Credit	F	S
	Internship (I)			
Course Objectives	The main purpose of this course is to provid	le senior s	tudents i	nternship
Course Objectives	opportunities. The course is developed to give st	tudents a be	etter appli	cation of

what they have learned in classes to practices, and to allow them to have a good
feedback of what they have experienced in practical training through the
classroom dialogues.

Course Code	25126						
Course Name	Internship (II)	Credit	F	S			
Course Objectives	opportunities. The course is developed to give st what they have learned in classes to practices, and	tudents a be I to allow th	The main purpose of this course is to provide senior students internship opportunities. The course is developed to give students a better application of what they have learned in classes to practices, and to allow them to have a good feedback of what they have experienced in practical training through the classroom dialogues				

Course Code	25127						
Course Name	Internship (III)	Credit	F	S			
Course Objectives	The main purpose of this course is to provid opportunities. The course is developed to give so what they have learned in classes to practices, and feedback of what they have experienced in p classroom dialogues.	tudents a be to allow th	etter appli iem to hav	cation of ve a good			

Accounting

Course list

BBA Program in Accour	nting	code	classes	Credit hours
	Introduction to Computer Science	01863	2	3
	Accounting	02412	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Introduction to Business	05201	2	3
	Statistics	02222	2	6
	Intermediate Accounting (I)	07255	2	3
	Intermediate Accounting (II)	07256	2	3
	Advanced Accounting (I)	07257	2	3
Required common	Advanced Accounting (II)	07258	2	3
credit hours	Cost & Management Accounting	06840	2	6
	Auditing (I)	07259	2	3
	Auditing (II)	07260	2	3
	Financial Management	01983	2	3
	Commercial Law	02056	2	3
	Civil Law	05630	2	3
	Tax Laws & Regulations	02328	2	3
	Independent Study I	07344	9	3
	Independent Study I	07699	9	3
	Accounting Information System	02411	2	3
	Intermediate Accounting (III)	15521	2	3
Paguirad Flactiva gradit	Database Administration	02490	2	3
hours	Financial Statement Analysis	01982	1	3
liouis		01962	1	5
	Financial Statement Analysis - Course In English (1 course selected from <u>2</u> courses)	23851	1	3
	Marketing Management	01483	2	3
6 elective credit hours	Human Resources Management	01483	1	3
(2 courses selected	Production and Operations Management	01013	1	3
from 4 courses)	Management in Service Industries - Course In	01370	1	5
from 4 courses)	English	19620	1	3
	Managerial Mathematics	02632	1	3
6 elective credit hours	Seminar on Accounting for Specific Industries	16918	1	3
(2 courses selected	Government Accounting & Auditing Laws	06223	1	3
from 5 courses)	Tax Accounting	02329	1	3
	International Taxation	11063	1	3
	Business English	02050	1	2
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
	Organizational Learning and Social Inquiry	19664	1	2
	Organizational Leadership and Social Innovation Practices	19663	1	2
Other elective credit	Security and Financial Market Regulations	08200	1	3
hours of the department	Cost Management System	10997	1	3
	Public Finance	01981	1	3
	Investments	01981	1	3
	Service Learning-Tax Return (I)	17012	1	2
	Service Learning-Tax Return (I) Service Learning-Tax Return (II)	17012	1	2
	INCLUDE LEATING TAX KELUTI (11)	1/013		I Z

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 communication iter securit pment, introdude computer	nents of ions and y and uction t	the system d networks safety), o database

Course Code	18432			
Course Name	Accounting - Course In English	Credit	F	S
Course Objectives	 The objective of this course is to introduce the information system, the principle and rules or reporting, and how to analyze and interpret a internal and external business users making a create value for business enterprises and enhant the capital market. It emphasizes the dual reand contracting. Specifically, this course aim 1. To understand the functioning of accounting as the governmental units, non-profit or general. 2. To understand the basic recording and repinformation system. 3. To understand the concepts and standard used in accounting to develop the financia 4. To understand how to analyze and interpretinvestors, creditors and business managers 5. To understand how to resolve the ethic 	of accounting in accounting in economic dec ce the fairnes oles of account is to help stud ng in the busi ganizations a porting proce s underlying al statements of t accounting is s to make eco	measur iformati cisions i s and ef inting in lents: ness wo and the sses of the mea of busin nformal nomic of	rement and on to help in order to ficiency of a valuation orld as well society in accounting asurements esses. tion to help lecisions.

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

Course Code	02390					
Course Name	Calculus	Credit	F	S		
Course Objectives	 This is a one-year introductory course in Calculu background in high school mathematics. The cobasic concepts and theory in calculus and their semester, topics in one-variable differential calculaterivative, chain rule, implicit differentiation, and will be introduced. In the second semester, topics of calculus, techniques in integration, multivari calculus such as partial derivatives and multiple in objectives of this course are 1. To provide the core of the central idea and me applied in the solution of problems in a variapplication for further study; 2. To illustrate the main concepts by a variety of 3. To have an overall understanding in calculus. 	ontents of t application application in the fun ate differentegrals wi thods of car itety of ap	his course ons. In s limit, co ns of the de damental ential and ll be cove elculus that plied scie	e include the first ontinuity, erivative theorem integral ered. The at will be ence and		

Course Code	02457					
Course Name	Economics	Credit	F	S		
Course Objectives	 The objective of this course is to provide studen concepts and to improve students' abilities to a household, and firm's behavior. Upon course coube able to: Realize the basic concepts of Microeconomi Understand the meanings of supply and dem Realize the meaning of elasticity and its app Realize how individual consumer, household Understand various types of industry characteristics. Use Microeconomics theories to analyze the Realize the meaning of production, saving, a Understand the meanings of aggregate dema Use macroeconomics theories to analyze the 	analyze ind mpletion, t cs. and function lication. l, and firm organiza effects of p cs. Nation's ind and angg	lividual co he student ons. make dect ations an public pol come. hent. gregate sup	onsumer, s should ision. d their icy.		

Course Code	05201			
Course Name	Name Introduction to Business		F	S
	Introduction to Business	Credit		
Course Objectives	 The objectives of this course are To gain a fundamental working knowled environment in which business prospers. To introduce business functions, includin resources, production & operation, informa To introduce management functions, i organizing, leading, and controlling. To integrate the factors of environment business functions. 	g marketing tion, and R& ncluding a	g, finance &D. nalysis, p	, human blanning,
	5. To combine theory and practice.			

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	 The objective of this course is to provide the s fundamental concepts of elementary statistics. T an intuitive understanding of statistical proceed behind the formula. A wide selection of real probervarious fields are introduced. It emphasizes that decision -making in virtually all areas of manage This course will cover: Statistics methods and concept and its relevents. Basic notions of probability, random variable probability distribution. Statistical inference – interval estimation 	his course edures an lems and t Statistic ement scie ance to th	e is design id logica examples s is used ences. ne real wo	ned to stress 1 principles s from many as a tool in orld.

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 a 1.To learn and evaluate current principles of finan 2.To apply generally accepted accounting princip recording of transactions and the preparation of 3.To read and critically evaluate financial stateme 4.To consider the larger context of financial report	re: ncial accouncial les to situat financial s ents; and	nting; ions 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 finan 2.To apply generally accepted accounting princip recording of transactions and the preparation of 3.To read and critically evaluate financial stateme 4.To consider the larger context of financial report	re: ncial accour les to situat financial s ents; and	nting; ions invol	lving the

Course Code	07257					
Course Name	Advanced Accounting(I)	Credit	F	S		
Course Objectives	The objective of this course is to provide theoretical and practical know of advanced financial accounting. The contents that will be specifically c include					

Course Code	07258				
Course Name	Advanced Accounting(II)	Credit	F	S	
Course Objectives	The objective of this course is to provide theoretical and practical knowled of advanced financial accounting. The contents that will be specifically cov				
	include		,		

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

Course Code	07259					
Course Name	uditing(I) Credit F					
Course Objectives	 The objectives of this course are: To introduce auditing theory framework and auditing standard. To introduce skills of auditing practices. To improve decision-making ability of audit 			ement of		

Course Code	07260						
Course Name	Auditing(II)	uditing(II) Credit F					
Course Objectives	 The objectives of this course are: To introduce auditing theory framework and auditing standard. To introduce skills of auditing practices. To improve decision-making ability of audit 	5		ement of			

Course Code	01983				
Course Name	Financial Management	Credit	F	S	
Course Objectives	Financial Management Credit F This objective of this course is to provide a basic understanding of corp financial decisions. These decisions include choosing between comp investment opportunities, how much debt and equity to issue, how to ma operating cash flows, how to measure risk and return, what level of divide payout, and etc. Therefore, we will pay a visit to the four major deci covered by corporate finance, namely capital budgeting, capital struct working capital management and dividend policy. Students enrolled the coare 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 relatin capital budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital structure and divi policy. 5. working capital management				

Course Code	02056					
Course Name	Commercial Law	Credit	F	S		
Course Objectives	The objectives of this course are1. To learn the fundamental concepts of company law, negotiable instrument, and instrument.		laws, i	ncluding		

2	2.	To build the basis of further legal studies and examination skills on the
		commercial laws.

Course Code	05630			
Course Name	Civil Law	Credit	F	S
Course Objectives	The civil law is the basic norms of the property at 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 application of tax law, the students will be able to build the basic knowledge of each tax law in Taiwan.				

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

Course Code	07699			
Course Name	Independent Study II	Credit	F	S
Course Objectives	 The objective of this course are To find an interesting topic, define research accomplish a research report; and To be able to:(1) observe social environmen an interesting topic as well as question.; (3) (4) understand the basic concept and methodo and summarize data.; (6) write and accompliant accompl	t and phen define a resology of res	omenon. esearch c search.; (; (2) find question.;

Course Code	02411			
Course Name	Accounting Information System	Credit	F	S
Course Objectives	 The objectives of this course are To understand the business environment and Information systems. To discuss the development process and in Information systems. To understand the internal controls and audit Information systems. To discuss the processes, data models, requirement of transaction cycles. To discuss the other related problems of Acc 	nplementati ing techniq controls,	ion of Acc ues of Acc and info	counting counting ormation

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

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	This course provides fundamental concepts and implementing and managing database systems, concepts, relational database design concepts, S (SQL), database administration. A DBMS will course exercises and as part of a project on the desi- database system.	Topics i tructured be incor	nclude d Query La porated i	latabase anguage into the

Course Code	01982					
Course Name	Financial Statement Analysis	Credit	F	S		
Course Objectives	 The objectives of the course are 1.To understand the financial performances from including short-term liquidity, return on invest analysis, operating performance analysis, or structure and solvency; and 2.To introduce ratio analysis, trend analysis, comp common-size financial statements, charts anal statements and the related information. 	sted capital cash flow parative fir	l, asset ut analysis, ancial sta	tilization capital 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, costructure and solvency; and 2.To introduce ratio analysis, trend analysis, comp common-size financial statements, charts analysis statements and the related information. 	ted capital ash flow	l, asset ut analysis, ancial sta	ilization capital tements,

Course Code	01483				
Course Name	Marketing Management	Credit	F	S	
Course Objectives	The objective of this course is to provide structure concepts and to improve students' abilities to activities. Upon course completion, the students1. Realize the basic concepts of marketing.2. Understand the meanings and procedure of m3. Realize the meaning of segmenting, targeting4. Understand the meaning and scopes of market	implement should be a arketing pla , and position	marketing ble to: an. oning (ST	g related	

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.
an enecuve manner.

Course Code	01013			
Course Name	Human Resource Management	Credit	F	S
Course Objectives	 The main purposes of this course are To develop systematic knowledge of human To enhance the capability of practicing theo Toe provide practical cases for a better und resources management, including planning, performance evaluation, salary system, and To learn skills of teamwork and discussion. 	ries into a r derstanding recruiting,	eal life of genera selecting,	ll human training,

Course Code	01370			
Course Name	Production and operations management	Credit	F	S
			1	6.1.
Course Objectives	 Production is an essential function of a busines course is to help students understand the where management and to improve the students' ability in a company. Upon course completion, the stude 1. Realize the basic concepts and theoretical Management, 2. Understand how to integrate the resource is systems to achieve the goals of organize technology to solve the real problems, 3. Obtain the ability for the further study and resource is stated to achieve the goals of organize technology to solve the real problems, 	to plan and ents should al knowled in business zation and	pts of pr l control r be able to lge of Op	oduction esources o: perations ormation

Course Code	19620			
Course Name	Management in Service Industries - Course In English	Credit	F	S
Course Objectives	The service sector in global economy now is grosstudents work in or will find jobs within a service of service activities withing manufacturing organizati "service operations management" is still in the prosound management of service operations is not on offers new and exciting opportunities for pioneers is practical business applications. In this course, we will analyze service systems operations manager and try to understand and ide influencing service activities and organizations. The understand where and in what ways the body of manufacturing companies can be applied and we necessary. An example of topics discussed con equipment, or business element a firm should i service/manufacturing be located ; what kind of particular activity or to improve an activity's perform be the benchmark in different service activities; how function and so on. Our goal is for you to master Management in Service Industries to transform the service operations.	organizatio ons. Howe cess of dev ily of great in both aca from the entify the o his course of knowled where othe uld be: w nvest in; personnel rmance; wh v to quantife the mater	viewpoin essential of also tries lge develor hat techr where sho is requir nat activit y a servicial in this	t of the elements to assist oped for ches are nologies, ould the ed for a y should e quality course -

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	 The objectives of this course are To provide fundamental concepts and skills to problems that confound managers in both the To develop mathematical models for problem Topics that will be covered include Linear Pro- Flow models, Project Management, Queuing 5 	public and solving and ogramming	the privat d decision models, 1	te sector making Network

Course Code	16918						
Course Name	Sominar on Accounting for Specific Industries	Cradit	F	S			
Course manne	Seminar on Accounting for Specific industries	Clean					
Course Objectives	Seminar on Accounting for Specific Industries Credit F Although the basic features of accounting are common across different industries, the peculiar nature of some industries and business models do recounting accounting treatments and in some cases, even departure from generaccounting principles. Besides, without knowledge about the business mand the characteristics of business activities and operating environment accountants would not be able to make appropriate judgment and account choice and have awareness of risks inherent in specific industries.						

Course Code	06223			
Course Name	Government Accounting & Auditing Laws	Credit	F	S
Course Objectives	 The objectives of this course are To introduce the accounting system in organizations To encourage the involvement in the certi services To facilitate the preparation for the exami Accountant or Government Accountant and Servants, Local Government Officials Exams 	fied public nations in Auditor (S	c account Certified	ing/civil 1 Public

Course Code	02329				
Course Name	Tax Accounting	Credit	F	S	
Course Objectives	1 1	This course provides fundamental concepts for tax accounting and skills for planning .Topics include theory, practice and case study.			

Course Code	11063				
Course Name	International Taxation	Credit	F	S	
Course Objectives	The objective of this course is to provide studies international taxation, including the fundament interpretation and application of international tax transfer pricing, international tax planning, corporanti-tax avoidance provisions. By the end of this course it is expected that the students of the student student student student students of the student st	al concept ax treaties, prate reorga	s relevan the princ anizations	t to the ciples of and the	

and comprehend the major aspects of the international tax regimes. In additional, the students will be able to appraise and analyze the different tax treatment of comparable structures, corporate tax avoidance strategies and anti-avoidance methods by governments, such as thin capitalization rule, legislation of controlled foreign corporation(CFC) and legislation of place of effective management (PEM).

Course Code	02050				
Course Name	Business English	Credit	F	S	
Course Objectives	 To improve the students' English presentation s and interview skills; To enhance the students' reading comprehension variety of international business texts such as e notice, advertisements, table and charts; and To familiarize the students with business English business English conversations. 	and writin -mails, fax	ng skills tl es, memo	nrough a , 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 autonomous 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 wi project; ganization;	and			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F	S
Course Objectives	 To be to internalize the spirit of autonomous lead To be able to build a team and cooperate with ead To be able to manage the group dynamic of an o To be able to implement the selected project and To be able to run an organization to have high period. To be able to have the vision and capacity to be 	ch other w rganization achieve th erformance	n; ne set goa	

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

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

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

Course Code	01981			
Course Name	Public Finance	Credit	F	S
Course Objectives	 Public finance is the field of economics that analy spending. Upon course completion, the students sh 1. The role of government. 2. How the government conduct its financial oper 3. The effects of actual government taxing and sp and resource distribution. 	ould be ab ations.	le to reali	ze:

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	 The objectives of this course are To explore the operation of capital markets a investment. To introduce the fundamental rationale of a financial market and investment instrum management of portfolio's risk and return, the of debt and equity securities, derivative and risk 	financial in nents, the concept ar	nvestment evaluati d pricing	t theory, on and analysis

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

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

Course Code	16984			
Course Name	Innovative Entrepreneurship Competition	Cas dit	F	S
	Practice	Credit		
Course Objectives	 Innovative Entrepreneurship Competition Prace Entrepreneurship Management, Seminar on Cult Creativity Development and Practice with the air results. Innovative Entrepreneurship Competition Practice from Management, Marketing, Financial Manag students' abundant creative and innovative idde entrepreneurial ideas and maximize students' learn competition. This course intends to achieve the bel Learn how to integrate basic management know the competition practice. Learn how to conduct entrepreneurial busined development and activity. Learn how to build an entrepreneurial busined teamwork to achieve success. Understand the real industrial scenarios and le Experience and demonstrate entrepreneurship Innovative Entrepreneurship Competition Pr opportunity to apply textbook knowledge to expanding their knowledge on entrepreneurial students an alternative to their future care graduation-and-employment career pattern to start-up. 	ural Creat m to evalue of which co- gement etco cas to for ing effects ow objecti wledge and ess manage usiness tea arn how to through co- actice pro o practical start-ups. er choice	ive Industive Industivate their ombines ec., utilize cmulate v s through provide the star d demonst ement by am and o deal with oppetition vides stud l operation This count which sl	stry, and learning ssentials s young workable practical trate it in creative promote n it. n. dents an on while rse gives hifts the

Course Code	17781			
Course Name	Seminar:International Accounting-Course in	Credit	F	S
	English			
Course Objectives	EnglishCreditThis course examines the international dimension of financial reporting a analysis. It provides students with an in-depth look at the development accounting and its related disciplines from an international perspective. T course comprises two sections: The first section will be a discussion international accounting patterns, culture and development, comparati accounting and international harmonization. The second section will focus practical issues, including the context of International Financial Reporti Standards, major issues in reporting and international financial analysis.			oment of ive. The ssion of parative focus on eporting

Course Code	19621			
Course Name	Management Accounting - Course In English	Credit	F	S
Course rvanie				
Course Objectives	The objective of this course is to help make you a successful businessperse whatever your field, by learning to use and interpret a company's inter- financial and non-financial data. This will be accomplished by studying so of the basic context and skills that are needed to understand the data you a provided and by learning how to make effective decisions using that data. T course is an intensive study of managerial accounting concepts and their use business decisions. We will examine the development and analysis of c information for management use in decision-making, income determination and performance evaluation.			

Course Code	21640			
Course Name	Tax Filing Practice	Credit	F	S
Course Name	Tax Filling Fractice	Credit		
Course Objectives	The main objectives of this course are to:			

1.	Learn the tax law and various tax law requirements about reporting
	practices in Taiwan, including income tax, corporate income tax, value-
	added and non-value-added sales tax
2.	Learn not only theoretical discussion of the tax laws, but also hands-on
	practices about tax report filing.

Statistics and Information Science

Course list

BBA Program i	n Statistics and Information Science	Code	Classes	Credit hours
	Statistics	02222	2	6
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	Introduction to Business	05201	2	3
	Introduction to Computer Science	01863	2	3
	Mathematical Statistics	02743	2	6
Required	Linear Algebra	02766	2	4
	Programming Techniques	03056	2	3
common credit	Advanced Programming Techniques	14761	2	3
hours of the	Application of Statistics Package	10931	2	2
department	Management Information Systems	02631	2	3
	Database Administration	02490	2	3
	Survey Sampling-Course in English	24118	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 I	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	02303	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	Electronic Commerce-Course in English	17559	1	3
sections *	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
	Insurance	01768	1	3
	The Theory of Interest	04791	1	3
Elective credit	Practice of Statistical Decision	09626	1	3
hours of the	English Conversation	01846	4	8
department in	Applied Business English: Listening & Reading	19199	2	4
other sections	Organizational Leadership and Social Innovation Practices	19663	1	2
saler sections	Organizational Learning and Social Inquiry	19664	1	2
	Practice in Innovative Social Enterprises	21047	1	1

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

• Course objective and prerequisites

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	 The objective of this course is to provide the studen fundamental concepts of elementary statistics. This coan intuitive understanding of statistical procedures and the formula. A wide selection of real problems and exa fields are introduced. It emphasizes that Statistics is us making in virtually all areas of management sciences. This course will cover: Statistics methods and concept and its relevance to probability distribution. Sampling methods. Statistical inference – interval estimation. 	ourse is des logical pri mples from sed as a too o the real w	igned to nciples 1 many v ol in dec vorld.	o stress behind various ision -

Course Code	02390			
Course Name	Calculus	lus Credit		S
Course Manie		Cicuit		
Course Objectives	 This is a one-year introductory course in Calculu background in high school mathematics. The cobasic concepts and theory in calculus and their semester, topics in one-variable differential calcul derivative, chain rule, implicit differentiation, and a will be introduced. In the second semester, topics ir calculus, techniques in integration, multivariate diff such as partial derivatives and multiple integrals wi of this course are 1. To provide the core of the central idea and mer applied in the solution of problems in a var application for further study; 2. To illustrate the main concepts by a variety of e 3. To have an overall understanding in calculus. 	ntents of the application such as application the funda cerential an ll be cover thods of ca riety of ap	his course ons. In s limit, co s of the de mental the d integral ed. The ol llculus tha plied scie	e include the first ontinuity, erivative eorem of calculus bjectives at will be ence and

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 analyhousehold, and firm's behavior. Upon course completinable to: Realize the basic concepts of Microeconomics. Understand the meanings of supply and demand find. Realize the meaning of elasticity and its application. Realize how individual consumer, household, and Understand various types of industry organization. Use Microeconomics theories to analyze the effect. Realize the basic concepts of macroeconomics. Understand the meanings and measuring of Nation. Realize the meaning of production, saving, and implication. 	yze individ on, the stud functions. on. I firm make s and their of ets of public n's income	ual cons lents sho decision character policy.	sumer, ould be n.

10.	Understand the monetary system.
11.	Understand the meanings of aggregate demand and aggregate supply.
12.	Use macroeconomics theories to analyze the effects of macroeconomic
	policy.

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	 The objective of this course is to introduce the bainformation system, the principle and rules of a reporting, and how to analyze and interpret accounternal and external business users making econoreate value for business enterprises and enhance to the capital market. It emphasizes the dual roles of contracting. Specifically, this course aims to help 1. To understand the functioning of accounting in as the governmental units, non-profit organ general; To understand the basic recording and report information system; To understand the concepts and standards u used in accounting to develop the financial statistical statistical develops the ethical professional judgment; and To understand how to develop and make plan 	ccounting ounting in: nomic dec: the fairness f accountin o students: in the busin nizations a ting process nderlying in atements of ccounting in make econ dilemma	measuren formation isions in a and effic g in valua ness world nd the so asses of acc the measu f business nformatio iomic dec and make	nent and to help order to iency of tion and d as well ociety in counting mements es; n to help isions; e ethical

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	 The objectives of this course are 1.To gain a fundamental working knowledge a environment in which business prospers; 2.To introduce business functions, including r resources, production & operation, information, a 3.To introduce management functions, including an leading, and controlling; 4.To integrate the factors of environment, manager functions; and 5.To combine theory and practice. 	narketing, nd R&D alysis, plar	finance, nning, org	human anizing,

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the kn computer hardware and software. Topics such as the c unit, operating systems and utility programs, comm (including electronic commerce, computer security an languages and program development, introduction t information related issues(include computer ethics, cor will be covered in the class.	components nunications d safety), o database	of the s and net program manage	system tworks mming ement,

Course Code	02743			
Course Name	Mathematical Statistics	Credi	F	S
	Mamematical Statistics	t		
Course Objectives	The objective of this course is to provide the students with t idea and methods of statistics that will be applied in the sol statistical theory and application for further study. The fund probability theory will be introduced first, followed by s theory, and then the basic theory of statistical inference w main concepts will be illustrated by a variety of examples a	lution of damental ampling vill be pr	proble s of m distrib ovided	ms in odern ution

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

Course Code	03056			
Course Name	Programming Techniques	Credit	F	S
Course Objectives	 The first course of programming language for the st should accomplish two goal : 1. Introduce students to the breadth of the discipline of come to understand the role of programming in computing. 2. Introduce the methodologies and techniques of using C++, providing a complete introduction to t 	of computir n the broad	ng, so th ler cont prograi	at they text of

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
Course Objectives	Object-Oriented Programming (OOP) is a new appro emphasized the modeling of objects through classes and the modeling of real world object, C++ provides not of but also operator overloading, template, and polymorp Library (STL) gives programmer a easy way to ove which is also achieved by OOP technique.	d inheritanc only multip phism. Stan	e. To fa le inher dard Te	cilitate itance, mplate

Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
Course Objectives	 The objectives of this courses are To build basic ideas in operating software package in managerial or analytical works; To render examples or cases in daily life or in man with statistics lectures; and To be able to use the software packages such as S 	agerial app	lications	

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
Course Objectives	The objective of this course is to provide the student information technology (IT) supports organizations with facilitating problem solving, increasing productivity speed, improving customer service, enhancing collaboration, and enabling business process restructu the practical, managerial-oriented approach, and how information systems departments, vendors, service partners, and end users.	th strategic and quality commu uring. This IT is bein	advanta ity, incr nication course g provid	age by easing and covers led by

Course Code	02490			
Course Name	Database Administration	Credit	F	S
Course Objectives	This course provides fundamental concepts and p implementing and managing database systems. T concepts, relational database design concepts, Stru (SQL), database administration. A DBMS will be inc exercises and as part of a project on the design and imp system.	Fopics incluctured Que corporated in the second sec	lude da ery Lar into the	tabase nguage course

Course Code	24118			
Course Name	Survey Sampling - Course in English	Credit	F	S
Course Objectives	 Construct the basic concepts and theory of surve Teach the method of collecting data. The questionnaire design. Using cases or examples of practice application learning in doing. 		rse make	students

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Objectives	This course provides fundamental concepts and skills Topics include model specifications, properties Procedures for building a linear regression model will and actual data will be analyzed with statistical softwar	and relate be discuss	d infer	rences.

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

Course Code	21197			
Course Name	Data Mining -Course in English	Credit	F	S
Course Manie	Data Mining -Course in English	Credit		
Course Objectives	The objectives of this course are as follows:			
Course Objectives	1. To understand DM concept;			

2. To use DM Tools;
3. To understand DM methodology; and
4. To understand DM application.

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

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

Course Code	19169			
Course Name	Multivariate Statistical Analysis-Course in English	Credit	F	S
Course Objectives	As data collection becomes more and more efficient features tend to be measured in each observation. This data analysis an important statistical technique nowa objectives are the foundation for developing this cou- multivariate data analysis methods, such as distant control chart, principle component analysis, factor classification, and clustering. The basic idea for each r in the class, so that students will be familiar with the im- the ability of performing real data analysis. How to use as SPSS and R, to perform multivariate data analysis introduced in this class.	trend make days. In the rse. First, the encode measure analysis, connethod will sight of me e computer	es multiv is cours the conce, multiv liscrimin be intro thods. So software	variate e, two rept of variate nation, oduced econd, e, such

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. O competent skill in analyzing time series data for desc forecast. This skill combines knowledge of probabil processes, empirical comparisons of approaches, and main topical coverage will be construction and inter- series approaches. These approaches involve: time series smoothing, Box-Jenkins (ARIMA) methodology, and	cription, ex istic model computer pretation o es regressio	planatio s of stoc softwar f variou n, expor	n, and chastic e. The s time nential

Course Code	21196			
Course Name	Discrete Data Analysis-Course in English	Credit	F	S
Course Objectives	This course provides basic and essential methods for analyzing discrete- typed data. The major focus of this course is modeling of discrete- typed response techniques.			

In	general, this course is designed into five sessions:
	The material in this part forms the heart of introductory methods used in
	univariate categorical data analysis.
2.	This part surveys standard descriptive and inferential method for bivariate contingency tables.
3.	This session introduces generalized linear models for binary data, in terms of Logistic regression;
4.	Discusses log-linear models for poisson (count data). Both Session III and IV are instructed by unifying logistic regression and loglinear models with ordinary regression and ANOVA models since these methods share many similar / different concepts.
5.	Detail user manuals written in SPSS setting to enhanced understanding of the context of statistical models. Supplement materials to cover topics in previous sessions.

Course Code	02303					
Course Name	Nonparametric Statistics	Credit	F	S		
Course Objectives	 The objectives of this course are 1. To introduce the modern nonparametric stati range of methods for data analysis, nan permutation test, bootstrap, and curve smoothi 2. To be able to apply nonparametric methods i normal assumption is violated. 	nely, rank ng; and	based 1	nethods,		

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 thro or sampling. In this course three major topics: clinical t medicine will be discussed. The lectures will emphasi Topics such as likelihood principles, regression method survival analysis will be introduced.	ugh experi rials, geneti ze on statis	mental s cs and g tical cor	studies general ncepts.

Course Code	05358			
Course Name	Medical Statistics	Credit	F	S
Course Objectives	The main purpose of this course is to demonstrate how to use the devel statistical methodologies to resolve the problems generated from various me subjects. Scientific conclusions are reached through experimental or samp studies. In this course several major issues, which include preventive medi		nedical mpling dicine, dustry, on the	

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Objectives	Quality is one of the key factors in surviving tough purpose of this course is to introduce engineering and r statistical method to quality and process improvement the foundation of modern approaches of quality contri- industries and business. Topical coverage will be: const of various control charts; specifications; tolerance limit charts; process capability analysis; Excel (or SAS) in C	nanagement it. This course ol that may cruction and s; special t	t majors irse will be app interpre	to the cover lied to etation

Course Code	06424			
Course Name	Inference Statistics	Credit	F	S
Course Objectives	 The objectives of this course are To concentrate on the fundamental aspects of st than the particular methods used in various discip To provide a deeper understanding the theoretical p The topics to be covered include point estimation testing hypotheses. 	lines; and part of statis	tical inf	erence

Course Code	17559					
Course Name	Electronic Commerce-Course in English	Credit	F	S		
Course Objectives	 The main objectives of this course are for students: To learn the fundamental concepts of electronic but To investigate the main issues of electronic common system framework, IT infrastructure and strategie its cost benefit; To learn how e-commerce is being conducted and To assess its major opportunities, limitations, contemporary Internet business environment. 	nerce in ter s of impler managed;	nentatio and	n with		

Course Code	02492					
Course Name	Data Structures	Credit	F	S		
Course Objectives	This course provides fundamental concepts of data structures science. Topics include introduction of basic algorithms, study of comparing data structures using schemes, exploring different sorting and sea implementations and applications of data structures in are conducted.	c data struct g different arching m	represent represent nethods.	l basic ntation The		

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
Course Objectives	 In this course, we provide an overview of the finance r 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 the 3. Why are the financial institutions important in the 4. What tools does central bank use to manipulat interest rate? 	understand y behave? e economics	the foll	owing

Course Code	01483					
Course Name	Marketing Management	Credit	F	S		
Course Objectives	 The objective of this course is to provide students with and to improve students' abilities to implement ma Upon course completion, the students should be able t Realize the basic concepts of marketing. Understand the meanings and procedure of market Realize the meaning of segmenting, targeting, and Understand the meaning and scopes of marketing Utilize marketing theory to analyze firm's market Learn the skill of marketing planning and apply N 	rketing rela o: ting plan. l positionin mix 4P. ing activitio	ated act g (STP) es.	ivities.		

	an effective manner.			
Course Code	22143			
Course Name	Applied Statistical System Development -course in	Credit	F	S
Course maine	English	cicuit		
Course Objectives	This is an advanced course aimed at applying J development of practical statistical systems. In this course programming skills related to (1) the SWING composed Access (3) 2D Graphics and (4) API for a Statistical Pacourse students will be able to develop statistical system for data analysis.	ourse, stude nents (2) JI ackage. By	ents will DBC Da the end	l learn tabase of this

Course Code	11099			
Course Name	Datebase Practice	Credit	F	S
Course Objectives	This course is designed to provide students with the perform the following tasks: (1) writing of basic SQL and (2) writing of advanced SQL statements (includes procedures). This course will be taught using a combination of cl exercises. The database server for lab exercises will be on Windows platform. Students will utilize the facili learn the knowledge and skills for performing the afore	QL statements (DML/DDL), des an introduction to stored f classroom lectures and lab l be a DB2 for UDB system cilities of the DB2 client to		DDL), stored nd lab system

Course Code	20306			
Course Name	Financial Risk Management	Credit	F	S
Course Objectives	 Basic risk management training Risk Management Strategy Risk case study Quantitative based risk analysis 			

Course Code	24327			
Course Name	Data Exploration and Information Visualization	Credit	F	S
Course riallie	Data Exploration and information visualization	crean		
Course Objectives	R is a relatively new statistical software; however attentions in various fields due to its flexibility, capabi features. The not-so-user-friendly property might be the beginner. Therefore, the goal of this course if to lead the with R; including its basic operations, environments, d and some programing skills. Hopefully, after taking enjoy and be very confident of using R in their following	however, it gathers tremendous a, capability, and lots of attractive ght be the key problem for the R to lead the students to be familiar ments, data types, basic functions taking this course, students can		the R miliar rections the can

Course Code	01768			
Course Name	Insurance	Credit	F	S
Course Objectives	 The purposes of the subject course are To provide a complete and general knowledge at practice of insurance; and To gain practical knowledge and specialty throu towards the status quo and the contents of insuran 	gh a deep	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	basic conce	pts on i	nterest

and its related knowledge.

Course Code	09626			
Course Name	Practice of Statistical Decision	Credit	F	S
Course Objectives	 The objectives of this course are To provide the fundamental concepts and skills fo To include case study for a better understanding it Topics to be covered include probability, modeling Bayesian decision making, Lagrange multiplier, certainty & uncertainty. 	s applicatio g and its dee	on on bus cision m	siness. aking,

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

Course Code	19199				
Course Name	Applied Business English: Listening & Reading	Credit	F	S	
	Applied Dusiliess English. Eistening & Reading	Clean			
	This remedial course is aimed at helping senior students with test-taking skills				
Course Objectives	for standardized tests (esp. for TOEIC) in the hope of achieving more satisfactory				
Course Objectives	results to meet the basic requirements of their English proficiency before				
	graduation. The emphases of the courses will be on listening and reading.				

Course Code	19663					
Course Name	Organizational Leadership and Social Innovation	Credit	F	S		
	Practices	Clean				
	1. To be to internalize the spirit of autonomous learn	ing;				
	2. To be able to build a team and cooperate with each	To be able to build a team and cooperate with each other within the team;				
Course Objectives	3. To be able to manage the group dynamic of an org	To be able to manage the group dynamic of an organization;				
Course Objectives	To be able to implement the selected project and achieve the set goals;					
	5. To be able to run an organization to have high per-	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 To be able to internalize the spirit of autonomous To be able to build a team and cooperate with each To be able to handle the implement process of a p To be able to manage the group dynamic of an org To be able to implement the selected project and a 	h other with roject; ganization;	and				

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F	S
Course Objectives	Innovative Social Enterprises Competition Practic Entrepreneurship Management, Seminar on Cultura Creativity Development. To learn how social entreprer spirit to carry out the meaning and value of social enter Enterprises Competition Practice, which combines esse Marketing, Financial Management etc., utilizes yo creative and innovative ideas to formulate workable	ctice integrates Innovativ ral Creative Industry, an reneurs with entrepreneuria enterprise. Innovative Socia ssentials from Management young students' abundan		y, and neurial Social ement, undant

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.

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	
		Accounting	02412	2	6
		Introduction to Business Management	05201	2	3
		Introduction to Computer Science	01863	2	3
Required	common	Statistics	02222	2	6
credit hou		Introduction to Civil Law	01343	2	2
departme	nt	Marketing Management	01483	2	3
		Macro-Economics	02891	2	3
		Micro-Economics	01910	2	3
		Financial Management	01983	2	3
		The Practice of International Trade	02100	2	3
		International Finance	02090	2	3
		Investments	01579	1	3
		Futures and Options	03408	1	3
	Internationa	Fixed Income Securities	10458	1	3
р ·	1 finance	Independent Study I	07344	7	3
Require d credit		Independent Study I	07699	7	3
hours by		International Business Management	02083	1	3
sections		International Co-opetition Strategy	15493	1	3
	Internationa	International Marketing	02084	1	3
	1 business	Independent Study I	02084	8	3
		Independent Study I	07699	8	3
		Security Markets Studies		0	2
		-	12883	-	3
		Financial Institutions Management	04086	1	
		Commercial Law	02056	1	3
		Financial Statement Analysis	01982	1	1.5
		International Service Management	08640	1	2
		Risk Management	07897	1	3
		Financial Computation and Software Application	21006	1	3
		International Marketing- Course in English	15149	1	3
Selected (credit hours	Readings in Financial and Economic News- Course in English	17484	1	2
	partment in	Industry Analysis and Competitive Strategy	03132	1	3
other sect		Technology and Innovation Management- Course in English	19996	1	3
		Internship	13859	1	3
		Wealth Management and Financial Planning- Course in English	19909	1	3
		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

• Course objective and prerequisites

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	 The objective of this course is to provide students we concepts and to improve students' abilities to analyz household, and firm's behavior. Upon course complete able to: Realize the basic concepts of Microeconomics. Understand the meanings of supply and demand f Realize the meaning of elasticity and its application. Understand various types of industry organization characteristics. Understand the meanings and measuring of Nation 9. Realize the meaning of production, saving, and in 10. Understand the meanings of aggregate demand a 12. Use macroeconomics theories to analyze the effect policy. 	e individua etion, the st functions. on. firm make as and their ts of public n's income. vestment. nd aggrega	l consur udents s decision policy. te suppl	ner, hould n. y.

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	This is a one-year introductory course in Calculus i background in high school mathematics. The conte- basic concepts and theory in calculus and their a semester, topics in one-variable differential calculus derivative, chain rule, implicit differentiation, the applications of the derivative will be introduced. 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 the mit, come theoremester, n, multi and m lus that d science	nclude ne first tinuity, m, and topics variate nultiple will be ce and

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 accorreporting, and how to analyze and interpret accour internal 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 th as the governmental units, non-profit organizations a 2. To understand the basic recording and reporting	bunting mean nting inform mic decision fairness and f accounting elp studenta ne business and the soci	asureme mation t ons in or d efficie ag in val s: world a iety in g	nt and o help rder to ency of luation as well eneral.

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

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
Course Objectives	The major objective of this course is to learn the kin 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), ttabase

Course Code	02222				
Course Name	Statistics	Credit	F	S	
Course Objectives	 The objective of this course is to provide the studen fundamental concepts of elementary statistics. This c an intuitive understanding of statistical procedures 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: 1.Statistics methods and concept and its relevance to 2.Descriptive Statistics. 3.Basic notions of probability, random variable, and probability distribution. 4.Sampling methods 5. Statistical inference – interval estimation 	ourse is 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 Name	Introduction to Civil Law	Cradit	F	S
Course Name	Introduction to CIVII Law	Credit		
Course Objectives	The objectives of this course are			

1. To understand the general principles of civil laws;
2. To identify relation among the fixed individuals; and
3. To cover the knowledge about common daily life and the knowledge and
capability necessary for future jobs.

Course Code	01483					
Course Name	Marketing Management	Credit	F	S		
Course Objectives	Marketing ManagementFSThe objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing relate 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 is an effective manner.					

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

Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
	Where-Economics	Cicuit		
Course Objectives	 The objectives of this course are 1.To analyze the behavior of individual economic workers, and investors, owners of land and busi these units make economic decisions; 2.To explore the issues on how industries and mar they differ from one another, and how they policies and global economic conditions; and 3.To extensively cover the topics of game theory firms, the role and implications of uncertainty at the pricing strategies of firms with/without mar of policies taking into account of market efficient. 	ness firms, kets operat are affecte ory, strateg and asymm arket powe	and how e and evo d by gov tic interact netric info rs, and th	and why lve, why rernment ctions of rmation, e design

Course Code	01983				
Course Name	Financial Management	Credit	F	S	
	T manetar Management				
This objective of this course is to provide a basic understanding of				porate	
Course Objectives	financial decisions. These decisions include choosing between competing				
	investment opportunities, how much debt and equity to issue, how to manage				

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

Course Code	02100					
Course Name	The Practice of International Trade	Credit	F	S		
Course Objectives	 The objectives of this course are 1.To introduce customary practices, professional framework in field of international transactions. 2.To systematically integrate the aforesaid conventio and illustrate cases for business transactions jurisdictions. 3.To possess basic knowledge of international trade manage multiple effectively tasks in a pressured er 4.To handle the whole transactions independently wirexperiences. 	ns, terms, a in relatior practice an ivironment	and reguin to di d the ab	lations fferent ility to		

Course Code	02090			
Course Name	International Finance	Credit	F	S
Course Objectives	This objectives of this course are 1. To provide an analytical framework for understan international finance and open economy macroecone 2. To discuss the issues such as the foreign currency international financial arbitrage, the fundamental int conditions, the performance of international monetar present, monetary and portfolio approaches to balance exchange-rate determination, rational expectations a the open economy, policy coordination, and monetar	omics. markets an ernational j ry regimes- ce-of-paym nd monetar	d parity past to lents and	

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

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course Maine	I dures and options	Cicuit		
Course Objectives	The learning objectives of this course include:			
Course Objectives	1. The basic characteristics of derivative contracts.			

2.No arbitrage pricing bounds of futures, options and other derivatives such as
swap, etc.
3. Trading strategies of options.
4.Binomial tree pricing options.
5.Black-Scholes model
6.Hedging when issue or buy an option.
7.Structured note
8.Exotic options.

Course Code	10458					
Course Name	Fixed Income Securities	Credit	F	S		
Course Objectives	F S					

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 pract	tical proble	em.	

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

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	International investment and industrial environ capricious than ever before since 21st centu digitalization, and liberalization came to be the tr outstanding international-level talents with overall t this course are 1.To profoundly probe into certain oversea investr modes into international market, global s implementation, and transnational operation manag 2.To broaden international views 3.To synchronize with changes and development of	ry when end. In ord hinking, the nent enviro strategic j gement	globaliz der to fe e objection	zation, ertilize ives of , entry

4. To strengthen international competence.	

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

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

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
	independent Study I	crouit		
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	
	The objective of this course are				
	1. To find an interesting topic, define research question, collect data, and				
	accomplish a research report				
Course Objectives	2.To be able to:(1) observe social environment and phenomenon.; (2) find an				
	interesting topic as well as question.; (3) define a research question.; (4)				
	understand the basic concept and methodology of research.; (5) collect and				
	summarize data.; (6) write and accomplish a project report.				

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

Course Code	04086					
Course Name	Financial Institutions Management	Credit	F	S		
Course Objectives	The objectives of this course include1. To analyze the risks faced by investors and sa financial institutions and financial markets2. To launch strategies that can be adopted for conthese risks.		C	C		

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

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

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

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	 This course aims to provide students a broad perspection containing traditional risk management and insurance management. The students are expected to build a conframework as 1. To make risk management and insurance decision value and individual welfare. 2. To understand insurance contracts and institutional industry 3. To understand the effects of and the rationale for risk and allocation of risk among business and individual Basically, topics in this course include 1. investment strategy 2. institutional structure 3. regulations 4. database management 	ce and othe mprehensiv ns for incre l features o public poli	er types rely cond asing bu f the ins	of risk ceptual isiness urance

5. quantitative procedures

Course Code	21006					
Course Name	Financial Computation and Software Application	re Credit F				
Course Objectives	Application The objective of this course is to provide the computational tool in finance, and its application for valuation, asset allocation, and programming trading issues. A natural vehicle Excel is used in this course for deepening the understanding of financial materials. Such as VBA (Visual Basic for Applications) and its development environment are also introduced in this course. And students in this course can ready to use financial software, such as MFC, 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		
Course Objectives	marketing activities, including the econom political/legal environments.	 To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments. To understand the process of implementing global marketing strategies 				

Course Code	17484					
Course Name	Readings in Financial and Economic News- Course in English	Credit	F	S		
Course Objectives	 To get acquainted with and open discussions in business and financial fields To facilitate better abilities in English li especially the oral expressions of a non-nativ 	istening, re	eading, sj	-		

Course Code	03132					
Course Name	Industry Analysis and Competitive Strategy	Credit	F	S		
	Industry Analysis and Competitive Strategy	Clean				
Course Objectives	2. To understand the development of industries	1. To understand the advantage of country competition.				

Course Code	19996								
Course Name	Technology and Innovation Management-	Credit	F	S					
	Course in English	Cicuit							
Course Objectives	of technology and innovation. By the end of the c	ourse, stu	dents will	This course introduces the concepts and practices related to the management of technology and innovation. By the end of the course, students will understand various aspects of technology and how to manage innovation					

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Maine	Internship	Credit		
Course Objectives	This objectives of this course are			

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

Course Code	19909					
Course Name	Wealth Management and Financial Planning -	Credit	F	S		
Course mame	Course in English	Clean				
	The purposes of this course are to provide studen	ts 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 Stora Business Management	Credit	F	S		
Course Name	Chain Store Business Management	Clean				
Course Objectives	The objective of this course is to train chain's professional manager and high- order executive					

Course Code	14208						
Course Name	Logistics/ Supply Chain Management	Credit	F	S			
Course Objectives	 To understand the definition and content of Log management To learn the state-of-the-art models, concepts, a Logistics and supply chain management To learn the design, control, operation, and mar and supply chain management 	and solutior	n methods	of			

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

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

Course Code	22101					
Course Name	Business Valuation and Case Study	Credit	F	S		
Course Objectives	The purpose of this course is to provide students with a better understanding of how to figure out the intrinsic value of a firm and, further, as a reference for investment or business M & A. Through classroom lecture, discussion, and case studies & competitions, the students not only learn the method of valuation but also realize the importance of macroeconomic environment, industry and corporate strategies.					

Course Code	23727				
Course Name	Financial Analysis and Firm Valuation (I)	Credit	F	S	
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	
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	S
Course Objectives	 The objectives of this course are To theoretically analyze the impetus of industri industrial analysis tools used to anatomize glob To introduce several industrial development competitive strategies of global IC industry, PC industry, biotechnology and pharmaceuticals in industry, and retailing industry; To provide a game-theoretic framework for compete in the industry; and To emphasize how to design successful competements. 	oal industry nt trend, o industry, te ndustry, cul r understa	r; especially elecommu ltural and nding ho	y in the unication I creative

Information Management

Course list

BBA Program in Info	rmation 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
	Data Communication and Network	10681	2	3
	Management Information Systems	02631	2	3
Required common	Innovation and Design Thinking		2	2
credit hours of the department	Project of Creativity and Innovation		4	2
	System Analysis and Design	01584	2	3
	Information System Project (I)	04317	8	3
	Information System Project (II)	04038	8	3
	Statistics	02222	2	6
	Introduction to Computer Science	01863	2	3
	Introduction to Business	05201	2	3
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	C Language	03094	1	3
	Financial Management	01983	1	3
	Marketing Management	01483	1	2
TT1 (* 1*/1	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 Info	rmation Management	Code	Classes	Credit
BBA Flogran in mio		Code	Classes	hours
	Algorithms	04619	1	3
	Discrete Mathematics	02933	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Internship	13859	1	4
	Topic on Electronic Procurement	11856	1	3
	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 English	16985	1	3
Elective credit hours	Organizational Learning and Social Inquiry	19664	1	2
of the department in	Knowledge Management System	18040	1	3
other sections	Service Science	24500	1	3
	Organizational Leadership and Social Innovation Practices	19663	1	2
	Practice in Innovative Social Enterprises	21047	1	1
	Computer Graphics with Applications	20067	1	3
	Introduction to Cloud Application Platform	19322	1	3
	Cloud Application Programming	19411	1	3
	Mobile Service Application System	19709	1	3
	Project Management of information System	07930	1	2
	Introduction to Information System-Course in English	13517	1	3
	Commercial Product Design	22211	1	3
	Three Dimension Technology Innovation & Entrepreneurial Management	22212	1	3

• Course objective and prerequisites

Course Code	01558				
Course Name	Operation System	Credit	F	S	
	operation of stern	crean	3	0	
Course Objectives	The course aims to provide a description of the concepts that underlie operating systems. The essential topics in this course include process management, memory management, storage management, protection and security. In addition, the course uses examples of real-world operation systems to illustrate the fundamental concepts.				

Course Code	24495			
Course Name	Introduction to Programming	Credit	F S	
	Introduction to Programming	Credit		
Course Objectives	The objective of this course is to let the students learn to use a programming language to solve problems. The main contents of the course is the Python programming language, covering basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, as well as listings. Courses will also use some simple tools so that students can master the logics and problem solving ability as soon as possible.			

Course Code	07390			
Course Name	JAVA Programming Language	Credit	F	S
Course Objectives	This course is an introduction to JAVA programm one of the most popular programming languag programming basis such as: programming basis expression, condition, iteration, array, object an	ges. This cou ics and varia	rse will	cover

Course Code	24496				
Course Name	Front-end Web Design	Credit	F	S 2	
Course Objectives	Front-end Web DesignCredit 0 2 The aim of this course is to teach student foundational techniques of we design, including HTML5, CSS, and JavaScript. By using web desig software(s), students will be asked to design their web pages or use interfaces (in-class assignments). More importantly, students will learn ho 				

Course Code	16258			
Course Name	WEB Programming	Credit	F	S
Course Name		Clean	0	3
Course Objectives	The objective of this course is to let the student current tools and processes of designing a datal application. Multi-tier applications centered arc Control) model will be illustrated throughout th refined examples. Hands-on exercises applying development tools such as Google Web Toolkit application will be conducted in the classroom. this course is medium.	base backed bund MVC he course w html, jsp, a to develop	l web (Model V ith stepw servlet, an a SaaS	/iew ise nd Web

Course Code	02492			
	Data Standarda	Credit	F	S
Course Name	Data Structures	Credit	3	0

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

Course Code	02490				
Course Name	Detahasa Administration	Credit	F	S	
	Database Administration	Credit	0	3	
Course Objectives	This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include database concepts, relational database design concepts, Structured Query Language (SQL), database administration. A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.				

Course Code	10681			
Course Name	Data Communication and Network	Credit	F	S
		Clean	3	0
Course Objectives	The main purpose of this course is to hel knowledge about data communications and net let students understand deeply and broadly enterprise data communications and netwo teaching the theories of data communications requires students to investigate enterprise rea design some programs of data communications understand their operating principles.	working. The the operating orking. There and networking 1 cases and 1	course t princip efore, b ng, this nave abi	tries to bles of besides course lity to

Course Code	02631			
Course Name	Managamant Information Systems	Credit	F	S
	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 proces 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 uality, cation course being

Course Code				
Course Name	Innovation and Design Thinking	Credit	F S	S
	Innovation and Design Thinking	Clean	2	0
Course Objectives	This course is one of both business innov, curriculum. Thus, students can be familiar wit connotation and methods of thinking, familiar ward and design tools (software), business innov product innovation and software innovation case can be put forward proposals and ideas, fina project.	h creativity a with the innov ation thinkin e studies, and	nd inno vative th g frame practica	ovation inking ework, il ideas

Course Code				
Course Name	Project of Creativity and Innovation	Credit	F	S
	Project of Creativity and Innovation	Credit	0	2
Course Objectives	This course has two objects: 1. Students propose a new creativity and innovation ideal which based on information technology and information			

	system technology. 2. Based on new idea, students implement the project by cooperative with teammate
Course Code	01584

Course Coue	01384			01364				
Course Name	System Analysis and Design	Credit	F	S				
			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			
	Leference in a Graderic Desired (D)	C I'r	F	S
Course Name	Information System Project (I)	Credit	0	3
Course Objectives	By using a real project, the objective of this con- have the ability for applying information techn of organizational management or individual bu- this course will obtain experiences for developing especially including planning, analysis, develop Finally, students of each team need demonstrat an innovative marketing plans for finding busin course.	iques to solve siness. Stude ng information oment, implente their IS and	e the pro- nts enro n system mentatio d then p	oblems lled in as (IS), on, etc. rovide

Course Code	04038			
Course Name	Information System Project (II)	Credit	F	S
Course Ivallie	Information System Project (II)	Cleuit	3	0
Course Objectives	The objective of this course is to train stude applying information techniques to solve the management or individual business. Students obtain experiences for developing informatic including planning, analysis, development, in students of each team need demonstrate the innovative marketing plans for finding busines course.	problems of enrolled in th on systems (1 oplementation ir IS and the	organiza nis cours (S), esp n, etc. F en provi	ational se will ecially inally, ide an

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Maine	Statistics	Clean	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 reas 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 of computer hardware and software. Topics such system unit, operating systems and utility programming languages and program development, information related issue computer certification), etc., will be covered in	ch as the com grams, communi- nputer securit elopment, in es(include co	ponents unication ty and s atroducti	of the ns and afety), on to

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Name	Introduction to Business	Credit	3	0
Course Objectives	 The objectives of this course are 1.To gain a fundamental working knowledge environment in which business prospers. 2.To introduce business functions, including resources, production & operation, informatic 3.To introduce management functions, including. 4.To integrate the factors of environment, r business functions. 5.To combine theory and practice. 	marketing, fi on, and R&D. uding analy	nance, l sis, pla	numan nning,

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Name	Calculus	Credit	3	3
Course Objectives	 This is a one-year introductory course in Calculu 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 enternet, 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 1.To provide the core of the central idea and m be applied in the solution of problems in a variapplication for further study. 2.To illustrate the main concepts by a variety of 3.To have an overall understanding in calculus. 	the contents d their applic tial calculus erentiation, the be introduced of calculus, ral calculus sered. The obj nethods of cal- riety of appli	of this ations. such as he 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 Name	Economics	Credit	F	S	
Course Maine	Economics	Cicuit	3	3	
	The objective of this course is to pro-	rovide students with			
	Microeconomic concepts and to improve students' abilities to analyze				
	individual consumer, household, and firm's behavior. Upon course				
	completion, the students should be able to:				
Course Objectives	Realize the basic concepts of Microeconomics.				
	2. Understand the meanings of supply and demand functions.				
	3. Realize the meaning of elasticity and its application.				
	4. Realize how individual consumer, household, and firm make decision.				
	5.Understand various types of industry	organization	s and	their	

characteristics.
6. Use Microeconomics theories to analyze the effects of public policy.
7. Realize the basic concepts of macroeconomics.
8. Understand the meanings and measuring of Nation's income.
9. Realize the meaning of production, saving, and investment.
10. Understand the monetary system.
11. Understand the meanings of aggregate demand and aggregate supply.
12. Use macroeconomics theories to analyze the effects of macroeconomic
policy.

Course Code	02412				
Course Name	Accounting	Credit	F	S	
Course Objectives	The objective of this course is to introduce the binformation system, the principle and rules of a reporting, and how to analyze and interpret actinternal and external business users making eccreate value for business enterprises and enhan of the capital market. It emphasizes the orvaluation and contracting. Specifically, this of 1. To understand the functioning of accounting well as the governmental units, non-profit orgation general; 2. To understand the basic recording and report information system; 3. To understand the concepts and standards unused in accounting to develop the financial stat 4. To understand how to analyze and interpret a help investors, creditors and business manager decisions; 5. To understand how to resolve the ethical dile professional judgment; and 6. To understand how to develop and make plan career.	accounting in onomic de ce the fairr dual roles course aims in the busi anizations a ing process derlying the tements of accounting s to make of emma and the	measurer nformation cisions in ness and ef of accou s to help s ness worl and the so ses of accou the measure businesse information economic make ethio	nent and n to help order to fficiency nting in tudents: d as ciety in ounting ements s; on to	

Course Code	03094			
Course Name	CLanguaga	Credit	F	S
Course Maine	C Language	Clean	0	3
Course Objectives	Teach students how to program with C language	2.		

Course Code	01983			
Course Name	Financial Management	Credit	F	S
	i manetar Management	crean	0	3
Course Objectives	 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. 1. The possible types and control mechanism of 2. Valuation approaches, cash flow estimation, capital budgeting. 3. The concept of weighted average cost of capital control mechanism of control mechanism. 	toossing betwee d equity to isk and return pay a visit to y capital bud dividend po the following agency prob and risk asp	een com issue, h , what la the four geting, o licy. St gs upon lems	peting ow to evel of major capital udents course

4. Possible arguments that dictate the optimal capital structure and dividend
policy.
5. working capital management

Course Code	01483			
Course Name	Marketing Management	Credit	F 2	S 0
Course Objectives	 The objective of this course is to provide stucconcepts and to improve students' abilities to in activities. Upon course completion, the students 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of m 3. Realize the meaning of segmenting, targeting 4. Understand the meaning and scopes of market 5. Utilize marketing theory to analyze firm's mail 6. Learn the skill of marketing planning and appling in an effective manner. 	nplement ma s should be at narketing plar g, and position eting mix 4P. arketing activ	rketing p ole to: n. ning (ST ities.	related 'P).

Course Code	01370			
Course Name	Production and Operations Management	Credit	F 0	S 3
Course Objectives	 Production is an essential function of a business course is to help students understand the wh management and to improve the students' a resources in a company. Upon course complet able to: 1. Realize the basic concepts and theoretical Management, 2. Understand how to integrate the resource in systems to achieve the goals of organiza technology to solve the real problems, 3. Obtain the ability for the further study and re 	ole concepts bility to pla tion, the stud- knowledge h business wi ation and us	of prod n and c ents sho of Oper th inform	uction control uld be rations nation

Course Code	09289				
Course Name	se Name Enterprise Resources Planning		F	S	
		Credit	3	0	
	1. To help mangers to effectively manage sales/distribution, production,			ion,	
	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.	supply chain could be enhanced.			
3. To provide complete theoretical rationale and practices training t					
	systematically appreciate the details of eight modules of ERP.				
	4. To enhance student's information processing capability via practical, fast				
	lecturing method.				

Course Code	13701				
Course Name	Enterprise Resources Planning-Course in	Cradit	F	S	
	English	Clean	3	0	
Course Objectives					

the SOA-ERP system is required for each student. Programming loading in this course is none.

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

Course Code	09514			
Course Name	Electronic Commerce	Credit	F	S
			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
		Credit	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 decise 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. I or business. ents how to e olve the big o be able to s	ues to po n partic effective lata pro	erform ular, it ly use blems.

Course Code	24499			
Course Name	Big Data in Business Analytic	Credit	F 2	S 0
Course Objectives	There is growing demand for data-ana businesses, public agencies, and nonp powering enterprises to new levels of course explores the rapidly developing intelligent use of data to maximize the optimize the efficiency of decision ma various fields. Basically, this class is about order to gain useful predictions and insig basic concepts of data manipular communications. The course will the consideration of what is desired from the analytic to add value to business, etc. Stu data science knowledge set and techni studies, most current readings and experi- and future technology exploration.	rofit organ competitiv fields of E utilization king in the ut learning f hts. Topics ttions, and help stude big data, he udents can g ques via ir	ization veness. Big Dat of data e conte from da may in alytic, ow big gain a s 1-depth	s for This ta for a and ext of ata, in clude and areful data strong case

Course Code	04619			
Course Nome	Algorithms	Credit	F	S
Course Name	Algorithms		0	3
Course Objectives	1. Understand basic concepts of algorithms,			
Course Objectives	2.Learn various designs of algorithms in order to use computers to solve			

problems more efficiently.

Course Code	02933			
Course Name	Discrete Mathematics	Credit	F	S
			3	0
	The objectives of this course are			
Course Objectives	1. To understand mathematical induction, functions, and relationships,			
2. To learn the applications of discrete mathematics.				

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
			0	3
Course Objectives	This course teaches students basic concepts of data mining. By introducing various data min teaches students to understand how to analyze la to find knowledge and interesting patterns.	ing algorithm	ns, the	course

Course Code	13859			
Course Name	Internship	Credit	F	S
Course Malle	Internship		0	4
Course Objectives	 This objectives of this course are To learn practical working techniques. To have professional capability in order to co and practical applications. To shorten on job training and reserve potent 			_

Course Code	11856			
Course Name	Topic on Electronic Procurement	Credit	F	S
			3	0
Course Objectives	This course describes theories and management models of procurement. It also investigates the development trend and practical techniques of electronic procurement in order to let students learn knowledge and development techniques of electronic procurement.			

Course Code	02632				
Course Name	Managemial Mathematics	Credit	F	S	
	Managerial Mathematics	Credit	3	0	
	The objectives of this course are				
	1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector.				
Course Objectives	2.To develop mathematical models for problem solving and decision making.				
	3. Topics that will be covered include Linear Programming models, Network				
	Flow models, Project Management, Queuing	Analysis and	Forestin	ıg.	

Course Code	04623			
Course Nome	Data Sagurity	Credit	F	S
Course Name	Data Security	Credit	3	0
Course Objectives	 Understand basic concepts of data security, Learn principles and applications of cryptography and Internet security. 			

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
			3	0
Course Objectives	The objectives of this course are 1. To investigate related knowledge and techniques of internet marketing.			

2.	. To cultivate the ability of conducting marketing research.
3.	. To articulate plans and strategies for internet marketing

Course Code	24497				
Course Name	Internet Marketing - Course in English	Credit	F	S	
Course Objectives	The main objectives of this course are: 1.to investigate related knowledge and techniques of internet marketing; 2.to cultivate the ability of conducting internet marketing project (i.e., Google Adwords / Analytics; SEO); and 3.to articulate plans and strategies for internet marketing (i.e., Facebook; Micro Movie).				

Course Code	21429			
Course Name	Financial Trading Systems		F	S
		Credit	0	3
Course Objectives	The main objectives of this course are: to introduce 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, 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 trading systems.			

Course Code	24106			
Course Name	Digital Finance	Credit	F	S
		Clean	2	0
Course Objectives	Digital finance (e-finance) is an interdisciplinary integration of information technology and finance. The main objective of this course is to enable students to learn the content and structure of digital finance, including e-finance transaction technology, trading structure and electronic powers contract, and to explore technical and management issues. Course content includes e-banking, e-securities and e-insurance, e-payment, electronic-			
	investment, P2P lending, crowd funding, electronic power contracts, finance big data analysis, and e-finance supervision and security.			

Course Code	13587				
Course Name	Network Management	Credit	F	S	
Course realite	The work Management	crean	0	3	
	The objectives of this course are				
	1.To provide the fundamental theory of I	LAN wiring	and ne	etwork	
	management.				
	2. To introduce some cases in Taiwan to learn network planning of LAN				
Course Objectives	The contents that will be covered in this course include				
Course Objectives	1. structured cabling system of LAN				
	2. LAN wiring design of office				
	3. cost estimation of LAN wiring				
	4. wiring testing and diagnostic equipment				
	5. SNMP network management and installation of Domain Name Server.				

Course Code	16985			
Course Name	Supply Chain Management-Course in English	Credit	F	S
Course Objectives	 To guide students familiar with the inter-comp model, To explore how to integrate the supply chain v to promote the competence of the company, 		Ĩ	

	3.Through case study to develop the capability integration.	of students fo	or supply	v chain	
Course Code	19664				
Course Name	Organizational Learning and Social Inquiry	Credit	F 0	S 0	
Course Objectives	The objectives of this course are 1.To be able to internalize the spirit of autonomy learning 2.To be able to build a team and cooperate with each other within the team. 3.To be able to handle the implement process of a project. 4.To be able to manage the group dynamic of an organization. 5.To be able to implement the selected project and achieve the set goals.				

Course Code	18040			
Course Name	Knowledge Management System	Credit	F	S
Course maine	Knowledge Management System	Credit Credit		
Course Objectives	The main objective of the course is to help studiunderstanding of the knowledge management synthis course covers essential theories and technicapplications 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 KZ 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 prace enterprise content management, and e-discover.	ystem (KMS) niques to de sharing. Bas Retrieval, Te ore, the adva with the aid enterprise se s. To sum up MS. tic and Web applies in into action. ctices for enter	b. Accord velop th ically, w xt analyt anced c l of the arch sys b, the le mining the bu	dingly, e KM /e will tic and ontent above tem or arning related

Course Code	24500				
Course Name	Service Science	Credit	F	S	
			0	3	
Course Objectives	In the service and experience economy age, service science can motivate the service industry to identify the opportunity of service innovation, improve service quality, enhance customer satisfaction, and increase business profitability. This course provides senior students with a better understanding of concepts, knowledge, and technology of service science and service design. Issues such as a further exploration of the service model and strategy and realizing the systematic services innovation are also covered.				

Course Code	19663				
Course Name	Organizational Leadership and Social	Credit	F	S	
	Innovation Practice		0	2	
Course Objectives	 To be to internalize the spirit of autonomous learning. To be able to build a team and cooperate with each other within the team. To be able to manage the group dynamic of an organization. To be able to implement the selected project and achieve the set goals. To be able to run an organization to have high performance. To be able to have the vision and capacity to be a leader. 				

Course Code	21047			
Course Name	Practice in Innovative Social Enterprises	Credit	F 0	S 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 utilizes young students' abundant creative and inner workable entrepreneurial ideas and maximize s through practical competition. This course inter objectives: 1. Learn how to integrate basic management know in the competition practice. 2. Learn how to conduct social enterprises be creative development and activity. 3. Learn how to build an social enterprises bus teamwork to achieve success. 4. Understanding the value and development of se how to deal with it. 5. Experience and demonstrate entrepreneurship Innovative social enterprises Competition Pract opportunity to apply textbook knowledge to p expanding their knowledge on. This course gives their future career choice which shifts the gra career pattern to an social enterprises start-up. 	ral Creative cial entrep value of so actice, wh uncial Man ovative idea students' le ads to achie wledge and susiness ma siness team ocial enterp through con ice provide oractical op students an	e Industry, oreneurs cial enterp ich comb agement as to form earning ef eve the be demonstra- anagemen a and prop rises and l mpetition. es student peration v a alternativ	, and with prise. bines etc., ulate fects elow ate it t by mote learn s an while ve to

Course Code	20067			
Course Name	Computer Graphics with Applications	Credit	F	S
Course Maine	Computer Graphics with Applications	Cledit	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 comput 3D computer system in E-commerce.	deling and and the use of (Java ver aphics softwa	represent of 3D g rsion), re. This	ntation, raphics Unreal course

Course Code	19322						
Course Name	Introduction to Cloud Application Platform	Credit	F	S			
Course Maine	Introduction to Cloud Application Platform	Clean	3	0			
Course Objectives	Introduction to Croud Application FlatformCreat30This course provides students concepts of cloud computing and various cloud platforms including Amazon's EC2, Google's GAE, Microsoft's Azure, and TCloud's Elaster CAP. Students are required to research each platform online and practice them if possible by deploying a Hello World application onto them, and hand in the comparison reports including each platform's architecture, feature, pricing, etc. Each student also needs to use and report existing cloud applications. Programming loading in this course is none.						

Course Code	19411			
Course Name	Cloud Application Programming	Credit	F	S
	Cloud Application r logramming	Cicuit	0	3
Course Objectives	This course provides students the concep	ots of clou	d appli	ication

programming. Students develop parallel processing applications and/or big data applications by using Hadoop technologies, such as MapReduce, HBase, HDFS, etc. As for the client side UI, students can apply the skills
learned in the Web Programming and Mobile Business Application System
courses. Programming loading in this course is high.

Course Code	19709				
Course Name	Mobile Service Application System	Credit	F	S	
Course Maine	Mobile Service Application System	Clean	3	0	
	The main objectives of this course are for students to learn the basic concept				
Course Objectives	of objective-C & foundation framework; and combine cloud computing and				
	Web service to implement a mobile service application system.				

Course Code	07930				
Course Norme	Project Management of information System	Credit	F	S	
Course Name	Project Management of information System	Credit	2	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 a directions.	students 101 1		scarch	

Course Code	13517			
<i>a</i>	Introduction to Information System-Course in	~	F	S
Course Name	English	Credit	0	3
Course Objectives	 The objectives of this course are To understand the essentials of informatio influence in business and management. To study the five guides of Information System Web revolution, organization applications, Support Systems, and the implementing and the 	n: IT in the or managerial	ganizati and De	on, the

Course Code	22211			
Course Name	Commercial Product Design	ercial Product Design Credit		S
Course maine	Commercial Froduct Design	Cledit	3	0
Course Objectives	 Combining the market surveys and systematic can have abilities to planning and develop the Topic barnstorming from the angle of creation students' creative thinking and the strategies of 	products. in order to d	evelop	

Course Code	22212				
Course Name	Three Dimension Technology Innovation &	Credit	F	S	
Course Name	Entrepreneurial Management	Credit	0	3	
	1. To understand the global developing trend of	3D printing i	ndustry;		
	2. To understand the eco-system of upstream, middle and downstream				
	enterprises in 3D printing industry;				
	3. To understand the innovative application and business opportunity in				
Course Objectives	3D printing industry;				
	4. To understand the innovative business administration of 3D printing				
	industry				
	5. To understand the risk and challenge when you startup a company in				
	3D printing industry				

Business Management – Evening and Weekend

Course list

Undergraduate Program in Weekend -	n 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	01449	2	3
	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
	Intermediate Accounting(I)	07255	1	4
Elective common credit hours of the department	Intermediate Accounting(II)	07256	1	4
nours of the department	Creative Thinking and Creativity	11614	1	2
	Electronic Commerce and Entrepreneurship	19414	1	3
	Investments	01579	1	3

		Advanced Accounting(I)	13472	1	2
		Advanced Accounting(I)	18143	1	2
		Study of Contemporary Economic Problems	18805	1	2
		Introduction to Financial Derivatives	18806	1	2
		Corporate Finance Case Studies	18807	1	2
		Introduction to Civil Law	01343	1	2
		Financial Statement Analysis	01982	1	2
		International Financial Market	02091	1	2
		Creativity Development and Practices	18794	1	2
		Company Law	00021	1	2
		International Financial Management	02093	1	2
		Investment in Securities	02350	1	2
		Strategy Innovation	18797	1	2
		Project Management And Innovation	19450	1	2
		Practical Planning for Marketing Innovation	20192	1	2
		Financial Service Innovation	21845	1	2
		The Lean Startup	24760	1	2
		Cultural Creativity And Experiential Economy	18798	1	2
	Innovation & Startup	Industry Competitive Strategy Analysis	18801	1	2
		Channel Establishment And Innovation	21425	1	2
Required credit hours	Business &	Corporate Strategy: Cases Study	18810	1	2
by sections	Financial	Fixed Income Securities	10458	1	2
		Auditing(I)	07259	1	3
	Tax & Accounting	Auditing(II)	07260	1	3
	- ice summing	Enterprise Resources Planning	09289	1	2
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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 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 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 s 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 busin 4. To understand how to analyze and interpret account investors, creditors and business managers to make ec 5. To understand how to resolve the ethical dilemma and judgment; and 6. To understand how to develop and make planning of a 	unting mea formation t n order to c ncy of the o luation and siness world ociety in go processes the measure nesses; tting inform onomic dec make ethic	surements o help in reate val capital n d contra d as well eneral; of acco ements u nation to cisions; 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	 The objective of this course is to provide students concepts and to improve students' abilities to ana household, and firm's behavior. Upon course complet able to: Realize the basic concepts of Microeconomics. Understand the meanings of supply and demand fr Realize the meaning of elasticity and its application Understand various types of industry organization Use Microeconomics theories to analyze the effec Realize the meaning of production, saving, and im Understand the meanings of aggregate demand an Use macroeconomics theories to analyze the effect 	Ilyze individ tion, the stud unctions. on. firm make d s and their cl ts of public p n's income. vestment. d aggregate s	lual con lents sho ecision. naracteris policy.	sumer, uld be

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 conter basic concepts and theory in calculus and their application topics in one-variable differential calculus such as lin chain rule, implicit differentiation, the mean value theored derivative will be introduced. In the second semester, theorem of calculus, techniques in integration, mul integral calculus such as partial derivatives and multiple The objectives of this course are	tts of this of ons. In the nit, continu em, and app topics in th tivariate di	course i first ser ity, deri lications e funda ifferentia	nclude nester, vative, s 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	 The objectives of this course are 1. To gain a fundamental working knowledge abo environment in which business prospers; 2. To introduce business functions, including marketing, production & operation, information, and R&D 3. To introduce management functions, including analy leading, and controlling; 4. To integrate the factors of environment, management functions; and 5. To combine theory and practice. 	finance, hur sis, plannir	man reso ng, orgai	ources, nizing,

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: Statistics methods and concept and its relevance to the 2. Descriptive Statistics. Basic notions of probability, random variable, and probability distribution. Sampling methods. 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 ind the s fields naking

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 coopera of time and methods studies, students will learn to enhance cost reduction, and increase quality in sophistication.	indation of the manager	f ratior ment. In	alized terms

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

Course Code	20331			
Course Name	Industrial Innovation (II)	Credit	F	S
Course Objectives	Students will be able to:1. Make their job choices and career path more appropri2. Learn to work creatively and build personal career ass working experience.	•	out inno	ovative

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	 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: 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing 3. Realize the meaning of segmenting, targeting, and pose 4. Understand the meaning and scopes of marketing mix 5. Utilize marketing theory to analyze firm's marketing a 6. Learn the skill of marketing planning and apply Marketing and procedure. 	ng related a plan. sitioning (S' 4P. activities.	ctivities. TP).	Upon

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 understa resources management, including planning, recruit performance evaluation, salary system, and labor-cap 4. To learn skills of teamwork and discussion. 	real life; nding of g iting, selec	eneral ting, tra	

Course Code	01983	01983				
Course Name	Financial Management	Credit	F	S		
Course Objectives	 This objective of this course is to provide a basic unfinancial 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 four by corporate finance, namely capital budgeting, capital management and dividend policy. Students enrolled th familiar with the followings upon course completion. 1. The possible types and control mechanism of agency p2. 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 a problems. aspect rela	en com ow to n of divid isions co vorking o re expect	peting nanage end to overed capital cted to capital		

Course Code	01449				
Course Name	Cost Accounting	Credit	F	S	
Course Maine	Cost Accounting	Cleuit			
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				
Objectives	system, cost-volume-profit analysis, target costing, activity-based costing &				

management, balanced	d scorecard, life-cycle costing, etc.

Course Code	11822			
Course Name	Operations Management	Credit	F	S
Course Objectives	Operations Management have become global and management, and .inconceivable without modern infi- content includes both theory and practice of Oper- objectives of this course are 1.To introduce operations management, including the related to the design, planning, control, improveme manufacturing and service operations; 2.To be problem-solving oriented in both the manufac and 3.To provide opportunities of factory visiting trip understanding in running the real world manufacturing	ormation te ations Man e concepts a nt and cha turing and s s so as to	chnolog agemen and tech llenge c ærvice s	y. The tt. The niques of both ectors; ce the

Course Code	21844			
Course Name	Management and Social Innovation	Credit	F	S
Course Objectives	 Students will be able to: 1. Learn complex analysis of social problems and ident with evaluation of legitimacy or urgency. 2. Expand their social influence in innovative busi entrepreneurial spirit. 3. Understand innovative management modules for soci 	nesses 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, re quality cost, and transfer pricing, etc.	e related	topics in	nclude

Course Code	21375			
Course Name	Industrial Innovation (III)	Credit	F	S
Course Objectives	Students will be able to 1. Make their job choices and career path more appropri 2. Learn to work creatively and build personal career as working experience.	•	out inno	ovative

Course Code	21376			
Course Name	Industrial Innovation (IV)	Credit	F	S
Course Maine		Cicuit		
	Students will be able to			
Course	1. Make their job choices and career path more appropriate	ately.		
Objectives	2. Learn to work creatively and build personal career as	sets through	out inno	vative
	working experience.			

Course Code	22545			
Course Norme	Industrial Innovation (V)	Credit	F	S
Course Name	Industrial Innovation (V)	Credit		
Course	Students will be able to			
Objectives	1. Make their job choices and career path more appropriately.			

2. Learn to work creatively and build personal career assets throughout innovative
working experience.

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

Course Code	02502			
Course Name	Information Management	Credit	F	S
Course Objectives	This course is based on the premise that information essential for creating competitive firms, managing glo business value, and providing useful products and ser- primary goal of this course is to offer an introduct applications and information technologies that are being integration and enhancing global organization performant to the need to demonstrate the business value of im- organization and provides students with additional project solving	bal corpor rvices to c tion to ma used for ac nce. It also formation	ations, a ustomers ijor ente hieving calls att system	adding s. The erprise digital ention in the

Course Code	01389					
Course Name	Business Policy	Credit	F	S		
Course Objectives	 The objectives of this course are 1. To observe new trends and business models; 2. To develop strategic thinking ability; 3. To cultivate organizational learning ability; 4. To build up a comprehensive concept of strategic 5. To integrate knowledge in relevant academic field 	U	nt; and	<u> </u>		

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

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

Course Code	01758			
Course Name	Financial Market	Credit	F	S
Course Objectives	This course provides a general introduction to some a financial markets. We first review few basic knowledge 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 price 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 is te a term pa	, includi curity ma ey work ee, focus ition, stu n the pre per that	ng the arkets. k in a ing on udents ess and forces

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

Course Code	07255			
Course Name	Intermediate Accounting(I)	Credit	F	S
Course Objectives	 This course examines issues in financial reporting from perspectives. The basic objectives of the course are: 1. To learn and evaluate current principles of financial ac 2. To apply generally accepted accounting principles to recording of transactions and the preparation of financial 3. To read and critically evaluate financial statements; an 4. To consider the larger context of financial reporting. 	ccounting; situations ial stateme	involvi	

Course Code	07256				
Course Name	Intermediate Accounting(II)	Credit	F	S	
Course Objectives	 This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are: 1. To learn and evaluate current principles of financial accounting; 2. To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements; 3. To read and critically evaluate financial statements; and 				

Course Code	11614				
Course Name	Creative Thinking and Creativity	Credit	F	S	
Course Objectives	thinking skills. The students will develop their divergen abilities by real practice. Finally, they will realize their t	This course aims to introduce learners about basic creativity theories and creative thinking skills. The students will develop their divergent and convergent thinking abilities by real practice. Finally, they will realize their thought processing model, and practice potential creativity. They will also generate creative works by applying thinking skills practiced in class			

Course Code	19414			
Course Name	Electronic Commerce and Entropropourship	Credit	F	S
Course Maine	Electronic Commerce and Entrepreneurship	Clean		
Course	1. To know the concept of the Electronic Commerce;			
Objectives	2. To understand the development of e-Commerce management;			

3. To be familiar with the practical application of e-Commerce; and
4. To understand the future of development and innovation of e-Commerce.

Course Code	01579			
Course Name	Investments	Credit	F	S
Course Objectives	 The objectives of this course are 1. To explore the operation of capital markets and investment; and 2. To introduce the fundamental rationale of financial in market and investment instruments, the evaluation portfolio's risk and return, the concept and pricing ar securities, derivative and risk management, etc. 	vestment th	eory, fir anageme	ancial ent of

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 partnersh	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 ar advanced financial accounting. The contents that wil include 1. Combined corporate entities 2. Consolidated statements 3. Accounting for international operations and partnersh	l be specif		0

Course Code	18805			
Course Name	Study of Contemporary Economic Problems	Credit	F	S
Course Objectives	 Student will be able to 1. Conduct an overall macro-depth analysis and propose economic problems faced by Taiwan and the world. 2. Recognizing problems in integration, explore a vari different angles, look at spatial and temporal con historical point of view. 3. Study and seek for better solving options by exploring problems. 	ety of com text of pro	plex iss blems f	sues at from a

Course Code	18806					
Course Name	Introduction to Financial Derivatives	Credit	F	S		
Course Objectives	 Students will be able to: 1. Understand the basic trading patterns of foreign exchange of financial derivatives transactions and its basic operational models. 2. Apply different foreign exchange derivative financial instruments, and increase investment and risk management. 					

Course Code	18807

Course Norme	Comparate Finance Case Studios	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 m	anagement	capacity	y; and
	3. Enhance the corporate financial professionalism.			

Course Code	01343					
Course Name	Introduction to Civil Law	Credit	F	S		
Course Objectives	The objectives of this course are1. To understand the general principles of civil laws;2. To identify relation among the fixed individuals; and3. To cover the knowledge about common daily life capability necessary for future jobs.	and the k	nowledg	ge and		

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 si including short-term liquidity, return on invested analysis, operating performance analysis, cash flow and solvency; and 2. To introduce ratio analysis, trend analysis, compara common-size financial statements, charts analysis statements and the related information. 	capital, as analysis, ca tive financ	set util apital str ial state	ization ructure 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. Thre develop critical thinking and insights, thereby enhance of foreign exchange.	are facing velop abiliti ough discuss	problen es to dea sions the	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.	v business.		·	

Course Code	00021					
Course Name	Company Law	Credit	F	S		
Course Objectives	 The aim of Company Law is to introduce the lega companies operate. The course attaches greater important theory learning. Students will be able to: 1. Learn about company law and how to apply it to the d company. 2. Understand better the business environment and to re and potential liabilities. 	ce on practi lay-to-day (ices rathe	er than ns of a		

3. Run a company and, just as importantly, to recognize issues and problems upon
which professional legal advice should be sought.

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 understa market; 2. To enhance the capability of conducting research financial management; and 3. To explore the operation of international capital ma markets, and the related theory of currency risk an 	in the field or rkets, currency	of internation of internation of international of the second seco	ational ivative		

Course Code	02350						
Course Name	Investment in Securities	Credit	F	S			
Course Objectives	 Students will be able to: 1. Learn effects and meanings of security investment in g 2. Establish correct investment concepts, security management. 3. Understand the relationships among macro economy financial market and security investment through the techniques. 4. Manage investment plans and distribution of assets. 5. Find out better choices for investment targets and accurate the security investment targets and	investme y, internatione analysis	ent and onal ecc of polic	onomy,			

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

Course Code	19450			
Course Name	Project Management And Innovation	Credit	F	S
Course Objectives	 The learning objectives of this course are as follows: 1. To learn the meaning, contents and kinds of applicatio 2. To learn the meaning and contents of innovation mana 3. To learn and use the practical steps and methods for management; 4. To learn and use the practical steps and methods for project; and 5. To apply and fit the current and future jobs. 	agement; or fulfilling	a proje	ct 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, aesthetic cultivate systematic and practical marketing intelligence	and practi s and art.	ces, inc	luding

Course Code	21845				
Course Name	Financial Service Innovation	Credit	F	S	
Course Objectives	fundamental understanding of the Financial Service In- learn the characteristics of the financial services indu	The objectives of this course are to provide the students with the essential and fundamental understanding of the Financial Service Innovation. Students 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 thinking.			

Course Code	24760			
Course Name	The Lean Startup	Credit	F	S
		cituit		
Course Objectives	This course introduces the concept and essence of entre- related to the entrepreneurial management, containing ho & managerial team, and team members selectin management); how to develop the core competence by of penetrate the existing market among competitors, and market demand(the entrepreneur and blue ocean market s and figure optimal venture capital demand, and get fi business start-up stage(the entrepreneur and venture cap Lastly, learning how to develop a solid and thorough b detect and control surrounding business risk to get t survival, and then, to achieve the business success, will course.	w to build e g(the entr reation and l even mak strategy); ar nance from ital raising pusiness pla he new creation	entrepreneu epreneu l innova e a tota nd how t n bank f & finand an, mean eated bu	neurial r and tion to al new o raise for the cing). nwhile usiness

Course Code	18798			
Course Name	Cultural Creativity And Experiential Economy	Credit	F	S
Course Objectives	 Students will be able to: 1. Understand the characteristics of cultural and creative cultural creativity. 2. Explore how the cultural and creative industries excellent quality, outstanding customer service, an experience during on-site visits. 	impress c	ustomers	s with

Course Code	18801			
Course Name	Industry Competitive Strategy Analysis	Credit	F	S
Course Objectives	Students will be able to:1. Learn essential knowledge of 02093 and strategy man and case study.2. Build up knowledge base of competitive strategy analysis	-	nrough l	lecture

Course Code	21425			
Course Name	Channel Establishment And Innovation	Credit	F	S
Course Objectives	Students will be able to learn channel designs and coordination, including channel structure, channel members selection, conflict management, marketing strategies development, incentives to coordinate the channel, and its application.			

Course Code	18810			
Course Name	Corporate Strategy: Cases Study	Credit	F	S
Course Name	Corporate Strategy. Cases Study			
Course	Through studying of cases, students will be able to learn the competition of various			arious
Objectives	industries and the strategies to be employed for diverse needs from companies.			

Course Code	10458					
Course Name	Fixed Income Securities	Credit	F	S		
Course Objectives	Fixed Income Securities F S The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include: 1. 1. Introduction to fixed income products and innovation. 2. 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	 The objectives of this course are: 1. To introduce auditing theory framework and major content of statement of auditing standard; 2. To introduce skills of auditing practices; and 3. To improve decision-making ability of auditing judgments. 			

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

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

MBA Programs – Full-Time –

• Management

• International Management

Management

• Course list

MBA Program in Man	agement - Full-Time -	Code	Classes	Credit hours
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
	Organization and Management Theory	02237	1	3
Required common	Marketing Management	01483	1	3
credit hours of the	Production and Operations Management	01370	1	3
graduate institute	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management	02502	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
	Operations Research	01559	1	3
	Multivariate Statistical Analysis-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
	Topics of Strategic Management	14104	1	3
	Manpower planning and recruiting	20021	1	3
300Elective credit hours	Contemporary issues in Financial Markets	17823	1	3
by sections	Seminar on Business Practice	18592	1	3
(3 select 1)	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
	Business and Management Practice in Asia Pacific Region- Course in English	23503	1	3
	International Marketing Management-Course in English	19331	1	3
	Service Design	23502	1	3
	Labor Relationship and Compensation Management	24863	1	3
	Family Business Management- Course in English	24339	1	3
	Total Quality Management	25136	1	3

Service Science and Management	25137	1	3
Introduction to Financial Engineering	30469	1	3
Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission	30043	1	3
Social Enterprise Management- Course in English	30694	1	3
Effective Business Communication and Negotiation- Course in English	30884	1	3
Fashion Business Management	30710	1	3
Seminar on Servant Leadership	12307	1	3
Brand Strategy and Management	30711	1	3
Internet Marketing	10211	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	 This course provides advanced treatment of corp finance majors. The primary objective of the understanding on the theory and application of These decisions include choosing between comp raising money on the financial markets and the is manage operating cash flows with advanced fi manage risk and return, what dividend policy to four major topics, namely capital budgeting, ca management and dividend policy will be emph enrolled the course are expected to familiar wit completion. 1. The possible types and control mechanism of a from modern corporate structure separating movenership. 2. Valuation approaches, cash flow estimation, an budgeting. The concept of real option embedd emphasized. 3. The concept of weighted average cost of capit special focus on possible approaches to estimat 4. Possible arguments that dictate the optimal policy. Market frictions such as transaction of discussions step by step. 5. Students are asked to develop the ability to problems like an Executive Financial Manage 	course is for corporate betting investigation of cap- inancial are to be made pital struct asized in the foll agency pro- nanagement of the foll agency pro- pro- ted agency pro- nanagement of the foll agency pro- pro- ted agency pro- nanagement of the foll agency pro- ted agency pro- nanagement of the foll agency pro- agency pro- agency pro- ted agency pro- agency pro- agency pro- agency pro- ted agency pro- agency pro- age	to enhance financial stment oppo- ital structure rangements , and etc. T ture, working this course. owings uppo- blems that at from share ect relating ect investme) is emphase t element. ucture and tes are incl	student's decisions. ortunities, re, how to s, how to Therefore, ng capital Students on course originates reholder's to capital ent is also sized with dividend uded into

Course Code	01799				
Course Name	Research Methodology	Credit	F	S	
Course Objectives	 The objectives of this course are 1.To introduce the basic concept of research n academic and practical research; 2.To learn the methods of conducting research proposals and reports; and 3.To know how to obtain the required informapproaches in writing research papers and solvin 	rocesses, d lata, and p nation thr	esigning reparing ough apj	research research propriate	

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

Course Code	02237			
Course Name	Organization and Management Theory	Credit	F	S

Course Objectives	 The objectives of this course are 1.To understand the theories and meanings abo through discussing and lecturing; 2.To have theoretical perspectives about management 3.To be able to analyze and solve practical problems 4.To explore new insights about business and management 	ent; is; and	ement in	practice

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

Course Code	01370				
Course Name	Production and Operations Management	Credit	F	S	
Course Objectives	 The objectives of this course are 1.To introduce production and operations manager and techniques related to the design, planning challenge of both manufacturing and service oper 2.To be problem-solving oriented in both the manufand 3.To provide opportunities of factory visiting to understanding in running the real world manufacturing 	, control, rations; facturing an trips so as	improvem nd service s to enha	nent and sectors; unce the	

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

Course Code	02502	02502				
Course Name	Information Management	Credit	F	S		
Course Objectives						

Course Code	12723					
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S		
		onvan				
	The objectives of this course are					
	1. To build up basic methods for industry analysis;					
Course Objections	2. To understand basic concepts of strategy;					
Course Objectives	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	 The objectives of this course are To introduce the contemporary management target costing, activity-based costing & manager and To explore the selective topics for conducting accounting research, including performance eva and incentive, etc. 	ment, balan research o	nced score	card etc;	

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

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course runne	operations Research	crean		
Course Objectives	Operation research is one of the most important use mathematical methods, computer software t This course emphasizes on mathematical model application. The main content of this course inc introducing each chapter in operation research, implication of data, and using interactive teachi discussion.	o help con s building ludes syste explaining	npanies read and theorie matically manageria	ch goals. es l

Course Code	19169			
Course Name	Multivariate Statistical Analysis- Course In	Credit	F	S
	English	Cieun		
Course Objectives	The objective of this course is to give a brief into statistical method. As the powerful computing fa available nowadays, the focus of this course will detailed derivation of related theory will be omitted to use either SPSS or SAS in solving real world pr	cility and s be applica l. The stu	software a ation orien dents are	re easily nted and required

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Mame	Econometrics	Credit		
	The objectives of this course are			
Course Objectives	1.To provide a foundation for the applied research	in Econor	nics and F	Finance;
	2.To introduce the modern treatment of econo	ometrics,	using the	ory 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	 To know the quality management philosoph Crosby; total quality management, including th Award and ISO 9000 system; To know the practice of quality managemen deployment, benchmarking, and quality cost; a To know the process of statistical quality contr constructing chart, and interpreting the results. 	ne Malcolm t, including and rol, includin	Balding	National function	

Course Code	23455			
Course Name	Information Management-Course in English	Credit	F	S
Course Objectives	This course is based on the premise that info essential for creating competitive firms, manage business value, and providing useful products a primary goal of this course is to offer an im applications and information technologies that digital integration and enhancing global organiz attention to the need to demonstrate the busine in the organization and provides students with a problem-solving.	ing global and service troduction are being cation perfo ss value of	corporation es to custor to major of used for a ormance. It information	is, adding mers. The enterprise achieving also calls on system

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide the opportunities to develop capabili 2.To provide the opportunities to experience the or 3.To provide the opportunities to build up an integ 4.To provide the opportunities to integrate rela functions; and 5.To provide the opportunities to observe the new	rganization grated strate tted knowl	egy conce edge of	pt; business

Course Code	19169			
Course Name	Multivariate Statistical Analysis - Course in	Credit	F	S
Course Maine	English	Credit		
Course Objectives	The objective of this course is to give a brief int statistical method. As the powerful computing easily available nowadays, the focus of this cou and detailed derivation of related theory will be required to use either SPSS or SAS in solving re course.	g facility ar rse will be omitted.	nd software applicatior The studer	are oriented nts are

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
Course Manie	Total Quality Management	Clean		
Course Objectives	1. To know the quality management philosop	ohies of De	eming. Ju	ran, and

Crosby; total quality management, including the Malcolm Balding
National Award and ISO 9000 system;
2. To know the practice of quality management, including quality function
deployment, benchmarking, and quality cost; and
3. To know the process of statistical quality control, including collecting
data, constructing chart, and interpreting the results.

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

Course Code	08230			
Course Name	Seminar on Invest Management	Credit	F	S
Course Objectives	The objectives of this course are1. To discuss behaviors and rewards for various fu2. To explore elements that drive fundamental and prices.		-	

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

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	The objectives of this course provide students Science of Management Psychology. The objective 1.To know each other and learn by team work; 2.To describe the meaning of Management Psychology. 3.To know communication, socialization, decision 4.To describe the personal effectiveness of life; 5.To demonstrate the ability to adapt group and de 6.To explore topics of Management Psychology. Management.	ology; n and leade	course are ership style nflict; and	e; I

Course Code	03680				
Course Name	Seminar on Marketing Management	Credit	F	S	
	The objectives of this course are				
Course Objectives	 To develop integration, data processing, analy collaborative capability by seminar and integrat To connect academics and business practices; To increase marketing knowledge by communic and To develop students into a well-rounded market 	ed marketin ating impor	ng cases; rtant stake		

Course Code	14104				
Course Name	Topics of Strategic Management	Credit	F	S	
		Clean			
Course Objectives	This course provides the opportunities to discuss Strategic Processes, Resource Allocation Process Processes, Learning Processes, Managerial Proc Which focuses on implementation and the way things done.	sses, Decis cesses, and	ion Making Change Pr	g ocesses,	

Course Code	20021			
Course Name	Manpower Planning and Recruiting	Credit	F	S
Course Objectives	 The learning objectives of the course are formulat 1.To reinforce concepts, skill and knowledge recruiting; 2.To integrate the operating mechanism of mana management; 3.To learn problem-solving technique and to imp by doing"; and 4.To build-up competence of teamwork mental creativity. 	of manpov gement an lement the	wer plann d human : goal of "	resource flearning

Course Code	17823				
Course Name	Contemporary Issues in Financial Markets	Credit	F	S	
Course Objectives	This course provides a general introduction to se financial markets. We first review few basic known the system and transaction of monetary markets, markets. Moreover, we analyze few specific issue work in a generalized framework. Related issues issuance, focusing on IPOs and SEOs, the agence pricing. In addition, students are required to invo- means of articles in the press and cited reference must complete a term paper that forces on one p make an oral presentation in the end of this class	wledge in , bonds ma ues to unde s include they problem estigate some and mater articular to	this filed, i rkets, and s erstand how he securitie , and the as me current rial. Every	ncluding security they s set issues by student	

Course Code	18592			
Course Name	Seminar on Business Practice	Credit	F	S
Course Objectives	 To explore various industries and the industria To explore core competencies in various indu To explore strategic planning processes and industries; To provide the opportunities for students to c and To provide activity-based learning environm teamwork. 	stries; implementa	ract with	alumni;

Course Code	02010			
Course Name	Advanced English Conversation	Credit	F	S
Course Objectives	This course is designed for advanced learners of help students improve confidence and competer communicate orally with expression, style and a will be expected to regularly attend class session	nce in speat	king Englis vocabulary.	h, and Students

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 the recognizing socially acceptable business condu- perspectives, embedding good business in treat reengineering corporate image, enhancing prof- in sustainable and socially responsible corporate	ict from the ing people essional et	e global nice and fa	air,

Course Code	19716			
Course Name	Decision Analysis and Management	Credit	F	S
Course Objectives	This course aims to introduce the fundamental for management judgment. It provides students approaches in order to make decisions under un knowledge via detailed instruction and in-class students can further understand the implication decision analysis on aspects of business-related	s with systencertainty. s exercises as and intrid	ematic and Imparting s is to ensure cate effects	objective such e that

Course Code	23196			
Course Name	Social Media Marketing	Credit	F	S
Course Objectives	The increased popularity of social media, so LinkedIn, and Line, has opened opportunities internet marketing, often referred to as social me course is to let students understand the features leverage the effects of social network on ma includes three parts: First part is to introduce so learn how to analyze the structures of a social introduce the social commerce.	for new bu dia marketi s of social rketing pro ocial media	isiness m ng. The ai media and jects. Th . Second	odels for im of this d how to is course part is to

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 understand: 1. The dynamic interaction between markets an behavior of multinational and domestic enterpr 2. The business activities and innovation system Asia Pacific Region, including Japan, Korea, C 3. Prospects and problems of foreign direct invest the Asia-Pacific region. 4. The policy context of competitive advantage innovation in Asian businesses; the role of network institutions. 	d state inte ises withir ns across t 'hina and A estment and e, dynamic	ervention gu a the Asia-F the econom ASEAN cou d local ente e learning at	aiding the Pacific. ies in the intries. Prprises in nd

Course Code	19331			
Course Nome	International Marketing Management-Course	Credit	F	S
Course Name	in English	Credit		
Course Objectives	The objective of this course is to provide fundamental concepts and skills for			

global marketing management. The contents that will be covered in this course include
1.regional trade organization, (EU, WTO, NAFTA, APEC, ASEAN, CIS,
MERCOSUR),
2.international culture difference
3.business environment risk intelligence (BERI)
4.operation risk index (ORI)
5.remittance and repatriation factor (R Factor)
6.profit opportunity recommendation (POR), and
7.international marketing strategy.

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	How to enhance customers' pleasurable expe- challenge for stores. While experience is creat customers and environment or users and or integrate communication, visual recognition design, and new media to create value for custor course is to let students understand basic concep- includes three parts: First part is to introduce part is to learn personalized service. The last p service design.	ed by the i iline store n, product mer experi- ot of service experience	interactions s, enterpris presentat ence. The a e design. The e marketing	s between ses could ion, web im of this his course g. Second

Course Code	24863			
Course Name	Labor Relationship and Compensation	Credit	F	S
	Management	Clean		
Course Objectives	In work organizations, whether talent stays or level of the compensation, but also is influenced and employers. In terms of the social differentiation separation. Administrative aut authority of expert knowledge gradually has a hoped that students can understand the ba- management and demand theory to have a deep and psychological implications and explore management, giving consideration to proce- justice, and elastic mechanism. Another go understand the theory of the labor relations, t change of this relationship, and to be familiar and cases of conflict management between labor	I by the intensive of the system, the hority grader real effect asic theories are understated the basic edure fairnal is to provide the qualitated with the provident of the system.	eraction of ne values dually wea . In this co y of com anding of th is of com ness, organ promote stu- tive and qu processing j	the labors generate ken. The purse, it is pensation neir social pensation nizational udents to antitative

Course Code	24339			
Course Name	Family Business Management- Course in	Credit	F	S
	English	Clean		
Course Objectives	The course investigates the unique characteristi to create inimitable competitive advantages tha of non-family businesses. The subject is design 1.Understand the qualities which typify family 2.Appreciate family businesses' unique capac returns 3.Understand developmental needs of family m businesses 4.Develop the management and communica understanding Identify and cope with foreseeable ob internationalization	t result in ned to prov businesse ities and p nembers at tion skills	their outper vide student s potential fo various sta s to build	formance as to: r superior ges of the trust and

Course Code	25136			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	This course provides a fundamental, yet com quality management (TQM). It covers not onl but also tools and techniques. This course is covers the principles of TQM, including ba satisfaction, employee involvement, continuo performance measurement. Part 2 covers the t including benchmarking, quality function deplo Sigma, statistical process control, and Taguchi ³	y the prind divided in sic TQM us process tools and t oyment, qu	ciples and p to two part concepts, o improven echniques ality by de	oractices, is. Part 1 customer nent, and of TQM, sign, Six

Course Code	25137					
Course Name	Service Science and Management	Credit	F	S		
Course Objectives	Service Science and Management Credit As economies all over the world are increasingly becoming more service in an agement and engineering with a focus on services. This course conserveral aspects of service science and management including service system and strategy, service marketing and value creation, service design/ innovat service operations and modeling, and service quality and custor satisfaction. Finally, the potential research issues and subjects in service in service and management will be discussed.					

Course Code	30469			
Course Name	Introduction to Financial Engineering	Credit	F	S
Course Objectives	This course provides the methods for derivative methods are based on fundamental mathem probability theory. For implementation purpose introduced, such as internal rate of return and two programming languages for computation v and EXCEL VBA. Students are expected to h approximate the present values of future cash flu- return when holding a corporate bond via the N the swap interest rate via the bisection method, tree method, (5) to evaluate Value at Risk via M	atics, incluss s associate no-arbitra will be pro- nave the ab- ows; (2) to ewton met (4) to eval	ading calc ad with the ge pricing wided: C (bility to co calculate t hod, (3) to uate option	ulus and concepts theorem, or C++) de to (1) he rate of calculate ns via the

Course Code	30043				
	Seminar on social entrepreneurship and		F	S	
Course Name	innovation in alignment with Fu Jen Catholic	Credit			
	University mission				
Course Objectives					

professionals for social value, and (4)to encourage students to think critically about how business can make social
impact

Course Code	30694				
Course Name	Social Enterprise Management- Course in English	Credit F			
Course Objectives	The course objectives are for students:1. To build up new concepts of business with so system design, which are distinct from the tradi commercial benefits.2. To help social enterprises develop feasible bu capable managers and social entrepreneurs.	tional busin	ess pursuir	ng of pure	

Course Code	30884			
Course Name	Effective Business Communication and Negotiation- Course in English	Credit	F	S
Course Objectives	The purpose of this course is to (1) explore the dynamics of business communication and neg- skills applicable to a broad range of contex communication skills like active listening to oth messages, engaging and influencing audience negotiation outcomes.	gotiation. (2 ts. This i ners, formul	 develop nvolves transition and control 	practical raining in delivering

Course Code	30710						
Course Name	Fashion Business Management	Credit	F	S			
Course Objectives	Fashion Business Management Credit The fashion industry is dynamic with its developments as reflected on t social, economic, and cultural changes. From both local and global contex this course introduces concepts and management principles with a fashi business focus. Coupled with case studies and discussions, students will gain comprehensive understanding of fashion business management. Su understandings include concepts such as fashion history, aesthetics, marketi strategies, social media, visual merchandising, luxury goods, fast fashion a corporate social responsibility that involve ethical practices and sustainabili						

Course Code	12307			
Course Name	Seminar on Servant Leadership	Credit	F	S
Course Objectives	Seminar on Servant Leadership Credit The purpose of this course is to guide students to have an understanding of the concept of serve leading through paper reading, discussions, and sharing Furthermore, the course tries to explore the characteristics, capability, and rol of being a service leader and to find the influence of these characteristics of its team members. Updated materials regarding organization and service leading will be covered in the course. Students enrolled in this course and expected to apply the concept into the disciplinary studies of service leading organizational learning, and human resources. The pedagogical approached used in this course include lecture, group discussion, book reading, and sharin of what have learned from the reading.			

Course Code	30711				
Course Name	Brand Strategy and Management	Credit	F	S	
Course Maine	Brand Strategy and Management	Cleun			
Course Objectives	1. Understand brand concept, brand pos	sition, bran	d strategy	, brand	

management and best practice
2. Practice brand tool, and discuss brand cases.

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 2.To understand the theories, practices and spec (eg. B2B, B2C, dynamic pricing, virtual chann 3.To enhance capability of oral communical English; and 4. To understand the methodologies used in In	cial issues in tels and auc tion and re	tions); ading cap	ability in

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Maine	Thesis	Crean		
Course Objectives	Train students how to solve problems, do research	arches and v	vrite a good	l thesis.

International Management

• Course list

MBA Program in Intern	national Management - Full-Time	Code	Classes	Credit hours
	Strategic Management: A Global Viewpoint- course in English	22118	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
	Innovation and Product Management- course in English	22120	1	3
	Business Ethics- course in English	19065	1	2
Required credit hours	Applied Professional Research (1) - course in English	23279	2	3
	Applied Professional Research (2) - course in English	23280	3	3
	Marketing Management: International Perspectives- course in English	22117	1	3
	Organization Design and Management: A Global Viewpoint- course in English	22114	1	3
	Human Resources and Knowledge Management: International Perspectives- course in English	22119	1	3
	Financial Management: International Perspectives- course in English	22116	1	3
	Leadership of New Business Development- course in English	23281	1	3
	Research Methodology- course in English	21473	1	2
	Business Communication- course in English	20298	1	2
Elective credit hours	Decision Analysis & Management- course in English	22121	1	2
	Emerging Market Management- course in English	22122	1	2
	Cross-Cultural Management - course in English	22123	1	2
	Business Elite Mentor- course in English	22124	1	2

• Course objective and prerequisites

Course Code	22118				
Course Norma	Strategic Management: A Global Viewpoint-	Credit	F	S	
Course Name	Course in English	Clean			
	The objectives of this course are for students:				
	1. To build up a critical thinking ability for strategic analysis under dynamic				
	environment;				
Course Objectives	2. To get familiar with the principles, theories of global strategic management				
	from the top management teams' perspectives; and				
	3. To explore insights of strategic decisions for directing and coordinating				
	worldwide organization and operational actions.				

Course Code	19710							
Course Name	International Business Management-Course in	Credit	F	S				
Course Manie	English	Cleuit						
	Students will learn:							
	1. To learn the structure and the essence of the strategic, organizational, and							
Course Objectives	operational challenges confronting executives of MNCs;							
Course Objectives	2. To understand the interplay between the MNC, the countries in which it does							
	business, and the competitive environment in which it operates; and							
	3. To develop global strategies and manage across borders.							

Course Code	22115						
Course Name	Supply Chain and Operations Management:	Credit	F	S			
	A Global Viewpoint- course in English	cicuit	3	0			
Course Objectives	A Global Viewpoint- course in English 3 0 This course focuses on effective supply chain strategies for companies operate globally, with an emphasis on how to plan and integrate supply ch components into a coordinated system. Students are exposed to concepts models important in supply chain planning with emphasis on key trade- and phenomena. The course introduces and utilizes key tactics such as pooling and inventory placement, integrated planning and collaboration, information sharing. Lectures, case discussions introduce various models methods for supply chain analysis and optimization.						

Course Code	22120						
Course Name	Innovation and Product Management- course	Credit	F	S			
Course maine	in English	Clean	3	0			
Course Objectives	The objective of this course is to provide a product management. This course elaborates h by means of adequate innovation and product up-to-date and accessible discussion of cases i of examples and illustrations.	ow a firm o developme	can stay co nt, coupled	mpetitive I with the			

Course Code	19065						
Course Name	Business Ethics- course in English	Credit	F	S			
Course Manie	Business Eulics- course in English	Clean	2	0			
Course Objectives	recognizing socially acceptable business condu embedding good business in treating people corporate	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					

Course Code	23279							
Course Name	Applied Professional Research (1) - Course in	Credit	F	S				
Course Manie	English	lish						
	1. To integrate knowledge within a wide variety	To integrate knowledge within a wide variety of industries and settings;						
Course Objectives	2. To sharpen capabilities of critical thinking and reasoning; and							
	3. To learn how to formulate questions and find solutions.							

Course Code	23280							
Course Nome	Applied Professional Research (2) - Course in	Cradit	F	S				
Course Name	clish Credit							
	1. To integrate knowledge within a wide variety of industries and settings;							
Course Objectives	2. To sharpen capabilities of critical thinking and reasoning; and							
	3. To learn how to formulate questions and find solutions.							

Course Code	22117							
Course Name	Marketing Management: International	Credit	F	S				
Course Maine	Perspectives- Course in English	Cleun						
	1. The objectives of this course are for students:							
	2. To gain an understanding of the external issues affecting international							
	marketing activities, including the economic, social/cultural and							
Course Objectives	political/legal environments;							
	3. To understand the process of forming and implementing global marketing							
	strategies; and							
	4. To learn the balance between global and local m	arketing ad	ctivities.					

Course Code	22114							
Course Name	Organization Design and Management: A Global	Credit	F	S				
	Viewpoint- Course in English	Cieun						
Course Objectives	firm's strategies.	Students will be able to:1. Learn an approach to design and manage organization that comply with the firm's strategies.2. Learn how firms tackle various challenges in the global business environment						

Course Code	22119							
Course Name	Human Resources and Knowledge Management:	Credit	F	S				
Course Manie	International Perspectives- Course in English	Cleuit						
	The objectives of this course are for students:							
	1. To develop systematic understanding of human resources and knowledge							
	management;							
	2. To enhance the capability to integrate theories and practices in the global							
Course Objectives	working environment; and							
	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	22116						
Course Name	Financial Management: International	Credit F		S			
	Perspectives- Course in English	Cicuit					
Course Objectives	 To provide a conceptual framework within which of the multinational firm can be analyzed; To use the technique of financial analysis international financial problems inherent in mult To explore issues of multiple currencies, vola inflation rate, multiple money markets, gover 	and reaso inational fi tility in ex	ning in rms; and cchange	solving			

	segmented	capital	market,	political	risk,	international	diversification,
arbitrage potential, and international finance with a lower cost.							

Course Code	23281						
Course Name	Leadership of New Business Development-	Credit	F	S			
	course in English	Clean	3	0			
Course Objectives	The objective of this course is to expose the stud developing a new business, along with providing requirements to become a business leader. The both the principles of business development an principles to handle situated business problems a given to understanding the leader's mental me thinking, especially the difficulty of making business customer's satisfaction while the product or server	g them an u students a nd the skill as a leader. odel and t ness decisi	understand re expected ls of apply Special en he way of on and mee	ing of the d to learn ring these nphasis is strategic			

Course Code	21473				
Course Name	Research Methodology- course in English	Credit	F	S	
			2	0	
Course Objectives	 The objectives of this course are: To provide students with the tools and skills required to undertake research; To identify the types of methods best suited for investigating different types of problems and research questions; To develop research questions based on and build upon a critical appraisal of existing research or field observations; To design a research proposal; and To initiate preparations for embarking on a new research project. 				

Course Code	20298					
Course Name	Business Communication- course in English	Credit	F	S		
Course Objectives	Business Communication- course in English Credit The students will be able to: 1.successfully deliver written and oral communication in English in internation situations; 2.become adaptable to changes through being aware of cultural differences people and being flexible in dealing with people from other parts of the glob 3.develop the art of making introductions, conversing at ease in busin situations, making meeting worthwhile, and understanding the steps negotiating; and 4.develop skills needed for making effective oral presentation in Englincluding appropriate use of PowerPoint software.					

Course Code	22121					
Course Name	Decision Analysis & Management- course in	Credit	F	S		
	English		0	2		
Course Objectives	for management judgment. It provides students approaches such as Simple Multi-attribute Ratin Analytic Hierarchy Process (AHP), and Decisio decisions under uncertainty. Imparting such kno and in-class exercises to ensure that students can	is to introduce the fundamental concepts of decision analysis t judgment. It provides students with systematic and objective as Simple Multi-attribute Rating Technique (SMART), chy Process (AHP), and Decision Tree (DT) in order to make uncertainty. Imparting such knowledge via detailed instruction recises to ensure that students can further understand the d intricate effects of decision analysis on aspects of business-				

Course Code	22122			
Course Name	Emerging Market Management- Course in	Credit	F	S
	English	Cleuit		
	1. To discuss the core issues, themes and perspectives in emerging markets and			
Course Objectives	learn the skill and knowledge to analyze the emerging markets; and			
	2. To explore cross-culture managerial issues and compare the differences of			
	environment between developed countries and emerging markets.			

Course Code	22123			
Course Name	Cross-Cultural Management - Course in English	Credit	F	S
Course Objectives	 The course participants will be able to: 1. Familiarize with the theory of intercultural mana 2. Be sensitive to intercultural communication. 3. Analyze the relevance of cultural and inter-cult marketing, human resources as well as finance. 4. Enhance intercultural competence. 	0	in mana	agement,

Course Code	22124			
Course Name	Business Elite Mentor- Course in English	Credit	F	S
Course Objectives	 In this course, we invite senior executives with ov to serve as "business elite mentors", who will int them outside the classroom. This mentoring program aims to provide opport to learn from the mentors via close interactio enhance students' competitive advantages development. 	unities for ons with th	students selected em, and	to coach students thus to

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
Paguirad common cradit	Integration Management	12486	2	3
Required common credit hours of the graduate institute	Business Research Methods and Case Study	11174	1	3
	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Strategic Marketing Management	07161	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	1	3
Elective credit hours of	Knowledge and Talent Management	24154	1	3
the graduate institute in other sections	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
	Seminar on Servant Leadership	12307	1	3

Course Code	11173			
Course Name	Management Paradigm and Organization	Credit	F	S
Course Maine	Theories	Cieuit		
Course Objectives	 The objectives of this course are 1.To facilitate understanding and learning of "norganization theory"; 2.To exercise the management practices by case st and 3.To cultivate the mentality and human skill of ma 	udy and ex	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; and 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	
Course Manie	Business Research Methods and Case Study	Clean			
	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	o the colle	ction and ti	reatment	
	of qualitative data; and				
	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	
	Systematic Timiking & Method	cicuit			
	The purpose of this course is to provide fundar	nental capa	ability for	r EMBA	
	students in research training and thesis writing. As the majority of the students				
	are not undergraduate business majors, the focus of this course will be threefold.				
Course Objectives	1.To briefly overview statistics;				
	2. To be able to collect, analyze, and familiar related quantitative methods;				
	3. To further discuss some qualitative research methods; and				
	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 field 3.To explore new insights about strategic manage through class discussions.	ds; and	1 busines	s trends

Course Code	01983			
Course Name	Einensiel Management	Cradit	F	S
Course Name	Financial Management	Credit		
Course Objectives	This course provides advanced treatment of corporate finance for graduate level			ate level
Course Objectives	finance majors. The primary objective of the co	urse is to	enhance :	student's

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

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

Course Code	07161				
Course Name	Strategic Marketing Management	Credit	F	S	
Course r tunie	Strategie Marketing Management	create			
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;	; and	

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

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S
Course Manne	Consumer Benavior Research	Clean		
Course Objectives	The objectives of this courses are			
Course Objectives	1. To provide the knowledge and skills for understanding markets and developing			veloping

effective marketing strategies; and
2. To introduce the Wheel of Consumer Analysis, a tool that helps understand the
components affecting consumer affection, cognition, behavior, consumption
environment, and the market.

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	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; and 4. To understand the methodologies used in Internet	issues in In and auctions and read	s); ing capa	bility in

Course Code	24154			
Course Name	Knowledge and Talent Management	Credit	F	S
Course Objectives	 The objectives of this course are: To comprehensively introduce knowledge and to To emphasize the importance of knowledge and tal To introduce the theories for knowledge and tal To introduce the concepts and techniques widel as benchmarking and best practice; and To cover the basic interaction of knowledge management. 	l talent man ent manage ly used in o	nagement; ement; organizatio	ons such

Course Code	11034	11034				
Course Name	Production Strategy and Management	Credit	F	S		
Course Objectives	 Production Strategy and Management have becomprocess management, and inconceivable wittechnology. The content includes both theory Management. The objective of this course is to implan and control resources in a company. Upon conshould be able to: Realize the theoretical knowledge of Operations M 2. To think systemically about a company, its rescale, product and service design, process design operations scheduling for gaining a sustainable of 3. Obtain the ability for the further study and researched to the service of the servic	thout mod and practi- prove the surse compl anagement sources all gn, quality competitive	dern info ce of Op students' a etion, the ; located, e managem	conomic ent, and		

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	 To learn the structure and the essence of the operational challenges confronting executives of To understand the interplay between the MNC, th business, and the competitive environment in wh By adopting the perspective of the MNC of development of global strategy and cross-brode the potential organizational & managerial impact 	MNCs; ne countries ich it opera executive, r managem	s in which ates; and to pract ment 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 discussion Strategic Processes, Resource Allocation Processes, Processes, Learning Processes, Managerial Processes Which focuses on implementation and the way that ge done.	esses, Decesses, and Cha	cision Ma ange Proce	king 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.Toe provide practical cases for a better under resources management, including planning, rec performance evaluation, salary system, and labor- 4.To learn skills of teamwork and discussion.	nto a real li standing o cruiting, se	fe; f general electing,	training,

Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S
Course Objectives	The power of marketing has moved from manufact has become an important strategic issue, and an op necessary to control and manage channels effect course are 1.To understand the importance of channel and reta 2.To effectively manage channels for attracting cu and 3.To learn how to manage non-store shops, electric multi-channels.	pportunity t ively. The ail managen istomers ar	to gain pro objectives ment; nd gaining	ofit. It is s of this ; profits;

Course Code	02093				
Course Name	International Financial Management	Credit	F	S	
Course Objectives	 The objectives of this courses are 1.To provide a conceptual framework within whic of the multinational firm can be analyzed; 2.To use the technique of financial analysis international financial problems inherent in multi 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 	and reaso inational fin atility in e rnmental e onal diversi	oning in rms; and xchange	solving rate and control,	

Course Code	14013			
Course Name	Business Information Strategies Credit	F	S	
Course Name	Business mormation Strategies	Clean		
Course Objectives	It is very important to align Information System Strategy and Information Technology Strategy to the Business Strategy for business. This course will emphasize on the importance of the alignment among these strategies. This			
	course will introduce Business strategy, Information System strategy, and Information Technology strategy and how to develop IS strategy to align with			

business strategy and to develop IT strategy to align with IS strategy and IT
governance related methodologies and standards.

Course Code	03136	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 3.To know communication, socialization, decision 4.To describe the personal effectiveness of life; 5.To demonstrate the ability to adapt group and de 6.To explore topics of Management Psychology Management.	logy; and leader al with con	ourse are ship style flict; and	;		

Course Code	12307	12307				
Course Name	Seminar on Servant Leadership	Credit	F	S		
Course Maine	Seminar on Servant Leadership	cicuit				
Course Objectives	The purpose of this course is to guide students to h concept of serve leading through paper reading Furthermore, the course tries to explore the charact of being a service leader and to find the influence of team members. Updated materials regarding orgat will be covered in the course. Students enrolled in apply the concept into the disciplinary studies of se learning, and human resources. The pedagogical ap- include lecture, group discussion, book reading, learned from the reading.	g, discussion teristics, car of these chanization and this course prvice leadi opproaches u	ons, and apability, aracteristi nd service se are exp ng, organ used in thi	sharing. and role cs on its leading bected to izational is course		

Global Entrepreneurial Management and Business Administration

• Course list

Master of Global E	Entrepreneurial Management - Evening and Weekend	Code	Classes	Credit hours
	Social Entrepreneurship Practice	21646	1	3
	Innovation Economics and Competitive Strategy	21217	1	3
	Great China Business Environment and Economy	21218	1	3
	Innovation and Technology Management	11374	1	3
	Strategic Management	10383	1	3
3Required	Special Topics in Leadership	21221	1	3
common credit hours of the	Organizational Innovation and Human Resource Management	30294	1	3
graduate institute	Journey of Entrepreneurial Venturing	21213	1	3
	Corporate Finance	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
	Thesis	00041	1	6

Course Code	21646	21646				
Course Name	Social Entrepreneurship Practice	Credit	F	S		
Course maine	Social Entrepreneurship Fractice	Clean		3		
Course Objectives	 To help students enter in the society and ex in real living, which are always ignored by To analyze and assess the legitimacy and en needs; To stimulate innovative design base on loc managerial technologies; To accomplish the design of practical socia To learn the social-entrepreneurship related management and micro-financing. 	mainstream mergency of al intelligend	social gro unsatisfic ce by adop process";	oups; ed social pting the and		

Course Code	21217			
Course Name	Innovation Economics and Competitive Strategy	Credit	F	S
Course Maine	mnovation Economics and Competitive Strategy	alegy Cleun		
Course Objectives	This course focuses on the strategic management The purpose is to provide students with concepts, is that are useful for taking part in the strategic processes in the firm. The course examines h effectively.	framework manageme	s, and exp ent of inr	eriences novation

Course Code	21218				
Course Name	Great China Business Environment and	Credit	F	S	
Course Maine	Economy	Credit	3		
Course Objectives	This course introduces the process of analyzing various kinds of financial instruments in the e Taiwan, Hong Kong and Macau. It analyzes (industry, finance and banking, and the latest de Chinese governments' changing policies regard multi-national corporations.	emerging n China's reg velopment	narkets of gional ecc in trade,	f China, onomies, and the	

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 2.To improve the management skills of technologica 3.To learn the skills of managing innovation in vario	l innovatio	on; and	

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 manage through class discussions.	ds; and	d busines	s trends

Course Code	21221	21221		
Course Name	Special Topics in Leadership	Credit	F	S
Course Name	Special Topics in Leadership	Credit		3

Course Objectives	This course examines, from individual, interpersonal, group, and organizational points of view, the type of leadership that is required to create and maintain high levels of performance in organizations. Students will be encouraged to assess their own leadership style and to develop a leadership action plan.
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Course Code	30294			
Course Name	Organizational Innovation and Human Resource	Credit	F	S
	Management	Cicuit		
Course Objectives	 The objectives of this course are To provide both theory and practical case disc To understand the evolution of management o and contemporary management/ human resou in organizational innovation; and To learn the management problem solving ski 	rganizatior rces manag	gement ch	allenges

Course Code	21213	21213			
Course Name	Journey of Entrepreneurial Venturing	Credit	F	S	
	 Journey of Entrepreneurial Venturing The goals of the JEV course are: Provides real world, hands-on, entrepreneuria actually build a new, impactful and sustainabl of extreme uncertainty. Through learning by doing, students will structure/process and the essence of the venturing. Students will understand the key drivers ventures under conditions of extreme uncertaint Students will gain insights into repeating pat failure. In an era of rapid change and uncertainty, learn uncertainty are the only sources of success With the JEV course, students can dramatic 	I learning of e enterprise journey of of building inty. terns under hing, changi in entrepre	on what it e under co d underst of entrept g success lying suc ing and en neurial ve	3 's like to onditions and the reneurial ful new cess and nbracing enturing.	
	penetrate the fog of uncertainty to discover a su and sustainable new enterprise	•		2	

Course Code	13605			
Course Name	Entrepreneurial Finance Management	Credit	F	S
Course Objectives	 This course focuses on corporate financial deconcepts and tools in finance are introduced. These in many areas of business and personal life. They value, the relationship between risk and expected financial assets, capital budgeting, financial leve working capital management. Specifically, the obj 1. To understand how to evaluate an investmen under risk; 2. To understand the scientific framework ur making and how it is related to the goal of the 3. To understand how to manage net working cap 	e concepts a include the l return, va raging divi jectives of t at project (a nderlying f corporation	nd tools a e notion of luation of idend pay this course capital bu financial a; and	re useful f present f various rout, and e are udgeting)

Course Code	21214					
Course Name	Innovation and Entrepreneurship Workshop	Credit	F	S		
Course Maine	mnovation and Entrepreneurship workshop	Clean		3		
Course Objectives	1 1		 Help students to understand the practice of industrial innovation Stimulate students to carry out the entrepreneurship during their career development 			

3.	Help students to understand the importance of innovation during running business
4.	Allow students to understand the challenge when you running your new
	venture
5.	Allow students to formulate a complete and innovative business plan

Course Code	21215			
Course Name	Entrepreneurship Workshop	Credit	F	S 2
Course Objectives	The goal of this course emphasizes various kin multiple "external" collaborative approaches tha capital investments, licensing and different types ventures. Basis for the new knowledge presented i of academic research and my personal experience several guest lecturers.	at include of alliance n this cours	corporate s and forr e is a com	venture nal joint bination

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

Course Code	01799				
Course Name	Research Methodology	Credit	F	S	
Course Objectives	 The objectives of this course are 1.To introduce the basic concept of research n academic and practical research; 2.To learn the methods of conducting research p strategies, collecting and analyzing research d proposals and reports; and 3.To know how to obtain the required inform approaches in writing research papers and solvin 	rocesses, d lata, and p mation thr	esigning reparing ough apj	research research propriate	

Course Code	00041			
Course Name	Thesis	Credit	F	S
	1110313	Cicuit		
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

MS Programs – Full-Time –

• Accounting

• Applied Statistics

• Finance

• Information Management

Accounting

Course list

MS Program in Accou	unting - Full-Time	Code	Classes	Credit hours
	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
Required common credit hours of the	Financial Statement Analysis and Business 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
	Accounting for Financial Instruments and Services	12133	1	2
Elective credit hours	Risk Management	07897	1	3
of the graduate 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
	New Accounting Issues Seminar	14773	1	3

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
Course Objectives	 The objectives of this course are 1. To provide a general understanding of the empir researches; and 2. To cover the theories and methodologies under information perspective and measurement perspective intangible assets, positive theory of accounting choice voluntary disclosures and regulation, etc. 	lying mark e of accour	tet effication	ciency, mbers,

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
Course Objectives	 The objectives of this course are 1. To thoroughly explore the contemporary manage including target costing, activity-based costing & scorecard etc; and 2. To focus on some selective topics on the manage including performance evaluation, EVA, compensatio 	: managem rial accoun	ent, ba	lanced search,

Course Code	11757					
Course Name	Advanced Auditing	Credit	F	S		
Course Objectives	 This objectives of this course are 1. To investigate the demand for and the supply of quaudits; 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 experience of auditors which reflecting the outcome of socializ through culture, education and the organizational influe 3. To demonstrate how these three factors interact and caudit process; 	anced AuditingCreditFSity financial statement audits underlie the well-functioning of capital market objectives of this course are o investigate the demand for and the supply of quality financial statement dits; 				

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 comparise 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	businesses damental a volving list son of accru analysis o aality of fin	s. The part nalysis were computed computed computed according to the second sec	rimary will be panies. unting ability, eports,

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	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.	n the globa r, reenginee	l perspe ering con	ectives, rporate

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

Course Code	01855			
Course Name	Econometrics	Credit	F	S
Course Objectives	 The objectives of this course are 1. To provide a foundation for the applied research in 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 t economic applications, as well as issues such as omit and instrumental variables; and 4. To be able to understand and apply the econometric and computer packages. 	trics, using echniques tted variabl	g theor 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 f 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 arrangem 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. Studen 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. 2. Valuation approaches, cash flow estimation, and risk budgeting. The concept of real option embedded in p emphasized. 3. The concept of weighted average cost of capital (WA special focus on possible approaches to estimate each 	is to enha financial de ent opportu structure, h nents, how erefore, fou capital main nts enrolled mpletion. problems ment from aspect rela project inve	ance stu ecisions. unities, r ow to m to mang r major the cour- that orig shareho sting to o estment	ident's These raising hanage ge risk topics, nt and rse are ginates older's capital is also	

4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step.
5. Students are asked to develop the ability to find and solve the financial problems
like an Executive Financial Manager (CFO).

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

Course Code	11822					
Course Name	Operations Management	Credit	F	S		
Course Objectives	Operations is an essential function of a business unit is to help students understand the whole concepts of to improve the students' ability to plan and control re course completion, the students should be able to: 1.Realize the basic concepts and theoretical Management; 2.Understand how to integrate the resource in busine to achieve the goals of organization and use the rela- real problems; and 3.Obtain the ability for the further study and research	operations esources in knowledge ess with in ative techno	a manager a compar e of O _I formation	nent and ny. Upon perations systems		

Course Code	12133			
Course Name	Accounting for Financial Instruments and Services	Credit	F	S
Course Objectives	 The purposes of this course are: 1. To introduce recent developments in International A financial instruments and services provided by the fin 2. To emphasize the background and concepts underlyin 3. To discuss the implications for financial reporting and 4. To introduce the world's most advanced and innovative 	ancial indu g the writte l analysis; a	stry; en conclu ind	isions;

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	 This course aims to provide students a broad perspect containing traditional risk management and insurance management. The students are expected to build a corframework as 1. To make risk management and insurance decisions for and individual welfare; 2. To understand insurance contracts and institutional industry; and 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 1. investment strategy 	and other nprehensive increasing features of ic policies	types of ely conc business the inst	of risk ceptual s value urance

2. institutiona	al structure
3. regulations	3
4. database m	nanagement
5. quantitativ	e procedures

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

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
Course Objectives	The objectives of this course are:1. To provide a broad understanding of the tax resear research issues in tax theory and practice;2. To learn the most recent tax practices of taiwan and3. To introduce tax systems of other countries so as perspectives.	china; 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 re accounting research. It will be conducted primarily as a class discussion. Numbers of guest lecturers or speaker will participate in this seminar and present their resea communicating their thinking and developing interactive	seminar, w s in related rch works/l	vith subs research anowled	stantial h 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, comp international harmonization. The second section will f including the context of International Financial Reportin in reporting and international financial analysis.	at the de al perspecti scussion o parative ac ocus on pr	evelopm ve. The f interna countin actical	ent of course ational g and issues,

Course Code	05864						
Course Name	Managerial Control System	Credit	F	S			
Course Objectives	The objectives of this course are 1.To introduce students with the basic concepts, are recent development in practices for managerial contr 2.To introduce students how to integrate those in systems, such as the balanced scorecard (BSC), activ	ol system; nportant n	nanagerial	control			

intellectual capital (IC); and
3.enable students to design, measure, evaluate, and manage different systems, for
planning, controlling and decision making.

Course Code	14773			
Course Name	New Accounting Issues Seminar	Credit	F	S
Course Objectives	The objectives of this course are to prepare studen accounting standards which are scheduled to be impler expose students to core issues underlying current work p of IASB/FASB and broaden the mindset of students be reporting by exploring alternative reporting framework s reporting. This course will proceed in three parts: 1. New promulgated accounting standards. 2. Core issues underlying current work plans and researc 3. Current status of sustainability reporting frameworks.	nented in the lans and reserved tradit uch as sustant h projects o	he near search pr ional fir ainabilit	future, rojects nancial y/CSR

Applied Statistics

Course list

MS Program in Applied St	atistics - Full-Time	Code	Classes	Credit hours
Required common credit hours of the graduate	Applied Mathematical Statistics	06825	1	3
	Thesis	00041	1	6
institute	Sampling Method with Application	21378	1	3
	Special Topics in Big Data I	24132	1	1
	Quality Control and Design	07331	1	3
	Statistical Analysis Software	04322	1	1
	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	19167	1	3
	Data Mining	11502	1	3
Elective credit hours of	Marketing Survey and Analysis	13575	1	3
the graduate institute in other sections	Categorical Data Analysis	24683	1	3
	Research Methodology	01799	1	3
	English Conversation and Writing II	12573	1	3
	Operations Research	01559	1	3
	Advanced Courses in Biostatistics	17028	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	3

06825						
Applied Mathematical Statistics	Credit	F	S			
Applied Mathematical Statistics Credit The objectives of this course are 1.To enhance the theoretical base of mathematical statistics including matrix algebra, distributional theory, and probability; and 2.To emphasize Linear Model, and Multivariate Linear Model when the						
	Applied Mathematical Statistics The objectives of this course are 1.To enhance the theoretical base of mathematic algebra, distributional theory, and probability; an	Applied Mathematical StatisticsCreditThe objectives of this course are1.To enhance the theoretical base of mathematical statistics algebra, distributional theory, and probability; and 2.To emphasize Linear Model, and Multivariate Linear	Applied Mathematical Statistics Credit F The objectives of this course are 1.To enhance the theoretical base of mathematical statistics including algebra, distributional theory, and probability; and 2.To emphasize Linear Model, and Multivariate Linear Model w			

Course Code	00041			
Course Nome	Thesis	Credit	F	S
Course Name	1 liesis	Credit		
Course Objectives	Train students how to solve problems, do researches a	nd write a	good the	esis.

Course Code	21378						
Course Name	Sampling Method with Application	Credit	F	S			
Course Objectives	Sampling methods are the basic methodo applied in various fields such as medica This contents of this course will include: 1.Various sampling concepts and meth survey, the design of an efficient surve 2.Practical survey cases.	al science, biolo	ogy and sociated elements of	al science.			

Course Code	24132			
Course Name	Special Topics in Big Data I	Credit	F	S
Course rvanie	Special Topics in Dig Data 1	Cicuit		
Course Objectives	The objectives of this course are 1. To invite distinguished guest speakers t 2. To provide a general perspective on how different disciplinary studies.			applied to

Course Code	07331					
Course Name	Quality Control and Design	Credit	F	S		
Course Objectives	Quality is one of the key factors in surviving to purpose of this course is to introduce engineering the statistical techniques to quality control, design This course will cover the foundation of modern a that can be applied to process industry, service in coverage will be: construction and interpretation rational sampling; specifications; tolerance limit control charts, exponentially weighted moving ave process capability assessment; SAS in QC.	g and mana n, and proc approaches dustry, and n of vario s; cumulat	gement n ess impro of quality business us contro ive-sum	najors to ovement. y control . Topical l charts; (Cusum)		

Course Code	04322			
Course Neme	Statistical Software with Application	Credit	F	S
Course Name	Statistical Software with Application	Credit		
Course Objectives	This course aims to enhance students' understanding and appreciation of the core			

of the central idea and methods of statistics that will be applied in the solution
of problems in a variety of applied science and application for further study, and
the use of statistical software packages in manipulating data. One of the most
widely used statistical software packages, SPSS, will be introduced in the class.
The manipulation will be illustrated by a variety of examples and exercises.

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

Course Code	24133			
Course Name	Special Topics in Big Data II	Credit	F	S
Course Objectives	The objectives of this course are 1. To invite distinguished guest speakers t 2. To provide a general perspective on hor different disciplinary studies.	-		applied to

Course Code	05947			
Course Name	Applied Multivariate Statistical Analysis	Credit	F	S
Course Objectives	 The objectives of this course are: 1. To provide the core and the the central idea of a will be applied in the solution of problems in stapplication for further study; 2. To introduce some recently developed methods 3. To illustrate the main concepts by a variety of example. 	tatistical the	ory and	-

Course Code	19167			
Course Name	Forecasting Methods	Credit	F	S
Course Objectives	 The objectives of this course are: 1. To develop effective skills in analyzing busin description, explanation and forecast. 2. To combine knowledge of probabilistic models perform empirical comparisons of various app Machine Learning techniques). 	of stochasti	c processe	es and to

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

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

Course Code	24683	24683				
Course Name	Categorical Data Analysis	Credit	F	S		
Course Objectives	 This course summarizes categorical data analysis been applied widely as well as more recently deverthis course is modeling of categorical response tee. In general, this course is designed into five session 1. The material in this part forms the heart of intro-univariate categorical data analysis. This part surveys standard descriptive and infercent contingency tables. This session introduces generalized linear mod of Logistic Regression. This session discusses log-linear models for possible session III and IV are instructed by unifying loglinear models with ordinary regression and methods share many similar / different concept This session introduces details of user manuals enhanced understanding of the context of statis also includes supplement materials to cover top 	eloped. The chniques. ns: oductory me rential meth els for binar isson (coun ; logistic reg ANOVA mo s. written in S stical models	major foc ethods use od for biv y data, in t data). Bo ression ar dels since SPSS setti s. The con	us of ed in variate terms oth ad e these ng to itent		

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	 The objectives of this course are 1.To introduce the basic concept of research n academic and practical research; 2.To learn the methods of conducting research p strategies, collecting and analyzing research d proposals and reports; and 3.To know how to obtain the required inform approaches in writing research papers and solving 	rocesses, d lata, and p nation thr	esigning reparing ough apj	research research propriate

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

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course Maine	Operations Research	Credit		
Course Objectives	Operation research is one of the most important of	lecision-ma	aking tool	s 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	17028			
Course Name	Advanced Courses in Biostatistics	Credit	F	S
Course Objectives	The main purpose of biostatistics is to resolve the r biological subjects. The conclusions are obtained r or sampling. In this course three major topics: clinic medicine will be discussed. The lectures will empl Topics such as likelihood principles, regression me survival analysis will be introduced.	through exp al trials, ge nasize on st	perimenta enetics and tatistical c	l studies l general concepts.

Course Code	19163			
Course Name	Cloud Computing and Statistical Learning	Credit	F	S
Course Objectives	The objectives of this course are 1.To discusses some commonly, used, and mod calculating methods in scientific research on cloud 2.To focus the application of statistics on scientific 3.To employ tools ranging from statistics to combinatorics and geometry in an attempt to provid some important applications emerging from need sizes and complexities are beyond the ability of hun 4. Introduction of cloud computing.	computing research; computati de theoreti to process	environr onal cor cal found s data set	nent; nplexity, ations to ss whose

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

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
		Cicuit		
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 acquise via up-selling or cross-selling; customer segmen customer attrition/retention management. The for application oriented and therefore how to use relate world problems is a must in this course. Therefor use relevant data mining techniques in handling real projects.	a mining (I M. This manageme ealing with sition; custo ntation; custo cus of this ed techniqu re the stude	DM) as we course we ent and co problems omer deve stomer va is course es in hance nts are rea	ell as the ill cover customer such as: elopment alue and will be lling real quired to

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

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

Finance

Course list

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	Investments	01579	1	3
credit hours of the graduate institute	Futures and Options	03408	1	3
	Risk Management	07897	1	3
	Thesis	00041	1	6
	Special Topics on Finance	03071	1	3
	Corporate Financial Decisions	21005	1	3
	Financial Marketing	23097	1	3
	Digital Finance	24106	1	3
	Business Ethics	00292	1	2
	Financial Statement Analysis	01982	1	3
	Financial Innovation	07527	1	3
	Securitization	08951	1	3
	Practicum in Enterprises I	10852	1	3
Elective credit hours of	Financial Big Data	24108	1	3
the graduate institute in other sections	Globalization and Entrepreneurship-Course in English	30896	1	3
	International Finance	02090	1	3
	Practicum in Enterprises II	11370	1	3
	Internationalization Strategy	24107	1	3
	Analyses and Applications in Financial Big Data	24109	1	3
	Financial Technology Forum	30501	1	3
	International Industry Analysis	04060	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 0
Course Objectives	 The objectives of this course are 1.To provide a foundation for the applied reserved. 2.To introduce the modern treatment of econom applications that match real-world theory and da 3.To cover the topics including multiple regression on economic applications, as well as issues supanel data, and instrumental variables. and 4.To be able to understand and apply the econometrus using computer packages. 	netrics, usi ta. on techniqu ich as omi	ng theor ues with tted var	ry and focus iables,

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			3	0
Course Objectives	 This course provides advanced treatment of corpor level finance majors. The primary objective of the student's understanding on the theory and applicat financial decisions. These decisions include choose investment opportunities, raising money on the fin issue of capital structure, how to manage operatin advanced financial arrangements, how to manage dividend policy to be made, and etc. Therefore, for capital budgeting, capital structure, working capit dividend policy will be emphasized in this course, course are expected to familiar with the following completion. 1. The possible types and control mechanism of agoriginates from modern corporate structure separations shareholder's ownership. 2. Valuation approaches, cash flow estimation, and capital budgeting. The concept of real option err investment is also emphasized. 3. The concept of weighted average cost of capital with special focus on possible approaches to est 4. Possible arguments that dictate the optimal capidividend policy. Market frictions such as transatincluded into discussions step by step. 5. Students are asked to develop the ability to find problems like an Executive Financial Manager 	e course is t tion of corp sing between nancial mar g cash flow risk and rep our major to al managen . Students e s upon cou gency prob arating man d risk aspect nbedded in l (WACC) i imate each ital structur ction cost of l and solve	o enhan orate n comp kets and s with turn, wh pics, na nent and nrolled rse lems tha agemen et relatin project s empha cost ele e and or taxes	ce eting l the at mely the t the t from ag to asized ment. are

Course Code	03968					
Course Name	Financial Market Equilibrium	Credit	F	S		
Course Objectives	 The objectives of this course are 1.To structure a current consumption and poindividual inventor; 2.To realize how the changes of following securities, regulation, and preference, to decision; 3.To analyze the welfare implications in a construction. 	factors, na affect the	umely, nu optimal j	mber of portfolio		

and
4.To value securities in competitive market equilibrium (preference-based
valuation) and in a no-arbitrage market condition (relative-based
valuation).

Course Code	01579				
Course Name	Investments	Credit	F	S	
	mvestments	Clean	0	3	
Course Objectives	The learning objectives of this course are				
	1.To know characteristics of financial tools.				
	2.To cover the issues such as what are their fair prices and when and how				
	to formulate investment portfolio. and				
	3.To understand the following subjects: (1) returns and risks of financial				
	assets in money market, capital market, foreign	exchange n	harket ai	nd	
	derivative market. (2) Investment decision criter	ia of NPV a	and IRR	. (3)	
	mean-variance portfolio theory, (4) CAPM & APT and general principle				
	of pricing (5) forward, future, option and Swap contracts, (6) option				
	pricing- lattice approximation, (7) option pricing- Black-Scholes, and (8)				
	portfolio performance measurement and management.				

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
Course I tunie	r dures and options	crean	0	3
Course Objectives	The learning objectives of this course include:			
-	1. The basic characteristics of derivative contracts.			
	2.No arbitrage pricing bounds of futures, options and other derivatives			
	such as swap, etc.			
	3.Trading strategies of options.			
	4.Binomial tree pricing options.			
	5.Black-Scholes model			
	6.Hedging when issue or buy an option.			
	7.Structured note			
	8.Exotic options.			

Course Code	07897			
Course Name	Risk Management	Credit	F	S
Course Objectives	 This course aims to provide students a management containing traditional risk man other types of risk management. The student comprehensively conceptual framework as 1. To make risk management and insurance business value and individual welfare; 2. To understand insurance contracts and insurance industry; and 3. To understand the effects of and the rationale risk and allocation of risk among business a Basically, topics in this course include 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures 	agement an nts are exp ce decision institutional for public j	nd insura bected to ns for in l features policies th	nce and build a creasing s of the

Course Code	00041			
Course Nome	Thesis	Credit	F	S
Course Name	Thesis	Credit	0	6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

Course Code	03071			
Course Name	Special Topics on Finance	Credit	F 0	S 3
Course Objectives	This is a lecture course that invites promising sch in financial field to deliver speeches. By above sp interactions, students are expected to know the cu academics and hot issues in real-world finance.	eeches and	Q&A	1

Course Code	21005			
Course Name	Corporate Financial Decisions	Credit	F 0	S 3
Course Objectives	This is designed as an advanced course in corpora is to enhance students' understandings in greater de decisions, including corporate investment, corpor innovation and some other related issues. The seminar form relying heavily on discussion and st	epth of corp orate financ course will	orate fir cing, fir be hel	nancial nancial d as a

Course Code	23097			
Course Name	Financial Marketing	Credit	F 3	S 0
Course Objectives	 The objective of this course is to provide students concepts and to improve students' abilities to improve students activities in financial industries. Upon course conshould be able to: Realize the concepts of financial marketing. Understand the meanings and procedure of stufinancial industries. Understand the meaning of segmenting, target (STP) in financial industries. Understand the characteristics of financial process. Understand the characteristics of financial industries. Understand the characteristics of financial process. Understand the skills of marketing planning and approximation of the skills of marketing planning and approximation. 	lement mar apletion, the rategic mark ting, and po oducts and s firm's mark	keting re- e student ceting in sitioning ervices. eting	elated ts g

Course Code	24106				
Course Name	Digital Finance	Credit	F	S	
Course Maine	Digital Fillance	Clean	3	0	
Course Objectives	The course is aimed at providing participants with insights into the concept				
	and practice of digital finance, particularly digital banking, and how to				
	operate or manage it. Course goals are to: lead students to understand the				
	evolution and development of digital banking,	internet insura	ince, and	ł	
	internet securities; stimulate analytical though	t about operation	ons of d	igital	
	finance by applying the considerations in case studies; and apply what has				
	been learned in class to types of virtual or real digital finance business				
	models through class projects.				

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
	Business Ethics	Clean	0	2
Course Objectives	To appreciate the essences of business ethics th recognizing socially acceptable business con perspectives, embedding good business in treati reengineering corporate image, enhancing professi in sustainable and socially responsible corporation	nduct from ing people ional ethics,	n the nice an	global d fair,

Course Code	01982				
Course Name	Financial Statement Analysis	Credit	F	S	
Course maine	Financial Statement Analysis	Clean	0	3	
Course Objectives	 This course is about the analysis of financial firms' financial statements - for making decis The primary objectives of this courses are 1. To focus on equity (share) valuation; 2. To examine the appropriate methods of fund models of shareholder value, a comparison discounted cash flow approaches to valuation growth and valuation generation in a firm, te reports, forecasting earnings and cash flo strategy and planning, analysis of risk, price/earnings and market-to-book ratios; 3. To provide the basis of valuation from the perias well as corporate financial analyst and to be of acquisitions, restructurings, other investment and 4. To be able to write a thorough and convincin 	damental a of accrua , the analys sting the q ws, pro-fo and the erspective of be applicab hents, and	nalysis, in alysis, in account sis of proful uality of the orma anal determinator of security le to the v strategic a	sinesses. ncluding ting and fitability, financial lysis for ation of y analyst valuation	

Course Code	07527			
Course Name	Financial Innovation	Credit	F	S
Course Name	Financial Innovation	Credit	0	3
Course Objectives	Financial innovations can be classified into two at and product innovations. The course mainly focus financial products. The students are exposed to pr design, hedging, and pricing of the financial produ- perspective. The class starts with the discussions of financial products design, including the design of rate derivatives, swaps, and options. The second p and dynamics hedging of the financial derivatives class exposes the students with the analytic tools of applications, including the binomial model, Mont calibration. The students are expected to be able to complicated financial products designed to meet to	ses on the ir inciples and ucts in a glo of general p forwards, s part discusses. The last p of asset price e Carlo sim o discuss ar	novatio d practic obal rinciple imple in es the st art of th cing with ulation, ad analy	ns of ces of s of nterest atic e h and ze

Course Code	08951			
Course Name	Securitization	Credit	F	S
Course Objectives	The objectives of this course are 1.To introduce the principles, structures, and its several major types of asset securitization, into backed securities, commercial mortgage backed securities, credit card ABS, Asset-backed commercial equity loan backed securities, CBO/CLO/CD securities; and	cluding rest securities, rcial paper	idential n auto loar (ABCP),	nortgage 1 backed Housing

,	2.To discuss the impact of new Basel Accord (Basel II) on asset securitization.

Course Code	10852				
Course Name	Bractioum in Enterprises I	Credit	F	S	
	Practicum in Enterprises I	Clean	3		
	This objectives of this course are:				
	1.To learn practical working techniques and busine	ss operatio	ns and to	shorten	
	the gap between theory and practice in financial and non-financial industries;				
Course Objectives	2.To learn business ethics and job discipline and to become a business person				
	with integrity; and				
	3.To expand people network among industries and to benefit future career				
	development.				

Course Code	24108			
Course Name	Financial Big Data	Credit	F	S
	Thiancial Dig Data	Clean	0	3
Course Objectives	Big Data will have increasingly important implication finance field. This course aims to provide a fundamen collection and management techniques for students. W will develop the ability of utilizing the software of dat management, such as R, SQL, and SAS.	tal training of the expect the	of data at stude	

Course Code	30896			
	Globalization and Entrepreneurship- Course in		F	S
Course Name	English	Credit		
	全球化與創業精神-英			
Course Objectives	 The objective of this course is to provide students to trend and the knowledge of business entrepreneurs of producing driving power for business growth knowledge of the linkage and the mutual impact entrepreneurship. In addition, the course is designed discussions for enhancing students' abilities to i sharing and debating the relevant issues in globa international financial environment. Upon course should be able to: Realize the concepts of business entrepreneurship. Understand the meanings and procedure of strate start up a new business. Understand the characteristics and evolution of stages and industrial competitive structure for a 4. Learn the management skill and management to in administering the innovative business in an explosion. 	hip that is the count of the co	the motive globalization de the root critical t developm ion, the balization ations and ness deve neur. or an entre	e engine ides the tion and undtable hinking; hent and students trend. d how to lopment

Course Code	02090			
Course Name	International Finance	Credit	F 2	S
Course Objectives	This course will provide students with an integrating modern international finance and open economy mach theoretical and empirical perspectives. We will discus markets and international financial arbitrage, the fund parity conditions, the models of balance-of-payments determination, balance-of-payments crises, and the iss exposure.	coeconomic s the foreig amental int and exchar	es from t n currer ernatior nge-rate	he ncy nal

Course Code	11370				
Course Name	Practicum in Enterprises II	Credit	F	S	
	Practicum in Enterprises II	Credit	3	0	
This objectives of this course are					
	1.To learn practical working techniques and busines	ss operatio	ns and to	shorten	
	the gap between theory and practice of financial and non-financial				
	industries;				
Course Objectives	2. To learn business ethics and job discipline and to become a business person with integrity; and				
	3.To expand people network among industries and to benefit future career				
	development by internship and result sharing, communication, performance				
	review, mentoring-teach, and business visit.				

Course Code	24107			
Course Name	Internationalization Strategy	Credit	F 3	S 0
Course Objectives	Internationalization is both an opportunity and a thr institutions. This course aims to equip students with t and techniques needed to develop and implement strategies. While internationalization generally mechanisms: trade and foreign direct investment (FI on the FDI entry mode and the design of international optimal balance between global integration and nati theoretical frameworks and strategic management p through readings and case discussions.	he concept t internatio occurs DI), this co l strategy th onal differen	s, framevonal expand through urse will nat achieventiation	works, ansion two focus ves an . Both

Course Code	24109			
Course Name	Analyzas and Applications in Financial Pig Data	Credit	F	S
	Analyses and Applications in Financial Big Data	Credit	3	0
Course Objectives	Big Data will have increasingly important implications and applications for finance field. The purposes of this course are as follows: 1. We introduce the definition, coverage, and possible applications of financial Big Data for students. The possible applications include the intraday trading data of securities and derivatives, corporate banking and consumer finance data, financial marketing data, corporate finance data, macroeconomic data, and the textual data in financial media or websites.			financial / trading nce data,
	2. Using data analysis tools (e.g. R, SAS) to implet the aforementioned financial Big Data.	ment the fu	arther and	alyses of

Course Code	30501			
Course Name	Financial Technology Forum	Credit	F	S
Course Objectives	The objectives of this course are: 1. To invite financial or industrial professionals to associated with fintech and make students have ad development of fintech in the practice; 2. To let students understand some major technolo are often used in the fintech, such as machine learn Artificial intelligence (AI); and 3. In the final, students are expected to implement this course to design a team project that is potential case in the field of fintech.	vanced und gies or ana ning, block what they l	lerstandin lytic meth chain, big nave learn	g of the nods that g data, ned in

Course Code	04060			
Course Name			F	S
	International Industry Analysis	Credit	0	3
Course Objectives	This course is designed in a way of intensive spe running business in China and other countries of evolutions of China and other countries as wel we hope that students have fundamental concep operations, managements and strategies of food industries in China and other countries.	or scholars w l. After com ts of regulatio	ho know in pleting this ons of the au	dustrial course, ithority,

Course Code	14068					
Course Name	Business Analysis and Valuation	Credit	F	S		
Course Objectives	 To introduce advances in business analysis and valuation associated with advances in International Financial Reporting Standards and International Valuation Standards; To integrate business strategy analysis, performance projection and secu valuation through case studies and real-world application; and To capture the essentials of fundamental analysis on Taiwan capital mark 					

Course Code	19067					
Course Name	International Financial Regulations-Course in	Credit	F	S		
	English		0	3		
Course Objectives	The objectives of this course are					
	1. To provide students with a basic understanding of important financial laws					
	and regulatory authorities, with a particular focus on the United States, the					
	European Union and international financial institutions. and					
	2. To help students express themselves in professional English and thereby					
	improve their international communication skills.					

Information Management

MC Day success in Lafe and	tion Management Full Time	Cala	Classes	Credit
MS Program in Informa	tion Management - Full-Time -	Code	Classes	hours
	Thesis	00041	1	6
	Business Ethics	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
	Internship	02144	1	1
	Special Tops on Electronic Procurement and Logistic	23668	1	3
Elective credit hours of	Cloud Enterprise Service Systems	19412	1	3
the graduate institute in	Cloud Service Software Factory	19413	1	3
other sections	Seminar of cloud-based big data	24502	1	3
	Intelligence Systems - English	22676	1	3
	Big Data Mining	24501	1	3
	Adaptive Systems	11806	1	3
	Web Service Programming	23670	1	3
	Special Topics on Service Science	20229	1	3
	Financial Technology Forum	30501	1	3

Course Code	00041			
Course Nome	Thesis	Cradit	F	S
Course Name	1 nesis	Credit		
Course Objectives	Train students how to solve problems, do researches a	nd write a	good the	esis.

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

Course Code	01799	01799				
Course Name	Pasaarah Mathadalagu	Credit	F	S		
Course Maine	Research Methodology	Cleun				
	The objectives of this course are					
	1.To introduce the basic concept of research n academic and practical research;	nethodolog	y that ap	oplies in		
Course Objectives	 2.To learn the methods of conducting research prostrategies, collecting and analyzing research d proposals and reports; and 3.To know how to obtain the required information of the second second	data, and preparing research		research		
	approaches in writing research papers and solvin					

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

Course Code	16910	16910				
Course Name	Advanced Information Management	Credit	F	S		
Course Objectives	The goal of this course is to develop students' unde systems with macroscopic capability and information research skills. The course will introduce topics relevant (including e-business, e-commerce, data science, and and management as well as theories commonly emp Transaction Cost Theory, Innovation Diffusion The Acceptance Model, Social Exchange theory, etc). The learn not only the theories and techniques of inform real-world applications.	on systems ated to info nd cloud se ployed in I eory, Tech: Therefore, 1	ormation system ormation system orvices issues S research nology the student	mic ystems les.) (e.g., s will		

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

Course Code	16654				
Course Name	Seminar on Information Management	Credit	F	S	
Course Objectives	 Take the advantage of speech to 1.Enhance the knowledge and vision of how communication and network technologies on operation, management, and decision making. 2.Make students understand the visionary approximation and network technologies which research and industries. 3.Enhance the capabilities and skills of information management. 	the appli oplication are appl	cations b of info ied on ac	ousiness rmation cademic	

Course Code	09290			
Course Name	General Topics on Electronic Commerce	Credit	F	S
Course Objectives	The course will introduce general topics of electronic of management concepts, and techniques which are needed individuals for electronic commerce applications. It will understand fully about the development, applications and electronic commerce.	ed by organ	izations students	s to

Course Code	23666				
Course Name	Special Topics on Internet Marketing	Credit	F	S	
Course Manie 54	Special Toples on mether warketing	creat			
Course Objectives	 After the course, students should be able to: Know the fundamentals of marketing and intern Understand the techniques and tactics relevant to Recognize the role of social media and mot marketing. Know the process of opening and handling onlin proposals. 	o internet 1 bile techno	narketing. plogy on i		

Course Code	23667			
Course Name	Special Topics on Electronic Finance	Credit	F	S
Course Objectives	Through real case studies, the main objective of this to learn the content and the structure of e-finan finance), including e-finance transaction technology of the contract, and to explore technical and manage includes e-Banking, e-Securities and e-Insurance	ce (also k y, trade strue ment issue	nown as lucture and es. Course	Internet powers content

electronic payment, electronic financial investment, e-financing, electronic
power contracts, finance data analysis, etc. Finally, e-finance, implementation,
supervision and security issues will be discussed.

Course Code	09642				
Course Norme	Practical Tanics for Electronic Commerce	Credit	F	S	
Course Name	Practical Topics for Electronic Commerce	Clean			
Course	Students will learn new developments in electronic commerce (EC). Students				
Objectives	will also form project teams to present EC projects throughout the semester.				

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

Course Code	23668					
Course Name	Special Topics on Electronic Procurement and Logistics	Credit	F	S		
Course Objectives	Special topics on electronic procurement and logis be introduced. Topics include demand manager supplier evaluation, electronic procurement techno and logistics system. The training will help students to shorten on-job-tr and logistic experience and become a manager spe or electronic market on electronic commerce.	ment, proo logy, trans raining tim	curement portation s	theory, ystem, rement		

Course Code	19412					
Course Name	Cloud Enterprise Service Systems	Credit	F	S		
Course Objectives	The objective of this course is to provide the studen skills to align business processes and information te cloud enterprise services. The topics include service (SOA) concept, cloud computing concept, enterpris (EAP), business process management (BPM), web programming (ZNQ), no-programming customizati inventor. A SOA-ERP cloud service system is used discussion, configuration, and customization. Stude experience in EA, BPM, NPC, and Google APP bas cloud services.	echnology e-oriented e architect services, u on (NPC), for demon- nts will ha	by applyin architectur ure planni nwitting and Goog stration, uve hands-o	ng ng le APP on		

Course Code	19413					
Course Name	Cloud Service Software Factory	Credit	F	S		
Course Objectives	This course provides students the concepts of SO PaaS, and the process of developing an enterprise le including MVC, service request, UI coding, test student will develop an application with at least a from order taking to shipping, from purchase orde how to automatically establish item masters and B and colors, etc. Students will develop ideas, transl system, deploy their works onto the cloud, and d class.	evel missio ing, and o a complete r releasing OMs for p ate them i	n software leploymen business to receivi roducts wi nto an app	system t. Each process ng, and th sizes lication		

Course Code	24502					
Course Name	Special Topics of Cloud-based Big data	Credit	F	S		
Course Objectives	The course focuses on applications of computer sys in the cloud environment. This objectives of this co 1. to provide students with concepts of cloud compu- 2. to introduce the concept of distributive computin Architecture; 3. to introduce the algorithms of analyzing big data 4. to deploy an analyzing system based on Meta-Hee	urse are: uting; g via Hado ; and	oop MapR			

Course Code	22676					
Course Name	Intelligence Systems-course in English	Credit	F	S		
Course Objectives	Information retrieval plays important role for toda e-business, and Web services. Intelligence syste neural networks, fuzzy networks, genetic algori Today, intelligence systems are used in busi manufacturing, medical, and many other fields. Students will learn these two subjects from the aspe programming so that they can develop an information knowledgeable and decisional characteristics.	ms include thms, Rob ness, scie cts of princ	e expert s otics, and nce, engir	ystems, so on. neering, ry, and		

Course Code	24501			
Course Name	Big Data Mining	Credit	F	S
Course Objectives	 This course aims to Introduce students basic concepts of big data and mining; Develop skills for using recent big data mining so Solve practical problems in a variety of discipline; Gain experience of conducting independent study Train students to be data scientists. 	ftwares; s;		f data

Course Code	11806	11806				
Course Name	Adaptive Systems		F	S		
Course r tunie		Credit				
Course Objectives	Students will be able to learn the theory and pract systems in Bio-inspired computation systems and E are two major parts of artificial intelligence. Bio-ii includes Ant Colony Optimization (ACO), Particle Artificial Bee Colony (ABC) and Artificial Immu Evolutionary computing will include Gene programming, Interactive evolution computation (ES), Differential evolution (DE) and Gene Expressi In the Internet and big data trends, these adaptive al science will be important modeling and data minin expected to learn these artificial intelligence techniq research, use these technologies to solve real-wor enhance the efficiency and effectiveness of problem	volution C nspired co Swarm Op ne Systen tic Algo (IEC), Ev on progran lgorithms i g technolo ues, apply rld proble	Computation optimization ost (AIS), of orithms, olution St mming (GH in the field ogies. Stud them in ac	n. They system (PSO), etc; and Genetic rategies EP), etc. of data ents are cademic		

Course Code	23670						
Course Name	Web Service Programming	Credit	F	S			
Course Objectives	Web Services are applications with two charact publishes an application programming interface for available to external callers. Second, a web service by using the hypertext transfer protocol. Web service 	or the functi re is request rvices enabl for a modern implementa earn to dev ell as the im	onality tha ed over a r e inter-ope n Service-C tion skills velop, depl	t makes network erability Driented of web loy and			

Course Code	20	229		
Course Name	Special Topics on Service Science	Credit	F	S
Course Objectives	 Modern businesses have changed wit Service science researches and practic and business to recognize the opportur eventually to improve the service qua so on. As a result of business, the bu- increased. In order to develop the service econor able to: Explore service science with its pra- industries, including healthcare, fin Learn service management, knowl service innovation. Learn service-oriented inform implementation. Build the professional and research service industries regarding to set service innovation and entrepreneu Identify the potential research iss applications in service science and 	tes can effective nity of service ir lity, enhance cu siness revenue ny of improven ctice and applic ance service and ledge, methodo nation systen h abilities of ba rvice process d rship. ues and subjec	ely motivate the movation, and istomer satisfation and profitabilition ment, the student action in selection d production at logies, and structure in development ackground knotesign and material	e industry lead them ction, and ity can be nts will be ve service nd so on. ategies of ent and wledge of nagement;

Course Code	30501				
Course Name	Financial Technology Forum	Credit	F	S	
Course Objectives	The objectives of this course are: 1. To invite financial or industrial professionals to have presentations on topic associated with fintech and make students have advanced understanding of the development of fintech in the practice; 2. To let students understand some major technologies or analytic methods tha are often used in the fintech, such as machine learning, block chain, big data, Artificial intelligence (AI); and 3. In the final, students are expected to implement what they have learned in this course to design a team project that is potentially to be applied to the real case in the field of fintech.				

MS Programs – Evening and Weekend –

• Accounting

• Applied Statistics

• Finance

• Information Management

• Technology Management

Accounting

MS Program in Accounting-	MS Program in Accounting- Evening and Weekend		classes	Credit
				hours
	Integrated Management	12486	1	3
Required common credit	Financial Accounting Theory	12102	1	3
hours of the graduate	Advanced Managerial Accounting	11756	1	3
institute	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
	Financial Statement Analysis and Business Valuation	18302	1	3
	Seminar on Managerial Accounting	12105	1	3
Elective credit hours of the	Research Methodology	01799	1	3
graduate institute in other	Seminar in Empirical Tax Research	12104	1	3
sections	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	The objectives of this course are1. To increase managerial ability through the cultiv capability; and2. To enhance familiarity with cross-functional specialtie		heir vis	ionary

Course Code	12102			
Course Nome	Einspeiel Assounting Theory	Cradit	F	S
Course Name	Financial Accounting Theory	Credit		
Course Objectives	 The objectives of this course are 1. To provide a general understanding of the empir researches; and 2. To cover the theories and methodologies under information perspective and measurement perspectiv intangible assets, positive theory of accounting choic voluntary disclosures and regulation, etc. 	lying mark e of accour	et efficient	ciency, mbers,

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
	Auvanceu ivianagerrai Accounting	Clean		
Course Objectives	 The objectives of this course are 1. To thoroughly explore the contemporary manage including target costing, activity-based costing & scorecard etc; and 2. To focus on some selective topics on the manage including performance evaluation, EVA, compensation 	rial accoun	ent, ba	lanced search,

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
Course Objectives	 Quality financial statement audits underlie the well-fund. This objectives of this course are 1. To investigate the demand for and the supply of quality 2. To analyze the three factors comprising a quality finincentives of auditors which are largely determine relationship, the structure of audit market, and the 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 expertise 	financial stat nancial stat ded by the vernance str and legal s m education GAAP and	atement: (client-a ucture o ystem); h, trainin l GAAS	audits; (1) the auditor of audit (2) the ng and S) also

of auditors which reflecting the outcome of socialization process of auditors
through culture, education and the organizational influences of audit firms;
3. To demonstrate how these three factors interact and determine the outcome of
audit process;
4. To provide a framework for a better understanding of auditing phenomenon in
practice; and
5. To develop the abilities to undertake an auditing research.

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

Course Code	18302			
	Einen siel Statement Anglusia and Dusiness Valuation	C 1't	F	S
Course Name	Financial Statement Analysis and Business Valuation	Credit		
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 in Topics include models of shareholder value, a compariss 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 a 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 evaluating a and other investments, and for calculating the value genera By the end of the course, the student should feel compet convincing equity research report.	businesses damental a volving list son of accru analysis o uality of fin for strategy and market- urity analyst in the cours cquisitions, ated by stra	5. The p nalysis y ed comp ual acco of profita ancial r and pla to-book to-book se will a restruct tegy sce	rimary will be panies. ounting ability, eports, inning, ratios. cularly also be turings narios.

Course Code	12105			
Course Name	Sominar on Managarial Accounting	Credit	F	S
	Seminar on Managerial Accounting	Credit		
	The objectives of this course are			
	1. To introduce the concept of Strategic Cost Management (SCM) and the selective			
Course	topics on the managerial accounting research, includin	g performar	nce evalu	uation,
Objectives	EVA, compensation and incentive, R&D etc. which	may be app	plicable	to the
	management accounting research; and			
	2. To explore the new research issues in management acc	ounting.		

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

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F	S
	Schina in Empirear fax Research	Cicuit		
	The objectives of this course are:			
	1.to provide a broad understanding of the tax research	area and to	o addres	ss new
Course	research issues in tax theory and practice;			
Objectives	2. to learn the most recent tax practices of Taiwan and Ch	nina; and		
	3.to introduce tax systems of other countries so as to	broaden s	tudents	global
	perspectives.			

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-term inve policy and the working capital management. The course to practice. By the handout complied by the instructor, real situations and figures in Taiwan, and introduces addition, the course also includes the further issu 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; a 3. To move from theory to practice.	stment decis stress movin the instructor new reseau e of corp e Securities.	sion), fir ng from or expla rch pape orate fi	nancial theory ins the ers. In

Course Code	07897			
Course Name	Pick Managament	Credit	F	S
Course Manie	Risk Management	Credit		
	This course aims to provide students a broad perspec	tive of risk	k manag	gement
Course	containing traditional risk management and insurance and other types of risk			of risk
Objectives	management. The students are expected to build a comprehensively conceptual			
-	framework as			

1. To make risk management and insurance decisions for increasing business value and individual welfare;
2. To understand insurance contracts and institutional features of the insurance industry; 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	05864				
Course Name	Managerial Control System	Credit	F	S	
Course Objectives	The objectives of this course are 1.To introduce students with the basic concepts, ap recent development in practices for managerial contr 2.To introduce students how to integrate those in systems, such as the balanced scorecard (BSC), activity intellectual capital (IC); and 3.enable students to design, measure, evaluate, and p planning, controlling and decision making.	oplications, rol system; mportant n rity based c	nanagerial osting (Al	control BC), and	

Applied Statistics

MS Program in Applied S	Statistics - Evening and Weekend	Code	Classes	Credit hours
Required common credit	Thesis	00041	1	6
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
	Educational Statistics	20885	1	3
Elective credit hours of the graduate institute in	Statistics in Finance and Risk	20884	1	3
other sections	Customer Relationship Management	10985	1	3
	Case Study in Applied Statistics	20886	1	3
	Regression Analysis	01987	1	2
	Applied Multivariate Statistics Analysis	05947	1	2
	Forecasting Methods	19167	1	2
	Special Topics in Big Data I	15236	1	1
	Special Topics in Big Data II	15237	1	1
	Statistics	02222	1	2

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

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

Course Code	2451	4		
Course Name	Research Methodology and Seminar	Credit	F	S
Course Objectives	The main purpose of this course is to impr write academic articles. The emphasis will ability and learning various techniques to discovering new ways of thinking about re objectives of this course are: 1. To train students with the capability for articles; 2. To direct students with the skills for aca solving; 3. To introduce the library resources and I 4. To teach the basic concept of research re 5. To guide the ways of writing research p 6. To enlighten students with suitable press	I be on develo structure logic eading and wr reading inter- ademic papers internet resear methodology; proposals and	opping student cal argument riting process national acad s writing and ch; reports; and	s' reading s, and . The lemic

Course Code	2408	5		
Course Name	Introduction to Data and Information Collecting and Converging Technique	Credit	F	S
Course Objectives	 This course consists of two parts, the first and information, and the second one is the information. The learning objectives are to A. part-one- 1. the concepts and theories of a survey. 2. the methods of data collection. 3. the questionnaire design. 4. the Database sampling technique. 5. the analytic processes through case-stue B. part-two- 1. the emerging programming skills for an 2. the concepts and practice of informatio 3. the NoSQL database for semi-structura 4. how to answer the requirements of the oprogramming approaches. 	e converging t o let the learno dies by using nalytic process n retrieval. l and non-stru	echnique of d ers understan the statistical sing. ctural data.	data and d:

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

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

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

Course Code	01771			
Course Name	Quality Control	Credit	F	S
Course Manie	Quality Control	Cicuit		
Course Objectives	 Quality is one of the key factors in survivin purpose of this course is to introduce stude engineering majors to familiar with the statistic design, and process improvement. This cour modern approaches of quality control that can be Topics include: (1) Construction and interpretation of various (2) Rational sampling; specifications; Cusum weighted moving average (EWMA) control c (3) Process capability assessment. (4) Papers reading; Special research topics in 	lents with cal techniques rese will cor- be applied to control ch hart.	manageme ues to quali ver the fou to various ir arts. hart and exp	ent and/or ty control, ndation of ndustries.

Course Code	20883			
Course Name	Marketing Research	Credit	F	S
Course Objectives	The objectives of this course are1.To introduce methods of marketing research;2.To illustrate how statistical methods could be help market segmentation; and	oful in mark	et positio	ning and

3.To solve practical problems through various marketing research methods.

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

Course Code	20884				
Course Name	Statistics in Finance and Risk	Credit	F	S	
	Recent financial crisis of subprime mortgage has financial investment strategies. To achieve better financial markets, investors need to extend their h	ter returns and avoid risk fro			
Course Objectives	global economic changes. The aim of the class is to firstly review various conventions in financial markets with corresponding statistical methods so that students can gradually develop their own self-oriented investment logic and strategies. The main topical coverage is divided into six parts: credit risk market, bond market, foreign exchange, stock market and two other financial derivatives markets. We shall emphasize the overall co-integration concepts rather than the technical complexity among all these markets.				

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
	Customer Kelationsnip Wanagement	Clean		
Course Objectives	The objectives of this course is to give an overvie customer relationship management (CRM) and data methodologies and applications of CRM and DM analytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acquis via up-selling or cross-selling; customer 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 real projects.	a mining (I M. This manageme ealing with sition; custo nation; custo nation; custo cus of this d technique e the stude	DM) as we course we ent and co problems omer deve stomer va s course es in hanci nts are rea	ell as the ill cover customer such as: elopment alue and will be lling real quired to

Course Code	20886			
Course Name	Case Study in Applied Statistics	Credit	F	S
Course Objectives	 The objectives of this course are 1.To introduce the concept of statistical methodole and practical research; 2.To learn the methods of conducting statistical analyzing research data, and preparing research 3. To learn the real data analysis skills, including statistical computer softwares. 	al processe proposals a	s, collect	ing and s; and

Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
Course Maine	Regression Analysis	Clean		
Course Objectives	The objectives of this course are:			

1. To introduce the background knowledge of regression;
2. To learn the real data analysis skills associated with regression, including
the ability of operating the statistical computer software; and
3. To introduce the related new developments.

Course Code	05947			
Course Name	Applied Multivariate Statistical Analysis	Credit	F	S
Course Objectives	 The objectives of this course are: To provide the core and the the central idea that will be applied in the solution of proble application for further study; To introduce some recently developed meth To illustrate the main concepts by a variety 	ems in statist ods; and	ical theor	y and

Course Code	19167			
Course Name	Forecasting Methods	Credit	F	S
Course Objectives	 The objectives of this course are: To develop effective skills in analyzing busidescription, explanation and forecast. To combine knowledge of probabilistic mode to perform empirical comparisons of various and Machine Learning techniques). 	els of stocha	stic proce	sses and

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

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

Course Code	02222			
Course Name	Statistics	Credit	F	S
Course Objectives	 The objectives of this course are: To introduce the basic concept of research meth and practical research; To learn the methods of conducting research pr strategies, collecting and analyzing research da proposals and reports; and To know how to obtain the required informatio approaches in writing research papers and solve 	ocesses, des ta, and prep n through a	signing rea aring rese	search earch

Finance

MS Program in Finance -	evening and weekend	code	classes	Credit hours
	Integration of Management	12486		3
Required common credit	Investment Decisions	10687		3
	Corporate Finance	10688		3
hours of the graduate institute	Futures and Options	03408		3
	Fixed Income Securities	23459		3
	Thesis	00041		6
	Econometrics	01855		3
	The Introduction To Contemporary Finance(English)	19997		3
	Business Forecasting	02058		3
	Securitization	08951		3
	Cross-strait Financial Market and Offshore RMB Business	21233		3
Elective credit hours of	Risk Management and Insurance	17857		3
the graduate institute in other sections	Financial Crisis and Reform	14190		3
	Credit Risk and Applications	18159		3
	Analysis of the Global Economy and Industry	19998		3
	Finance Forum-Course in English	19066		3
	The Supervision of Securities Market	13034		3
	Financial Computation and Software Applicatio	21006		3
	Financial and accounting practices in Small and Medium Enterprises	22614		3

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

Course Code	10687				
Course Name	Investment Decisions	Credit	F	S	
Course Objectives	 This course is designed to investigate investme perspective as well as a shareholder-value-maxi will learn how to improve their investment decision 1. Having timely information on population, p measures, and capital market structure in bo economies. 2. Using empirically tested investment analysis diversified portfolio. 3. Focusing on the value their corporate and creating. 	Credit F S investigate investment decisions from a glob areholder-value-maximization objective. Stude eir investment decision making by: on on population, production, inflation, wea arket structure in both developed and emerging investment analysis to build and maintain	Students , wealth merging intain a		

Course Code	10688			
Course Name	Corporate Finance	Credit	F	S
Course Objectives	 The objectives of this course are 1.To illustrate the primary goal of the firm shareholders; 2.To cover three major functions of corporate fir control, allocation of funds among various as funds; 3.To explore these functions though their real wor 4.To cover the topics such as Financial Statement Flow, Cash Management, Short term financial Cost of Capital, Credit Management, Capital Issuing securities & Long Term Debt. 	nance: finan ssets, and ld applicati analysis: R planning, G	ncial plant the acquis ions; and atio analy Capital Bu	ning and sition of vsis/Cash udgeting,

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

Course Code	23459				
Course Name	The Practices of Fixed Income Securities	Credit	F	S	
Course Objectives	The objective of this course is to introdu securities. Topics covered in this course inclu 1. Introduction to fixed income products and 2. Fixed income agreements and terms; 3. Cash flow estimation and simulation; 4. Fixed income risk and return analysis; 5. Basic bond valuation ; 5. Concept of term structure of interest rates; 7. Practice of fixed income security valuation 8. Application of fixed income management Students enrolled in this course are required 1. to estimate possible cash flows of a practic 2. to price plain bond as well as option embe 3. to present a fixed income case study in cla 4. to accomplish a term paper on a fixed income	ade markets; n; and cal fixed inc dded bonds ass; and	ome securit using simu	ties;	

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

Course Code	01855				
Course Name	Econometrics	Credit	F	S	
Course Maine	Econometrics				
	The objectives of this course are				
	1.To provide a foundation for the applied research in Economics and Finance;				
	2.To introduce the modern treatment of econometrics, using theory and applications that match real-world theory and data;				
Course Objectives	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	19997					
Course Name	The Introduction To Contemporary Finance-	Credit	F	S		
Course Maine	Course in English	Cleun				
	The purpose of this course is to give students with so		•			
	about economics, finance, accounting, investment an					
	hope students should know the types of financial man					
	kind of securities be traded, including money instruments, stocks, bonds,					
	options and futures, etc. Students should also understand the essential features					
	of these instruments and know some important Engli	sh key teri	ns in eco	nomic,		
Course Objectives	financial and accounting fields. During the course we	e will intro	duce son	ne of		
	the most important and influential concepts of economic and finance theory:					
	supply and demand, equilibrium, accounting identity, time value of money,					
	valuation, risk and return, diversification, CAPM, market efficiency, the					
	concept of arbitrage, and the derivatives. After completion of the course					
	students are expected to have a complete and solid understanding of all major					
	areas in economics and finance.					

Course Code	02058					
Course Name	Business Forecasting	Credit	F	S		
Course Objectives	This course would provide a comprehensive and financial time series models, the methodology o application to modeling and prediction of fin completion, the students could enhance their abit regularities in the economy and to do the business	f neural n nancial da lity to exp	etworks a ta. Upon lain the e	and their course		

Course Code	08951			
Course Name	Securitization	Credit	F	S
	Securitization			
Course Name Course Objectives	The objectives of this course are 1.To introduce the principles, structures, and in several major types of asset securitization, inc backed securities, commercial mortgage backed securities, credit card ABS, Asset-backed commer equity loan backed securities, CBO/CLO/CD securities; and 2.To discuss the impact of new Basel Accord (Base	cluding rest securities, ercial paper O, and re	idential n auto loar (ABCP), al estate	nortgage 1 backed Housing backed

Course Code	21233					
Course Name	Cross-strait Financial Market and	Credit	F	S		
Course Maine	Offshore RMB Business	Credit				
	Cross-strait financial policy and developm		-			
	in recent years. This will be one of the main strategies for Taiwan financial institutions. The students majored in Finance should know the related issues and development of financial institutions and market in Mainland China					
Course Objectives	development of financial institutions and market in Mainland China. This course provides the comprehensive analyses on banking, security, insurance industries and offshore RMB business of Cross-strait Financial Market. It also introduces the development of foreign financial intuitions in China. Based on the introduce and learning, students can get the sketch of China financial markets and have related instruments to enter the related jobs.					

Course Code	17857			
Course Name	Risk Management and Insurance	Credit	F	S
Course Objectives	This course aims to provide a general framework is of risk and a broad knowledge of insurance and re- objectives of the course include, (1) to provide students with a broad perspective of traditional insurance risk management as well as of are introduced together; (2) to provide students with a conceptual fram- management and insurance decisions to increase be welfare (b) understanding insurance contracts and insurance industry including their relationship to of as futures and options (c) understanding the effect public policies that affect risk and allocation of individuals; and (3) to enhance the ability of students to think and s risk management that confront business managers	risk manag of risk man her types o nework for ousiness va d institution other finan- ects of and of risk am	ement. The agement if f risk man (a) mak lue and ir nal feature cial contra the ratio ong busin ically pro	he major in which agement cing risk adividual es of the acts such onale for ness and

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
Course Objectives	The Asian financial crisis began in July 1997, follo in 1998, the crisis of Brazilian in 1999, the crisis crisis of Argentine in 2001. Countries the encountered the financial crises currencies, sharp fall in share prices, decline in our dramatic increase in short-term interest rate, high in foreign trade. Though too different in nat prescription, there are certain common features an from the crises. The objectives of this course are 1.To discuss various definitions, causes, and mode 2.To explain how and why did it spread to other co 3.To review the history of financial crisis; 4.To analyze the effects of the crisis on econ consumer prices, foreign trade, exchange rates a 5.To describe the policy prescriptions by the IMF; 6.To examine the measures used to deal with the c 7.To highlight the lessons learned from the cri international and regional cooperation; and 8.To provide useful data and reference for the polic researchers and the general public.	s of Turkisl experience tput, surge rate of inf aure to dra ad lessons the els of finance ountries and nomic grow nd share pr rrisis; ises and th	h in 2001 ed devalu in unempl lation and aw a sta hat can be cial crises d regions; vth, empl rices; he impor	and the ation of loyment, l decline ndardize e learned ; loyment, tance of

Course Code	18159			
Course Name	Credit Risk and Applications	Credit	F	S
Course Objectives	Under the financial crisis which was the most s economics in decays, a new fundamental revolution environments. Investment bank model had been cl the crisis and the tradition financial engineerin dramatically. This course would focus on introducin risk and its related innovations for different transactions such as structured products, securitiz income transactions applying to the financial and re would not only provide the students for the know related risk but also the actual applications and execution in the international practice.	n was form nallenged a ng techniq ng the basic domestic zation, and eal estate as vledge in t	ed in the f nd revised ue was concepts and cross the relate sets. Thi he areas of	financial d during changed of credit s-border ed fixed is course of credit

Course Code	19998				
Course Name	Analysis of the global economy and industry	Credit	F	S	
Course Objectives	industry This program is to cultivate students a global vision and to understand a global influence. It overall analyzes the phenomenon, process and effect of the economic globalization. The topics focuses on the process of globalization, which includes the great background of drastic technological changes and the interaction among the trans-corporation, countries and benefit groups. It also			of the balization, ges and the pps. It also ectors. In of	

Course Code	19066			
Course Name	Einangial Forum Course In English	Credit	F	S
Course Maine	Financial Forum - Course In English	Credit		
Course Objectives	The objectives of this course include:			
Course Objectives	1.To acquaint with the contemporary issues in business and finance;			

2.To bring finance and economics to practical use by integrating theories in
textbooks and current business events; and
3. To be fluent in oral presentation of financial issues in English.

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

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

Course Code	22614				
Course Name	Financial and Accounting Practices in	Credit	F	S	
Course Name	Small- and- Medium Enterprises	Credit			
Course Objectives	Through industry-school associated to independent study, this course is to fa knowledge and techniques involving in t in small and medium enterprises (SME accounting, fund dispatching; internal co control; and financial statements analysi finance and accounting abilities to imple studies and enterprises consulting in real	cilitate stud he financin E), includin ontrols and s. Students ement probl	dents in lean g and account g financing, auditing; cost will be able	ning practical nting activities tax practices, st analysis and to incorporate	

Information Management

MS Program in Information	Management- evening and weekend	Code	classes	Credit
		Couc		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
instruct and a second sec	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
Elective credit hours of the	Information System Project Management	11799	1	3
graduate institute in other	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
	Special Topics on Electronic Finance	23667	1	3

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Maine	1 liesis	Clean		
Course Objectives	Train students how to solve problems, do researches a	nd write a g	good the	esis.

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

Course Code	02631			
Course Name	Management Information System	Credit F	S	
	Management mormation System	Cicuit	3	0
Course Objectives	Learn the principles and topics of management information systems, enterprise diagnosis and strategies and related researches of management on information industry techniques. From this training, it can serve as the theoretical foundation and application basis of enterprise and information center of information industries.			

Course Code	23671			
Course Name	Business Intelligence and Analytics	Credit	F	S
Course Maine	Business Intelligence and Analytics	Cleun	0	3
Course Objectives	Business intelligence/business analytics have enterprises, the computing industry, and the rese availability of big data and new business ne 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 e construct nniques, tex	nunity du course intelligen hese tech alysis kn rom varie may inclu ion of OI t and web	e to the provides ce, data nologies owledge ous data de basic _AP and o mining

Course Code	01799				
Course Name	Research Methodology	Credit	F	S	
Course Objectives	 The objectives of this course are 1.To introduce the basic concept of research n academic and practical research; 2.To learn the methods of conducting research p strategies, collecting and analyzing research d proposals and reports; and 3.To know how to obtain the required inform approaches in writing research papers and solving 	rocesses, d lata, and p nation thr	esigning reparing ough apj	research research propriate	

Course Code	09290			
Course Name	Conoral Tanias on Flootronia 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 Norma	Data Samuita	Cardit	F	S
Course Name	Data Security	Credit	3	0
Course Objectives	 1.Understand basic concepts of data security, 2. Learn principles and applications of cryptography and Internet security. 			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Manie	Customer Relationship Management	Clean	3	0
Course Objectives	The objectives of this course is to give an overvie customer relationship management (CRM) and data methodologies and applications of CRM and DM analytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acquis via up-selling or cross-selling; customer 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 real projects.	a mining (I M. This of manageme ealing with sition; custo nation; custo nation; custo cus of thi ed technique e the stude	DM) as we course with and course with problems order development development stormer van s course es in hand ints are red	ell as the ill cover customer such as: elopment alue and will be lling real quired to

Course Code	11347				
Course Name	Case Studies in Decision Support Systems	Credit	F	S	
Course maine	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 narror and real works, and then stir up the combination of increasing the business value of DSS. It is also desi 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 l of research igned to fo ossibilities	a support between a and prac ster a dis s, impart	systems cademic tices for sertation practical	

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

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

Course Code	12224				
Course Name	Sancial Tanian an Intelligent Southern		F	S	
	Special Topics on Intelligent System	Credit	0	3	
	This course is to introduce that the fundamentals and the applications of the				
	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 Maine	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	S	
Course Objectives	This course provides students the concepts of SO. PaaS, and the process of developing an enterprise le including MVC, service request, UI coding, test student will develop an application with at least a from order taking to shipping, from purchase orde how to automatically establish item masters and Bo and colors, etc. Students will develop ideas, transl- system, deploy their works onto the cloud, and d class.	evel missio ing, and c a complete r releasing OMs for p ate them in	n software leployment business to receivit roducts with nto an app	system t. Each process ng, and th sizes lication	

Course Code	19412			
Course Name	Cloud Enterprise Service Systems	Credit	F	S
Course Objectives	The objective of this course is to provide the studen skills to align business processes and information to cloud enterprise services. The topics include service (SOA) concept, cloud computing concept, enterprise (EAP), business process management (BPM), web programming (ZNQ), no-programming customizati inventor. A SOA-ERP cloud service system is used discussion, configuration, and customization. Stude experience in EA, BPM, NPC, and Google APP bas cloud services.	echnology e-oriented e architect services, u on (NPC), for demon- ents will ha	by applyin architectur ture planni nwitting and Goog astration, twe hands-o	ig re ng le APP on

Course Code	24562			
Course Name	Big Data Analysis and Applications	Credit	F	S
Course Name	Big Data Analysis and Applications	lications Credit	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 helping stu	nd using	analysis

Course Code	23667			
Course Nome	Special Tanics on Electronic Einenes	Credit	F	S
Course Name	Name Special Topics on Electronic Finance O		0	3
	Through real case studies, the main objective of thi	s course is	to enable s	tudents
	to learn the content and the structure of e-finan	ce (also k	nown as 1	Internet
	finance), including e-finance transaction technolog	y, trade str	ucture and	powers
Course	of the contract, and to explore technical and manage	gement issues. Course conten		content
Objectives	includes e-Banking, e-Securities and e-Insuran	ce, focusi	ng on iss	sues of
	electronic payment, electronic financial investm	ent, e-fina	ancing, ele	ectronic
	power contracts, finance data analysis, etc. Finally	, e-finance	e, impleme	ntation,
	supervision and security issues will be discussed.			

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
	Industry Analysis and Competitive Strategy	03132	1	3
	Intellectual Property Law and Science	11805	1	3
	Organizational Innovation and Human Resource Management	30294	1	3
	Corporate Investment and Risk Management	16530	1	3
	Thesis Writing and Research Methodology	17614	1	3
Elective credit hours of the graduate	Internet of Things and Manufacturing Service Management	24350	1	3
institute in other sections	Macroeconomic Environment Analysis on Business	24351	1	3
	Cross-Cultural Business Management	24352	1	3
	Valuation and Management	24353	1	3
	Global Strategy and International Marketing	24354	1	3
	Global Economic and Technological Change	24355	1	3
	Business Negotiation and Strategic Thinking	24356	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 2.To improve the management skills of technologica 3.To learn the skills of managing innovation in vario	al innovatio	on; and	

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Maine	Integration Management	Credit	3	0
Course Objectives	The objectives of this course are1. To increase managerial ability through the cultiv capability; and2. To enhance familiarity with cross-functional special		heir vis	ionary

Course Code	16772			
Course Name	Einensiel Strategy and Management	Credit	F	S
Course Name	Financial Strategy and Management Credit		3	0
Course Objectives	 The purposes of this course are 1. To provide students the modern fundamentals of the 2. To integrate theories with practices; and 3. To introduce the practical topics, such as takeover restructuring, initial public offerings, bankruptcy, d and fund raising. 	ers, junk bo	onds, fin	ancial

Course Code	00041			
Course Nome	Thesis	Cradit	F	S
Course Name	1 nesis	Credit	3	3
Course Objectives	Train students how to solve problems, do researches a	nd write a	good the	esis.

Course Code	03132			
Course Name	e Industry Analysis and Competitive Strategy Cr	Credit	F	S
			0	3
	The objectives of this course are			
Course Objections	1. To understand the advantage of country competition	n;		
Course Objectives	2. To understand the development of industries; and			
	3. To conduct competition analyses and company strategies.			

Course Code	11805				
Course Name	Intellectual Property Law and Science		Intellectual Property Law and Science Credit	F	S
Course Maine	Intellectual Property Law and Science	Clean	0	3	
	. This course provides the concept of Intellectual Property (IP) and the conte		ontent		
Course Objectives	of the Law.				
	2. How to use IP well and develop the Competitive In	. How to use IP well and develop the Competitive Intelligence.			

Course Code	30294				
Course Name	Organizational Innovation and Human Resource	Credit	F	S	
Course Maine	Management	Credit			
The objectives of this course are					
Course Objectives	1. To provide both theory and practical case discussions;				
Course Objectives	2. To understand the evolution of management organization theories thoughts				
and contemporary management/ human resources management chall		nt challen	ges in		

organizational innovation; and
3. To learn the management problem solving skill through case studies.

Course Code	16530			
Course Name	Comparete Investment and Diels Management	Credit	F	S
	Corporate Investment and Risk Management		0	3
Course Objectives	 The objective of this course is to introduce a firm's processes, strategies, asset management and risk man contents that will be covered include: 1. Introduction of financial markets and instruments 2. The risk-return tradeoffs between different financia 3. Valuation models and fundamental analysis 4. Alternative risk measures, including standard dev Monte Carlo simulation technique. 5. Hedge opinions and tools, including diversific management, exchange rate risk management, immu options. 6. The concept of credit risk 	agement te l assets riation, valuation, inte	echnique ue at ris rest rat	ss. The sk and e risk

Course Code	17614					
Course Name	Thesis Writing and Pessenah Mathedology	Credit	F	S		
	Thesis Writing and Research Methodology	Credit	3	0		
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	24350			
Course Name	Internet of Things and Manufacturing Service	Credit	F	S
	Management	Clean		3
Course Objectives	Internet of Things (IoT) recently has become an in topic in industry 4.0 and communication industry. ' creative applications in the whole market such as market, factory and industrial technology. Tradition toward service-oriented value creation and the v service economy. Investigating manufacturing ser growing topic in academic and industry. The object 1. To introduce IoT technology for all students background; 2. To describe the applications of IoT in securitie factory and industrial technology; 3. To analyze contemporary theory and application operations in a global business environment; and 4. To expose students to information, theories, and their strategic thinking, problem solving, and comm prepare them for roles in a wide variety of service of	This new to securities onal indust vorld is m vice mana ives of this even wit s market, ns of manu concepts nunication	echnolog market, f ries have oving to gement i course if hout tec financial ffacturing while sha skills in	y makes financial e moved wards a s also a nclude: hnology market, g service arpening

Course Code	24351			
Course Name	Macroeconomic Environment Analysis on	Credit	F	S
	Business		3	0
Course Objectives	The macro-environment factors, such as finad worsening income distribution, new technology influncing this world. In order to make students macroenvironment factors have on this econom articles related these topics to students. In addit accomplish a project report.	y,etc, have s realize wh y, I provide	been incr at the im many bo	reasingly pacts of poks and

Course Code	24352				
Course Name	Cross-Cultural Business Management	Credit	F	S	
	eross Cultural Dusiness Management				
	The objectives of this course are				
Course Objectives	1. To understand the impact of culture in business management;				
	2. To understand society and business culture of Europe, Japan and India; and				
	3. To learn to deal with cultural differences in business environment.				

Course Code	24353			
Course Name	Valuation and Management	Credit	F	S
Course Objectives	The purposes of this course are 1. To acquaint how a company manages and creates 2. To emphasize on valuation and management; and 3. To understand what and how factors influences va		ompany.	

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 polit affect business firms' global strategy; 2. To understand the key success factors and process strategies; and 3. To adapt marketing strategies and activities to ful different countries.	sses of imp	lementin	g global

Course Code	24355			
Course Name	Global Economic and Technological Changes	Credit	F	S
Course Objectives	The objectives of this course are 1.To analyze global economy with macroeconomic 2.To grasp the information of technological technological frontier; and 3.To acquaint with the industry environment of the foundation of valuation and policy making.	changes d	-	

Course Code	24356			
Course Name	Business Negotiation and Strategic Thinking	Credit	F	S
Course Name	Business Negotiation and Strategic Thinking	Cieun	0	3
Course Objectives	This course aims to provide students with a set o for understanding business competitions, incentiv and barriers to mutually beneficial outcomes. comprised of two inter-related modules, name Strategic Thinking.	e structures The design	, decision of this c	-making course is

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.

MSE Programs – Full-Time –

• Social Enterprise

Social Enterprise

Course list

MS Program in	Social Enterprise – Full-Time –	Code	Classes	Credit hours
	Research Methodology for Social Science	20903	1	3
Required	Community Engagement(I)	24479	1	2
common credit hours of the	International Community Engagement (II)	22964	1	2
department	Business Ethics	00292	1	2
	Thesis	00041	1	6
	Basic theory for Social Enterprise	24145	1	3
	Social Change, Issues, and Social Entrepreneurship	21306	1	3
	Theory of Strategy and Organization for Social	30521	1	3
	Social Enterprise Management	19876	1	3
	Project Management for Social Enterprise	24481	1	3
	Design Thinking and Innovation	21302	1	3
	Marketing Management for Social Enterprise	22218	1	2
	Management Control for Social Enterprise	30967	1	1
	Process Management for Social Enterprise	22220	1	3
Elective credit	Application of Strategy and Organization for Social	30522	1	3
hours by sections	Social Entrepreneurship Practice	21646	1	3
	Special topic on community empowerment	30476	1	3
	NPO's Business Management	24482	1	3
	Performance and evaluation of NPO	19531	1	2
	Technology Application and Knowledge Management	21644	1	3
	Social Design	30519	1	3
	Preservation and revitalization of cultural landscape	30477	1	3
	Social Enterprise Diagnostic Study	30518	1	3
	Service Design	23502	1	3
	Overseas Field Trip-Course in English	23396	1	3

• Course objective and prerequisites

Course Code	20903				
Course Name	Descent Mathedalam for Conicl Science		F	S	
Course manne	Research Methodology for Social Science	Credit			
Course Objectives	 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: 1. To understand the basics of social science rese 2. To know the different qualitative and quantiprocedures that are applicable to various cond 3. To carry out master's level research and thesis 4. To cultivate capability in analyzing social enter and in developing practical resolution. 	s solving a es to design conditions g problems earch theor tative resea itions; s writing; a	nd social research and the pe the 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	Community Engagement (1) Credit The purposes of this course are: 1. To involve students to participate in various social enterprise development programs under the coach of advisors and the consideration of the career plat of individuals; 2. To allow students to learn how to apply interdisciplinary ways in solving social problems and in creating new opportunities for social development; and 3. To give students a comprehensive understanding of the needs for social innovations so as to construct individual learning plans through community engagement experiences.				

Course Code	22964			
Course Name	International Community Engagement(II)	Credit	F	S
		crean		
Course Objectives	This course is designed to enhance students' und social innovation and various theories and practice expected to engage in social innovation through to 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 opportun cial 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 ginice and f	lobal persp air, reeng	pectives, gineering

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

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 sy the established understandings of commercial organizations, and government policies; and 2. To offer innovative concepts of social enterpris entrepreneurship or any organizations which are m	l organiza e, and pro-	tions, no	on-profit or social	

Course Code	21306			
Course Name	Social Changes, Issues, and Social	Credit	F	S
Course Maine	Entrepreneurship	Cleun		
Course Objectives	 The course is designed to help students understand as a whole, how social changes may take place, an society to become more humanistic and sustaina course are for students: 1. To understand the functions of each sector in a soc unexpected results associated with the complica 2. To be familiar with the changes of a society an into the future; and 3. To be able to identify social problems, to analyze the social issues, and to explore ways to addres 	nd the need ble. The society as we ated, societ d the trend e the roots a	ds to re-d objectives ell as the r tal system ds and ch and comp	irect the s of this risks and t; allenges lexity of

Course Code	30521				
Course Name	Theory of Strategy and Organization for Social	Credit	F	S	
Course Name	Enterprise	Credit	3		
	The students will be able to:				
	1. Explore the causes of the failure of PO & NPO by studying the theory of strategy and organization.				
Course Objectives	2. Re-construct the theory of social enterprise by studying the theory of strategy and organization.				
	3. Re-construct the management logic of social enterprise by studying the				
	theory of strategy and organization.				

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	 The objectives of this course are: To develop new business concepts with social goa managerial system which are distinct from the tra- pure commercial objectives; To recognize the existing social systems and socia enterprise; To provide concrete examples of social entreprene techniques and management concepts; and To establish metrics for the assessment of the soci enterprise business and technology performance. 	ditional bus al contexts c eurship, fea	iness pu of social sible ope	rsuing

Course Code	24481				
Course Name	Project Management for Social Enterprise	Credit	F	S	
Course Maine	Project Management for Social Enterprise	Credit			
	Since the practical operation of social enterprises, the concept, method and				
Course Objectives	technology of project management have become an important subject of social				
	enterprise management, the main objectives of this course include:				

1.	Understanding of the concept, methods and techniques of project
	management;
2.	Social enterprise project planning and project plan writing;
3.	Social enterprise project execution and control; and
4.	Social enterprise project performance measure.

Course Code	21302					
Course Name	Design Thinking and Innovation	Credit	F	S		
Course Objectives	The Objectives of this course are to equip students we and practices, including product design process market survey and design expression, and post-de such as industry and competitive analysis, bu marketing/ productions/ human resources and management activities. Students will undertake the class discussions, and projects to accumulate con design and related business operations.	s, product esign mana usiness an other bu neory build	design r gement ad d profit siness fu ling, case	nethods, ctivities, models, nctional studies,		

Course Code	22218			
Course Name	Marketing Management for Social Enterprise	Credit	F	S
Course Objectives	 Through the exploration of marketing literature in situations of social enterprises, one may develop p of social enterprise. This course will cover: 1. The understanding of the fundamentals of marke 2. The understanding of the special topics of mare enterprise such as: social marketing, service marketing; 3. Case studies; 4. The promotion of teamwork, discussion and probability. 	proper mar ting; rketing in arketing, ir	keting fra relation t nternal ma	mework to social

Course Code	30967			
Course Name	Management Control for Social Enterprise	Credit	F	S
		Credit		1
Course Objectives	 This course aims: 1. To introduce students with the basic concepts, and recent development in practice for management enterprise. 2. To demonstrate students how to integrate those in capabilities in management control, such as the simplementation, and activity value management 3. To enable students to design, measure, evaluate, strategic or operational knowledge, for planning 	control, es important p strategic fo and manag	pecially for profession rming, str ge differer	or social al rategic nt
	making.	,		

Course Code	22220			
Course Name	Process Management for Social Enterprise	Credit	F	S
Course Objectives	 Through the exploration of the present situations of may develop proper operational and management is cover: 1. The understanding of the process management a management in social enterprise; 2. The development social execution, leadership ar 	framework	. This cou resource	irse will

3. The understanding of managerial topics such as: human resource planning,
recruitment, selection, training, performance evaluation and remuneration,
and social product or service design.

Course Code	30522				
Course Name	Application of Strategy and Organization for	Credit	F	S	
	Social Enterprise	Credit		3	
	The students will be able to:				
Course Objectives	1. Explore the strategic and organizational issues of PO & NPO from the viewpoints of social enterprise;				
	2. Learn the analysis tools of the strategy and organization from the viewpoints of social enterprise;				
	3. Learn the management control issues and tools of PO & NPO from the viewpoints of social enterprise; and				
	4. Learn strategic, organizational and management control decisions by case study method.				

Course Code	21646			
Course Name	Social Entrepreneurship Practice	Credit	F	S
Course Objectives	 To help students enter in the society and existing real living, which are always ignored by To analyze and assess the legitimacy and eneeds; To stimulate innovative design base on loc managerial technologies; To accomplish the design of practical social To learn the social-entrepreneurship related management and micro-financing. 	mainstream s mergency of al intelligenc "products/ g	social grou "unsatisfic ce by adop process"; a	ups; ed social pting the and

Course Code	30476				
Course Name	Special Topic on Community Empowerment	Credit	F	S	
		Clean	3		
Course Objectives	By reading and discussing extensive literature, this course aims to guide students to think and reflect deeply on the theoretical assumptions, development processes, operational methods, and contemporary practices of the work of community empowerment. In so doing, students can broaden their understanding of community empowerment, and engage in this enterprise in a creative manner in the future.				

Course Code	24482			
Course Name	NPO's Business Management	Credit	F	S
	NI O S Dusiness Management			
	The objective of this course for students is to learn the managerial practices			
Course Objectives how NPO or other non-commercial organizations operate the st				0
	organization management, and necessary functional management skills.			

Course Code	19531					
Course Name	Performance and Evaluation of NPO	Credit	F	S		
	renormance and Evaluation of NFO	Clean	3			
Course Objectives	 The objectives of this course are for the students: 1. To learn the theories and practical methods of p 2. To understand the decision logic and human res 3. To establish the overall concepts of performance 4. To realize how to apply the theories to practical complement of practical cases. 	ource mana e manageme	gement; ent; and			

Course Code	21644				
Course Name	Technology Deployment and Knowledge	Credit	F	S	
	Management	Cicuit			
	Internet and mobile technologies are becoming a c	-	-		
	live, work, and learn, as well as an important source for social innovation. This				
Course Objectives	course familiarizes students how new information and knowledge are				
Course Objectives	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	30519			
Course Name	Social Design	Credit	F	S
Course Objectives	 Introduce evolution of design thinking and designed; Learn and practice social design process; and Learn how to apply "social design" for social service design. 			

Course Code	30477			
Course Name	Preservation and Revitalization of Cultural	Cradit	F	S
	Landscape	Clean		3
Course Objectives	As one of the many aspects of globalization, the pr of cultural landscape has arisen extensive discussion geography and cultural studies. This phenomenon related to contemporary political issues such as do the construction and deconstruction of ideology. The students with the recent development of theses the them the ability of reading traditional landscapes c traces of memory inscribed in contemporary landsc	Credit 3 n, the preservation and revitalization discussion in the fields of cultural omenon has to do with its nature that thas dominance and resistance, and ology. This course aims to introduce eses theoretical issues, preparing scapes critically or decoding the	tural cure that ce, and troduce uring	

Course Code	30518			
Course Name	Social Enterprise Diagnostic Study	Credit	F	S
Course Objectives	 The objectives of this course are To build-up a normative concept about busin science oriented diagnostic study methodolog To learn the attitude and method of case structure the diagnostic process includin causes identifying, and consulting suggestion 	gy; udy, also t g: problen	he collec	tion and is, root-

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	How to enhance customers' pleasurable shopping for stores. While experience is created by the in and environment or users and online stores, communication, visual recognition, product prese media to create value for customer experience. T students understand basic concept of service desi parts: First part is to introduce experience marked personalized service. The last part is to practice in	enterprises entation, well he aim of th gn. This cou	etween cu s could i b design, his course arse incluc ad part is	integrate and new is to let les three to learn

Course Code	23396			
Course Name	Overseas Field Trip - Course in English	Credit	F	S

	The objectives of this course are			
	1.To provide chances to get insights about international business operations			
Course Objectives	through invited guest speakers, taking courses oversea, vis	siting re	nowned	
	multinational corporations; and			
	2.To broaden international viewpoints via the versatile course contents.			

MSE Programs – Evening and Weekend –

• Social Enterprise

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Social Enterprise

Course list

MS Program in	Social Enterprise - Evening and Weekend	Code	Classes	Credit hours
	Integration Management	12486	1	3
common credit	Research Methodology for Social Science	20903	1	3
common credit hours of the	Community Engagement(I)	24479	1	2
department	International Community Engagement (II)	22964	1	2
	Thesis	00041	1	6
	Basic theory for Social Enterprise	24145	1	3
	Social Enterprise Management	19876	1	3
	Social Change, Issues, and Social Entrepreneurship	21306	1	3
	Theory of Strategy and Organization for Social Enterprise	30521	1	3
	Design Thinking and Innovation	21302	1	3
	Marketing Management for Social Enterprise	22218	1	2
Election and it	Management Control for Social Enterprise	30967	1	1
Elective credit hours by	Process Management for Social Enterprise	22220	1	3
sections	Application of Strategy and Organization for Social Enterprise	30522	1	3
	Social Entrepreneurship Practice	21646	1	3
	Special topic on community empowerment	30476	1	3
	NPO's Business Management	24482	1	3
	Performance and evaluation of NPO	19531	1	2
	Technology Application and Knowledge Management	21644	1	3
	Preservation and revitalization of cultural landscape	30477	1	3
	Social Enterprise Diagnostic Study	30518	1	3

Course objective and prerequisites

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; and 2. To enhance familiarity with cross-functional s 			isionary

Course Code	20903			
Course Name	Research Methodology for Social Science		F	S
Course rvanie	Research Methodology for Social Science	Credit		
Course Objectives	 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 c issues; and develop and apply theories in resolving facilitate students: 1. To understand the basics of social science resolvers? 2. To know the different qualitative and quanti procedures that are applicable to various cond 3. To carry out master's level research and thesis 4. To cultivate capability in analyzing social entrand in developing practical resolution. 	s solving a es to design conditions g problems earch theor tative resea litions; s writing; a	nd social research r and the pe s. This cou ties; arch meth	product methods ertaining urse will ods and

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

Course Code	22964				
Course Name	International Community Engagement(II)	Credit	F	S	
Course Objectives	This course is designed to enhance students' understanding of the process of social innovation and various theories and practices from the field. Students are expected to engage in social innovation through the participation in overseas service learning programs. The course provides students opportunities to develop action-oriented skills for social innovation, learn social innovation in an international context, and compare and contrast social innovation models across different contexts.				

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

Course Code	24145			
Course Name	Basic theory for Social Enterprise	Credit	F	S

Course Objectives	 This course aims: To build up a new concept of social institution from the established understandings of comm profit organizations, and government policies; a To offer innovative concepts of social enterprise entrepreneurship or any organizations which missions. 	nercial or and e, and pro	ganization -society f	ns, non- or social

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	 This course aims for students: To develop new business concepts with socia managerial system which are distinct from pursuing pure commercial objectives; To recognize the existing social system and enterprise; To provide concrete examples of social e operating techniques and management concepts; To establish metrics for the assessment of th enterprise business and technology performance 	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	 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: 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; 2. To be familiar with the changes of a society and the trends and challenges into the future; and 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.

Course Code	30521			
Course Name	Theory of Strategy and Organization for Social	Credit	F	S
Course Maine	Enterprise	Clean	3	
Course Objectives	 The students will be able to: Explore the causes of the failure of PO & NPO strategy and organization. Re-construct the theory of social enterprise by strategy and organization. Re-construct the management logic of social theory of strategy and organization. 	y studying t	the theory	r of

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 theo class discussions, and projects to accumulate conce	product de n managen ness and her busin ry building	esign me ment act profit n ess fun g, case s	ethods, ivities, nodels, ctional tudies,

design and related business operations.

Course Code	22218					
Course Name	Aarketing Management for Social Enterprise Credit F					
Course Maine	Marketing Management for Social Enterprise	Clean				
	Through the exploration of marketing literature in the context of the present					
	situations of social enterprises, one may develop proper marketing framework					
	of social enterprise. This course will cover:					
	1. The understanding of the fundamentals of marketing;					
Course Objectives	2. The understanding of the special topics of marketing in relation to social					
	enterprise such as: social marketing, service marketing, internal marketing,					
	and entrepreneurial marketing;					
	3. Case studies;					
	 The promotion of teamwork, discussion and problem solving. 					

Course Code	30967				
Course Name	Management Control for Social Enterprise	Credit	F	S	
Course Marine	anagement Control for Social Enterprise	Credit		1	
Course Objectives	 This course aims: To introduce students with the basic concepts, and recent development in practice for manages social enterprise. To demonstrate students how to integrate thos capabilities in management control, such as the strategic implementation, and activity value m To enable students to design, measure, evaluate strategic or operational knowledge, for planning making. 	e importan e importan e strategic nanagement te, and mar	rol, espec t professio forming, t. nage diffe	ially for onal rent	

Course Code	22220			
Course Name	Process Management for Social Enterprise	Credit	F	S
Course Objectives	 Through the exploration of the present situations of may develop proper operational and management cover: 1. The understanding of the process management management in social enterprise; 2. The development social execution, leadership capabilities; 3. The understanding of managerial topics such a planning, recruitment, selection, training, performuneration, and social product or service determined and the process of the process of the process of the process management is a planning. 	framework t and huma and operat as: human formance ev	. This cou in resourc ional resource	urse will

Course Code	30522	30522				
Course Name	Application of Strategy and Organization for	Credit	F	S		
Course Maine	Social Enterprise	Clean		3		
Course Objectives	 The students will be able to: Explore the strategic and organizational issues viewpoints of social enterprise; Learn the analysis tools of the strategy and org viewpoints of social enterprise; Learn the management control issues and tools viewpoints of social enterprise; and 	anization f	from the NPO fron	n the		
	4. Learn strategic, organizational and management control decisions by case study method.					

Course Code	21646			
Course Name	Social Entrepreneurship Practice	Credit	F	S

	1. 2.	To help students enter in the society and experience the unsatisfied needs in real living, which are always ignored by mainstream social groups; To analyze and assess the legitimacy and emergency of unsatisfied social needs;
Course Objectives	3. 4.	To stimulate innovative design base on local intelligence by adopting the managerial technologies; To accomplish the design of practical social "products/ process"; and
	5.	To learn the social-entrepreneurship related knowledge about micro-firm management and micro-financing.

Course Code	30476						
Course Name	Special Topic on Community Empowerment	Credit	F	S			
		Cicuit	3				
Course Objectives	By reading and discussing extensive literature, this course aims to guide students to think and reflect deeply on the theoretical assumptions, development processes, operational methods, and contemporary practices of the work of community empowerment. In so doing, students can broaden their understanding of community empowerment, and engage in this enterprise in a creative manner in the future.						

Course Code	24482				
Course Name	NPO's Business Management	Credit	F	S	
Course Objectives	The objective of this course for students is to learn the managerial practices how NPO or other non-commercial organizations operate the strategic organization management, and necessary functional management skills.				

Course Code	19531					
Course Name	Performance and Evaluation of NPO	Credit	F	S		
Course Maine	renormance and Evaluation of NFO	Clean	3			
Course Objectives	 The objectives of this course are for the students To learn the theories and practical methods To understand the decision logic and huma To establish the overall concepts of perform To realize how to apply the theories to practical cases. 	s of performation of performation of the second sec	anagemer ement; ar	nt; nd		

Course Code	21644						
Course Name	Technology Deployment and Knowledge	Credit	F	S			
	Management	Clean					
	Internet and mobile technologies are becoming a critical part affecting how we						
	live, work, and learn, as well as an important source for social innovation. This						
Course Objectives	course familiarizes students how new information and knowledge are						
Course Objectives	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	30477					
Course Name	Preservation and Revitalization of Cultural	Credit	F	S		
Course Maine	Landscape	Credit		3		
Course Objectives	Landscape 3 As one of the many aspects of globalization, the preservation and revitalization of cultural landscape has arisen extensive discussion in the fields of cultural geography and cultural studies. This phenomenon has to do with its nature that related to contemporary political issues such as dominance and resistance, and the construction and deconstruction of ideology. This course aims to introduce students with the recent development of theses theoretical issues, preparing them the ability of reading traditional landscapes critically or decoding the traces of memory inscribed in contemporary landscape.					

Course Code	30518					
Course Name	Social Enterprise Diagnostic Study	Credit	F	S		
	Social Enterprise Diagnostie Study	orean				
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, also the collection and					
-	treatment of qualitative data; and					
	3. To practice the diagnostic process including: problems analysis, root-causes					
	identifying, and consulting suggestion proposing and enhancing.					

Doctoral Programs

• Business Administration

Business Administration

Course list

Ph. D. Pro	gram in Business Administration	Code	classes	Credit hours
	Organizational Theory and Organizational Behavior-Course in English	30328	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Quantitative Method-Course in English	21474	1	3
	Operations Research	01559	1	3
	Seminar on Marketing Management	03680	1	3
	Seminar on Information Management	12191	1	3
	Information System Project	12050	1	3
	Business Research Project (I)-Course in English	21479	1	3
	Business Research Project (III)-Course in English	30134	1	3
	Research Methodology-Course in English	21473	1	3
Required common credit	Seminar on Business Ethics-Course in English	21475	1	3
hours of the graduate institute	Strategic Management-Course in English	21477	1	3
	Seminar on Corporate Finance-Course in English	23328	1	3
	Seminar in Futures and Options-Course in English	23329	1	3
	Seminar on Investment-Course in English	23327	1	3
	Business Research Project (II)-Course in English	21480	1	3
	Business Research Project (IV)-Course in English	30135	1	3
	Seminar in International Marketing-Course in English	21491	1	3
	Performance Management of Healthcare Organization	25140	1	3
	Seminar in Quality Management of Health Care	25141	1	3
	Seminar on Human Resources Management	13227	1	3
	Thesis	00041	1	12
Elective credit hours of	Cloud Computing and Statistical Learning	19163	1	3
the graduate institute in other sections	General Business Studies-Course in English	21605	1	3

• Course objective and prerequisites

Course Code	30328					
Course Name	Organizational Theory and Organizational	Credit	F	S		
Course Name	Behavior-Course in English	Clean	3	0		
	The objectives of this course are					
	1.To understand the theories and literature about organizational theory and organizational behavior through critical reading and discussion.					
Course Objectives	2.To have theoretical perspectives about organizational theory and organizational behavior.					
	3. To be able to analyze and solve practical problems of organization and management.					
	4.To explore new insights about organizational theory and organizational behavior.					

Course Code	19169				
Course Name	Multivariate Statistical Analysis-Course in	Credit	F	S	
Course Name	English	Cleuit	3	0	
Course Objectives	The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.				

Course Code	21474					
Course Name	ma Quantitative Method Course in English Credit		F	S		
Course Manie	Quantitative Method-Course In English	Credit	0	3		
Course Objectives	Quantitative Method-Course in English Credit					

Course Code	01559						
Course Name	Operations Research	Credit	F	S			
	Operations Research	Clean	3	0			
Course Objectives	Operation research is one of the most impo- which use mathematical methods, computer reach goals. This course emphasizes on mathematical me application. The main content of this cou- introducing each chapter in operation resear- implication of data, and using interactive teachi- discussion.	software to odels build rse includ ırch, expla	help co ling and es systen ining ma	mpanies theories natically nagerial			

Course Code	03680				
Course Name	Sominar on Marketing Management	Credit	F	S	
Course manie	Seminar on Marketing Management	Clean	3	0	
	The objectives of this course are				
	1. To develop integration, data processing, analytic, connective, leading, and				
	collaborative capability by seminar and integration	grated mark	eting cas	es.	
Course Objectives	2.To connect academics and business practices	8			
	3.To increase marketing knowledge by	communi	cating i	mportant	
	stakeholders				
	4.To develop students into a well-rounded man	rketing pers	on		

Course Code	12191			
Course Name	Seminar on Information Management	Credit	F	S
			0	3
Course Objectives	Study the important MIS research articles in the M organization, information economics, IT adopti related areas in order to enhance the research cap MIS study by analysis and discussion.	ion, IS suc	ccess ai	nd the

Course Code	12050			
Course Name	Information System Project	Credit	F	S
		Credit	3	0
Course Objectives	Study the recently important deterministic methods the global optimization and the related areas fie methods of conducting mathematical model for s engineering problems in the real world. Students writing academic papers through the process of in	lds in orde olving the will learn t	r to kno managin he meth	ow the ng and ods of

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

Course Code	30134			
Course Name	Business Research Project (III) -Course in	Credit	F	S
	English	Clean	3	0
Course Objectives	The objective of this course is to serve as the foundation for conducting dissertation 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 rese research strategies, collecting and analyzing rese research proposals and reports. They will know h information through appropriate approaches in we solving management problems.	earch data, ow to obtai	and pre n the re	paring quired

Course Code	21475				
Course Name	Seminar on Business Ethics -Course in English	Credit	F	S	
	Seminar on Business Ethics -Course in English		3	0	
	The objectives of this course are				
Course Objectives	1. To appreciate the essential of Business Ethics through five main faucets:				
	recognizing socially acceptable business co	nduct from	n the	global	

perspectives, embedding good business in treating people nice and fair,
reengineering corporate image, enhancing professional ethics, and
investing in sustainable and socially responsible corporations
2.To improve English proficiency

Course Code	21477			
Course Name	Strategic Management -Course in English	Credit	F	S
			0	3
Course Objectives	The objectives of this course are 1.To build up a complete concept of strategic mar 2.To integrate knowledge in relevant academic fie 3.To explore new insights about strategic manage through class discussions	elds.	ousiness	trends

Course Code	23328			
Course Name	Seminar on Corporate Finance-Course in	Credit	F	S
	English	Credit	0	3
Course Objectives	This objectives of this course are1.To provide an overview of theoretical and en modern corporate finance2.To prepare for conducting independent studies3.To present and discuss the assigned papers in th	-	ntributio	ons of

Course Code	23329			
Course Name	Seminar in Futures and Options-Course in	Credit	F	S
Course Name	English	Credit	0	3
Course Objectives	The learning goals of this class can be summarize 1. The basic characteristics of derivative contracts 2. No arbitrage pricing of forward and future 3. No arbitrage pricing bounds of options 4. Trading strategies of options 5. Binomial tree and risk-neutral valuation of option 6. Swaps and valuation 7. Structured notes and exotic options 8. the fundamental contracts of derivatives 9. pricing of futures 10. pricing options by lattice tree 11. derivation of Black-Sholes formula 12. investment evaluation by real option After completing this course, students shall derivatives' theories, especially quantitative algori by simulating time path of underlying variables.	ons have the 1	knowled	U

Course Code	23327			
Course Name	Seminar on Investment-Course in English	Credit	F	S
		Credit	0	3
Course Objectives	The purpose of this course is to analyze the instruments that facilitate trade and investment Topics include 1.The economic determinants of prices, p relationships in the major financial market. Th financial instruments would be included herei 2.The policy issues that result for private ente investment, and risk management will be inclu	activities o price change current th n. prprises. Ca	n a global ges, and eories of p pital budg	scale. price pricing

Course Code	21480			
Course Name	Business Research Project (II) -Course in	Credit	F	S
Course Name	English		0	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 research3.To cultivate the capability of independent study			

Course Code	30135			
Course Nome	Business Research Project (IV) -Course in	Credit	F	S
Course Name	English	Credit	0	3
Course Objectives	The objective of this course is to serve as the foundation for conducting dissertation through the process of independence study.			

Course Code	21491			
Course Name	Seminar in International Marketing-Course in	Credit	F	S
Course mane	English		3	0
Course Objectives	The objectives of this course are1. To learn the necessary concepts and skills in research.2. To discuss the interesting topics in international3. To write a professional international marketing	l marketing		keting

Course Code	25140				
Course Name	Performance Management of Healthcare	Credit	F	S	
Course Maine	Organization	Credit	3	0	
Course Objectives	 The objectives of this course is to study 1. The strategic management system of a healt 2. The crisis management models to strectly capabilities of a healthcare institution 3. How to utilize accountability theories to electly healthcare institution 4. The innovation management theories to print innovative service models 	engthen cr	isis man gic execu	tion of a	

Course Code	25141				
Course Norma	Seminar in Quality Management of Health	Credit	F	S	
Course Name	Care		0	3	
Course Objectives					

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

Course Code	00041			
Course Norma	Thesis	Credit	F	S
Course Name	Thesis			

Course Objectives Train students how to solve problems, do researce thesis.	hes and write a good
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19163					
Cloud Computing and Statistical Learning	Cradit	F			
Cloud Computing and Statistical Learning	Credit	3	0		
calculating methods in scientific research on c 2. To focus the application of statistics on scie 3. To employ tools ranging from statistics to combinatorics and geometry in an atter foundations to some important applications en data sets whose sizes and complexities are be handle; and	Cloud Computing and Statistical LearningCreditImage: CreditThe objectives of this course are1.To discusses some commonly, used, and modern statistical methods an calculating methods in scientific research on cloud computing environment 2.To focus the application of statistics on scientific research; 3.To employ tools ranging from statistics to computational complexity combinatorics and geometry in an attempt to provide theoretical foundations to some important applications emerging from need to process data sets whose sizes and complexities are beyond the ability of humans to				
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Course Code	21605			
Course Name	General Business Studies-Course in English	Credit	F 3	S 0
Course Objectives	 The objectives of this course are To understand the goals, processes and enterprises. To introduce the functions that a company must successful, such as accounting, finance, huma marketing, production and operations managen and strategic planning. To gain a fundamental knowledge of the lega businesses operate and the importance of busin citizenship. To integrate the factors of environment, ma business functions. 	effectively in resource hent, inform al environr ness ethics	y manag manag nation sy nent in and cor	e to be ement, ystems which porate