College of Management Fu Jen Catholic University 2018-2019 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 Programming* | 24495 | 3 | 3 |
| | | Statistics | 02222 | 2 | 6 |
| | | Statistics-Course in English* | 30268 | 1 | 6 |
| | Commercial Law | 02056 | 3 | 3 | |
| | | Management-Course in English | 16534 | 3 | 3 |
| | | Managerial Mathematics | 02632 | 2 | 3 |
| | Managerial Mathematics-Course in English | 20020 | 1 | 3 | |
| | | Human Resources Management | 01013 | 2 | 3 |
| Required common credit hours of the 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 | 2 |
| | | Management Accounting* | 02629 | 3 | 2 |
| | | Information Management | 02502 | 2 | 3 |
| | | Information Management-Course in English | 23455 | 1 | 3 |
| | | Seminar on Business Administration(I) | 14212 | 24 | 2 |
| | | Seminar on Business Administration(II) | 14213 | 20 | 2 |
| | | Business Policy | 01389 | 3 | 3 |
| | | Quality Management | 03021 | 1 | 3 |
| Elective credit hours by | | Global Supply Chain Management | 15353 | 1 | 3 |
| | | Discussion in Industrial Management | 14211 | 1 | 3 |
| Integrating c | • | Innovation Management -Course in English | 19061 | 1 | 3 |
| integrating courses | | Financial Operating Management and Innovation | 24869 | 1 | 3 |
| | | Organization and Social Development | 24864 | 1 | 3 |
| | | Organization Development & Change | 06935 | 1 | 3 |
| | | Performance Management and Talent Development | 24862 | 1 | 3 |
| Elective | Human | Manpower planning and recruiting | 20021 | 1 | 3 |
| credit hours by sections | resources management | Organizational Behavior-Course in English | 21046 | 1 | 3 |
| by sections | management | 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 |
| | Family Business Management-Course in English | 24339 | 1 | 3 | |
| | | Introduction to Health Care Industry | 30709 | 1 | 3 |
| | | Seminar of Healthcare Industry Management | 31019 | 1 | 3 |
| | | Career Exploration and Planning | 31493 | 1 | 2 |
| | | Corporate Social Responsibility and | 31494 | 1 | 3 |
| | | Intermediate Accounting | 01109 | 1 | 6 |
| | | Fixed Income Securities | 10458 | 1 | 3 |
| | | International Financial Management | 02093 | 1 | 3 |
| F | inancial | Investment | 01579 | 1 | 3 |
| n | nanagement | Macroeconomics | 02891 | 1 | 3 |
| | | Financial Statement Analysis - Course in English | 23851 | 1 | 3 |
| | | Corporate Governance | 15470 | 1 | 3 |
| | | Marketing Research | 01480 | 1 | 3 |
| | | Consumer Behavior | 01951 | 1 | 3 |
| | | Promotional Strategy | 14210 | 1 | 3 |
| | | Social Media Marketing-Course in English | 31496 | 1 | 3 |
| | | Creative Thinking and Marketing Innovation | 24865 | 1 | 3 |
| | | E-Commerce & Internet Marketing | 10992 | 1 | 3 |
| | | Service Design | 23502 | 1 | 3 |
| | Aarketing | Project Management | 02141 | 1 | 3 |
| n | nanagement | Chain Store Business Management | 02252 | 1 | 2 |
| | | Entrepreneurial Management | 11178 | 1 | 3 |
| | | Brand Strategy and Management | 30711 | 1 | 3 |
| | | Effective Business Communication and Negotiation- Course in English | 30884 | 1 | 3 |
| | | Fashion Business Management-Course in English | 30970 | 1 | 3 |
| | | Agricultural Marketing Management | 31937 | 1 | 3 |
| | | Design of Operations Flow | 24866 | 1 | 3 |
| | | Design of Operation Environment | 24867 | 1 | 3 |
| | | Product/Service Design and Development | 24868 | 1 | 3 |
| | Dperational nanagement | Introduction to Technology Management - Course in English | 30007 | 1 | 3 |
| | - | Business and Management Practice in Asia Pacific Region -Course in English | 23503 | 1 | 3 |
| | | Introduction to Emerging Technology and Digital Business | 31495 | 1 | 3 |
| | | International Industry Analysis | 04060 | 1 | 3 |
| Elective credit | | Internship (I) | 25125 | 1 | 3 |
| the departmen sections | u in other | Internship (II) | 25126 | 1 | 3 |
| | | Internship Capability Cultivation program | 32175 | 1 | 2 |

• Course objective and prerequisites

| Course Code | 02412 | | | |
|----------------------|--|---|---|---|
| Course Name | Accounting Credit F | | S 3 | |
| Course Objectives | The objective of this course is to introduce the basic information system, the principle and rules of accou- reporting, and how to analyze and interpret accounting in and external business users making economic decisions it 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 soci 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 business 4. To understand how to analyze and interpret accour investors, creditors and business managers to make econd 5. To understand how to resolve the ethical dilemma and judgment; and 6. To understand how to develop and make planning of an | inting mea formation t n order to c ncy of the o luation and iness world ety in gene processes the measure ses; ating inforr omic decision make ethic | of acco surements o help in reate va capital n d contr l as well ral; of acco ements u mation t cons; al profes | unting nt and nternal lue for narket. acting. as the unting used in o help |

| Course Code | 02457 | | | |
|----------------------|--|--|--|----------------------|
| Course Name | Economics | Credit | F | S |
| Course Manie | Leonomies | Cicuit | 3 | 3 |
| Course Objectives | The objective of this course is to provide students we concepts and to improve students' abilities to anal macroeconomic issues. Upon course completion, the stude 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand funce 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and firm 5. Understand various types of industry organizations and 6. Use Microeconomics theories to analyze the effects of 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's 9. Realize the meaning of production, saving, and inves 10. Understand the meanings of aggregate demand and a 12. Use macroeconomics theories to analyze the effects of a superstand the meanings of aggregate demand and a superstand the other superstand and a superstand the meanings of aggregate demand and a superstand the meanings of aggregate demand and a superstand the other superstand and a superstand the meanings of aggregate demand and a superstand the meanings of aggregate demand and a superstand the meanings and measurestand and a superstand the meanings of aggregate demand and a superstand the meanings of aggregate demand and a superstand the meanings and measurestand and a superstand the meanings of aggregate demand and a superstand the meanings and measurestand and a superstand the meanings and measurestand and a superstand the meanings of aggregate demand and a superstand the meanings and measurestand the meanings and measurestand the meanings and measurestand and a superstand the meanings of aggregate demand and a superstand the meanings and measurestand t | yze microo dents should tions. m make dec nd their cha of public po income. tment. ggregate su | economi 1 be able cision. racterist licy. pply. | c and to: ics. |

| Course Code | 02390 | | | | | | |
|----------------------|--|--|--|--|--|--|--|
| Course Name | Calculus Credit F S 3 3 | | | | | | |
| Course Objectives | This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basis concepts and theory in calculus and their applications. In the first semester, topic in one-variable differential calculus such as limit, continuity, derivative, chain rul- implicit differentiation, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivative and multiple integrals will be covered. The objectives of this course are 1. To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and | | | | | | |

| application for further study; |
|--|
| 2. To illustrate the main concepts by a variety of examples and exercises; and |
| 3. To have an overall understanding in calculus. |

| Course Code | 05201 | | | | |
|--------------|---|--------|---|---|--|
| Course Name | Introduction to Business Credit F S | | | | |
| Course Maine | Infoduction to Business | Cleuit | 0 | 3 | |
| | The objectives of this course are | | | | |
| | 1.To gain a fundamental working knowledge about every aspect of the environment | | | | |
| | in which business prospers; | | | | |
| | 2.To introduce business functions, including marketing, finance, human resources, | | | | |
| Course | production & operation, information, and R&D | | | | |
| Objectives | 3.To introduce management functions, including analysis, planning, organizing, | | | | |
| | leading, and controlling; | | | | |
| | 4.To integrate the factors of environment, management functions and business | | | | |
| | functions; and | | | | |
| | 5.To combine theory and practice. | | | | |

| Course Code | 24495 | | | |
|----------------------|---|--------|---|---|
| Course Name | Introduction to Programming | Credit | F | S |
| Course Maine | Course Name Introduction to Programming Cr | Clean | 3 | 0 |
| 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 | 02222 | | | | |
|----------------------|--|---------------|-----------|----------|--|
| Course Name | Statistics | Credit | F | S | |
| | Statistics | Credit | 3 | 3 | |
| | The objective of this course is to provide the students with the essential and | | | | |
| | fundamental concepts of elementary statistics. This course | rse is design | ed to stu | ress an | |
| Course Objectives | intuitive understanding of statistical procedures and log | gical princip | oles behi | nd the | |
| | formula. A wide selection of real problems and example | s from many | various | s fields | |
| | are introduced. It emphasizes that Statistics is used as a | tool in decis | ion -mal | king in | |
| | virtually all areas of management sciences. | | | | |
| | This course will cover: | | | | |
| | 1.Statistics methods and concept and its relevance to the | real world. | | | |
| | 2.Descriptive Statistics. | | | | |
| | 3.Basic notions of probability, random variable, and | discrete a | nd cont | inuous | |
| | probability distribution. | | | | |
| | 4.Sampling methods. | | | | |
| | 5. Statistical inference – interval estimation. | | | | |

| Course Code | 30268 | | | |
|----------------------|---|--|--|------------------------------|
| Course Name | Statistics- Course in English Credit F S | | | |
| Course Manie | Statistics- Course in English | | 3 | 3 |
| Course Objectives | The objective of this course is to provide the student fundamental concepts of elementary statistics. This cours an 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 t virtually all areas of management sciences. This course will cover: 1. Statistics methods and concepts and its relevance to the | se is design gical princij from many ool in decis | ed to cu ples behi various sion-mal | ltivate ind the fields |

| probability distribution. 4. Sampling methods. | Descriptive Statistics. Basic notions of probability, random variable, and discrete and continuou | S |
|---|--|---|
| 5. Statistical inference – interval estimation. | 4. Sampling methods. | |

| Course Code | 02056 | | | |
|----------------------|---|--------|--------|--------|
| Course Name | Commercial Law | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are 1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance; and 2.To build the basis of further legal studies and examination skills on the commercial laws. | | | |

| Course Code | 16534 | | | |
|--------------|--|--------|---|--------|
| Course Name | Management-Course in English | Credit | F | S |
| Course Maine | Management-Course in English | Cleuit | 3 | 0 |
| | The objectives of this course are | | | |
| Course | 1.To know the basic knowledge of management; and | | | |
| Objectives | 2. To know how to use planning, organizing, leading, and controlling in management | | | gement |
| | practices. | | | |

| Course Code | 02632 | | | |
|----------------------|--|--|--------------------------------|-------------|
| Course Name | Managerial Mathematics | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are 1.To provide fundamental concepts and skills to so problems that confound managers in both the public an 2.To develop mathematical models for problem solving a 3.Topics that will be covered include Linear Programmin models, Project Management, Queuing Analysis and Federal Science Science | d the privat and decision ag models, | cision-n e sector making | ; g; and |

| Course Code | 20020 | | | |
|----------------------|--|--|-----------------------|-------------|
| Course Name | Managerial Mathematics-Course in English | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are 1.To provide fundamental concepts and skills to so problems that confound managers in both the public at 2.To develop mathematical models for problem solving a 3.Topics that will be covered include Linear Programmi models, Project Management, Queuing Analysis and Formattical Programmi and Programmi models and Project Management, Queuing Analysis and Formattical Programmi Project Management, Queuing Analysis and Formattical Project Management, Queuing Analysis and Project Management, Queuing Analysis Analysis and Project Management, Queuing Analysis Analysis Analysis and Project Management Project Man | nd the priva and decision ng models, | te sector 1 making | ; g; and |

| Course Code | 01013 | | | | |
|--------------|--|--------|---|---|--|
| Course Name | Human Basouraas Managamant | Credit | F | S | |
| Course Maine | Human Resources Management | Clean | 0 | 3 | |
| | The main purposes of this course are | | | | |
| | 1.To develop systematic knowledge of human resources management; | | | | |
| Course | 2. To enhance the capability of practicing theories into a real life; | | | | |
| | 3. Toe provide practical cases for a better understanding of general human resources | | | | |
| Objectives | 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 | 23505 | | | |
|----------------------|--|---|---------|---|
| Course Name | Human Basauraas Managamant Course in English | Credit | F | S |
| Course Name | Human Resources Management-Course in English | Clean | 0 | 3 |
| Course Objectives | The main purposes of this course are: 1.to develop systematic knowledge of human resources m 2.to enhance the capability of practicing theories into a re 3.to provide practical cases for a better understanding of management, including planning, recruiting, selecting evaluation, salary system, and labor-capital relations; and 4.to learn skills of teamwork and discussion. | eal life; general hu g, training, | man res | |

| Course Code | 01483 | | | | |
|--------------|---|--------------------------|------------|------|--|
| Course Name | Marketing Management | Credit | F | S | |
| Course Maine | Warketing Wanagement | Clean | 3 | 0 | |
| | The objective of this course is to provide students with | basic marketing concepts | | | |
| | and to improve students' abilities to implement marketin | g related a | ctivities. | Upon | |
| | course completion, the students should be able to: | | | | |
| | 1. Realize the basic concepts of marketing. | | | | |
| Course | 2. Understand the meanings and procedure of marketing plan. | | | | |
| Objectives | 3. Realize the meaning of segmenting, targeting, and post | itioning (S7 | TP). | | |
| | 4. Understand the meaning and scopes of marketing mix 4P. | | | | |
| | 5. Utilize marketing theory to analyze firm's marketing activities. | | | | |
| | 6. Learn the skill of marketing planning and apply Marketing Management in an | | | | |
| | effective manner. | | | | |

| Course Code | 01983 | | | |
|----------------------|---|---|--|--|
| Course Name | Financial Management | Credit | F 3 | S 0 |
| Course Objectives | This objective of this course is to provide a basic un financial decisions. These decisions include choose investment opportunities, how much debt and equity to 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 a management and dividend policy. Students enrolled th familiar with the followings upon course completion. 1. The possible types and control mechanism of agency p 2. Valuation approaches, cash flow estimation, and risk budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital strue 5. working capital management | ing betwee to issue, he what level r major dec structure, w e course an problems aspect rela | g of correspondent compositions correspondent compositions correspondent | porate peting nanage end to overed capital cted to |

| Course Code | 01370 | | | |
|----------------------|---|---|--|--|
| Course Name | Production and Operations Management | Credit | F | S |
| Course Maine | rioduction and Operations Management | Cleuit | 0 | 3 |
| Course Objectives | Production is an essential function of a business unit. The is to help students understand the whole concepts of proto improve the students' ability to plan and control resourcourse completion, the students should be able to: 1. Realize the basic concepts and theoretical km Management, 2. Understand how to integrate the resource in business to achieve the goals of organization and use the relative and the students of the students of the students and the students are the relative and the students. | oduction ma irces in a co owledge of with inform | inageme ompany. of Oper nation sy | ent and . Upon rations ystems |
| | real problems, 3. Obtain the ability for the further study and research. | | | |

| Course Code | 16533 | | | |
|----------------------|--|---|--|--|
| Course Name | Production and Operations Management-Course in | Credit | F | S |
| | English | Credit | 3 | 0 |
| Course Objectives | Production is an essential function of a business unit. This to help students understand the whole concepts of proto improve the students' ability to plan and control resourcourse completion, the students should be able to: 1. Realize the basic concepts and theoretical kn Management, 2. Understand how to integrate the resource in business to achieve the goals of organization and use the relative real problems, 3. Obtain the ability for the further study and research. | oduction ma arces in a co owledge of with inform | inageme ompany. of Oper nation sy | ent and . Upon rations ystems |

| Course Code | 01449 | | | |
|----------------------|--|-------------|----------|--------|
| Course Name | Cost Accounting | Credit | F | S |
| Course Manie | Cost Accounting | | 2 | 0 |
| Course Objectives | The purpose of this course is to introduce the contempor used in the nowadays business world. The related topic system, cost-volume-profit analysis, target costing, a management, balanced scorecard, life-cycle costing, etc. | s include p | roduct c | osting |

| Course Code | 02629 | | | |
|----------------------|--|-----------------------------|----------|-----------------|
| Course Name | Management Accounting | Credit | F 0 | S 2 |
| Course Objectives | The objectives of this course are: 1. To introduce the contemporary management accounti costing, activity-based costing & management, balance 2. To explore the selective topics for conducting research, including performance evaluation incentive, etc. | ed scorecar earch on the | d, and e | tc; and agerial |

| Course Code | 02502 | | | |
|----------------------|--|---|---|---|
| Course Name | Information Management | Credit | F | S |
| Course Manie | Information Management | Clean | 3 | 0 |
| Course Objectives | This course is based on the premise that information syste for creating competitive firms, managing global corpo- value, and providing useful products and services to cus of this course is to offer an introduction to major en information technologies that are being used for achievi enhancing global organization performance. It also call demonstrate the business value of information system provides students with additional projects for hands-on p | brations, ac tomers. The terprise ap ng digital i s attention in the org | Iding bu e primar plication ntegration to the n ganization | isiness by goal ns and on and leed to |

| Course Code | 23455 | | | |
|----------------------|---|------------|------|---|
| Course Name | Information Management-Course in English | Credit | F | S |
| Course Maine | mormation Management-Course in English | Cleuit | 3 | 0 |
| Course Objectives | This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and to | | | |
| | provide students with additional projects for hands-on pr | oblem-solv | ing. | |

| Course Code | 14212 | | | |
|----------------------|---|--------|---------|--------|
| Course Name | Seminar on Business Administration(I) | Credit | F | S |
| Course Maine | Seminar on Business Administration(1) | Cicuit | 0 | 2 |
| Course Objectives | The goals of the course are 1.To implement the goal of "learning by doing"; 2.To integrate all the knowledge of business administrati 3.To be problem-solving orientated; 4.To build competence of teamwork, communication creation; and | | leading | g, and |
| | 5. To be responsible for completing one's own work. | | | |

| Course Code | 14213 | | | |
|----------------------|--|--------|---------|--------|
| Course Name | Seminar on Business Administration(II) | Credit | F | S |
| Course Maine | Seminar on Business Administration(II) | Clean | 2 | 0 |
| Course Objectives | The goals of the course are 1.To implement the goal of "learning by doing"; 2.To integrate all the knowledge of business administration 3.To be problem-solving orientated; 4.To build competence of teamwork, communication creation; and 5.To be responsible for completing one's own work. | | leading | g, and |

| Course Code | 01389 | | | | |
|--------------|--|---|----|---|--|
| Course Name | Business Delieu | Credit | F | S | |
| Course Manie | Business Policy | Credit | 3 | 0 | |
| | The objectives of this course are | | | | |
| | 1. To observe new trends and business models; | 1. To observe new trends and business models; | | | |
| Course | 2. To develop strategic thinking ability; | | | | |
| Objectives | 3. To cultivate organizational learning ability; | | | | |
| | 4. To build up a comprehensive concept of strategic n | nanagement; ai | nd | | |
| | 5. To integrate knowledge in relevant academic fields. | | | | |

| Course Code | 03021 | | | |
|----------------------|---|------------|---------|--------|
| Course Name | Total Quality Management | Credit | F 3 | S 0 |
| Course Objectives | This course embraces the fundamental principles and hist quality and provides a foundation for understanding and will help students develop the concept of quality manager technical point of views. | applying S | ix Sigm | a. The |

| Course Code | 15353 | | | |
|-------------|---|--------------|-----------|---------|
| Course Name | Global Supply Chain Management | Credit | F | S |
| | Global Supply Chain Management | Cicuit | 0 | 3 |
| | The main objectives of this course are to : | | | |
| | 1.Enable students to recognize and understand the global | economic e | environr | nent. |
| | 2.Understand what the global supply chain management | nt is and h | ow the | global |
| Course | supply chain management operate. | | | _ |
| Objectives | 3.Learn the globalization thinking based logistics, enterpr | ise resource | e plannin | ng, and |
| | supply chain management. | | | |
| | 4.Learn the design, control, operation, and management | of the globa | al supply | chain |
| | management | - | | |

| Course Code | 14211 | | | |
|--------------|---|------------|----------|---------|
| Course Name | Discussion in Industrial Management | Credit | F | S |
| Course Maine | Discussion in Industrial Management | Credit | 0 | 3 |
| | The objectives of this course are | | | |
| | 1.To explore various industries and the trends of them; | | | |
| Course | 2.To explore competitions in various industries; | | | |
| Objectives | 3.To explore the processes of strategic planning and | implementi | ing in v | various |
| | industries; and | | | |
| | 4.To provide the contact opportunities for students and alumni. | | | |

| Course Code | 19061 | | | |
|----------------------|---|---|---|--|
| Course Name | Innovation Management - Course in English | Credit | F 3 | <u>S</u> |
| Course Objectives | The objectives of this course are: to cover the major sources of innovation, the analytical explorations (verifications); to concentrate on the principles and methodologies of innovation as well as policies within an internatio context for high technology industries; to provide a state-of-the-art-overview of innovation macroeconomic frameworks; to draw benefits from overlaps with neighboring dis theory, clinometric and institutionalism; and to apply the analyses of the interactions of innovation, competition intensity and speed of technology change network and increasing returns industries | designing a nal industr studies wit sciplines su strategy, ma | I the em and prot ial ecor hin mic ch as sy arket stru | pirical moting nomics ro and ystems ucture, |

| Course Code | 24869 | | | |
|----------------------|--|---|---|-------------------------------|
| Course Name | Financial Operating Management and Innovation | Credit | F | S |
| Course Maine | Financial Operating Management and Innovation | Clean | 3 | 0 |
| Course Objectives | The recent development of internet, social media, mobile analysis, and cloud computing has greatly reshaped the b of the banking industry. As indicated by Brett King (201) place you go, but something you do. Bank 3.0 was officia Financial Supervision Committee (FSC) in June 2014 as endeavor in the future. The course will cover the following issues. 1.How could the traditional banking businesses (such as and payment) be transformed into digitized and mobilize 2.The change in banking personnel. 3.The strategies and thinking of banking industry. 4.The trend of international banking industry. On top of these, the course aims to invite practitioners sh experiences so as to give students a better understanding industry and its requirement for persons aiming at this in | usiness mo 2), banking ally announ the most in saving & lo d? aring their j of the futur | dels and is no lo ced by t portant ans, wir | realm nger a he ing, |

| Course Code | 24864 | | | |
|----------------------|---|---|---|--|
| Course Name | Organization and Social Development | Credit | F | S |
| Course Name | Organization and Social Development | Credit | 3 | 0 |
| Course Objectives | The course starts with an overview of the concepts and his of social development. The course enhances students' unc impact of organization in the development of a society. Th cases, students gain knowledge about how businesses, no social enterprises embedded in the civil society. The cou issues on sustainability. Students are encouraged to ap- critical thinking to those issues. The goals of this course a | lerstanding rough analy nprofit orga urse explore ply systems | of the ro ysis of se anization es the pr | ble and elected ns, and ressing |

| 1.To familiarize students with the theories and models of social development; |
|---|
| 2.To familiarize students with various types of organizations and their distinct role |
| and function in the development of a society; |
| 3.To expose students to the pressing issues on sustainability; and |
| 4. To encourage students to explore theory of change at the organizational level. |

| Course Code | 06935 | | | |
|----------------------|---|---------------|--------|--------|
| Course Name | Organization Development & Change | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are To understand the knowledge scope of OD/OC; To familiar with the factors which lead organization ch To be able to handle the principle, method and model to organization; To study the case and induce the principle; To establish the skill in solving the OD/OC problems; To set up the open mentality to face changes. | to adjust the | , | |

| Course Code | 24862 | | | |
|----------------------|---|--|---|--|
| Course Name | Performance Management and Talents Development | Credit | F | S |
| Course Manie | Terrormance Management and Talents Development | Cicuit | 0 | 3 |
| Course Objectives | The current 21st century is now focused on talents dev plans aiming at organizational goals and work tasks organizational members. Organizational members requir current period when a new task is planned. Moreover, so members' personal growth and cultivation according to order to further assist organizational members to plan and assessment method. Thus, supervisors can indirectly organizational members systematically and effectively, supervisors and organizational members can be used to or Therefore, the training and talents cultivation regarding guide and performance management as a feedback can er result, the learning goals of this course include the follow 1.To distinguish differences among knowledge, skills, c development experience; 2.To understand the formulation of organizational goals a cultivation; 3.To realize short-term and long-term talents cultivation; 4.To explore the evaluation model of human resource eff 5.To be familiar with the implementation of succession p | as well as re a certain upervisors to their plan develop th cultivate and interact develop on organizatio cho with ea <i>v</i> ing. competencie nd the oper- | the go a ability make pl aned abi eir own the abil ctions be e's own onal goa ach other es, and o ation of | bals of in the ans on lity in ability lity of etween goals. ls as a r. As a |

| Course Code | 20021 | | | |
|----------------------|---|--------|--------|--------|
| Course Name | Manpower planning and recruiting | Credit | F 3 | S 0 |
| Course Objectives | The learning objectives of the course are formulated as follows: 1. To reinforce concepts, skill and knowledge of manpower planning and recruiting; 2. To integrate the operating mechanism of management and human resource management; 3. To learn problem-solving technique and to implement the goal of "learning by doing"; and 4. To build-up competence of teamwork mentality, analysis capability and creativity. | | | |

| Course Code | 21046 | | | |
|--------------|--|--------|---|---|
| Course Name | Organizational Bahaviar Course in English | Credit | F | S |
| Course Maine | Organizational Behavior-Course in English | Credit | 0 | 3 |
| Course | The objectives of this course are | | | |
| Objectives | 1.To understand the basic knowledge of OB; | | | |

| 2.To learn the concept of individual behavior, group behavior, organization system, |
|---|
| and other OB related issues; and |
| 3.To learn and practice the OB knowledge and skills through examples in real |
| business world. |

| Course Code | 19664 | | | |
|----------------------|---|-----------------------------------|---|---|
| Course Name | Organizational Learning and Social Inquiry C | Credit | F | S |
| | | Cleuit | 2 | 0 |
| Course Objectives | The objectives of this course are 1.To be able to internalize the spirit of autonomous learn 2.To be able to build a team and cooperate with each oth 3.To be able to handle the implement process of a project 4.To be able to manage the group dynamic of an organiza 5.To be able to implement the selected project and achieve | er within the t; ation; and | | |

| Course Code | 19663 | | | | |
|-------------|--|--------|---|---|--|
| Course Name | Organizational Leadership and Social Innovation | Credit | F | S | |
| Course Name | Practices | Credit | 0 | 2 | |
| | 1. To be to internalize the spirit of autonomous learning; | | | | |
| | 2. To be able to build a team and cooperate with each other within the team; | | | | |
| Course | 3. To be able to manage the group dynamic of an organization; | | | | |
| Objectives | 4. To be able to implement the selected project and achieve the set goals; | | | | |
| - | 5. To be able to run an organization to have high performance; and | | | | |
| | 6. To be able to have the vision and capacity to be a leade | er. | | | |

| Course Code | 24863 | | | |
|----------------------|---|---|--|--|
| Course Name | Labor Polationship and Companyation Management | Credit | F | S |
| Course Maine | bor Relationship and Compensation Management | Clean | 0 | 3 |
| Course Objectives | In work organizations, whether talent stays or leaves not of compensation but also interactions between labors and the social system, the values generate differentiation. Ad gradually weakens. The authority of expert knowledge gu In this course, it is hoped that students can understand the compensation management and demand theory so as to h understanding of their social and psychological implicati- basis of compensation management, under the condition organizational justice, and elastic mechanism. Another gu to understand theories of the labor relations, the qualitative change of relation, and to be familiar with the processing conflict management between labors and employers. | employers ministrative radually has basic theo ave a deepe ons and to e of procedur oal is to pro ve and quar | . In term e authori s a real e ry of er explore t re fairne pmote stu titative | ns of ty ffect. he ss, udents |

| Course Code | 21048 | | | | | |
|----------------------|---|--------|--------|--------|--|--|
| Course Name | Social Enterprise Engagement | Credit | F 0 | S 3 | | |
| Course Objectives | To adopt service learning padagogy to provide students with hands-on, field experiences engaging in social enterprise operations and management; To explore how social enterprises effectively balancing economic and social goals, and the strategies of managing multiple stakeholders to achieve the goals; and To offer students the opportunity to work as a team and to apply managerial knowledge and tools to adequately address specific issues of social enterprises. | | | | | |

| Course Code | 24339 | | | |
|-------------------------------|--|----------------------|---|---|
| Course Name | Family Pusings Management Course in English | se in English Credit | F | S |
| Course Name Family Business M | Family Business Management-Course in English | | 0 | 3 |
| Course | The course investigates the unique characteristics that allow family businesses to | | | |
| Objectives | create inimitable competitive advantages that result in their outperformance of | | | |

| non-family businesses. The subject is designed to provide students to: |
|---|
| 1. Understand the qualities which typify family businesses |
| 2. Appreciate family businesses' unique capacities and potential for superior |
| returns |
| 3. Understand developmental needs of family members at various stages of the |
| businesses |
| 4. Develop the management and communication skills to build trust and |
| understanding |
| 5. Identify and cope with foreseeable obstacles of family business |
| internationalization |

| Course Code | 30709 | | | |
|----------------------|---|------------------------------|----------|---------|
| Course Name | Introduction to Health Care Industry | Credit | F 3 | S 0 |
| Course Objectives | The main purposes of this course are: 1. To help students understand the definition, terminolog health industry. 2. To introduce industry scenario, operation practices medical institution and health industry. 3. To provide practical cases of new ventures development 4. To develop a business plan for new venture in health in | , future op nt in heath i | portunit | ties in |

| Course Code | 31019 | | | | |
|--------------|--|-------------|---------|--------|--|
| Course Name | Sominon of Haalthaans Industry Management | Credit | F | S | |
| Course Maine | Seminar of Healthcare Industry Management | Clean | 0 | 3 | |
| | Upon successfully completing this course, students will | be able to: | | | |
| | 1. Demonstrate knowledge of the healthcare system, environment, business and | | | | |
| | management issues within health sector. | | | | |
| Course | 2. Make evidence-based decisions toward relevant business administration issues. | | | | |
| Objectives | 3. Integrate the skills learnt over other courses of stud | ly to produ | ce team | -based | |
| | applied pieces of research in healthcare contexts. | | | | |
| | 4. Communicate effectively and influence individuals to take action in the pursuit | | | | |
| | of team goals. | | | | |

| Course Code | 31493 | | | |
|----------------------|--|---|---|--|
| Course Name | Career Exploration and Planning | Credit | F | S |
| | | • • • • | 2 | |
| Course Objectives | The purpose of this course is to cultivate student's inquiry theories of career development and stress prevention. T course is to facilitate students to be aware of occupationa development track, and understand new entrants' adjustn course, we look forward to assisting students in to cult exploration and deal with stress, which in turn will development for students. | Therefore, the al networking thent processes ivate reflect | ne goal ng, plan s. Throu tions in | of this career gh this career |

| Course Code | 31494 | | | | |
|---------------|---|--------------|-----------|----------|--|
| Course Name | Corporate Social Responsibility and Sustainability | Credit | F | S | |
| Course Marine | Corporate Boerar Responsionity and Bustaniaonity | Cicuit | 3 | 0 | |
| | The course aims to develop an understanding of corpo | orate social | respons | sibility | |
| | (CSR) and sustainability in students. A number of important issues related to CSR | | | | |
| | and sustainability will be discussed. After taking this cou | irse, studen | ts are ex | pected | |
| Course | to: | | | _ | |
| Objectives | 1. Understand the meaning of CSR | | | | |
| - | 2. Explain the various types of CSR activities | | | | |
| | 3. Evaluate the benefits and costs associated with CSR activities | | | | |
| | 4. Understand the Sustainable Development Goals set b | y the Unite | d Natio | ns and | |

| the ways of achieving these goals |
|---|
| 5. Understand the impact business model |
| 6. Evaluate the impact of B Corps |

| Course Code | 01109 | | | |
|----------------------|--|------------------------|---------------|-------------|
| Course Name | Intermediate Accounting | Credit | F | S 2 |
| | This course examines issues in financial reporting from | n both prej | 3 parer an | 3 d user |
| Course Objectives | perspectives. The basic objectives of the course are: 1.To learn and evaluate current principles of financial acc 2.To apply generally accepted accounting principles to recording of transactions and the preparation of financi 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. | situations al statemen | | ng the |

| Course Code | 10458 | | | |
|----------------------|--|------------------|---|---|
| Course Name | Fixed Income Securities | Credit | F | S |
| Course maine | Fixed income securities | Clean | 0 | 3 |
| Course Objectives | The objective of this course is to introduce the manageme securities. Topics that will be covered include: 1. Introduction to fixed income products and innovation. 2. Basic bond valuation techniques with risk and return a 3. Term structure of interest rates and their estimates. 4. Pricing of fixed income securities and their derivatives 5. Bond immunization strategy. 6. Bond portfolio management. 7. Fixed income securities' risk management and innovat 8. Bond related topics such as taxation of bonds, prefer securitization. | nalysis. ion. | | |

| Course Code | 02093 | | | | | |
|----------------------|---|-------------|-----------|--------------------|--|--|
| Course Name | International Financial Management | Credit | F 3 | S 0 | | |
| Course Objectives | The objectives of this courses are 1.To provide an analytical framework for understandin market; 2.To enhance the capability of conducting research in financial management; and 3.To explore the operation of international capital market markets, and the related theory of currency risk and for | the field o | f interna | ational ivative | | |

| Course Code | 01579 | | | |
|----------------------|--|-----------------------|------------------------|-------------------|
| Course Name | Investment | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are 1.To explore the operation of capital markets and t investment; and 2.To introduce the fundamental rationale of financial investment instruments, the evaluation and t risk and return, the concept and pricing analysis of d derivative and risk management, etc. | vestment th nanagemen | eory, fir t of port | ancial folio's |

| Course Code | 02891 | | | |
|--------------|---|------------|-----------|-------|
| Course Name | Magraganamias | Credit | F | S |
| Course Maine | Macroeconomics | Clean | 0 | 3 |
| Course | The key objectives of this course are | | | |
| Objectives | 1.To understand how the macro-economy works and | , more spe | cifically | , how |

| monetary and fiscal policy might be able to reduce the frequency and severity of |
|--|
| nationwide business fluctuations; |
| 2.To give a sense of macroeconomics as an applied sciencea science that deals |
| with complex and often urgent issues; |
| 3.To discuss some key issues of macroeconomics: short-run economic variations in |
| output and employment, how the quantity of money affects output and inflation |
| rate, the role of expectations, long-run economic growth, and the effects of |
| macroeconomic policies; and |
| 4.To learn about classical and traditional macroeconomic theory and also about the |
| most modern macroeconomic theories that economists use today. |

| Course Code | 23851 | | | |
|----------------------|---|---|-------------------------------------|------------------------------|
| Course Name | | Credit | F | S |
| Course Name | Financial Statement Analysis - Course In English | Credit | 3 | 0 |
| | The objectives of the course are | | | |
| Course Objectives | To understand the financial performances from si including short-term liquidity, return on invested analysis, operating performance analysis, cash flow a and solvency; and To introduce ratio analysis, trend analysis, compara common-size financial statements, charts analysis statements and the related information. | capital, as analysis, ca tive financi | set utili pital str ial state | ization ructure ments, |

| Course Code | 15470 | | | |
|----------------------|---|--|--|-----------------------------------|
| Course Name | Cormorate Covernance | Credit | F | S |
| Course Maine | Corporate Governance | Credit | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To illustrate the differences between corporate governant the perspective of locus of control, ownership structure, a 2.To introduce the nature, principles and mechanism of c 3.To portray the international trends of corporate governance; 4.To cover the related theories of corporate governance; 5.To introduce the corporate governance rating system ari influence of corporate governance on corporate performat 6.To know how the listed companies adopt corporate management in practices; and 7. To cover the issue of risk management and corporate governance governance governance governance governance governance governance governance for the state of risk management and corporate governance | and board second corporate governance and to provid nce and valuate governate governat | vernanc d share e evider ue; ance an | e; holder nce the d risk |

| Course Code | 01480 | | | |
|----------------------|--|--------|---|---|
| Course Name | Marketing Research | Credit | F | S |
| | Warketing Research | Clean | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To provides fundamental concepts and skills for condu- and 2.To cover topics of problem definition, secondary data a questionnaire design, sampling design, etc. | U U | C | |

| Course Code | 01951 | | | |
|----------------------|--|-------------|--------|--------|
| Course Name | Consumer Behavior | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are1.To discuss the process of consumer decision;2.To understand the factors that influence the decision pr factors, social factors, cultural factors, and situational f3.To focuses on the applications of consumer behavior | actors; and | • • | |

| | activities. | | | |
|----------------------|---|-------------|--------|--------|
| Course Code | 14210 | | | |
| Course Name | Promotional Strategy | Credit | F 0 | S 3 |
| Course Objectives | This objectives of this course are 1. To discuss the fundamental theories and practices of p 2. To explore the concept and applications of integrated (IMC); and 3. To cultivate creativity and application abilities via an | marketing c | ommuni | |

| Course Code | 31496 | | | |
|----------------------|---|--|--|--|
| Course Name | Social Media Marketing-Course in English | Credit | F 3 | S 0 |
| Course Objectives | The increased popularity of social media, such as YouT and Line, has opened opportunities for new business marketing, often referred to as social media marketing. T help students understand the features of social media and I of social network on marketing projects. This course incl part is to introduce social media. The second part is to structures of a social network. The last part is to introduce | models for The aim of the how to lever ludes three learn how | or the In his cours rage the parts: The to analy | nternet se is to effects he first ze the |

| Course Code | 24865 | | | |
|----------------------|--|--|--------------------------------|--------------------|
| Course Name | Creative Thinking and Marketing Innovation | Credit | F 0 | S 3 |
| Course Objectives | This is a course about the theory of creativity and innova and evaluations, students will enhance their creativity in discussions and practices will make students have a bette process and models of creativity. The curricular design h to manage teams with creativity. It is a foundation for the jobs or research in marketing fields. | marketing f er understan elps studen | ields. A ding of ts know | lso, the how |

| Course Code | 10992 | | | | |
|--------------|---|--------------|----------|---------|--|
| Course Name | E-Commerce & Internet Marketing | Credit | F | S | |
| Course Maine | E-Commerce & Internet Marketing | Cleuit | 3 | 0 | |
| | From the business management and strategy perspective | es, the cour | se explo | ores e- | |
| | commerce and Internet marketing in theoretical, practical and case-based point of | | | | |
| Course | view. First, the course starts at the basics of e-commerce and discuss basic concepts | | | | |
| | including e-commerce, business model, infrastructure, payment system, security | | | | |
| Objectives | mechanism, ethics and legal issues; and then second to focus on e-commerce | | | | |
| | strategy based on different types of business; finally, using successful cases to | | | | |
| | explore the e-commerce strategy and Internet marketing mix. | | | | |

| Course Code | 23502 | | | | |
|-------------|---|--------|---|---|--|
| Course Name | Service Design | Credit | F | S | |
| | Service Design | Clean | 0 | 3 | |
| | How to enhance customers' pleasurable shopping experience is a new chal | | | | |
| | stores. While experience is created by the interactions between customers and | | | | |
| | environment or users and online stores, enterprises could integrate communication, | | | | |
| Course | visual recognition, product presentation, web design, and new media to create value | | | | |
| Objectives | for customer experience. The aim of this course is to let students understand basic | | | | |
| | concept of service design. This course includes three parts: First part is to introduce | | | | |
| | experience marketing. Second part is to learn personalized service. The last part is | | | | |
| | to practice in innovative service design. | | | | |

| Course Code | 02141 | | | |
|---------------|--|--------|---|---|
| Course Name H | Project Management | Credit | F | S |
| Course Manie | 1 Tojeet Management | | 0 | 3 |
| | The objectives of this course are | | | |
| Course | 1. To understand the definition and process of project management; | | | |
| Objectives | 2.To learn the technique and tool of project management; and | | | |
| | 3.To possess the capability of project management. | | | |

| Course Code | 02252 | | | |
|----------------------|--|--------|--------|--------|
| Course Name | Chain Store Business Management | Credit | F 0 | S 2 |
| Course Objectives | The objective of this course is to train chain's professional manager and high-order executive | | | |

| Course Code | 11178 | | | |
|---|---|--------|---|---|
| Course Name | Entroneon oppiel Monogoment | Credit | F | S |
| Course Maine | Entrepreneurial Management | Credit | 0 | 3 |
| Course | The objectives of this course are | | | |
| Objectives 1.To organize all the prerequisites to formulate a good business plan; and | | | | |
| Objectives | 2. To achieve the functions of getting funding & pooling resources. | | | |

| Course Code | 30711 | | | |
|--------------|---|-------------|----------|-------|
| Course Name | Brand Strategy and Management | Credit | F | S |
| Course Manie | Draid Strategy and Wanagement | | 0 | 3 |
| | The course objectives are for students to: | | | |
| Course | 1. Understand concepts of branding, brand positioning | , brand str | ategies, | brand |
| Objectives | management and best brand practice. | | | |
| | 2. Practice brand analysis tools, and case studies of vario | us brands. | | |

| Course Code | 30884 | | | |
|----------------------|---|---|----------------------------------|-----------------------------|
| Course Name | Effective Business Communication and Negotiation- | | F | S |
| | Course in English | Credit | 0 | 3 |
| Course Objectives | The purpose of this course is to (1) explore the major dynamics of business communication and negotiation; an skills applicable to a broad range of contexts. T communication skills like active listening to others, fo messages, engaging and influencing audience, and in negotiation outcomes. | d to (2) de his involve rmulating a | velop pr es train and deli | actical ing in vering |

| Course Code | 30970 | | | |
|----------------------|--|--|---|--|
| | Fashion Business Management-Course in English - | | F | S |
| Course Name | Course in English | Credit | 0 | 3 |
| Course Objectives | The fashion industry is dynamic with its developments a economic, and cultural changes. From both local and gl introduces concepts and management principles with a Coupled with case studies and discussions, students w understanding of fashion business management. Such concepts such as fashion history, aesthetics, marketing visual merchandising, luxury goods, fast fashion and corp that involve ethical practices and sustainability. | obal contex a fashion b ill gain a c a understan strategies, | tts, this usiness compreh dings it social | course focus. ensive nclude media, |

| Course Code | 31937 |
|-------------|-------|

| Course Name | Project Management | Credit | F | S |
|----------------------|--|---|---|---------------------------------------|
| Course Maine | i lojeet management | Cleuit | 0 | 3 |
| Course Objectives | Agricultural products are different from goods and r marketing. The advent of digital age and the support fro have brought about more opportunities for agricultura intends to equip students with a basic understanding of ke marketing management and how to harness the power market agricultural products by integrating marketing agricultural marketing. Main subjects we will cover in th (1) The unique features of agricultural products (2) Agricultural marketing mix (3) Experiential marketing (4) Pricing analysis of agricultural products (5) E-commerce and e-marketing of agricultural products (6) Intelligent Agriculture (7) Quality Agriculture (8) Introduction to leisure industry | m Taiwanea l marketing ey concepts of digital theories an is course in | se gover g. This of agric technolo d practi | rnment course ultural ogy to |

| Course Code | 24866 | | | | |
|----------------------|--|--|--|--|--|
| Course Name | Design of Operation Flow Credit F 3 | | | | |
| Course Objectives | The objective of this course is to teach operation flow design and management in various production systems. The production systems include: 1.project production, 2.job shop production, and 3.flow shop production. In addition, with the distinctive characteristics of the production system, the course also covers the following topics: 1.just in time, 2.automation, and 3.computer integrated manufacturing. | | | | |

| Course Code | 24867 | | | |
|----------------------|--|-------------|--------|--------|
| Course Name | Design of Operation Environment | Credit | F 0 | S 3 |
| Course Objectives | The objective of this course is to teach students how to individual working space in operation station. The top course include: 1. The selection of facilities 2. The design of man-machine interface 3. The design and plan of working space 4. The design and plan of working environment (light, co | ics being c | overed | U |

| Course Code | 24868 | | | | | |
|----------------------|--|--------|---|------|--|--|
| Course Name | Product/Service Design and Development Credit F | | | | | |
| Course Maine | r roudel/service Design and Development | cicuit | 3 | 0 | | |
| Course Objectives | The objective of this course is to teach the complete processes of product/service design and development. The processes include: customer requirement investigation, product/service idea generation, product/service prototype producing and testing, product/service groups development, and product/service upgrades and revision. In addition, through various learning management skills, the process design and development improve in terms of to achieve shorter duration, fewer mistakes, and lower costs. | | | vice | | |

| Course Code | 30007 | | | |
|----------------------|---|--------|---|---|
| Course Name | Introduction to Technology Management-Course in | Credit | F | S |
| | English | Clean | 3 | 0 |
| Course Objectives | The purpose of the course is to: Develop an understanding on issues and concepts fo innovation to firms. Understand the structure and dynamics of high-te | | | • |

| foundations of technological innovation, acquisition and application of |
|---|
| technology, technological innovation strategy, high-tech industry development |
| and entrepreneurship, and etc. |

| Course Code23503Course NameBusiness and Management Practice in Asia Pacific Region -Course in EnglishFSThe subject is designed to provide students with the conceptual tools to understand | | - | | | | | |
|--|--------------|---|---------|---|---|--|--|
| Course Name Region -Course in English Credit 3 0 The subject is designed to provide students with the conceptual tools to understand | Course Code | 23503 | | | | | |
| Region -Course in English 3 0 The subject is designed to provide students with the conceptual tools to understand | Course Norre | Business and Management Practice in Asia Pacific | Caradit | F | S | | |
| | Course Name | Region -Course in English | Credit | 3 | 0 | | |
| Course Objectives1. The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific region 2. The business activities and innovation systems across the economies in the Asia Pacific region, including Japan, Korea, China and ASEAN countries. 3. Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region. 4. The policy context of competitive advantage, dynamic learning and innovation in Asian businesses; the role of networks, market and non-market institutions. | | The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific region 2. The business activities and innovation systems across the economies in the Asia Pacific region, including Japan, Korea, China and ASEAN countries. Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region. | | | | | |

| Course Code | 31495 | | | | |
|----------------------|---|--------|---|---|--|
| | Introduction to Emerging Technology and Digital | | F | S | |
| Course Name | Business | Credit | 3 | 0 | |
| Course Objectives | BusinessJInformation Technology is changing the world around us rapidly. This course will provide students an understanding of IT-enabled changes in the business environment, and how we should harness the power of technology to create value and be competitive in the digital economy. Main subjects we will cover in thi | | | | |

| Course Code | 04060 | | | | |
|----------------------|---|--|---|---------------|--|
| Course Name | International Inductry Analysis | Credit | F | S | |
| Course Maine | International Industry Analysis | Credit | 0 | 3 | |
| Course Objectives | The purpose of this class is to let the students have chance insights about international business operations through it taking courses in Mainland China, as well as visits of rem- enterprises and multinational corporations. The students their international viewpoints after the versatile course co- are summarized as follows: 1. The Introduction of Mainland China investment enviro 2. The Macroeconomic of Mainland China 3. The management control system in Mainland China 4. The development of high-tech industry in Mainland Cli 5. The operation of Taiwan-investment enterprise in Main 6. The operations of enterprise in Mainland China | nvited gues owned Taiv s are expect ontents. The onment. | st speake wanese ed to bro e related | ers, oaden | |

| Course Code | 25125 | | | |
|----------------------|---|--------|---|---------|
| Course Name | Internship (I) | Credit | F | S |
| | The main moment of this second is to movide as | | | 3 |
| Course Objectives | | | | of what |
| Objectives | they have learned in classes to practices, and to allow ther of what they have experienced in practical training through | | 0 | |

| Course Code | 25126 | | | |
|----------------------|--|-----------------------------|----------------------|-----------------------------|
| Course Name | Internship (II) | Credit | F | S 3 |
| Course Objectives | The main purpose of this course is to provide se opportunities. The course is developed to give students a they have learned in classes to practices, and to allow ther of what they have experienced in practical training through | better appli n to have a | cation o good fee | ernship f what edback |

| Course Code | 32175 | | | |
|-------------------|---|--------|---|---|
| Course Name | Internship Conchility Cultivation Program | Credit | F | S |
| Course Name | Internship Capability Cultivation Program | | 0 | 2 |
| Course Objectives | The main purpose of this course is to cultivate sophomore and senior students' capability for better internship performance. The course is developed to give th students well understanding of their potential career and provide pre-training courses for internship to cultivate their internship capability. This course requires the students to share reflections of what they have experienced and the impression in the internship pre-training courses. | | | |

Accounting

Course list

| BBA Program in Accou | nting | code | classes | Credit hours |
|-------------------------|--|----------------|---------|-----------------|
| | Introduction to Programming | 24495 | 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 |
| D 1 | 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 | 11 | 3 |
| | Independent Study II | 07699 | 10 | 3 |
| | Accounting Information System | 02411 | 2 | 3 |
| | Intermediate Accounting (III) | 15521 | 2 | 3 |
| | Database Administration | 02490 | 2 | 3 |
| Required Elective | Financial Statement Analysis | 01982 | 2 | 3 |
| credit hours | Financial Statement Analysis - Course In English | 23851 | 1 | 3 |
| | (1 course selected from <u>2</u> courses) | 01402 | | |
| | Marketing Management | 01483 | 2 | 3 |
| 6 elective credit hours | Human Resources Management | 01013 | 1 | 3 |
| (2 courses selected | Seminar on Accounting for Specific Industries | 16918 | 1 | 3 |
| from 4 courses) | Government Accounting & Auditing Laws | 06223 | 1 | 3 |
| , | Tax Accounting | 02329 | 1 | 3 |
| | International Taxation | 11063 | 1 | 3 |
| | Business English | 02050 | 1 | 4 |
| | Organizational Learning and Social Inquiry Organizational Leadership and Social | 19664 19663 | 1 | 2 2 |
| | Innovation Practices | | | |
| | Security and Financial Market Regulations | 08200 | 1 | 3 |
| | Introduction to Financial Statements - Course In English | 24566 | 1 | 2 |
| Other elective credit | Internship Capability Cultivation program | 32175 | 1 | 2 |
| hours of the department | Practicum in Taxation Bureau (l) | 22465 | 1 | 2 |
| | Practicum in Taxation Bureau (ll) | 22466 | 1 | 2 |
| | Management Accounting - Course In English | 19621 | 1 | 3 |
| | Intermediate Accounting: US GAAP (I) - Course in English | 31468 | 1 | 3 |
| | Intermediate Accounting: US GAAP (II) - Course in English | 31469 | 1 | 3 |

• Course objective and prerequisites

| Course Code | 24495 | | | |
|----------------------|--|---|-----------------------------------|------------------------------|
| Course Name | Introduction to Drogramming | Credit | F | S |
| Course Name | Introduction to Programming | Credit | 3 | 0 |
| Course Objectives | The objective of this course is to let the students lear language to solve problems. The main contents of t programming language, covering basic concepts of var types, command structures, conditions, loops, function Courses will also use some simple tools so that students problem solving ability as soon as possible. | he course riables, exp ons, as we | is the I pressions Il as li | Python s, data stings. |

| Course Code | 02412 | | | |
|----------------------|--|---|--|---|
| Course Name | Accounting | Credit | F | S |
| Course Manie | Accounting | Clean | 3 | 3 |
| 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 concepts and standards underlying the 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 to help in reate va 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 |

| 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 Calculus in background in high school mathematics. The content basic concepts and theory in calculus and their application topics in one-variable differential calculus such as lim chain rule, implicit differentiation, and applications of introduced. In the second semester, topics in the fundam techniques in integration, multivariate differential and partial derivatives and multiple integrals will be covered course are 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 exa 3. To have an overall understanding in calculus. | ts of this of ons. In the hit, continu- of the deri- ental theore integral ca ed. The obj ds of calcul y of applie | course in first ser- ity, deri- vative v em of ca lculus s ectives us that v d science | nclude mester, vative, vill be lculus, uch as of this will be ce and |

| Course Code | 02457 | | | |
|----------------------|---|--|---|----------------------------|
| Course Nome | Economics | Credit | F | S |
| Course Name | Economics | Credit | 3 | 3 |
| Course Objectives | The objective of this course is to provide students w concepts and to improve students' abilities to anal macroeconomic issues. Upon course completion, the stu Realize the basic concepts of Microeconomics. Understand the meanings of supply and demand fu 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 effec Realize the meaning of production, saving, and im Understand the monetary system. Understand the meanings of aggregate demand an Use macroeconomics theories to analyze the effect | yze microo dents shoul inctions. on. firm make s and their o ts of public n's income. vestment. d aggregate | economi Id be abl decision characte policy. | c and e to: ristics. |

| Course Code | 05201 | | | |
|----------------------|---|------------------------------|--------------------|--------------------|
| Course Name | Introduction to Business | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are 1.To gain a fundamental working knowledge about environment in which business prospers; 2.To introduce business functions, including marketing, further production & operation, information, and R&D 3.To introduce management functions, including analysi leading, and controlling; 4.To integrate the factors of environment, management functions; and 5.To combine theory and practice. | finance, hui sis, plannin | aspect of man reso | ources, nizing, |

| 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 student fundamental concepts of elementary statistics. This cours intuitive understanding of statistical procedures and log formula. A wide selection of real problems and examples are introduced. It emphasizes that Statistics is used as a 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. Statistical inference – interval estimation. | se is design ical princip from many tool in dec real world. | ied to str iles behi various cision -n | ress an nd the fields naking |

| Course Code | 07255 | | | |
|--------------|---|-------------|----------|--------|
| Course Name | Intermediate Assounting (I) | Credit | F | S |
| Course Maine | Intermediate Accounting (I) | Crean | 3 | 0 |
| Course | This course examines issues in financial reporting from | n both prep | parer an | d user |
| Objectives | 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 |
| 4.To consider the larger context of financial reporting. |

| Course Code | 07256 | | | |
|----------------------|---|--|---------|---|
| Course Name | Intermediate Accounting (II) | Credit | F | S |
| Course Maine | Internediate Accounting (II) | | 0 | 3 |
| 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 statements; an 4.To consider the larger context of financial reporting. | counting; situations ial statement | involvi | |

| Course Code | 07257 | | | |
|----------------------|---|------------|---|---|
| Course Name | Advanced Accounting (I) | Credit | F | S |
| | Advanced Accounting (1) | Cicuit | 3 | 0 |
| Course Objectives | The objective of this course is to provide theoretical an advanced financial accounting. The contents that will include 1.Combined corporate entities 2.Consolidated statements 3.Accounting for international operations and partnershi | be specifi | | - |

| Course Code | 07258 | | | |
|----------------------|---|-------------|--------|--------|
| Course Name | Advanced Accounting (II) | Credit | F 0 | S 3 |
| Course Objectives | The objective of this course is to provide theoretical ar advanced financial accounting. The contents that will include 1.Combined corporate entities 2.Consolidated statements 3.Accounting for international operations and partnershi | l be specif | | 0 |

| Course Code | 06840 | | | |
|----------------------|---|---------------------------|----------|--------|
| Course Name | Cost & Management Accounting | Credit | F | S |
| Course Maine | Cost & Management Accounting | Clean | 3 | 3 |
| Course Objectives | The objective of this course is to introduce the contempor accounting tools used in nowadays business. The relate costing system, cost-volume-profit analysis, target costin & management, balanced scorecard, life-cycle costing, e | ed topics in ng, activity | iclude p | roduct |

| Course Code | 07259 | | | |
|----------------------|---|--------|----------|--------|
| Course Name | Auditing (I) | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are: To introduce auditing theory framework and major auditing standard; To introduce skills of auditing practices; and To improve decision-making ability of auditing judgm | | f statem | ent of |

| Course Code | 07260 | | | |
|----------------------|---|--------|----------|--------|
| Course Name | Auditing (II) | Credit | F | S |
| Course Manie | Auditing (II) | cituit | 0 | 3 |
| 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; and3. To improve decision-making ability of auditing judgm | | f statem | ent of |

| Course Code | 01983 | | | |
|----------------------|--|--|---|---|
| Course Name | Financial Management | Credit | F 3 | S 0 |
| Course Objectives | This objective of this course is to provide a basic un financial decisions. These decisions include choos investment opportunities, how much debt and equity operating cash flows, how to measure risk and return, payout, and etc. Therefore, we will pay a visit to the four by corporate finance, namely capital budgeting, capital a management and dividend policy. Students enrolled th familiar with the followings upon course completion. 1. The possible types and control mechanism of agency proceeding. 2. Valuation approaches, cash flow estimation, and risk budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital strue 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 atting to o | peting nanage end to overed capital cted to capital |

| Course Code | 02056 | | | |
|----------------------|---|--------|---|---|
| Course Name | Commercial Law | Credit | F | S |
| Course runne | | crean | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To learn the fundamental concepts of commercial laws negotiable instrument, and insurance; and 2.To build the basis of further legal studies and ex- commercial laws. | | | • |

| Course Code | 05630 | | | |
|--------------|---|--------|---|---|
| Course Name | Civil Law | Credit | F | S |
| Course Maine | CIVII Law | Clean | 3 | 0 |
| | The civil law is the basic norms of the property and identity relation among the | | | |
| Course | fixed individuals, this course is with the instance with common daily life, adopt | | | |
| Objectives | case teaching methodology, issue make learner system structure and important | | | |
| | fixed content in civil law can have basic understand | | | |

| Course Code | 02328 | | | |
|-------------|---|-------------|----------|---------|
| Course Name | Tax Laws & Regulations | Credit | F | S |
| Course Name | Tax Laws & Regulations | Credit | 3 | 0 |
| Course | After studying the principles, contents and application of | tax law, th | e studen | ts will |
| Objectives | 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 Mame | Independent Study I | Cleuit | 0 | 3 |
| Course | The objectives of this course are | | | |
| Objectives | 1.To obtain independent thinking ability; | | | |

| 2.To be able to read the literature; |
|---|
| 3.To be able to write papers; and |
| 4. To cultivate analytical skills in solving the practical problem. |

| Course Code | 07699 | | | |
|----------------------|--|--|------------------------|-------------------|
| Course Name | Independent Study II | Credit | F 3 | S 0 |
| Course Objectives | The objective of this course are 1.To find an interesting topic, define research que accomplish a research report; and 2.To be able to:(1) observe social environment and p interesting topic as well as question.; (3) define a understand the basic concept and methodology of r summarize data.; (6) write and accomplish a project research and accomplish and accomplish a project research and accomplish and accomp | henomenor a research research.; (: | n.; (2) fi question | ind an n.; (4) |

| Course Code | 02411 | | | |
|----------------------|--|--|--------------------------------|-----------------------------|
| Course Name | Accounting Information System | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are To understand the business environment and key Information systems; To discuss the development process and implen Information systems; To understand the internal controls and auditing te Information systems; To discuss the processes, data models, controls, and in transaction cycles; and To discuss the other related problems of Accounting Information Informatio | nentation of the contract of t | of Acco of Acco requiren | unting unting nent of |

| Course Code | 15521 | | | |
|----------------------|--|--|---------|--------|
| Course Name | Intermediate Accounting (III) | Credit | F 0 | S 3 |
| 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 financi 3.To read and critically evaluate financial statements; an 4.To consider the larger context of financial reporting. | counting; situations ial stateme | involvi | |

| Course Code | 02490 | | | |
|---|-------------------------|--------|---|---|
| Course Name | Database Administration | Credit | F | S |
| Course Maine | | 3 | 0 | |
| 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 | 01982 | | | |
|----------------------|---|-------------|-----------|---------|
| Course Name | Financial Statement Analysis | Credit - | F | S |
| Course runne | i manerar Statement i marysis | | 0 | 3 |
| Course Objectives | The objectives of the course are 1.To understand the financial performances from sin including short-term liquidity, return on invested analysis, operating performance analysis, cash flow a and solvency; and | capital, as | set utili | ization |

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

| Course Code | 23851 | | | |
|----------------------|---|---|--------------------------------------|------------------------------|
| Course Name | Financial Statement Analysis - Course In English | Credit | F | S |
| Course Maine | Thiancial Statement Analysis - Course in English | Clean | 3 | 0 |
| Course Objectives | The objectives of the course are To understand the financial performances from si including short-term liquidity, return on invested analysis, operating performance analysis, cash flow and solvency; and To introduce ratio analysis, trend analysis, compara common-size financial statements, charts analysis statements and the related information. | capital, as analysis, ca tive financi | set utili pital str ial state: | ization ructure ments, |

| Course Code | 01483 | | | |
|----------------------|---|---|--------------------------------|--------|
| Course Name | Marketing Management | Credit | F 3 | S 0 |
| Course Objectives | The objective of this course is to provide students with and to improve students' abilities to implement marketin course completion, the students should be able to: Realize the basic concepts of marketing. Understand the meanings and procedure of marketing Realize the meaning of segmenting, targeting, and post Understand the meaning and scopes of marketing mix Utilize marketing theory to analyze firm's marketing at Learn the skill of marketing planning and apply Marl effective manner. | g related ac plan. sitioning (S 4P. activities. | eting co ctivities. TP). | Upon |

| Course Code | 01013 | | | |
|----------------------|---|---|-----------------------|---|
| Course Name | Human Resources Management | Credit | F | S |
| Course Manne | Human Resources Management | Cleuit | 3 | 0 |
| Course Objectives | The main purposes of this course are 1.To develop systematic knowledge of human resources 2.To enhance the capability of practicing theories into a 3.Toe provide practical cases for a better understar resources management, including planning, recruit performance evaluation, salary system, and labor-capit 4.To learn skills of teamwork and discussion. | real life; iding of g ting, selec | eneral l ting, tra | |

| Course Code | 16918 | | | |
|----------------------|---|---|--|---|
| Course Name | Seminar on Accounting for Specific Industries | Credit | F | S |
| Course Maine | Seminar on Accounting for Speeme industries | Cicuit | 3 | 0 |
| Course Objectives | Although the basic features of accounting are common a the peculiar nature of some industries and business in accounting treatments and in some cases, even departure principles. Besides, without knowledge about the b characteristics of business activities and operating er would not be able to make appropriate judgment and acc awareness of risks inherent in specific industries. The ob 1.To provide a broad perspective for business and indust 2.To introduce the important accounting and auditing issues such as high-tech industry, construction industry, finan and retail industry, etc; and 3.To highlight practical issue by inviting practitioners, s auditing group of Taiwan KPMG. | nodels do r e from gene pusiness m nvironments counting ch jectives of rial sector; ues for spec cial and bar | equire to ral acco odel ar s, accou noice and this cou this cou ific indu | unting unting ad the untants d have rse are ustries, dustry, |

| Course Code | 06223 | | | |
|----------------------|--|-------------------------------|----------------------|-------------------|
| Course Name | Government Accounting & Auditing Laws | Credit | F | S |
| Course Maine | Government Accounting & Auditing Laws | Clean | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To introduce the accounting system in government and 2.To encourage the involvement in the certified public acco 3.To facilitate the preparation for the examinations in Ce or Government Accountant and Auditor (Senior/Jun Government Officials Exams). | ounting/civil ertified Pub | services lic Acco | s; and ountant |

| Course Code | 02329 | | | |
|--------------|---|-------------|------------|---------|
| Course Norma | Tex Accounting | Credit | F | S |
| Course Name | Tax Accounting | Credit | 3 | 0 |
| Course | This course provides fundamental concepts for tax account | ounting and | l skills f | for tax |
| Objectives | planning .Topics include theory, practice and case study. | | | |

| Course Code | 11063 | | | |
|----------------------|--|---|---|--|
| Course Name | International Taxation | Credit | F 3 | S 0 |
| Course Objectives | The objective of this course is to provide students international taxation, including the fundamental co- interpretation and applications of international tax tr transfer pricing, international tax planning, corporate rec- tax avoidance provisions. By the end of this course it is expected that the students w comprehend the major aspects of the international tax students will be able to appraise and analyze different tax structures, corporate tax avoidance strategies and ant governments, such as thin capitalization rule, legislatic corporation (CFC) and legislation of place of effective n | vill be able regimes. In treatments i-avoidanc | levant f princip as and th to identi a addition of comp e methor trolled f | to the bles of a anti- ify and on, the barable ods by Foreign |

| Course Code | 02050 | | | |
|----------------------|---|-----------------------------|---------------------|-----------------|
| Course Name | Pusiness English | Credit | F | S |
| Course Maine | Business English | Clean | 2 | 2 |
| Course Objectives | To improve the students' English presentation skills, c interview skills; To enhance the students' reading comprehension and variety of international business texts such as e-ma notice, advertisements, table and charts; and To familiarize the students with business English com business English conversations. | l writing sl ils, faxes, | cills thro memo, | ough a letters, |

| Course Code | 19664 | | | | |
|----------------------|--|--------|---|---|--|
| Course Name | Organizational Learning and Social Inquiry | Credit | | S | |
| Course Maine | Organizational Learning and Social inquiry | Clean | 2 | 0 | |
| Course Objectives | The objectives of this course are 1.To be able to internalize the spirit of autonomous learning; 2.To be able to build a team and cooperate with each other within the team; 3.To be able to handle the implement process of a project; 4.To be able to manage the group dynamic of an organization; and | | | | |
| | 5.To be able to implement the selected project and achieve the set goals. | | | | |

| Course Code | 19663 | | | | |
|-------------|--|--------|---|---|--|
| Course Name | Organizational Leadership and Social Innovation | Credit | F | S | |
| | Practices | Credit | 0 | 2 | |
| | 1. To be to internalize the spirit of autonomous learning; | | | | |
| | 2. To be able to build a team and cooperate with each other within the team; | | | | |
| Course | 3. To be able to manage the group dynamic of an organization; | | | | |
| Objectives | 4. To be able to implement the selected project and achieve the set goals; | | | | |
| | 5. To be able to run an organization to have high performance; and | | | | |
| | 6. To be able to have the vision and capacity to be a leader. | | | | |

| Course Code | 08200 | | | |
|----------------------|---|-----------|--------|--------|
| Course Name | Security and Financial Market Regulations | Credit | F | S |
| Course Maine | Security and Financial Market Regulations | Cleun | 2 | 0 |
| Course Objectives | This objectives of this course are1.To provide fundamental concepts and knowledg regulations; and2.To effectively apply the knowledge to practices. | e of fina | ancial | market |

| Course Code | 24566 | | | | |
|----------------------|---|--------|---|---|--|
| Course Name | Introduction to Financial Statements - Course In | Credit | F | S | |
| Course Objectives | EnglishCredit20This course aims to introduce how to read financial statements. More specifically, students will learn:1. The formats and the components of financial statements.1. The formats and the components of financial statements.2. How to read the footnotes of some major accounts in a financial report.3. The accounting rules of some common accounts, such as receivables, inventory, | | | | |
| | financial assets, tangible assets, payables, paid-in capital, and retained earnings. The annual reports of some international businesses will be used as teaching materials. | | | | |

| Course Code | 32175 | | | | | |
|----------------------|--|--|---|----------------|--|--|
| Course Name | Internation Conchility Cultivation Dragmon | Credit | F | S | | |
| Course Name | Internship Capability Cultivation Program | - | 0 | 2 | | |
| Course Objectives | The main purpose of this course is to cultivate sophe capability for better internship performance. The cou- students well understanding of their potential career courses for internship to cultivate their internship ca the students to share reflections of what they have ex- impression in the internship pre-training courses. | arse is devel and provide pability. Th | loped to gi e pre-train is course r | ive the ing | | |

| Course Code | 22465 | | | | |
|-------------|--|--|---|---|--|
| Course Name | Prosticum in Toyotion Purpou (I) | n in Taxation Bureau (I) Credit | | S | |
| Course Name | Practicum in Taxation Bureau (I) | Clean | 0 | 2 | |
| | The objectives of this course are: | | | | |
| Course | 1. To examine the income tax return; and | 1. To examine the income tax return; and | | | |
| Objectives | 2. To learn the topics of financial accounting, tax law and tax accounting via | | | | |
| | service learning. | | | | |

| Course Code | 22466 | | | |
|--------------|--|-----------|---|---|
| Course Name | Practicum in Taxation Burgan (II) | Credit | F | S |
| Course Maine | Practicum in Taxation Bureau (II) | Clean | 0 | 2 |
| | The objectives of this course are | ourse are | | |
| Course | 1. To examine the income tax return; and | | | |
| Objectives | 2. To learn the topics of financial accounting, tax law and tax accounting via | | | |
| | service learning. | | | |

| Course Code | 19621 | | | | |
|----------------------|---|--------|---|---|--|
| Course Name | Management Accounting Course In English | Credit | F | S | |
| Course Maine | Management Accounting - Course In English | Clean | 3 | 0 | |
| Course Objectives | The objective of this course is to make you a successful businessperson, whateve your field, by learning to use and interpret a company's internal financial and non financial data. This will be accomplished by studying some of the basic contex and skills that are needed to understand the data and by learning how to make effective decisions using that data. This course is an intensive study of manageria accounting concepts and their use in business decisions. We will examine the development and analysis of cost information for management used in decision making, income determination, and performance evaluation. | | | | |

| Course Code | 31468 | | | |
|----------------------|--|---|---|---------------------------------|
| Course Name | Intermediate Accounting: US GAAP (I) -Course in | Credit | F | S |
| | English | Credit | 3 | 0 |
| Course Objectives | The objective of this course is to gain a better und accounting under the US GAAP essential to the prepar- with emphasis on the corporate form. Upon successfu the student will have reliably demonstrated the abil judgment in selecting and presenting information; inte accounting data; and evaluate and analyze emerging a | ation of fin l completi- lity to exe rpret and r | ancial sta on of this rcise app record the | tements course, propriate |

| Course Code | 31469 | | | |
|----------------------|---|--|--|--------------------------------|
| Course Name | Intermediate Accounting: US GAAP (II) -Course in | Credit | F | S |
| | English | Credit | 0 | 3 |
| Course Objectives | The objective of this course is to gain a better und accounting under the US GAAP essential to the prepar- with emphasis on the corporate form. Upon successfu the student will have reliably demonstrated the abil judgment in selecting and presenting information; inte accounting data; and evaluate and analyze emerging ac | ation of fir l completi lity to exe rpret and r | nancial states on of this prcise apprecord the | tements course, ropriate |

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 |
| Required | Introduction to Programming | 24495 | 2 | 3 |
| | Mathematical Statistics | 02743 | 2 | 6 |
| | Linear Algebra | 02766 | 2 | 4 |
| common credit | Programming Techniques | 03056 | 2 | 3 |
| hours of the | Advanced Programming Techniques | 14761 | 2 | 3 |
| department | Application of Statistics Package | 10931 | 2 | 2 |
| deputition | 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 II | 07699 | 10 | 3 |
| | Multivariate Statistical Analysis-Course in English | 19169 | 1 | 3 |
| | Time Series Analysis-Course in English | 20834 | 1 | 3 |
| | Nonparametric Statistics | 02303 | 1 | 3 |
| | Biostatistics | 05352 | 1 | 2 |
| | Medical Statistics | 05358 | 1 | 3 |
| | Inference Statistics | 06424 | 1 | 3 |
| Elective credit | Electronic Commerce-Course in English | 17559 | 1 | 3 |
| hours by | Data Structures | 02492 | 1 | 3 |
| sections * | Money and Banking | 02249 | 1 | 3 |
| Ŷ | Marketing Management | 01483 | 1 | 3 |
| | Applied Statistical System Development -course in English | 22143 | 1 | 3 |
| | Datebase Practice-Course in English | 23181 | 1 | 3 |
| | Data Exploration and Information Visualization | 24327 | 1 | 3 |
| | Discrete data analysis- Course in English | 21196 | 1 | 3 |
| | The Theory of Interest | 04791 | 1 | 3 |
| | Practice of Statistical Decision | 09626 | 1 | 3 |
| Elective credit | English Conversation | 01846 | 3 | 2 |
| hours of the | Applied Business English: Listening & Reading | 19199 | 2 | 2 |
| department in | Organizational Leadership and Social Innovation Practices | 19663 | 1 | 2 |
| other sections | Organizational Learning and Social Inquiry | 19664 | 1 | 2 |
| | Internship Capability Cultivation program | 32175 | 1 | 2 |

• Course objective and prerequisites

| Course Code | 02222 | | | |
|----------------------|--|--|---|---|
| Course Name | Statistics | Credit | F 3 | <u>S</u> 3 |
| Course Objectives | The objective of this course is to provide the student fundamental concepts of elementary statistics. This cours intuitive understanding of statistical procedures and log formula. A wide selection of real problems and examples are introduced. It emphasizes that Statistics is used as a 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. Statistical inference – interval estimation. | se is design ical princip from many tool in dec real world | ied to str iles behi various cision -n | ress an nd the s fields naking |

| Course Code | 02390 | | | | | |
|----------------------|---|---------------------------|---|---|--|--|
| Course Name | Calculus | Credit | F | S | | |
| | | | 3 | 3 | | |
| Course Objectives | background in high school mathematics. The content basic concepts and theory in calculus and their application topics in one-variable differential calculus such as limic chain rule, implicit differentiation, and applications of introduced. In the second semester, topics in the fundament techniques in integration, multivariate differential and partial derivatives and multiple integrals will be covered course are 1. To provide the core of the central idea and method applied in the solution of problems in a variety application for further study; | $\frac{\text{Credit}}{3}$ | | | | |

| Course Code | 02457 | | | | | |
|-------------|---|--------|---|---|--|--|
| Course Name | Economics | Credit | F | S | | |
| | | | 3 | 3 | | |
| | The objective of this course is to provide students with basic microecond | | | | | |
| | concepts and to improve students' abilities to analyze microeconomic and | | | | | |
| | macroeconomic issues. Upon course completion, the students should be able to: | | | | | |
| | 1. Realize the basic concepts of Microeconomics. | | | | | |
| | 2. Understand the meanings of supply and demand functions. | | | | | |
| | 3. Realize the meaning of elasticity and its application. | | | | | |
| | 4. Realize how individual consumer, household, and firm make decision. | | | | | |
| Course | Understand various types of industry organizations and their characteristics. Use Microeconomics theories to analyze the effects of public policy. | | | | | |
| Objectives | | | | | | |
| | 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 Course Objectives | Accounting 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 var Specifically, this course aims to help students: 1. To understand the functioning of accounting in the the governmental units, non-profit organizations a 2. To understand the basic recording and reporting information system; 3. To understand the concepts and standards underlying in accounting to develop the financial statements of the transformation for analyze and interpret accounting investors, creditors and business managers to make 5. To understand how to resolve the ethical dile professional judgment; and 6. To understand how to develop and make planning | processes unting mea formation t n order to c ncy of the o luation and business w nd the socie processes ng the meas of businesses inting infor- e economic emma and | sourement reate va capital n d contra- corld as very in ge of acco urement es; mation t decisio make | nt and nternal lue for narket. acting. well as neral; unting ts used o help ns; ethical |

| Course Code | 05201 | | | |
|----------------------|---|------------------------------|-----------------------|--------------------|
| Course Name | Introduction to Business | Credit | F | S |
| Course runne | Introduction to Dusiness | crean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To gain a fundamental working knowledge about environment in which business prospers; 2.To introduce business functions, including marketing, function & operation, information, and R&D 3.To introduce management functions, including analysi leading, and controlling; 4.To integrate the factors of environment, management functions; and 5.To combine theory and practice. | finance, hui sis, plannin | nan reso Ig, orgai | ources, nizing, |

| Course Code | 24495 | | | |
|----------------------|---|--|----------------------------------|------|
| Course Name | Introduction to Programming | Credit | F | S |
| Course Maine | Introduction to Programming | | 0 | 3 |
| Course Objectives | The objective of this course is to let the students learn to language to solve problems. The main contents of the co programming language, covering basic concepts of varia types, command structures, conditions, loops, functions, Courses will also use some simple tools so that students and problem solving ability as soon as possible. | ourse is the lables, expre as well as l | Python ssions, d listings. | data |

| Course Code | 02743 | | | |
|--------------|---|---------------|-----------|--------|
| Course Name | Mathematical Statistics | Credit | F | S |
| Course Maine | Mathematical Statistics | Clean | 3 | 3 |
| | The objective of this course is to provide the students with the core of the central | | | |
| | idea and methods of statistics that will be applied in th | e solution of | of proble | ems in |
| Course | statistical theory and application for further study. The fundamentals of modern | | | |
| Objectives | probability theory will be introduced first, followed by sampling distribution | | | |
| | theory, and then the basic theory of statistical inference will be provided. The main | | | |
| | concepts will be illustrated by a variety of examples and exercises. | | | |

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

| Course Code | 03056 | | | |
|----------------------|---|-------------------------|-----------------------|-------------------|
| Course Name | Programming Techniques | Credit | F | S |
| Course Maine | r togramming rechniques | | 3 | 0 |
| Course Objectives | The first course of programming language for the strashould 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 com | f computin the broad | g, so tha ler cont | at they ext of |
| | C++, providing a complete introduction to the langu | | | , |

| Course Code | 14761 | | | |
|----------------------|--|---|----------------------------------|-------------------------------|
| Course Nome | Advanced Dracemening Techniques | Credit | F | S |
| Course Name | Advanced Programming Techniques | Credit | 0 | 3 |
| Course Objectives | Object-Oriented Programming (OOP) is a new approx emphasized the modeling of objects through classes and the modeling of real world object, C++ provides not only also operator overloading, template, and polymorph Library (STL) gives programmer a easy way to overcome is also achieved by OOP technique. | l inheritanc / multiple in ism. Stand | e. To fao nheritan lard Te | cilitate ce, but mplate |

| Course Code | 10931 | | | |
|----------------------|--|---------------|---|---|
| Course Name | Application of Statistics Deckage | Credit | F | S |
| Course Manie | Application of Statistics Package | Credit | 2 | 0 |
| Course Objectives | The objectives of this courses are 1.To build basic ideas in operating software packages of managerial or analytical works; 2.To render examples or cases in daily life or in manageristatistics lectures; and 3.To be able to use the software packages such as SAS and the software packages such as SAS a | ial applicati | | |

| Course Code | 02631 | | | |
|----------------------|--|--|--|--|
| Course Name | Management Information Systems | Credit | F | S |
| Course Maine | Wanagement miormation Systems | Cicuit | 0 | 3 |
| Course Objectives | The objective of this course is to provide the student information technology (IT) supports organizations wir facilitating problem solving, increasing productivity and improving customer service, enhancing communicatio enabling business process restructuring. This cours managerial-oriented approach, and how IT is being systems departments, vendors, service providers, supply users. | th strategic quality, inc n and colla se covers provided b | advanta creasing aboration the pra by inform | age by speed, n, and actical, mation |

| Course Code | 02490 | | | |
|-------------|---|-------------|----------|---------|
| Course Name | Database Administration | Credit | F | S |
| Course Name | Database Administration | Credit | 3 | 0 |
| Course | This course provides fundamental concepts and p | rinciples f | or desi | gning, |
| Objectives | implementing and managing database systems. Topics in | nclude data | base cor | ncepts, |

| ſ | 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 | 24118 | | | |
|----------------------|--|-------------|---------|--------|
| Course Name | Survey Sampling-Course in English | Credit | F 3 | S 0 |
| Course Objectives | Construct the basic concepts and theory of survey. Teach the method of collecting data. The questionnaire design. Using cases or examples of practice application, the learning in doing. | is course 1 | make st | udents |

| Course Code | 01987 | | | |
|--------------|---|------------|---------|---------|
| Course Name | Regression Analysis | Credit | F | S |
| Course Maine | Regression Analysis | sis Credit | 3 | 0 |
| | This course provides fundamental concepts and skills for regression analysis. | | | alysis. |
| Course | Copics include model specifications, properties and related inferences. Procedures | | | |
| Objectives | for building a linear regression model will be discussed thoroughly and actual data | | al data | |
| | will be analyzed with statistical software. | | | |

| Course Code | 11218 | | | |
|----------------------|---|-----------------------------|-----------|---------|
| Course Name | Design of Experiment and Analysis | Credit | F | S |
| Course Manie | Design of Experiment and Analysis | Cicuit | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To provides fundamental concepts and skills for experiment; 2.To cover the topics such as complete randomized randomized black design, Latin Square design, and fi one-way and two-way ANOVA model; and 3.To discuss and analyze the real data with statistical solutions. | design, fac ractional fa | ctorial d | lesign, |

| Course Code | 21197 | | | |
|-------------|---|--------|---|---|
| Course Name | Data Mining-Course in English | Credit | F | S |
| | | | 3 | 0 |
| | The objectives of this course are as follows: | | | |
| Course | 1.To understand DM concept; | | | |
| | 2.To use DM Tools; | | | |
| Objectives | 3.To understand DM methodology; and | | | |
| | 4.To understand DM application. | | | |

| Course Code | 07344 | | | |
|----------------------|---|--------|---|---|
| Course Name | Independent Study I | Credit | F | S |
| Course Maine | Independent Study I | Crean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To obtain independent thinking ability; 2.To be able to read the literature; 3.To be able to write papers; and 4.To cultivate analytical skills in solving the practical pr | | | |

| Course Code | 07699 | | | |
|----------------------|--|--------------|----------|--------|
| Course Name | Independent Study II | Credit | F | S |
| Course Name | Independent Study II | | 0 | 3 |
| Course Objectives | The objective of this course are 1.To find an interesting topic, define research que accomplish a research report; and | stion, colle | ect data | a, and |

| 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 | 19169 | | | | |
|----------------------|--|---|---|---------------------------|--|
| Course Name | Multivariate Statistical Analysis-Course in English | Credit | F 0 | S 3 | |
| Course Objectives | As data collection becomes more and more efficient and features tend to be measured in each observation. This tr data analysis an important statistical technique nowaday objectives are the foundation for developing this course. multivariate data analysis methods, such as distance mea control chart, principle component analysis, factor analy classification, and clustering. The basic idea for each me in the class, so that students will be familiar with the ins the ability of performing real data analysis. How to use of as SPSS and R, to perform multivariate data analysis me introduced in this class. | rend makes s. In this co First, the c asure, multi rsis, discrime thod will b ight of method computer so | multiva ourse, two concept of variate nination, e introduction hods. Se oftware, | ro of uced cond, | |

| Course Code | 20834 | | | | |
|----------------------|---|--|---|--|--|
| Course Name | Time Series Analysis-Course in English | Credit | F | S | |
| Course Manie | Time Series Anarysis-Course in English | Clean | 0 | 3 | |
| Course Objectives | Time series analysis is essential for today's world. Ou competent skill in analyzing time series data for desc forecast. This skill combines knowledge of probabili processes, empirical comparisons of approaches, and con topical coverage will be construction and interpretation approaches. These approaches involve: time series smoothing, Box-Jenkins (ARIMA) methodology, and interpretation | ription, exp stic models aputer softwon of various regression | planatio s of stoo vare. Th us time a, export | n, and chastic e main series nential | |

| Course Code | 02303 | | | |
|----------------------|--|------------|----------|------------|
| Course Name | Nonparametric Statistics | Credit | F | S |
| Course Manie | Nonparametric Statistics | Cicuit | 0 | 3 |
| Course Objectives | The objectives of this course are1. To introduce the modern nonparametric statistics of methods for data analysis, namely, rank based bootstrap, and curve smoothing; and2. To be able to apply nonparametric methods in probassumption is violated. | d methods, | permutat | tion test, |

| Course Code | 05352 | | | |
|----------------------|--|---|-------------------------------------|-------------------------------|
| Course Name | Biostatistics | Credit | F 2 | S 0 |
| Course Objectives | The main purpose of biostatistics is to resolve the real biological subjects. The conclusions are obtained throug sampling. In this course three major topics: clinical tr medicine will be discussed. The lectures will emphasiz Topics such as likelihood principles, regression method survival analysis will be introduced. | gh experime ials, genetion ze on statis | ental stue cs and g tical cor | dies or general ncepts. |

| Course Code | 05358 | | | |
|--------------|--|-------------|----------|---------|
| Course Name | Medical Statistics | Credit | F | S |
| Course Maine | Medical Statistics | Cleuit | 0 | 3 |
| Course | The main purpose of this course is to demonstrate ho | ow to use | the deve | eloped |
| Objectives | statistical methodologies to resolve the problems genera | ted from va | arious m | nedical |

| subjects. Scientific conclusions are reached through experimental or sampling |
|--|
| studies. In this course several major issues, which include preventive medicine, |
| epidemiology, genetic counseling, forensic medicine, pharmaceutical industry, |
| human genome studies, are introduced. The lectures will emphasize on the medical |
| scenarios and related statistical methods based on Bayes theorem, likelihood |
| principle, conditional probability setting and modeling. |

| Course Code | 06424 | | | |
|----------------------|--|---------------|-----------|-----|
| Course Name | Inference Statistics | Credit | F | S |
| | Interence Statistics | | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To concentrate on the fundamental aspects of statistica particular methods used in various disciplines; and 2.To provide a deeper understanding the theoretical part The topics to be covered include point estimation, inter hypotheses. | of statistica | al infere | nce |

| Course Code | 17559 | | | | |
|--------------|--|-------------|----------|----------|--|
| Course Name | Electronic Commerce Course in English | Credit | F | S | |
| Course Manne | Electronic Commerce-Course in English | Clean | 0 | 3 | |
| | The main objectives of this course are for students: | | | | |
| | 1. To learn the fundamental concepts of electronic business; | | | | |
| | 2. To investigate the main issues of electronic commer | ce in terms | of mode | els. | |
| Course | system framework, IT infrastructure and strategies of | of implemen | tation w | vith its | |
| Objectives | cost benefit; | | | | |
| | 3. To learn how e-commerce is being conducted and managed; and | | | | |
| | 4. To assess its major opportunities, limitations, issues, and risks in this | | | | |
| | contemporary Internet business environment. | | | | |

| Course Code | 02492 | | | |
|----------------------|---|---|----------------------------------|-------------------------------|
| Course Name | Data Structures | Credit | F 3 | S 0 |
| Course Objectives | This course provides fundamental concepts of data str computer science. Topics include introduction of basic algorithms, study of comparing data structures using schemes, exploring different sorting and searching metho and applications of data structures in a programming lan | data struct different ods. The im | ures and represent plement | l basic ntation tations |

| Course Code | 02249 | | | |
|----------------------|--|--------------------------------|----------|-------|
| Course Name | Money and Banking | Credit | F | S |
| | | | 0 | 3 |
| Course Objectives | In this course, we provide an overview of the finance m the monetary and banking. Students are expected to a questions after studying in this course: 1. What role does the money play in the economy? 2. How are interest rates determined and how do they be 3. Why are the financial institutions important in the eco 4. What tools does central bank use to manipulate the m rate? | understand have? nomics? | the foll | owing |

| Course Code | 01483 | | | |
|----------------------|---|--------|--------|--------|
| Course Name | Marketing Management | Credit | F 3 | S 0 |
| Course Objectives | The objective of this course is to provide students with and to improve students' abilities to implement marketin course completion, the students should be able to: 1. Realize the basic concepts of marketing. | | 0 | - |

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

| Course Code | 22143 | | | |
|----------------------|---|--------------------------------------|---------------------------------|---------------------------|
| Course Norme | Applied Statistical System Development -course in | Credit | F | S |
| Course Name | English | Credit | 3 | 0 |
| Course Objectives | This is an advanced course aimed at applying JAVA techn of practical statistical systems. In this course, students skills related to (1) the SWING components (2) JDBC Graphics and (4) API for a Statistical Package. By the en- will be able to develop statistical systems of basic applic | will learn Database And of this c | prograr Access (ourse st | nming (3) 2D udents |

| Course Code | 23181 | | | |
|----------------------|--|---|---|---------------------------------------|
| Course Name | Datebase Practice-Course in English | Credit | F | S |
| Course Objectives | This course is designed to provide students with the perform the following tasks: (1) writing of basic SQL stat (2) writing of advanced SQL statements (includes a procedures). This course will be taught using a combination of cla exercises. The database server for lab exercises will be a Windows platform. Students will utilize the facilities of the | knowledge knowledge tements (Dl in introduc assroom lea b DB2 for U the DB2 cli | ML/DDI tion to ctures a JDB syst | L), and stored nd lab tem on |
| | Windows platform. Students will utilize the facilities of the DB2 client to learn the knowledge and skills for performing the aforementioned tasks. | | | |

| Course Code | 24327 | | | |
|----------------------|--|---|--|---|
| Course Name | Data Exploration and Information Visualization | Credit | F | S |
| Course Manie | Data Exploration and information visualization | Cleun | 0 | 3 |
| Course Objectives | R is a relatively new statistical software; however, it gath in various fields due to its flexibility, capability, and lots not-so-user-friendly property might be the key prob Therefore, the goal of this course if to lead the studen including its basic operations, environments, data types, programing skills. Hopefully, after taking this course, s very confident of using R in their following data analysi | of attractive lem for the its to be fai basic funct tudents car | e feature e R beg miliar w ions and | es. The ginner. vith R; l some |

| Course Code | 21196 | | | |
|----------------------|--|--|---|---------------------------------|
| Course Name | Discrete data analysis- Course in English | Credit | F 0 | S 3 |
| Course Objectives | This course provides basic and essential methods for a data. The major focus of this course is modeling of discrete- ty In general, this course is designed into five sessions: 1. The material in this part forms the heart of introductor univariate categorical data analysis. 2. This part surveys standard descriptive and inferential contingency tables. 3. This session introduces generalized linear models for Logistic regression; 4. Discusses log-linear models for poisson (count data). are instructed by unifying logistic regression and logli ordinary regression and ANOVA models since these n similar / different concepts. 5. Detail user manuals written in SPSS setting to enhance | yped respon ry methods method for binary data Both Sessio inear mode nethods sha | used in bivariat , in term on III a ls with are many | niques. e ns of und IV |

| context of statistical models. Supplement materials to cover topics in previous |
|---|
| sessions. |

| Course Code | 04791 | | | |
|--------------|---|------------|----------|---------|
| Course Name | The Theory of Interest | Credit | F | S |
| Course Maine | The Theory of Interest | Credit | 0 | 3 |
| Course | The objective of this course is to help students obtain b | asic conce | pts on i | nterest |
| Objectives | and its related knowledge. | | | |

| Course Code | 09626 | | | |
|----------------------|--|-----------------------------|--------------------|----------------|
| Course Norme | Prosting of Statistical Desision | Credit | F | S |
| Course Name | Practice of Statistical Decision | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To provide the fundamental concepts and skills for sta 2.To include case study for a better understanding its ap Topics to be covered include probability, modeling Bayesian decision making, Lagrange multiplier, decisio & uncertainty. | plication on and its dec | busines ision m | ss. naking, |

| Course Code | 01846 | | | |
|--------------|--|--------|---|---|
| Course Name | English Conversation | Credit | F | S |
| Course Maine | English Conversation | Credit | 2 | 0 |
| Course | 1.To enhance the students general English proficiency; a | nd | | |
| Objectives | 2. To practice daily and academic language skills in listening and speaking. | | | |

| Course Code | 19199 | | | |
|----------------------|--|----------------------------|---------------------|--------|
| Course Name | Applied Business English: Listening & Reading | Credit | F | S |
| Course rvanie | Applied Dusiliess Elignish. Elsenning & Reading | Clean | 2 | 0 |
| Course Objectives | This remedial course is aimed at helping senior students standardized tests (esp. for TOEIC) in the hope of ach results to meet the basic requirements of their En- graduation. The emphases of the courses will be on lister | nieving mor glish profi | re satisf ciency | actory |

| Course Code | 19663 | | | | |
|-------------|--|---------------|--------|---|--|
| Course Name | Organizational Leadership and Social Innovation | Credit | F | S | |
| | Practices | Credit | 0 | 2 | |
| | 1. To be to internalize the spirit of autonomous learning; | | | | |
| | 2. To be able to build a team and cooperate with each other within the team; | | | | |
| Course | 3. To be able to manage the group dynamic of an organization; | | | | |
| Objectives | 4. To be able to implement the selected project and achie | eve the set g | goals; | | |
| - | 5. To be able to run an organization to have high performance; and | | | | |
| | 6. To be able to have the vision and capacity to be a leader. | | | | |

| Course Code | 19664 | | | |
|----------------------|---|-----------------------------------|---|---|
| Course Name | Organizational Learning and Social Inquiry | Credit | F | S |
| Course Maine | Organizational Learning and Social Inquiry | Credit | 2 | 0 |
| Course Objectives | The objectives of this course are 1.To be able to internalize the spirit of autonomous learn 2.To be able to build a team and cooperate with each oth 3.To be able to handle the implement process of a projec 4.To be able to manage the group dynamic of an organize 5.To be able to implement the selected project and achieved | er within the t; ation; and | | |

| Course Code | 32175 | | | |
|--------------|---|--------|---|---|
| Course Norma | Laternahin Canability Caltingtion Dragman | Credit | F | S |
| Course Name | Internship Capability Cultivation Program | | 0 | 2 |

| | The main purpose of this course is to cultivate sophomore and senior students' capability for better internship performance. The course is developed to give the |
|------------|--|
| Course | students well understanding of their potential career and provide pre-training |
| Objectives | courses for internship to cultivate their internship capability. This course requires |
| | the students to share reflections of what they have experienced and the |
| | impression in the internship pre-training courses. |

Finance and International Business

Course list

| BBA in Finance and Iı | nternational 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 Programming | 24495 | 2 | 3 |
| р · 1 | Statistics | 02222 | 2 | 6 |
| Required common | Introduction to Civil Law | 01343 | 2 | 2 |
| credit hours of the | Marketing Management | 01483 | 2 | 3 |
| department | Macro-Economics | 02891 | 2 | 3 |
| | Micro-Economics | 01910 | 2 | 3 |
| | Financial Management | 01983 | 2 | 3 |
| | International Finance | 02090 | 2 | 3 |
| | Independent Study I | 07344 | 12 | 3 |
| | Independent Study II | 07699 | 12 | 3 |
| | Investments | 01579 | 1 | 3 |
| | Futures and Options | 03408 | 1 | 3 |
| | Fixed Income Securities | 10458 | 1 | 3 |
| ~ | International Business Management | 02083 | 1 | 3 |
| Required credit hours | International Co-opetition Strategy | 15493 | 1 | 3 |
| by sections | International Marketing | 02084 | 1 | 3 |
| | International Marketing- Course in English | 15149 | 1 | 3 |
| | International Business Management- Course in | | | |
| | English | 19710 | 1 | 3 |
| | Security Markets Studies | 12883 | 1 | 2 |
| | The Practice of International Trade | 02100 | 1 | 3 |
| | Commercial Law | 02056 | 1 | 3 |
| | International Service Management | 08640 | 1 | 2 |
| | Industry Analysis and Competitive Strategy | 03132 | 1 | 3 |
| | Technology and Innovation Management- Course in English | 19996 | 1 | 3 |
| | Chain Store Business Management | 02252 | 1 | 1 |
| | Organizational Learning and Social Inquiry | 19664 | 1 | 0.4 |
| | Organizational Leadership and Social Innovation Practices | 19663 | 1 | 0.4 |
| Selected credit hours | Business Valuation and Case Study | 22101 | 1 | 3 |
| of the department in other sections | Analysis For Global Industry | 08314 | 1 | 3 |
| other sections | Practicum in Enterprises I | 10852 | 1 | 3 |
| | Practicum in Enterprises II | 11370 | 1 | 3 |
| | Decision Analysis | 24103 | 1 | 3 |
| | News Forum in Business and Finance-course in English | 24254 | 1 | 3 |
| | Financial Asset Management | 31459 | 1 | 3 |
| | Financial data Analysis and Intelligent Trading (I) | 30936 | 1 | 3 |
| | Financial data Analysis and Intelligent Trading (II) | 30937 | 1 | 3 |
| | Case study in Management | 12121 | 1 | 3 |
| | Fintech I: Robo- Advisory in Investment Management | 31159 | 1 | 3 |
| | Fintech II: Internet Finance | 31160 | 1 | 3 |

| Engl | balization and Entrepreneurship- Course in glish | 30896 | 1 | 3 |
|--------------|--|-------|---|---|
| Pers Engl | sonal Finance and Wealth Management - Course in lish | 25138 | 1 | 3 |
| | tribution Channel & Strategy Management in ancial Industry | 31787 | 1 | 2 |

• Course objective and prerequisites

| Course Code | 02457 | | | |
|----------------------|--|---|--|----------------------------|
| Course Name | Economics | Credit | F | S |
| Course Manie | Leonomies | Cicuit | 3 | 3 |
| Course Objectives | The objective of this course is to provide students w concepts and to improve students' abilities to anal macroeconomic issues. Upon course completion, the stu 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand fund 3. Realize the meaning of elasticity and its application. 4. Realize how individual consumer, household, and fin 5. Understand various types of industry organizations a 6. Use Microeconomics theories to analyze the effects of 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation's 9. Realize the meaning of production, saving, and invest 10. Understand the monetary system. 11. Understand the meanings of aggregate demand and a 12. Use macroeconomics theories to analyze the effects of | yze microo dents shoul ctions. m make de and their ch of public po income. stment. | economi d be abl ecision. aracteris olicy. | ic and le to: stics. |

| Course Code | 02390 | | | |
|----------------------|---|--|--|--|
| Course Name | Calculus | Credit | F 3 | S 3 |
| Course Objectives | This is a one-year introductory course in Calculus in background in high school mathematics. The content basic concepts and theory in calculus and their application topics in one-variable differential calculus such as limic chain rule, implicit differentiation, and applications of introduced. In the second semester, topics in the fundamente techniques in integration, multivariate differential and partial derivatives and multiple integrals will be covered course are 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 examption 3. To have an overall understanding in calculus. | ts of this of ns. In the it, continui- of the deri- ental theore integral ca ed. The obj s of calcula of applied | course in first seri- ity, deri- vative v em of cal- lculus su ectives us that v d science | nclude nester, vative, vill be lculus, uch as of this will be ce and |

| Course Code | 02412 | | | |
|----------------------|---|---|--|---|
| Course Name | Accounting | Credit | F | S |
| Course Name | Accounting | Credit | 3 | 3 |
| 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 taccounting to develop the financial statements of busine | inting mea formation t n order to c ncy of the c luation and iness world ociety in ge processes of the measure nesses; | surements used of according to the second se | nt and nternal lue for narket. acting. as the unting used in |

| investors, creditors and business managers to make economic decisions; |
|---|
| 5. To understand how to resolve the ethical dilemma and make ethical professional |
| judgment; and |
| 6. To understand how to develop and make planning of an accounting career. |

| Course Code | 05201 | | | |
|----------------------|---|-----------------------------|--------------------|--------------------|
| Course Name | Introduction to Business Management | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are 1.To gain a fundamental working knowledge about environment in which business prospers; 2.To introduce business functions, including marketing, function & operation, information, and R&D 3.To introduce management functions, including analyst leading, and controlling; 4.To integrate the factors of environment, management functions; and 5.To combine theory and practice. | inance, hui sis, plannin | aspect of man reso | ources, nizing, |

| Course Code | 24495 | | | |
|----------------------|---|---|-------------------------------|------------------------------|
| Course Name | Introduction to Programming | Credit | F | S |
| Course Manie | Introduction to Programming | | 3 | 0 |
| Course Objectives | The objective of this course is to let the students lear language to solve problems. The main contents of t programming language, covering basic concepts of va types, command structures, conditions, loops, function Courses will also use some simple tools so that students problem solving ability as soon as possible. | he course riables, exp ons, as we | is the loression ell as li | Python s, data stings. |

| Course Code | 02222 | | | |
|----------------------|---|--|---|---------------------------------------|
| Course Name | Statistics | Credit | F | S |
| Course Maine | Statistics | Cleuit | 3 | 3 |
| 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. Statistical inference – interval estimation. | se is design ical princip from many tool in dec real world | ed to str les behi various vision -n | ress an nd the fields naking |

| Course Code | 01343 | | | |
|----------------------|--|------------|---------|--------|
| Course Name | Introduction to Civil Law | Credit | F | S |
| Course Manie | Inoduction to Civit Law | Cicuit | 2 | 0 |
| 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 capability necessary for future jobs. | and the ki | nowledg | ge and |

| Course Code | 01483 | | | |
|----------------------|---|---|-------------------|--------|
| Course Name | Marketing Management | Credit | F 0 | S 3 |
| Course Objectives | The objective of this course is to provide students with and to improve students' abilities to implement marketin course completion, the students should be able to: 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 at the skill of marketing planning and apply Marketing and procedure. | g related ad plan. sitioning (S 4P. activities. | ctivities TP). | . Upon |

| Course Code | 02891 | | | | |
|--|--|-------------------------------|---------|---------|--|
| Course Name | Macro-Economics | Credit | F | S | |
| Course Name | Macro-Economics | Credit | 0 | 3 | |
| | The key objectives of this course are 1.To understand how the macro-economy works and, more specifically, | | | | |
| | monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations;2.To give a sense of macroeconomics as an applied sciencea science that deals | | | | |
| Course | with complex and often urgent issues; | a sciencea science that deals | | | |
| Objectives | 3.To discuss some key issues of macroeconomics: short in output and employment, how the quantity of m inflation rate, the role of expectations, long-run econom of macroeconomic policies; and | oney affec | ts outp | ut and | |
| 4.To learn about classical and traditional macroeconomic theory and also most modern macroeconomic theories that economists use today. | | | | out the | |

| Course Code | 01910 | | | |
|----------------------|---|---|--|---|
| Course Name | Micro-Economics | Credit | F | S |
| Course Name | Micro-Economics | Credit | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To analyze the behavior of individual economic uni workers, and investors, owners of land and business these units make economic decisions; 2.To explore the issues on how industries and markets they differ from one another, and how they are affecte and global economic conditions; and 3.To extensively cover the topics of game theory, strate the role and implications of uncertainty and asymmetric strategies of firms with/without market powers, and the into account of market efficiency and externalities. | firms, and operate and d by govern egic interact c informatio | how an d evolve nment p tions of on, the p | d why e, why olicies firms, pricing |

| Course Code | 01983 | | | |
|----------------------|--|---|---|---|
| Course Name | Einensiel Monogement | Credit | F | S |
| Course Name | Financial Management | Credit | 3 | 0 |
| Course Objectives | This objective of this course is to provide a basic un financial decisions. These decisions include choos investment opportunities, how much debt and equity operating cash flows, how to measure risk and return, payout, and etc. Therefore, we will pay a visit to the fou by corporate finance, namely capital budgeting, capital management and dividend policy. Students enrolled th familiar with the followings upon course completion. | ing betwee to issue, he what level r major dec structure, w | en com ow to m of divid isions co vorking o | peting nanage end to overed capital |

| The possible types and control mechanism of agency problems Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting |
|---|
| The concept of weighted average cost of capital Possible arguments that dictate the optimal capital structure and dividend policy. working capital management |

| Course Code | 02090 | | | |
|---------------|---|-------------|-----------|---------|
| Course Name | International Finance | Credit | F | S |
| Course rvanie | | Cicuit | 3 | 0 |
| | This objectives of this course are | | | |
| | 1. To provide an analytical framework for understand | ing moderr | 1 interna | ational |
| | finance and open economy macroeconomics; and | | | |
| Course | 2. To discuss the issues such as the foreign currency i | markets and | d interna | ational |
| | financial arbitrage, the fundamental international | parity co | onditions | s, the |
| Objectives | performance of international monetary regimes-past t | o present, | monetai | y and |
| | portfolio approaches to balance-of-payments and excl | nange-rate | determiı | nation, |
| | rational expectations and monetary policy in the | open eco | nomy, | policy |
| | coordination, and monetary union. | - | - | - • |

| Course Code | 07344 | | | |
|----------------------|---|--------|---|---|
| Course Name | Independent Study I | Credit | F | S |
| Course Name | independent Study I | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To obtain independent thinking ability; 2.To be able to read the literature; 3.To be able to write papers; and 4.To cultivate analytical skills in solving the practical pr | oblem. | | |

| Course Code | 07699 | | | |
|----------------------|---|-------------------------|------------------------|-------------------|
| Course Name | Independent Study II | Credit | F 0 | <u>S</u> 3 |
| Course Objectives | The objective of this course are 1.To find an interesting topic, define research que accomplish a research report; and 2.To be able to:(1) observe social environment and p interesting topic as well as question.; (3) define a research the basic concept and methodology of research.; (5) coll (6) write and accomplish a project report. | henomenor question.; | n.; (2) fi (4) unde | ind an erstand |

| Course Code | 01579 | | | |
|----------------------|---|--------------------------|------------------------|----------------------------|
| Course Name | Investments | Credit | F | S 3 |
| Course Objectives | The objectives of this course are 1.To explore the operation of capital markets and to investment; and 2.To introduce the fundamental rationale of financial investment instruments, the evaluation and results and return, the concept and pricing analysis of de derivative and risk management, etc. | vestment th nanagemen | eory, fin t of port | about ancial folio's |

| Course Code | 03408 | | | |
|----------------------|--|-------------|----------|--------|
| Course Name | Futures and Ontions | Credit | F | S |
| Course Manie | Futures and Options | Clean | 3 | 0 |
| 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 o | other deriv | atives s | uch 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 |
| | Tixed meone securities | Cicuit | 0 | 3 |
| Course Objectives | The objective of this course is to introduce the manag fixed securities. Topics that will be covered include: 1. Introduction to fixed income products and innovation. 2. Basic bond valuation techniques with risk and return a 3. Term structure of interest rates and their estimates. 4. Pricing of fixed income securities and their derivative 5. Bond immunization strategy. 6. Bond portfolio management. 7. Fixed income securities' risk management and innova 8. Bond related topics such as taxation of bonds, prefer securitization. | analysis. s. tion. | | |

| Course Code | 02083 | | | |
|----------------------|---|---|----------------------------------|----------------------------|
| Course Name | International Business Management | Credit | F 3 | S 0 |
| Course Objectives | International investment and industrial environment ha than ever before since 21st century when globaliza liberalization came to be the trend. In order to fertilize of level talents with overall thinking, the objectives of this 1.To profoundly probe into certain oversea investment en- into international market, global strategic planning a transnational operation management; 2.To broaden international views; 3.To synchronize with changes and development of the view. | ation, digit outstanding course are nvironment and implen | alizatior interna s, entry | n, and tional- modes |

| Course Code | 15493 | | | |
|----------------------|--|------------|---|---|
| Course Name | International Co. anotition Stratagy | Credit | F | S |
| Course Maine | International Co-opetition Strategy | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To address the fundamental competitive and content international management; 2.To cover the four modules: international strategy cooperative strategy and co-opetition; and 3.To learn thinking in an interactive and participative content of the strategy and content of | gy, compet | U | |

| Course Code | 02084 | | | |
|----------------------|---|----------------------|----------|---------|
| Course Name | International Marketing | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are 1.To gain an understanding of the external issues affectin activities, including the economic, social/cultu environments; 2.To understand the process of implementing global mar 3.To adapt marketing activities to specific market needs. | ral and keting strat | politica | l/legal |

| Course Code | 15149 | | | |
|----------------------|---|----------------------|----------|---------|
| Course Name | International Marketing- Course in English | Credit | F | S |
| Course Manie | International Marketing- Course in English | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To gain an understanding of the external issues affectin activities, including the economic, social/cultu environments; 2.To understand the process of implementing global man 3.To adapt marketing activities to specific market needs | ral and keting strat | politica | l/legal |

| Course Code | 19710 | | | |
|----------------------|---|--|---|----------------------------|
| Course Name | International Business Management- Course in English | Credit | F | S |
| | International Business Management- Course in English | Cleuit | 3 | 0 |
| Course Objectives | International investment and industrial environment has than ever before since 21st century when globalizat liberalization came to be the trend. In order to fertilize a level talents with overall thinking, the objectives of this 1. To profoundly probe into certain oversea investmendes into international market, global strategic plan and transnational operation management; 2. To broaden international views; 3. To synchronize with changes and development of the 4. To strengthen international competence. | ation, digit outstanding course are: aent enviro ning and in | alizatior interna nments, plemen | n, and tional- entry |

| Course Code | 12883 | | | |
|----------------------|---|--|---|------------------------------|
| Course Name | Security Markets Studies | Credit | F 3 | S 0 |
| Course Objectives | This course is provided for students who are unfamil contents that will be covered in this course are 1. To provide students with real experiences such as s account for real trading; 2. To conduct portfolio simulation via fictitious accounts 3. To focus on specific industries and conduct both furanalyses; and 4. To introduce five basic types of financial investment options and futures with the focus on the risk-reward trading valuation, and the practical issues of how to buy and self. | uch as ope s; indamental s—money, deoff, the d | ning a t and teo stocks, etermin | chnical bonds, ants of |

| Course Code | 02100 | | | |
|----------------------|--|---|---------------------------------|--------------------------|
| Course Name | The Practice of International Trade | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are 1.To introduce customary practices, professional terms, a in field of international transactions; 2.To systematically integrate the aforesaid conventions, t illustrate cases for business transactions in relation to c 3.To possess basic knowledge of international trade premanage multiple effectively tasks in a pressured enviro 4.To handle the whole transactions independently experiences. | erms, and rudifferent jur ractice and ponment; and | egulatio isdictio the abi | ns and ns; lity to |

| Course Code | 02056 | | | |
|----------------------|--|-------------|--------|---------|
| Course Name | Commorpial Law | Credit | F | S |
| Course Name | Commercial Law | | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To learn the fundamental concepts of commercial laws negotiable instrument, and insurance; and | , including | compan | ıy law, |

| 2.To | build | the | basis | of | further | legal | studies | and | examination | skills | on | the |
|------|---------|-----|-------|----|---------|-------|---------|-----|-------------|--------|----|-----|
| comr | nercial | law | s. | | | | | | | | | |

| Course Code | 08640 | | | |
|----------------------|--|-------------|----------|--------|
| Course Name | International Service Management | Credit | F | S |
| Course Objectives | The objective of this course is to introduce both the international service business to senior students. | heories and | l practi | ces of |

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

| Course Code | 19996 | | | |
|----------------------|--|------------|----------|---------|
| Course Name | Technology and Innovation Management- Course in | Credit | F | S |
| | English | Clean | 0 | 3 |
| Course Objectives | This course introduces the concepts and practices relate technology and innovation. By the end of the course, various aspects of technology and how to manage businesses. | students w | ill unde | erstand |

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

| Course Code | 19664 | | | | | |
|-------------|---|--------------|----------|---|--|--|
| Course Name | Organizational Learning and Social Inquiry | C III | F | S | | |
| | Organizational Learning and Social Inquiry | Credit | 2 | 0 | | |
| | The objectives of this course are | | | | | |
| | 1. To be able to internalize the spirit of autonomous learning; | | | | | |
| Course | 2.To be able to build a team and cooperate with each oth | er within th | ne team; | | | |
| Objectives | 3.To be able to handle the implement process of a project | et; | | | | |
| | 4. To be able to manage the group dynamic of an organization; and | | | | | |
| | 5.To be able to implement the selected project and achieve the set goals. | | | | | |

| Course Code | 19663 | | | | | | |
|-------------|--|--------|---|---|--|--|--|
| Course Name | Organizational Leadership and Social Innovation | Credit | F | S | | | |
| | Practices | Credit | 0 | 2 | | | |
| | 1. To be to internalize the spirit of autonomous learning; | | | | | | |
| | 2. To be able to build a team and cooperate with each other within the team; | | | | | | |
| Course | 3. To be able to manage the group dynamic of an organization; | | | | | | |
| Objectives | 4. To be able to implement the selected project and achieve the set goals; | | | | | | |
| | 5. To be able to run an organization to have high performance; and | | | | | | |
| | 6. To be able to have the vision and capacity to be a leader. | | | | | | |

| Course Code | 22101 | | | | | |
|-------------|--|--|---|---|--|--|
| Course Name | Business Valuation and Case Study | Credit | F | S | | |
| | | Credit | 0 | 3 | | |
| Course | The purpose of this course is to provide students with | The purpose of this course is to provide students with a better understanding of | | | | |
| Objectives | 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 | 08314 | | | |
|----------------------|--|---|---------------------------------|--------------------------------|
| Course Name | Analysis for Global Industry | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are To theoretically analyze the impetus of industrial g industrial analysis tools used to anatomize global indu To introduce several industrial development trend, esp strategies of global IC industry, PC industry, tele biotechnology and pharmaceuticals industry, cultural retailing industry; To provide a game-theoretic framework for understar in the industry; and To emphasize how to design successful competitive st | ustry; ecially in the communication of the communic | he comp ation in e indust | betitive dustry, ry, and |

| Course Code | 10852 | | | |
|----------------------|--|-----------------------------|---------------------|---------|
| Course Name | Practicum in Enterprises I | Credit | F 0 | S 3 |
| Course Objectives | This objectives of this course are: 1.To learn practical working techniques and business oper gap between theory and practice in financial and non-fir 2.To learn business ethics and job discipline and to become integrity; and 3.To expand people network among industries and development. | nancial indu me a busine | stries; ss perso | on with |

| Course Code | 11370 | | | |
|--------------|---|-------------|----------|--------|
| Course Name | Practicum in Enterprises II | Credit | F | S |
| Course Maine | r racticum in Enterprises in | Cicuit | 3 | 0 |
| | This objectives of this course are | | | |
| | 1. To learn practical working techniques and business operations and to shorten | | | |
| | the gap between theory and practice of financial and | non-financi | al indus | tries; |
| Course | 2. To learn business ethics and job discipline and to become a business person with | | | |
| Objectives | 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 | 24103 | | | |
|----------------------|--|---|---|--|
| Course Name | Decision Analysis | Credit | F 3 | S 0 |
| Course Objectives | This course aims to introduce the fundamental concept management judgment through hands-on practice. This with systematic and objective approaches, such as Analysis of Variance (ANOVA), Simple Multi-attr (SMART), Analytic Hierarchy Process (AHP), and Dec to make decisions under uncertainty, imparting such instruction and case studies to ensure students can implications and intricate effects of decision analysis related activities. | course pro Multivariat ibute Rati ision Tree knowledg | on analy ovides st e Regre ng Tecl (DT). In e via de nderstar | sis for udents ession, hnique order etailed nd the |

| Course Code | 24254 | | | |
|----------------------|---|--------|---|---|
| Course Name | News Forum in Business and Finance-course in English | Credit | F | S |
| Course Maine | News Forum in Business and Finance-course in English | Clean | 3 | 0 |
| Course Objectives | This objectives of this course are 1.To get acquainted with and open discussions on the business and financial news; and 2.To facilitate better abilities in financial news analysis a in English listening, reading, and oral expressions. | - | • | |

| Course Code | 31459 | | | |
|----------------------|--|-----------|---------|---------|
| Course Name | Financial Assot Managament | Credit | F | S |
| Course Maine | Financial Asset Management | Credit | 3 | 0 |
| Course Objectives | This objectives of this course are: To provide students both a theoretical foundation at the financial asset management. To have a comprehensive understanding about management for financial assets, especially in reinternal control system of financial institutes. | how to in | nplemen | nt risk |

| Course Code | 30936 | | | |
|----------------------|--|--|---|---|
| Course Norma | Einspeiel data Analysis and Intelligent Trading (I) | Credit | F | S |
| Course Name | Financial data Analysis and Intelligent Trading (I) | Credit | 3 | 0 |
| Course Objectives | This course is to cultivate students to be financial data traders, which can analyze financial data, devise futures an alarming radar, carry out performance back test, vir trading by using some practical programs including Multicharts. The features of this course are to cooperate v resources integration and co-teaching with industry men practices to develop students' workplace competitivenes | trading str tual trading excel VBA with financi ntors. We fo | ategies, g and pr A, Pytho al instit | set up rogram on and utions, actual |

| Course Code | 30937 | | | |
|----------------------|---|---|---|--|
| Course Name | Financial data Analysis and Intelligent Trading (II) | Credit | F | S |
| Course Manie | T manetal data Analysis and interrigent Trading (II) | cicuit | | |
| Course Objectives | This course is to cultivate students to be financial data traders, who can analyze financial data, devise multi-sec set up an alarming radar, carry out performance back program trading by applying Python, XQ, and R. It is r submit a proposal by finding a topic, researching data by back test, instant financial information analysis and prog develop useful strategies or products to meet the needs of | curities trad test, virtua equired tha web crawle ram trading | ling stra al tradin at studer r, perfor g. Studer | tegies, ng and nts can mance nts can |

| Course Code | 12121 | | | |
|--------------|---|-------------|---|---|
| Course Name | Case study in Management | Credit | F | S |
| Course Maine | Case study in Management | Clean | 0 | 3 |
| | The objectives of this course are | | | |
| Course | 1.To consolidate the student's ability of Logical Thinkin | g; | | |
| Objectives | 2. To cultivate the student's ability of assembling data an | alysis; and | | |
| _ | 3.To solve the problem and enunciation ability. | - | | |

| Course Code | 31159 | | | |
|---|---|--------|---|---|
| Course Name Fintech I: Robo- Advisory in In | Fintech I: Robo- Advisory in Investment Management | Credit | F | S |
| Course Maine | Finteen I. Kobo- Advisory in nivestment Management | Clean | 3 | 0 |
| Course Objectives | The revolutionary changes of services brought by the fintech startups shape the future of financial service industry. The course is designed to focus on the analytical skills and implementation capability in robo-advisory in investment | | | |

| management via project-based learning approaches. The course consists of three |
|--|
| sections: fundamental analysis of macroeconomics trends; investment planning |
| and asset allocation; and investment strategy and performance evaluation. Students |
| are required to complete one project for each of the three sections. In contrast to |
| traditional quantitative analysis, students have to pay attention to unstructured data |
| analysis for investment management as well. Students are expected to establish |
| diverse analytical capabilities useful for the recent development of financial |
| technology. |

| Course Code | 31160 | | | |
|----------------------|---|--|---|---------------------------------------|
| Course Neme | Fintech II: Internet Finance | Credit | F | S |
| Course Name | Finteen II. Internet Finance | Clean | 0 | 3 |
| Course Objectives | This course is designed to be practice-oriented. We we related to Internet finance and mainly focus on "I demonstrate the current prevalence of P2P lending and evaluation methods. Then we further discuss the develop factors and appropriate model specifications for the P2 the training of this course, students are expected to have a finance and default risk evaluation methods. | P2P lendin d the relate pment of ne P lending b | g". Firs ed defau ew defau ousiness. | st, we lt risk lt risk After |

| Course Code | 30896 | | | |
|----------------------|--|---|---|---|
| Course Name | Globalization and Entrepreneurship- Course in English | Credit | F | S |
| Course Maine | Globalization and Entrepreneurship- Course in English | Credit | 0 | 3 |
| Course Objectives | The objective of this course is to provide students the trend and the knowledge of business entrepreneurship the producing driving power for business growth. The course of the linkage and the mutual impact between globalizat In addition, the course is designed to provide the roenhancing students' abilities to implement critical thinks the relevant issues in global business development ar environment. Upon course completion, the students shou 1. Realize the concepts of business entrepreneurship and 2. Understand the meanings and procedure of strategic start up a new business. 3. Understand the characteristics and evolution of wor stages and industrial competitive structure for an entre 4. Learn the management skill and management thinking administering the innovative business in an effective | at is the model e provides ion and ent oundtable d ing; sharing and internation and be able d globalizate e innovation and business repreneur. ng for an e | otive eng the know repreneu iscussio g and de onal fin to: to: ton tren ns and h s develo | gine of vledge urship. ns for bating ancial d. now to pment |

| Course Code | 25138 | | | |
|----------------------|---|--|---|--|
| Course Name | Personal Finance and Wealth Management - Course in | Credit | F | S |
| Course Maine | English | Clean | 3 | 0 |
| Course Objectives | The purpose of this course is to illustrate the elegance of and its applications at the personal level. This class will personal finance on both a philosophical and theoretical The class will trace the development of financial th particular through the contributions of six Nobel 1 Koopmans, Robert Solow, Harry Markowitz, Eugene Fan Robert Shiller. At the end of this course, students will uno of personal finance and be capable of making smart finan Subjects to be covered include investment theory and cycle financial planning, insurance theories and appl planning. Several practical case studies such as Google, Mic Southwest Airlines and Coca Cola will be thoroughly rev point of view. | l explore the level. eory throu Prize winr na, Daniel I derstand the ncial decisi investor be lications, a | he conce gh histo hers: Tj Kahnem e key co ons. chaviora nd retin baba, T | epts of ory, in ailling an and ncepts l, life- rement Yoyota, |

| Course Code | 31787 | | | |
|----------------------|---|--------------|-----------|---------|
| Course Name | Distribution Channel & Strategy Management in | Credit | F | S |
| Course Mame | Financial Industry | Clean | 2 | 0 |
| Course Objectives | The objectives of this course are to provide the stude concepts so they can understand the practice of three pil namely, Insurance, Banking, and Security. The course students' understandings towards the followings: 1. The market landscape of business 2. The major products 3. The distribution channels 4. The key factors (like Source of profit) of business 5. The future trend of business | lars of fina | ncial ind | dustry, |

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 | 30499 | 2 | 2 |
| credit hours of the | Project of Creativity and Innovation | 30500 | 4 | 2 |
| department | System Analysis and Design | 01584 | 2 | 3 |
| | Information System Project (I) | 04317 | 12 | 2 |
| | Information System Project (II) | 04038 | 12 | 2 |
| | Information System Project (II) | 04038 | 11 | 3 |
| | Statistics | 02222 | 2 | 6 |
| | 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 |
| 1 | Marketing Management | 01483 | 1 | 2 |
| Elective credit hours | Production and Operations Management | 01370 | 1 | 3 |
| of the department in | Enterprise Resources Planning | 09289 | 1 | 3 |
| other sections | Business Automation | 10608 | 1 | 3 |
| | Electronic Commerce | 09514 | 1 | 3 |
| | Introduction to Big Data | 24498 | 1 | 2 |
| | Algorithms | 04619 | 1 | 3 |
| | Internship | 13859 | 1 | 4 |
| | Internet Marketing | 10211 | 1 | 3 |
| | Internet Marketing-Course in English | 24497 | 1 | 3 |
| | Financial Trading Systems | 21429 | 1 | 3 |
| F1 (* 1*) 1 | Digital Finance | 24106 | 1 | 2 |
| Elective credit hours | Organizational Learning and Social Inquiry | 19664 | 1 | 2 |
| of the department in | Knowledge Management System | 18040 | 1 | 3 |
| other sections | Organizational Leadership and Social Innovation Practices | 19663 | 1 | 2 |
| | Introduction to Cloud Application Platform | 19322 | 1 | 3 |
| | Cloud Application Programming | 19411 | 1 | 3 |
| | Introduction to Information System-Course in English | 13517 | 1 | 3 |

• Course objective and prerequisites

| Course Code | 01558 | | | | |
|-------------------|---|--------|---|---|--|
| Course Name | Operation System | Credit | F | S | |
| | | | 3 | 0 | |
| Course Objectives | The course aims to provide a description of 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 | | |
| | | Credit | 3 | 0 | | |
| 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 | | |
| | | | 0 | 4 | | |
| Course Objectives | This course is an introduction to JAVA programming language which is now one of the most popular programming languages. This course will cover programming basis such as: programming basics and variable data type, expression, condition, iteration, array, object and class. | | | | | |

| Course Code | 24496 | | | | |
|-------------------|---|--------|---|---|--|
| Course Name | Front-end Web Design | Credit | F | S | |
| | | Cicuit | 0 | 2 | |
| Course Objectives | The aim of this course is to teach student foundational techniques of w design, including HTML5, CSS, and JavaScript. By using web design software(s), students will be asked to design their web pages or u interfaces (in-class assignments). More importantly, students will learn h to easily design web pages without taking much time on compu- programming. | | | | |

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

| Course Code | 02492 | | | | | |
|-------------------|--|--------|---|---|--|--|
| Course Name | Data Structures | Credit | F | S | | |
| Course Name | Data Structures | | 0 | 3 | | |
| Course Objectives | Course Objections This course provides fundamental concepts of data structure and algorithms | | | | | |
| Course Objectives | in computer science. Topics include introduction of basic data structures and | | | | | |

| basic algorithms, | study of | comparing | data | structures | using | different |
|--|------------|----------------|---------|-------------|--------|-----------|
| representation sche | emes, expl | oring differen | nt sort | ing and sea | rching | methods. |
| The implementations and applications of data structures in a programming | | | | | | |
| language are condu | icted. | | | | | |

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

| Course Code | 10681 | | | | | | |
|-------------------|---|--|---|--|--|--|--|
| Course Name | Data Communication and Network | Credit | F | S | | | |
| Course Maine | | Credit | 3 | 0 | | | |
| Course Objectives | The main purpose of this course is to help studen about data communications and networking. Th understand deeply and broadly the operating p communications and networking. Therefore, bes data communications and networking, this c investigate enterprise real cases and have ability data communications and networking in order t principles. | e course tries orinciples of e sides teaching course require to design son | to let st enterprise the theorem es stude ne progra | udents be data bries of ents to ams of | | | |

| Course Code | 02631 | | | | | | | |
|-------------------|--|--------|--------|--------|--|--|--|--|
| Course Name | Management Information Systems | Credit | F 0 | S 3 | | | | |
| Course Objectives | The objective of this course is to provide the students to understand how the information technology (IT) supports organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration, and enabling business process restructuring. This course covers the practical, managerial-oriented approach, and how IT is being provided by information systems departments, vendors, service providers, supply chain partners, and end users. | | | | | | | |

| Course Code | 30499 | | | |
|-------------------|---|---|----------------------------------|-----------------------------|
| Course Name | Innovation and Design Thinking | Credit | F 2 | S 0 |
| Course Objectives | This course is developed for business innov curriculum. Upon completion of this course, st creativity, innovation connotation, methods of the and design tools (software), business innovation of product innovation and software innovation ideas into practices. | udents can be hinking, innov n thinking fra | e familia vative th mework | r with inking , cases |

| Course Code | 30500 | | | | |
|-------------------|---|----------------------------|---|--------|--|
| Course Name | Project of Creativity and Innovation | Credit | F | S | |
| | | | 0 | 2 | |
| | This objectives of this course are: | | | | |
| Course Objectives | 1. to propose a new creativity and innovation | tion ideas based on inform | | mation | |
| Course Objectives | technology and information system technology; and | | | | |
| | 2. to implement the project through team-working | ıg. | | | |

| Course Code | 01584 | | | |
|-------------------|--|--|---------------------|------------------|
| Course Name | System Analysis and Design | Credit | F | S |
| | System r marysis and Design | crean | 0 | 3 |
| Course Objectives | The objective of this course is to train students to methods, tools, and techniques of analysis & des collecting and processing the user requi methodologies, gathering requirements, beha modeling, dynamic modeling and design related | sign, to posses rements. To vioral model | s the ab pics ir | ility of nclude: |

| Course Code | 04317 | | | |
|-------------------|---|---|---|---|
| Course Norma | Information System Project (I) | Credit | F | S |
| Course Name | Information System Project (I) | Credit | 2 | 0 |
| Course Objectives | By using a real project, the objective of this court the ability for applying information technique organizational management or individual busine course will obtain experiences for developing especially including planning, analysis, develop Finally, students of each team need demonstrate innovative marketing plans for finding busines course. | s to solve the ess. Students e g information pment, impler their IS and the | e proble enrolled systems mentatio hen prov | ems of in this s (IS), on, etc. vide an |

| Course Code | 04038 | | | |
|-------------------|--|--|---|---------------------------------------|
| Course Name | Information System Project (II) | Credit | F | S |
| Course Manie | | Cicuit | 0 | 2 |
| Course Objectives | The objective of this course is to train students to information techniques to solve the problems of or individual business. Students enrolled in experiences for developing information system planning, analysis, development, implementati each team need demonstrate their IS and the marketing plans for finding business opportunity | organizationa n this course is (IS), espect on, etc. Final hen provide | al manag e will ially inc ly, stude an innc | gement obtain luding ents of |

| Course Code | 04038 | | | |
|-------------------|--|--|---|---------------------------------------|
| Course Name | Information System Project (II) | Credit | F | S |
| Course rvaine | Information System Project (II) | crean | 3 | 0 |
| Course Objectives | The objective of this course is to train students to information techniques to solve the problems of or individual business. Students enrolled in experiences for developing information system planning, analysis, development, implementation each team need demonstrate their IS and the marketing plans for finding business opportunity | organizationa n this course as (IS), espec- on, etc. Final hen provide | ll manag e will ially inc ly, stude an innc | gement obtain luding ents of |

| Course Code | 02222 | | | |
|-------------------|---|--|--|--|
| Course Name | Statistics | Credit | F 3 | S 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 select 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 relevant 2.Descriptive Statistics. | This course al procedure tion of real oduced. It en ng in virtuall | is desig s and 1 problem nphasize y all ar | ned to logical is and es that |

| 3.Basic notions of probability, random variable, and discrete and continuous probability distribution. |
|--|
| 4.Sampling methods. |
| 5. Statistical inference – interval estimation. |

| Course Code | 05201 | | | |
|-------------------|--|---|--------------------------------|------------------|
| Course Name | Introduction to Business | Credit | F 3 | S 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, informatio 3.To introduce management functions, incl organizing, leading, and controlling; 4.To integrate the factors of environment, r business functions; and 5.To combine theory and practice. | marketing, fi n, and R&D luding analy | aspect nance, 1 sis, pla | human Inning, |

| 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 Calcult background in high school mathematics. T include basic concepts and theory in calculus an first semester, topics in one-variable differen continuity, derivative, chain rule, implicit differen the derivative will be introduced. In the second fundamental theorem of calculus, techniques differential and integral calculus such as partial integrals will be covered. The objectives of this 1. To provide the core of the central idea a will be applied in the solution of probles science and application for further study; 2. To illustrate the main concepts by a variety and 3. To have an overall understanding in calculation. | The contents and their applic tial calculus entiation, and ond semester, in integration ial derivatives course are nd methods of ems in a vari y of examples | of this ations. such as applicat topics n, multi s and m f calcul ety of a | course In the limit, ions of in the variate aultiple us that applied |

| Course Code | 02457 | | | |
|-------------------|---|--|---|--|
| Course Name | Economics | Credit | F | S |
| Course Maine | Leonomies | Clean | 3 | 3 |
| Course Objectives | The objective of this course is to provide student concepts and to improve students' abilities to a macroeconomic issues. Upon course completion to: 13. Realize the basic concepts of Microeconomi 14. Understand the meanings of supply and dem 15. Realize the meaning of elasticity and its app 16. Realize how individual consumer, household 17. Understand various types of industry characteristics. 18. Use Microeconomics theories to analyze the 19. Realize the basic concepts of macroeconomiz 20. Understand the meanings and measuring of 21. Realize the meaning of production, saving, a 22. Understand the meanings of aggregate dema | analyze micro a, the students cs. and functions lication. d, and firm ma organization effects of pul- ics. Nation's incom | econom should b a. uke deci- ns and blic poli ne. t. | ic and be able sion. their cy. |

| 24. Use macroeconomics theories to analyze the effects of macroeconomic |
|---|
| policy. |

| Course Code | 02412 | | | |
|-------------------|---|---|--|--|
| Course Name | Accounting | Credit | F 3 | S 3 |
| Course Objectives | The objective of this course is to introduce the brinformation system, the principle and rules of a reporting, and how to analyze and interpret acc internal and external business users making ecc create value for business enterprises and enhance of the capital market. It emphasizes the d valuation and contracting. Specifically, this co 7. To understand the functioning of accounting i as the governmental units, non-profit organ general; 8. To understand the basic recording and report information system; 9. To understand the concepts and standards ur used in accounting to develop the financial stato 10. To understand how to analyze and interpret help investors, creditors and business mar decisions; 11. To understand how to resolve the ethical professional judgment; and 12. To understand how to develop and make career. | ccounting me ounting infor- onomic decision e the fairness ual roles of urse aims to h in the business izations and ing processes inderlying the atements of bue et accounting nagers to m dilemma and | s of acco asureme mation t ons in or and effi- account help stud s world a the soci of acco measure isinesses informa ake eco | unting nt and o help rder to ciency ing in lents: us well lety in unting ements s; tion to nomic ethical |

| Course Code | 03094 | | | |
|-------------------|---|--------|---|---|
| Course Name | C Language | Credit | F | S |
| | | Credit | 0 | 3 |
| Course Objectives | Teach students how to program with C language | | | |

| Course Code | 01983 | | | |
|-------------------|--|--|---|--|
| Course Name | Einensiel Management | Credit | F | S |
| Course Maine | Financial Management | Credit | 3 | 0 |
| Course Objectives | This objective of this course is to provide a basic financial decisions. These decisions include cl investment opportunities, how much debt and eq operating cash flows, how to measure risk and reto payout, and etc. Therefore, we will pay a visi covered by corporate finance, namely capital working capital management and dividend per course are expected to familiar with the followint 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 policy. | hoosing betwee uity to issue, i eturn, what le t to the four n budgeting, ca blicy. Student ngs upon cour agency probl , and risk asp tal | een com how to n vel of di najor deo pital stru- se comp ems bect rela | nanage vidend cisions ucture, led the bletion. ting to |
| | 5. working capital management | | | |

| Course Code | 01483 | | | |
|-------------------|---|---------------|----------|--------|
| Course Name | Marketing Management | Credit | F | S |
| Course maine | Marketing Management | Clean | 2 | 0 |
| Course Objectives | The objective of this course is to provide stud | dents with ba | asic mar | keting |

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

| Course Code | 01370 | | | |
|-------------------|---|--|--|--|
| Course Name | Production and Operations Management | Credit | F 3 | S 0 |
| 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 completion 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 resources | ole concepts bility to pla , the students knowledge h business wi tion and us | of prod n and c should l of Oper th inform | luction control be able rations mation |

| Course Code | 09289 | | | |
|-------------------|--|--|---|------------|
| Course Name | Enterprise Resources Planning | Credit | F | S |
| Course Maine | Enterprise Resources Planning | Clean | 3 | 0 |
| Course Objectives | To help mangers to effectively manage sales/di R/D, finance, and HRM functions via ERP imp To avoid mass coordination caused by different powerful data processing ability of ERP, so the supply chain could be enhanced; To provide complete theoretical rationale and p systematically appreciate the details of eight m To enhance student's information processing ca lecturing method. | elementation t departmen performanc practices trai odules of E | i; ts under ce of wh ining to RP; and | the ole |

| Course Code | 10608 | | | |
|-------------------|--|------------|----------|--------|
| Course Nome | Business Automation | Credit | F | S |
| Course Name | Business Automation | | 3 | 0 |
| Course Objectives | To improve the literacy and interest of business the business automation systems, technologies. | automation | by intro | ducing |

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

| Course Code | 24498 | | | |
|-------------------|--|---------------|---------|--------|
| Course Name | Introduction to Big Data | Credit | F | S |
| Course maine | Introduction to Big Data | | 2 | 0 |
| Course Objectives | This course provides fundamental knowledge and applications of big data for students. They are trained to use big data tools and techniques in data | | | |
| | for students. They are trained to use big data to | ools and tech | mques 1 | n data |

| processing and decision-making analysis. In particular, it focuses on |
|---|
| development of big data solutions for business. |
| This course also focuses on demonstrating how effectively the popular tools |
| such as NoSQL technologies can be for problem solving. Upon completing |
| the course, the student will be able to store, manage, process and analyze |
| massive amounts of unstructured data. |

| Course Code | 04619 | | | |
|-------------------|---|-------------|-----------|---------|
| Course Name | Algorithms | Credit | F | S |
| Course Maine | Aigonumis | Clean | 0 | 3 |
| | 1. Understand basic concepts of algorithms; and | | | |
| Course Objectives | 2.Learn various designs of algorithms in order | to use comp | outers to | o solve |
| | problems more efficiently. | | | |

| Course Code | 13859 | | | |
|-------------------|--|--------|--------|--------|
| Course Name | Internship | Credit | F 0 | S 4 |
| Course Objectives | This objectives of this course are 1.To learn practical working techniques; 2.To have professional capability in order to co and practical applications; and 3.To shorten on job training and reserve potential | | | - |

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

| Course Code | 24497 | | | |
|-------------------|---|---------------|----------|----------|
| Course Name | Internet Marketing -Course in English | Credit | F | S |
| | | | 3 | 0 |
| Course Objectives | The main objectives of this course are: 1.to investigate related knowledge and technique 2.to cultivate the ability of conducting interr Google Adwords / Analytics; SEO); and 3.to articulate plans and strategies for internet Micro Movie). | net marketing | g projec | t (i.e., |

| Course Code | 21429 | | | | |
|-------------------|---|---------------|---|---|--|
| Course Name | Financial Trading Systems | Credit | F | S | |
| | | Cledit | 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 | ading systems | | | |

| Course Code | 24106 | | | | |
|-------------------|--|--------|---|---|--|
| Course Name | Digital Financa | Credit | F | S | |
| Course maine | Digital Finance | Credit | 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 | 19664 | | | |
|-------------------|---|---|-------|---|
| Course Name | Organizational Learning and Social Inquiry | Credit | F | S |
| | | Clean | 2 | 0 |
| Course Objectives | The objectives of this course are 1.To be able to internalize the spirit of autonome 2.To be able to build a team and cooperate with 3.To be able to handle the implement process of 4.To be able to manage the group dynamic of an 5.To be able to implement the selected project a | each other wi a project; organization | ; and | |

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

| Course Code | 19663 | | | | |
|-------------------|---|--|----------------|--------|--|
| Course Name | Organizational Leadership and Social | Credit | F | S 2 | |
| | Innovation Practice | | 0 | Z | |
| 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 of 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 | ach other wi organization l achieve th erformance | i; e set go | | |

| Course Code | 19322 | | | |
|-------------------|--|--------------------------------|------------------------|------------------|
| Course Name | Introduction to Cloud Application Platform | Credit | F | S |
| | | | 3 | 0 |
| Course Objectives | This course provides students concepts of clo cloud platforms including Amazon's EC2, Googl and TCloud's Elaster CAP. Students are require online and practice them if possible by deployin | e's GAE, Mic ed to research | rosoft's . each pla | Azure, atform |

| 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 0 | <u>S</u> 3 |
| Course Objectives | This course provides students the conception programming. Students develop parallel proced data applications by using Hadoop technolog HBase, HDFS, etc. As for the client side UI, learned in the Web Programming and Mobile Courses. Programming loading in this course is | ssing applicati ogies, such as students can a Business Appli | d appli ons and, MapR pply the | ication /or big educe, e skills |

| Course Code | 13517 | | | |
|-------------------|--|-------------------------------|--------------------|---------|
| ~ | Introduction to Inforationystem-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; and To study the five guides of Information Syster Web revolution, organization applications, Support Systems, and the implementing and the | n: IT in the or managerial | ganizati and De | on, the |

Business Management – Evening and Weekend

Course list

| Undergraduate Program i Weekend - | n Business Administration – Evening and | Code | Classes | Credit hours |
|--------------------------------------|--|-------|---------|--------------|
| | Introduction to Business | 05201 | 2 | 4 |
| | Accounting | 02412 | 2 | 4 |
| | Economics | 02457 | 2 | 4 |
| | Calculus | 02390 | 2 | 3 |
| | Statistics | 02222 | 2 | 3 |
| | Work Study And Process | 21846 | 2 | 3 |
| | Management and Social Innovation | 21844 | 2 | 3 |
| | Operations Management | 11822 | 2 | 3 |
| | Marketing Management | 01483 | 2 | 3 |
| | Human Resources Management | 01013 | 2 | 3 |
| | Financial Management | 01983 | 2 | 3 |
| Required common credit | Information Management | 02502 | 2 | 3 |
| hours of the program | Quality Management | 03021 | 2 | 3 |
| | Industrial Innovation (I) | 20330 | 2 | 2 |
| | Industrial Innovation (II) | 20331 | 2 | 2 |
| | Industrial Innovation (III) | 21375 | 2 | 2 |
| | Industrial Innovation (IV) | 21376 | 2 | 2 |
| | Industrial Innovation (V) | 22545 | 2 | 2 |
| | Industrial Innovation (VI) | 22546 | 2 | 2 |
| | Industrail Innovation (VII) | 22660 | 2 | 2 |
| | Industrail Innovation (VIII) | 22661 | 2 | 2 |
| | Seminar On Business Management(I) | 21847 | 20 | 2 |
| | Seminar On Business Management(II) | 22176 | 19 | 2 |
| | Business Policy | 01389 | 2 | 4 |
| | Financial Market | 01758 | 1 | 3 |
| | Tax Accounting | 02329 | 1 | 2 |
| | Intermediate Accounting(I) | 07255 | 1 | 3 |
| | Electronic Commerce and Entrepreneurship | 19414 | 1 | 3 |
| | Investments | 01579 | 1 | 3 |
| | Study of Contemporary Economic Problems | 18805 | 1 | 2 |
| | Introduction to Financial Derivatives | 18806 | 1 | 2 |
| | Introduction to Civil Law | 01343 | 1 | 2 |
| | Financial Statement Analysis | 01982 | 1 | 2 |
| Elective credit hours of | Company Law | 00021 | 1 | 2 |
| the program | 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 | | 1 | 2 |
| | Enterprise Resources Planning | 09289 | 1 | 2 |
| | Tax Laws & Regulations | 02328 | 1 | 2 |

| Tech Industries and Innovation | 21422 | 1 | 2 |
|---|-------|---|---|
| Consumer Behavior | 18796 | 1 | 2 |
| Design Thinking (I) | 30620 | 1 | 2 |
| Cost Accounting | 01449 | 1 | 3 |
| Management Accounting & Control | 11493 | 1 | 3 |
| Business Negotiation and Communication(I)- Couse in English | 31349 | 1 | 2 |
| Business Negotiation and Communication(II)- Couse in English | 31350 | 1 | 2 |
| Introduction to Health Care Industry | 30709 | 1 | 3 |

Course objective and prerequisites

| Course Code | 05201 | | | |
|----------------------|---|------------------------------|----------------------------------|------------------------------|
| Course Name | Introduction to Business | Credit | F 0 | S 4 |
| Course Objectives | The objectives of this course are 1. To gain a fundamental working knowledge about every in which business prospers; 2. To introduce business functions, including marketing, f production & operation, information, and R&D 3. To introduce management functions, including analys leading, and controlling; 4. To integrate the factors of environment, management functions; and 5. To combine theory and practice. | finance, hui sis, plannin | e enviro nan reso g, orgai | onment ources, nizing, |

| Course Code | 02412 | | | |
|----------------------|--|--|---|--|
| Course Name | Accounting | Credit | F 0 | S 4 |
| 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 va Specifically, this course aims to help students: 1. To understand the functioning of accounting in the the governmental units, non-profit organizations ar 2. To understand the basic recording and reporting information system; 3. To understand the concepts and standards underlying in accounting to develop the financial statements of 4. To understand how to analyze and interpret accour investors, creditors and business managers to make 5. To understand how to resolve the ethical dile professional judgment; and 6. To understand how to develop and make planning of the statements of the statement is of the statement. | unting mea formation t n order to c ncy of the o luation and business w ad the socie processes f businesses f businesses inting informer e economic emma and | surement o help in reate va capital n d contra- orld as w ty in ger of acco urement s; mation t decision make | nt and nternal lue for narket. acting. well as neral; unting as used o help is; ethical |

| Course Code | 02457 | | | |
|----------------------|--|--|---|-----------------|
| Course Name | Economics | Credit | F 0 | S 4 |
| Course Objectives | The objective of this course is to provide students we concepts and to improve students' abilities to anal macroeconomic issues. Upon course completion, the stude 1. Realize the basic concepts of Microeconomics. 2. Understand the meanings of supply and demand fue 3. Realize the meaning of elasticity and its application 4. Realize how individual consumer, household, and the 5. Understand various types of industry organizations 6. Use Microeconomics theories to analyze the effect 7. Realize the basic concepts of macroeconomics. 8. Understand the meanings and measuring of Nation 9. Realize the meaning of production, saving, and invite. Understand the meanings of aggregate demand and 12. Use macroeconomics theories to analyze the effect 5. Statement of the statement of th | yze microo dents should inctions. n. firm make o s and their c s of public p 's income. vestment. l aggregate | economi 1 be able lecision. haracter policy. supply. | ic and e to: |

| | policy. | | | |
|----------------------|---|---|--|--|
| | | | | |
| Course Code | 02390 | | | |
| Course Name | Calculus | Credit | F | S |
| | | | 0 | 3 |
| Course Objectives | This is a one-year introductory course in Calculus in background in high school mathematics. The contents of concepts and theory in calculus and their applications. If in one-variable differential calculus such as limit, continuing implicit differentiation, and applications of the derivative second semester, topics in the fundamental theorem of integration, multivariate differential and integral calculus and multiple integrals will be covered. The objectives of 1. To provide the core of the central idea and method applied in the solution of problems in a variety application for further study; 2. To illustrate the main concepts by a variety of exam 3. To have an overall understanding in calculus. | of this course in the first set ity, derivation will be intri- f calculus, such as par- this course ds of calcul y of applied | e include emester, ive, chai coduced. techniq tial deriv are us that v d science | e basic topics n rule, In the ues in vatives will be ce and |

| Course Code | 02222 | | | |
|----------------------|--|---|--|--|
| Course Name | Statistics | Credit | F | S |
| Course Maine | Statistics | Credit | 0 | 3 |
| Course Objectives | The objective of this course is to provide the student fundamental concepts of elementary statistics. This course intuitive understanding of statistical procedures and log formula. A wide selection of real problems and examples are introduced. It emphasizes that Statistics is used as a to virtually all areas of management sciences. 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 ool in deciss real world. | ed to str les behi various ion -mal | ress an nd the s fields king in |

| Course Code | 21846 | | | |
|----------------------|---|----------------------|------------------------|--------------------|
| Course Name | Work Study And Process | Credit | F 0 | S 3 |
| Course Objectives | This course focuses on practical cases studies and anal understand the working procedures, the core fou management and improving competitiveness in cooperate time and methods studies, students will learn to enhanc cost reduction, and increase quality in sophistication. | indation of manageme | f ratior ent. In te | nalized orms of |

| Course Code | 21844 | | | |
|----------------------|--|------------|--------|--------|
| Course Name | Management and Social Innovation | Credit | F 0 | S 3 |
| Course Objectives | Students will be able to: Learn complex analysis of social problems and ident with evaluation of legitimacy or urgency. Expand their social influence in innovative busin entrepreneurial spirit. Understand innovative management modules for social | nesses and | | |

| Course Code | 11822 | | | |
|----------------------|--|---|---|---|
| Course Name | Operations Management | Credit | F | S |
| | | | 0 | 3 |
| Course Objectives | Operations Management have become global and management, and .inconceivable without modern info content includes both theory and practice of Opera objectives of this course are 1.To introduce operations management, including the related to the design, planning, control, improvemen manufacturing and service operations; 2.To be problem-solving oriented in both the manufact and 3.To provide opportunities of factory visiting trips understanding in running the real world manufacturing a | ormation tec ations Man concepts a t and chall uring and so so as to | chnolog agemen nd tech lenge o ervice s enhand | y. The t. The niques f both ectors; ce the |

| Course Code | 01483 | | | |
|-------------|---|--------------|---------------|---------|
| Course Name | Marketing Management | Credit | F | S |
| | The objective of this course is to provide students with | hasic mark | 3 eting co | 0 |
| | and to improve students' abilities to implement marketin | | | |
| | course completion, the students should be able to: | | | |
| | 1. Realize the basic concepts of marketing. | | | |
| Course | 2. Understand the meanings and procedure of marketing | plan. | | |
| Objectives | 3. Realize the meaning of segmenting, targeting, and pos | itioning (S7 | TP). | |
| | 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 Mar | keting Man | agemen | t in an |
| | effective manner. | | | |

| Course Code | 01013 | | | |
|----------------------|---|--|---------|--------|
| Course Name | Human Resources Management | Credit | F 3 | S 0 |
| 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 r 3.Toe provide practical cases for a better understanding o management, including planning, recruiting, selectir evaluation, salary system, and labor-capital relations; a 4.To learn skills of teamwork and discussion. | real life; f general hung, training | man res | |

| Course Code | 01983 | | | |
|----------------------|---|--|--|-------------------------------|
| Course Name | Financial Management | Credit | F 3 | S 0 |
| Course Objectives | This objective of this course is to provide a basic un financial decisions. These decisions include choos investment opportunities, how much debt and equity to 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 p 2. Valuation approaches, cash flow estimation, and risk budgeting 3. The concept of weighted average cost of capital 4. Possible arguments that dictate the optimal capital strue | 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 re expect | capital capital capital |

| 5. working capital management |
|-------------------------------|
| 5. working capital management |

| Course Code | 02502 | | | |
|----------------------|---|---|---|--|
| Course Name | Information Management | Credit | F | S |
| | This course is based on the premise that information syste | ems knowle | 3 dge is es | 0 sential |
| Course Objectives | for creating competitive firms, managing global corp- value, and providing useful products and services to cus of this course is to offer an introduction to major er information technologies that are being used for achievi enhancing global organization performance. It also call demonstrate the business value of information system provides students with additional projects for hands-on p | tomers. The nterprise ap ing digital i s attention in the org | e primar plication ntegration to the n ganization | ry goal ns and on and leed to |

| Course Code | 03021 | | | |
|--------------|---|------------|---------|----------|
| Course Name | Quality Managament | Credit | F | S |
| Course Manie | Quality Management | Credit | 0 | 3 |
| | This course embraces the fundamental principles and historical foundations of total | | | of total |
| Course | quality and provides a foundation for understanding and | applying S | ix Sigm | a. The |
| Objectives | will help students develop the concept of quality management from managerial and | | | |
| | technical point of views. | | | |

| Course Code | 20330 | | | |
|--------------|--|--------------|----------|---------|
| Course Name | Industrial Innovation (I) | Credit | F | S |
| Course maine | | Cleun | 2 | 0 |
| | Students will be able to: | | | |
| Course | 1. Make their job choices and career path more appropri | ately. | | |
| Objectives | 2. Learn to work creatively and build personal career as | sets through | out inno | ovative |
| | working experience. | | | |

| Course Code | 20331 | | | |
|----------------------|--|--------|----------|---------|
| Course Name | Industrial Innovation (II) | Credit | F 0 | S 2 |
| Course Objectives | Students will be able to:1. Make their job choices and career path more appropria2. Learn to work creatively and build personal career ass working experience. | • | out inno | ovative |

| Course Code | 21375 | | | |
|-------------|---|-------------|----------|---------|
| Course Name | Industrial Innovation (III) | Credit | F | S |
| | ndustriai innovation (iii) | Credit | 2 | 0 |
| | Students will be able to | | | |
| Course | 1. Make their job choices and career path more appropria | tely. | | |
| Objectives | 2. Learn to work creatively and build personal career ass | ets through | out innc | ovative |
| | working experience. | | | |

| Course Code | 21376 | | | |
|----------------------|--|--------|----------|---------|
| Course Name | Industrial Innovation (IV) | Credit | F 0 | S 2 |
| Course Objectives | Students will be able to:1. Make their job choices and career path more appropria2. Learn to work creatively and build personal career ass working experience. | • | out innc | ovative |

| Course Code | 22545 | | | |
|----------------------|--|--------|----------|---------|
| Course Name | Industrial Innovation (V) | Credit | F | S |
| Course Maine | | Cicuit | 2 | 0 |
| Course Objectives | Students will be able to:1. Make their job choices and career path more appropria2. Learn to work creatively and build personal career ass working experience. | • | out innc | ovative |

| Course Code | 22546 | | | |
|----------------------|--|--------|----------|---------|
| Course Name | Industrial Innovation (VI) | Credit | F 0 | S 2 |
| Course Objectives | Students will be able to:1. Make their job choices and career path more appropria2. Learn to work creatively and build personal career ass working experience. | | out innc | ovative |

| Course Code | 22660 | | | |
|--------------|---|-------------|----------|--------|
| Course Name | Industrail Innovation (VII) | Credit | F | S |
| Course Maine | | Clean | 2 | 0 |
| | Students will be able to | | | |
| Course | 1. Make their job choices and career path more appropria | tely. | | |
| Objectives | 2. Learn to work creatively and build personal career ass | ets through | out inno | vative |
| | working experience. | | | |

| Course Code | 22661 | | | |
|-------------|--|-------------|----------|---------|
| Course Name | Industrail Innovation (VIII) | Credit | F | S |
| | | Creat | 0 | 2 |
| | Students will be able to | | | |
| Course | 1.Make their job choices and career path more appropriat | ely. | | |
| Objectives | 2.Learn to work creatively and build personal career ass | ets through | out inno | ovative |
| | working experience. | | | |

| Course Code | 21847 | | | |
|----------------------|--|--------------|----------|--------|
| Course Name | Seminar On Business Management(I) | Credit | F | S |
| Course Maine | Seminar On Business Management(1) | Cleuit | 0 | 2 |
| 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 | analysis, le | eadershi | p, and |
| | 5. To be responsible for completing one's own task. | | | |

| Course Code | 22176 | | | |
|----------------------|--|--------------|----------|--------|
| Course Name | Seminar On Business Management(II) | Credit | F | S |
| Course Ivanie | Seminar On Business Management(II) | Clean | 2 | 0 |
| 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 | 01389 | | | |
|-------------|---|-------------|----|---|
| Course Name | Business Policy | Credit | F | S |
| | | cicuit | 4 | 0 |
| | The objectives of this course are | | | |
| | 1. To observe new trends and business models; | | | |
| Course | 2. To develop strategic thinking ability; | | | |
| Objectives | 3. To cultivate organizational learning ability; | | | |
| - | 4. To build up a comprehensive concept of strategic man | agement; ar | nd | |
| | 5. To integrate knowledge in relevant academic fields. | | | |

| Course Code | 01758 | | | |
|----------------------|--|---|--|---|
| Course Name | Financial Market | Credit | F 3 | S 0 |
| Course Objectives | This course provides a general introduction to some r 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 pricing required to investigate some current issues by means of 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 th ties issuance g. In addition f articles in the a term pa | , includi curity m ey work e, focus on, stude the pre per that | ing the arkets. k in a ing on nts are ss and forces |

| Course Code | 02329 | | | |
|--------------|---|-------------|------------|---------|
| Course Norma | Toy Accounting | Credit | F | S |
| Course Name | Tax Accounting | Credit | 2 | 0 |
| Course | This course provides fundamental concepts for tax account | ounting and | l skills f | for tax |
| Objectives | planning .Topics include theory, practice and case study. | | | |

| Course Code | 07255 | | | |
|----------------------|--|--|---------|---|
| Course Name | Intermediate Accounting(I) | Credit | F | S |
| Course Name | Intermediate Accounting(I) | Credit | 3 | 0 |
| 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 acc 2.To apply generally accepted accounting principles to recording of transactions and the preparation of financial 3.To read and critically evaluate financial statements; and 4.To consider the larger context of financial reporting. | counting; situations al statemen | involvi | |

| Course Code | 19414 | | | |
|--------------|--|--------|---|---|
| Course Name | Electronic Commerce and Entrepreneurship | Credit | F | S |
| Course Maine | Electronic Commerce and Entrepreneursmp | Clean | 3 | 0 |
| | 1. To know the concept of the Electronic Commerce; | | | |
| Course | 2. To understand the development of e-Commerce manag | ement; | | |
| Objectives | 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 |
| | Investments | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To explore the operation of capital markets and t investment; and | he related | theory | about |

| 2.To introduce the fundamental rationale of financial investment theory, financial |
|--|
| market and investment instruments, the evaluation and management of portfolio's |
| risk and return, the concept and pricing analysis of debt and equity securities, |
| derivative and risk management, etc. |

| Course Code | 18805 | | | |
|---------------|--|---------------|----------|-------|
| Course Name | Study of Contemporary Economic Problems | Credit | F | S |
| Course rvaine | Study of Contemporary Economic Problems | Cicuit | 2 | 0 |
| | Student will be able to | | | |
| | 1. Conduct an overall macro-depth analysis and propo | se feasible s | olutions | . For |
| | the economic problems faced by Taiwan and the world. | | | |
| Course | 2. Recognizing problems in integration, explore a variety of complex issues at | | | es at |
| Objectives | different angles, look at spatial and temporal contex | t of problen | ns from | a |
| | historical point of view. | | | |
| | 3. Study and seek for better solving options by exploring contemporary | | | |
| | economic problems. | - • | | |

| Course Code | 18806 | | | |
|----------------------|--|--------|--------|--------|
| Course Name | Introduction to Financial Derivatives | Credit | F 2 | S 0 |
| Course Objectives | Students will be able to: Understand the basic trading patterns of foreign derivatives transactions and its basic operational mode Apply different foreign exchange derivative financial investment and risk management. | els. | | |

| Course Code | 01343 | | | |
|----------------------|--|-----------|---------|--------|
| Course Name | Introduction to Civil Law | Credit | F 0 | S 2 |
| 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 0 | S 2 |
| 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 flow a and solvency; and 2.To introduce ratio analysis, trend analysis, comparate common-size financial statements, charts analysis statements and the related information. | capital, as analysis, ca tive financi | set utili apital str ial state | ization ructure ments, |

| Course Code | 00021 | | | |
|----------------------|---|----------------|-----------|--------|
| Course Name | Company Law | Credit | F 0 | S 2 |
| Course Objectives | The aim of Company Law is to introduce the legal encompanies operate. The course attaches greater important theory learning. Students will be able to: 1. Learn about company law and how to apply it to of a company. 2. Understand better the business environment and obligations and potential liabilities. | tance on pract | ices rath | |

| 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 0 | S 2 |
| Course Objectives | The objectives of this courses are 1.To provide an analytical framework for understanding market; 2.To enhance the capability of conducting research in financial management; and 3.To explore the operation of international capital market markets, and the related theory of currency risk and for | the field o | f interna | ational |

| Course Code | 02350 | | | |
|----------------------|--|---|---------------------------|---|
| Course Name | Investment in Securities | Credit | F | S |
| | Investment in Securities | Credit | 0 | 2 |
| Course Objectives | Students will be able to: Learn effects and meanings of security investment in g Establish correct investment concepts, security investment management. Understand the relationships among macro economy, i financial market and security investment through the a techniques. Manage investment plans and distribution of assets. | nent and rist nternational nalysis of p | k l econor olicy an | |
| | 5. Find out better choices for investment targets and accu | mulate fort | unes. | |

| Course Code | 18797 | | | |
|-------------|--|-----------|---|---|
| Course Name | Strategy Innovation | Credit | F | S |
| | | circuit | 0 | 2 |
| | The objectives of this course are: | | | |
| Course | 1. To introduce what is meant to promote; | | | |
| Objectives | 2. To understand the areas of corporate strategy; and | | | |
| - | 3. To develop and provide the directions for company inr | novation. | | |

| Course Code | 19450 | | | |
|----------------------|--|----------------------------|---------|---------|
| Course Name | Project Management And Innovation | Credit | F 0 | S 2 |
| Course Objectives | The learning objectives of this course are as follows: To learn the meaning, contents and kinds of application To learn the meaning and contents of innovation mands To learn and use the practical steps and methods for management; To learn and use the practical steps and methods for project; and To apply and fit the current and future jobs. | nagement; or fulfilling | a proje | ect and |

| Course Code | 20192 | | | |
|----------------------|---|------------|----------|--------|
| Course Name | Practical Planning for Marketing Innovation | Credit | F 2 | S 0 |
| Course Objectives | The course objectives are to help students comprehe planning and execution, which contain diverse issues strategies, management, technology, design, aesthetics and systematic and practical marketing intelligence. | and practi | ces, inc | luding |

| Course Code | 21845 | | | |
|----------------------|--|----------------------------|---------------------|------------------|
| Course Name | Financial Service Innovation | Credit | F 0 | S 2 |
| Course Objectives | The objectives of this course are to provide the studen fundamental understanding of the Financial Service Int learn the characteristics of the financial services indu interests related to financial services issues, and are able to financial services ideas thinking. | novation. S stry in ord | tudents er to ir | would acrease |

| Course Code | 24760 | | | |
|-------------------------------------|--|--|--|--|
| Course Name | The Lean Startup | Credit | F | S |
| Course Name Course Objectives | Peter Drucker regarded innovation and entrepreneursi discipline. Following Drucker's statement, this course i entrepreneurship from three main aspects: the practice o of entrepreneurship; and the entrepreneurial strategies. T emphasizes the actions and the behavior of the entrep students to understand the entrepreneur's decision-making an entrepreneur forms decisions such as staffing and opportunities, risks, structures, and strategies. Hence, the capable of linking the application of information tech knowledge through in-class activities. Also, the transnatio will develop the students' analytic and the problem-sol | hip as a p ntroduces i of innovatio The lecture reneur, wh g logic. For rewarding students in nology wi onal enterpriving ability | 0 practice nnovation; the p of this ich allo exampl based this cou th mana ise case s y, and b | 2 and a on and ractice course ws the e, how on the rse are agerial studies roaden |
| | their international perspectives. Last, the accumulated k will be implemented on the development of the local soci out the spirit of human concern. | 0 | | |

| Course Code | 18798 | | | |
|----------------------|---|-----------|----------|--------|
| Course Name | Cultural Creativity And Experiential Economy | Credit | F 2 | S 0 |
| Course Objectives | Students will be able to: Understand the characteristics of cultural and creative cultural creativity. Explore how the cultural and creative industries excellent quality, outstanding customer service, ar experience during on-site visits. | impress c | ustomers | s with |

| Course Code | 09289 | | | |
|----------------------|--|---|------------------------------------|---|
| Course Name | Enterprise Resources Planning | Credit | F | S |
| | 8 | | 0 | 2 |
| Course Objectives | To help mangers to effectively manage sales/distril finance, and HRM functions via ERP implementat To avoid mass coordination caused by different de powerful data processing ability of ERP, so the per supply chain could be enhanced; To provide complete theoretical rationale and prace systematically appreciate the details of eight modu To enhance student's information processing capability | ion; partments u formance o tices trainin les of ERP; | nder the f whole g to and | ; |
| | lecturing method. | | | |

| Course Code | 02328 | | | |
|-----------------|--|-------------|----------|---------|
| Course Norme | Toy Lows & Deculations | Credit | F | S |
| Course Name Tax | Tax Laws & Regulations | Credit | 2 | 0 |
| Course | After studying the principles, contents and application of | tax law, th | e studen | ts will |
| Objectives | be able to build the basic knowledge of each tax law in Ta | aiwan. | | |

| Course Code | 21422 | | | | |
|-------------|--|--------------|-----------|--------|--|
| Course Name | Tech Industries and Innovation | Credit | F | S | |
| Course Name | Tech industries and innovation | Credit | 2 | 0 | |
| | This course introduces the basic theories and concepts of | of managen | nent, inc | luding | |
| | planning, organizing, leadership ability, control and other managing functions, as | | | | |
| Course | well as cultural values that are important in modern management education, social | | | | |
| | responsibility, business ethics. So students learn to understand the nature of | | | | |
| Objectives | management practices and further enhance their ability of applying the skills. | | | | |
| | Furthermore, by discussing the specific case studies, the students would learn the | | | | |
| | elements and the link between "theories" and the real wo | rkplace "pra | actices". | | |

| Course Code | 18796 | | | |
|----------------------|--|------------|----------|---------|
| Course Name | Consumer Behavior | Credit | F 0 | S 2 |
| Course Objectives | The objectives of this course are: 1. To provide the knowledge and skills for understanding effective marketing strategies; and 2. To introduce the Wheel of Consumer Analysis, a tool components affecting consumer affection, cognition environment, and the market. | that helps | understa | and the |

| Course Code | 30620 | | | |
|----------------------|--|---|------------------------|--------------------|
| Course Name | Design Thinking (I) | Credit | F 2 | S 0 |
| Course Objectives | This course is developed for business innovation and de Upon completion of this course, students can be familiar connotation, methods of thinking, innovative thinking an business innovation thinking framework, cases of produc innovation, and putting proposals and ideas into practices | with creativ d design to t innovation | ity, inno ols (soft | ovation tware), |

| Course Code | 01449 | | | |
|----------------------|--|-------------|----------|--------|
| Course Name | Cost Accounting | Credit | F 0 | S 3 |
| Course Objectives | The purpose of this course is to introduce the contempor used in the nowadays business world. The related topic system, cost-volume-profit analysis, target costing, a management, balanced scorecard, life-cycle costing, etc. | s include p | roduct c | osting |

| Course Code | 11493 | | | |
|----------------------|---|-------------|----------|--------|
| Course Name | Management Accounting &Control | Credit | F | S |
| Course Maine | Management Accounting &Control | | 3 | 0 |
| Course Objectives | The purpose of this course is to introduce the con accounting tools work in today's business world. The budgeting, variance analysis, balanced scorecard, respons cost, and transfer pricing, etc. | e related t | topics i | nclude |

| Course Code | 31349 | | | |
|----------------------|--|--|---|---|
| Course Name | Business Negotiation and Communication(I) -Course in | Credit | F | S |
| Course Manie | English | Clean | 2 | 0 |
| Course Objectives | This course is designed to help the students understand negotiation and international negotiations. The students and skills of negotiation through the practices of international negotiations in terms of group analyses, d and simulations in various social interactions and contexts nowadays. Upon successful completion of the course, stu 1. Prepare for negotiations | will learn t current iscussions, s in the inter | the know issue-ce present rnationa | wledge entered ations, l arena |

| 2. Build relationships |
|--------------------------------------|
| 3. Elicit information effectively |
| 4. Hold your ground when you need to |
| 5. Deal with the tough guys |
| 6. Make the best with their chips |
| 7. Negotiate with flair |
| 8. Close the deal |

| Course Code | 31350 | | | | |
|---|--|--------|---|-------|--|
| Course Name | Business Negotiation and Communication(II) -Course | Credit | F | S | |
| Course Manie | in English | Clean | 0 | 2 | |
| This course is designed to help the students understand the fundamental iss | | | | | |
| | negotiation and international negotiations. The students | | | - | |
| | and skills of negotiation through the practices of international negotiations in terms of group analyses, d | | | | |
| | and simulations in various social interactions and contexts | | - | | |
| | nowadays. Upon successful completion of the course, stu | | | | |
| Course | 1. Prepare for negotiations | | | w t0. | |
| Objectives | 2. Build relationships | | | | |
| | 3. Elicit information effectively | | | | |
| | 4. Hold your ground when you need to | | | | |
| | 5. Deal with the tough guys | | | | |
| | 6. Make the best with their chips | | | | |
| | 7. Negotiate with flair | | | | |
| | 8. Close the deal | | | | |

| Course Code | 30709 | | | |
|----------------------|--|--|----------|---------|
| Course Name | Introduction to Health Care Industry | Credit | F | S |
| Course Manie | Introduction to relatin Care Industry | Cicuit | 0 | 3 |
| Course Objectives | The main purposes of this course are: To help students understand the definition, termin of health industry. To introduce industry scenario, operation practice medical institution and health industry. To provide practical cases of new ventures develop To develop a business plan for new venture in heal | es, future of other of the second sec | pportuni | ties in |

MBA Programs – Full-Time –

• Management

• International Management

Management

• Course list

| MBA Program in Mana | 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 | Operations Management | 11822 | 1 | 3 |
| graduate institute | Industrial Economics & Competitive Strategy | 12255 | 1 | 3 |
| C | 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 | 25136 | 1 | 3 |
| | Production Planning System | 06186 | 1 | 3 |
| | Seminar on Invest Management | 08230 | 1 | 3 |
| | Seminar on Human Resources Management | 13227 | 1 | 3 |
| | Seminar on Marketing Management | 03680 | 1 | 3 |
| | Topics of Strategic Management | 14104 | 1 | 3 |
| | Manpower planning and recruiting | 20021 | 1 | 3 |
| | Seminar on Business Practice | 18592 | 1 | 3 |
| | Advanced English Conversation | 02010 | 1 | 3 |
| | Reading in Business Ethics for Management | 00292 | 1 | 2 |
| | Decision Analysis and Management | 19716 | 1 | 3 |
| | Business and Management Practice in Asia Pacific Region- Course in English | 23503 | 1 | 3 |
| | Service Design | 23502 | 1 | 3 |
| Elective credit hours by sections | Labor Relationship and Compensation Management | 24863 | 1 | 3 |
| (3 select 1) | Family Business Management- Course in | 24339 | 1 | 3 |
| | English | 20711 | 1 | 2 |
| | Brand Strategy and Management | 30711 | 1 | 3 |
| | International Industry Analysis | 04060 | 1 | 3 |
| | Thesis | 00041 | 1 | 6 |
| | Social innovation and entrepreneurship management | 20022 | 1 | 3 |
| | Financial Statement Analysis - Course In English | 23851 | 1 | 3 |
| | Career Exploration and Planning | 31493 | 1 | 2 |
| | Corporate Social Responsibility and Sustainability | 31494 | 1 | 3 |
| | Introduction to Emerging Technology and Digital Business | 31495 | 1 | 3 |
| | Social Media Marketing- Course in English | 31496 | 1 | 3 |
| | Internet Marketing | 10211 | 1 | 3 |
| | Corporate Governance | 15470 | 1 | 3 |

| Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission | 30043 | 1 | 3 |
|--|-------|---|---|
| Effective Business Communication and Negotiation- Course in English | 30884 | 1 | 3 |
| Fashion Business Management-Course in English - Course in English | 30970 | 1 | 3 |
| Agricultural Marketing Management | 31937 | 1 | 3 |
| Seminar on Servant Leadership | 12307 | 1 | 3 |

• Course objective and prerequisites

| Course Code | 01983 | | | |
|----------------------|--|---|---|---|
| Course Name | Financial Management | Credit | F 3 | <u>S</u> 0 |
| 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 investme money on the financial markets and the issue of capital operating cash flows with advanced financial arrangeme 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 com 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 pemphasized. 3. The concept of weighted average cost of capital (Wa special focus on possible approaches to estimate each of 4. Possible arguments that dictate the optimal capital structure Market frictions such as transaction cost or taxes are step by step. 5. Students are asked to develop the ability to find and so like an Executive Financial Manager (CFO). | is to enh financial de ent opportu structure, h ents, how t erefore, fou capital ma nts enrolled npletion. problems ment from aspect rela project inve ACC) is em cost element cture and di included in | ance stu ecisions. unities, n ow to n o manag r major nagemen the court that orig shareho estment phasize t. ividend p | adent's These raising hanage ge risk topics, ht and rse are ginates older's capital is also d with policy. |

| Course Code | 01799 | | | |
|----------------------|--|---|----------------------|------------------|
| Course Name | Research Methodology | Credit | F | S 3 |
| 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 processtrategies, collecting and analyzing research data, proposals and reports; and 3.To know how to obtain the required information throug in writing research papers and solving management processing and procesing and processing and processing and proc | esses, desig and prepa gh appropria | gning re aring re | idemic search |

| Course Code | 01013 | | | |
|----------------------|---|---|---------|---|
| Course Name | Human Resources Management | Credit | F | S |
| | Human Resources Management | Cleuit | 0 | 3 |
| Course Objectives | The main purposes of this course are 1.To develop systematic knowledge of human resources in 2.To enhance the capability of practicing theories into a r 3.To provide practical cases for a better understanding of management, including planning, recruiting, selecting evaluation, salary system, and labor-capital relations; and 4.To learn skills of teamwork and discussion. | eal life; general hu g, training, | man res | |

| Course Code | 02237 | | | |
|-------------|------------------------------------|--------|---|---|
| Course Name | Organization and Management Theory | Credit | F | S |
| Course Name | Organization and Management Theory | Credit | 3 | 0 |
| Course | The objectives of this course are | | | |

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

| Course Code | 01483 | | | | |
|------------------------|---|---------------------------------------|------------------|-------------------|--|
| Course Neme | Markating Managamant | Credit | F | S | |
| Course Name | Marketing Management | Credit | 0 | 3 | |
| Course Objectives | The objectives of this course are 1.To provide a platform for reviewing and discussion of to marketing management, including theories and pract 2.To arouse learning interest in marketing; 3.To introduce some hottest issues such as e-comme making, management in China market etc; and 4.To explore the emerging concept of "Holistic Market internal marketing, integrated marketing, relationship | tices; erce, marke ting" that b | eting decoroadly | cision- covers | |
| responsible marketing. | | | | | |

| Course Code | 11822 | | | |
|----------------------|---|---|---|------------------------------------|
| Course Norma | Or anti-ma Management | Credit | F | S |
| Course Name | Operations Management | Credit | 3 | 0 |
| Course Objectives | Operations is an essential function of a business unit. The is to help students understand the whole concepts of oper- improve the students' ability to plan and control resour- course completion, the students should be able to: 1.Realize the basic concepts and theoretical knowledge of 2.Understand how to integrate the resource in business we achieve the goals of organization and use the relative tee problems; and 3.Obtain the ability for the further study and research. | ations mana rces in a co Operations ith informations | igement ompany. Manage tion syst | and to Upon ement; ems to |

| Course Code | 12255 | | | |
|----------------------|---|-------------|-----------|---|
| Course Name | Industrial Economics & Competitive Strategy | Credit | F | S |
| | industrial Economies & Competitive Strategy | Cicuit | 3 | 0 |
| Course Objectives | The objectives of this course are To emphasis the S-C-P analytical framework and their To familiar with the major frameworks and method analysis; and To be able to use the analytical foundation for the de strategy. | ds of condu | icting in | 2 |

| Course Code | 02502 | | | |
|----------------------|---|---|---|--|
| Course Name | Information Management | Credit | F 0 | S 3 |
| Course Objectives | This course is designed to provide the current and the understanding and appreciation of issues that are related information technology assets. Students can know how business operation system and use it to improve advantages. Notably, the course will give students a manuse, design, and evaluations of information systems the today. The objective of this course is to prepare student managing information services in both today's and tomor cope with its managerial, social, political, ethical and glow | ted to the v to analyze companies hagerial personat exist in nts with the crow's envir | organiz e and de s' comp spective organiz e capabi | ation's esign a petitive on the zations lity of |

| Course Code | 12723 | | | |
|-------------|--|--------|---|---|
| Course Name | Industry Analysis & Competitive Advantage | Credit | F | S |
| | | crear | 0 | 3 |
| | The objectives of this course are | | | |
| | 1.To build up basic methods for industry analysis; | | | |
| Course | 2.To understand basic concepts of strategy; | | | |
| 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 Maine | Management Accounting | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are To introduce the contemporary management accountin costing, activity-based costing & management, balance To explore the selective topics for conducting research, including performance evaluation incentive, etc. | ed scorecard earch on th | l etc; and he mana | d agerial |

| Course Code | 01389 | | | |
|----------------------|---|---|--------------------------|---------|
| Course Name | Pusiness Delieu | Credit | F | S |
| Course Maine | Business Policy | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To provide the opportunities to develop capability for s 2.To provide the opportunities to experience the organiza 3.To provide the opportunities to build up an integrated s 4.To provide the opportunities to integrate related knowle and 5.To provide the opportunities to observe the newly trend | ation learnin strategy con edge of busi | ng; cept; ness fun | ctions; |

| Course Code | 01559 | | | |
|----------------------|--|---|---------------------------------|--------------------|
| Course Name | Operations Research | Credit | F 3 | S 0 |
| Course Objectives | Operation research is one of the most important decisio mathematical methods, computer software to help compa- This course emphasizes on mathematical models buildin. The main content of this course includes systematically in operation research, explaining managerial implication of teaching methods along with group discussion. | anies reach g and theori ntroducing e | goals. es applic each cha | cation. pter in |

| Course Code | 19169 | | | |
|----------------------|---|--|---------------------------------|------------------|
| Course Name | Multivariate Statistical Analysis-Course in English | Credit | F 3 | S 0 |
| Course Objectives | The objective of this course is to give a brief introdu- statistical method. As the powerful computing facility available nowadays, the focus of this course will be detailed derivation of related theory will be omitted. The use either SPSS or SAS in solving real world problems a | y and softw application the students a | vare are oriente are requ | easily ed and |

| Course Code | 01855 | | | | |
|-------------------|--|--------|---|---|--|
| Course Nome | Econometrics Credit | | F | S | |
| Course Name | Econometrics | Credit | 3 | 0 | |
| Course Objectives | The objectives of this course are | | | | |
| Course Objectives | 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; |
| 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 | 25136 | | | |
|----------------------|--|--|---|---|
| Course Name | Total Quality Managament | Credit | F | S |
| | Total Quality Management | Clean | 3 | 0 |
| Course Objectives | This course provides a fundamental, yet comprehensive, management (TQM). It covers not only the principles an and techniques. This course is divided into two parts. Pa of TQM, including basic TQM concepts, customer involvement, continuous process improvement, and pe Part 2 covers the tools and techniques of TQM, includin function deployment, quality by design, Six Sigma, statis Taguchi's quality engineering. | d practices, art 1 covers r satisfaction erformance ng benchmatice | but also the prin on, em measur arking, o | o tools nciples ployee ement. quality |

| Course Code | 06186 | | | |
|----------------------|---|------------|----------|-------|
| Course Name | Production Planning System | Credit | F | S |
| Course maine | Floduction Flamming System | Credit | 0 | 3 |
| Course Objectives | Complete production planning can ensure factories to rational scheduling is able to utilize company's resources. students to have a whole picture of production planning s how to use it properly. | This cours | e mainly | helps |

| Course Code | 08230 | | | |
|----------------------|--|--------|--------|--------|
| Course Name | Seminar on Invest Management | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are1. To discuss behaviors and rewards for various fund invo2. To explore elements that drive fundamental and temprices. | - | | |

| Course Code | 13227 | | | |
|-------------|---|------------|---------|--------|
| Course Name | Sominar on Human Descurses Management | Credit | F | S |
| Course Name | Seminar on Human Resources Management | Credit | 0 | 3 |
| Course | The objective of this course is to enhance the understand | ding of hu | man res | ources |
| Objectives | management practice. | | | |

| Course Code | 03680 | | | |
|----------------------|--|--------------|----|---|
| Course Name | Seminar on Marketing Management | Credit | F | S |
| Course Munic | | create | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To develop integration, data processing, analytic, collaborative capability by seminar and integrated mark 2.To connect academics and business practices; 3.To increase marketing knowledge by communicating in 4.To develop students into a well-rounded marketing period | keting cases | s; | |

| Course Code | 14104 | | | | |
|--------------|---|--------|---|---|--|
| Course Name | Topics of Stratagia Management | Credit | F | S | |
| Course Manie | Topics of Strategic Management | Clean | 0 | 3 | |
| Course | This course provides the opportunities to discussion six processes Modules, | | | | |

| Objectives | Strategic Processes, Resource Allocation Processes, Decision Making Processes, |
|------------|--|
| | Learning Processes, Managerial Processes, and Change Processes, Which focuses |
| | on implementation and the way that general managers get things done. |

| Course Code | 20021 | | | |
|----------------------|---|--|----------------------|--------|
| Course Name | Monnower planning and pagniting | Credit | F | S |
| Course Manie | Manpower planning and recruiting | Credit | 3 | 0 |
| Course Objectives | The learning objectives of the course are formulated 1. To reinforce concepts, skill and knowledge of mar 2. To integrate the operating mechanism of management; 3. To learn problem-solving technique and to imple doing"; and 4. To build-up competence of teamwork mentality, ar | power planning agement and hu ement the goal o | ıman re of "learn | source |

| Course Code | 18592 | | | |
|----------------------|--|-------------------------------------|---------|--------|
| Course Name | Seminar on Business Practice | Credit | F 0 | S 3 |
| Course Objectives | To explore various industries and the industrial tren To explore core competencies in various industries To explore strategic planning processes and in industries; To provide the opportunities for students to directly To provide activity-based learning environment teamwork. | ; nplementatio / interact wit | h alumn | i; and |

| Course Code | 02010 | | | |
|----------------------|---|--|--|---------------------------------------|
| Course Name | Advanced English Conversation | Credit | F | S |
| | - | | 0 | 3 |
| Course Objectives | This course is designed for advanced learners of English students improve confidence and competence in communicate orally with expression, style and a growing be expected to regularly attend class sessions, contribute make oral presentations. Our class meetings will consist small group discussions and activities. Therefore, active is required from everyone. | speaking vocabulary to group di t of both w | English, v. Studen scussion hole clas | , and ts will is, and ss and |

| Course Code | 00292 | | | |
|----------------------|--|---------------------------|-----------------------|--------------------|
| Course Name | Business Ethics | Credit | F 0 | S 2 |
| Course Objectives | To appreciate the essences of business ethics thro recognizing socially acceptable business conduct from embedding good business in treating people nice and fair image, enhancing professional ethics, and investing in responsible corporations. | the globa r, reenginee | l perspe ering con | ectives, porate |

| Course Code | 19716 | | | |
|----------------------|--|--|---------------------------------|------------------------------|
| Course Name | Decision Analysis and Management | Credit | F 0 | S 3 |
| Course Objectives | This course aims to introduce the fundamental concept management judgment. It provides students with s approaches in order to make decisions under uncertainty. via detailed instruction and in-class exercises is to ensur understand the implications and intricate effects of decis business-related activities. | systematic Imparting surve that stude | and ob uch know nts can : | jective wledge further |

| Course Code | 23503 | | | |
|----------------------|--|---|---|--------------------------------------|
| Course Norma | Business and Management Practice in Asia Pacific | Credit | F | S |
| Course Name | Region -Course in English | Credit | 3 | 0 |
| Course Objectives | The subject is designed to provide students with the conce 1. The dynamic interaction between markets and state behavior of multinational and domestic enterprises within 2. The business activities and innovation systems across of Pacific region, including Japan, Korea, China and ASEA 3. Prospects and problems of foreign direct investment an Asia-Pacific region. 4. The policy context of competitive advantage, dynamic I Asian businesses; the role of networks, market and non-m | interventio in the Asia-F the econom N countries nd local ent learning and | n guidi: Pacific re ies in th erprises l innova | ng the egion. e Asia in the |

| Course Code | 23502 | | | | |
|---|---|-------------------------------------|-----------|---------|--|
| Course Name | Samia Davia | Credit | F | S | |
| | Service Design | Credit | 3 | 0 | |
| | How to enhance customers' pleasurable shopping experie | g experience is a new challenge for | | | |
| | stores. While experience is created by the interactions between customers and | | | | |
| | environment or users and online stores, enterprises could integrate communication, | | | | |
| Course | visual recognition, product presentation, web design, and | new media | to create | e value | |
| Objectives | for customer experience. The aim of this course is to let | students un | derstand | 1 basic | |
| | concept of service design. This course includes three parts: First part is to introduce | | | | |
| | experience marketing. Second part is to learn personalized service. The last part is | | | | |
| to practice in innovative service design. | | | | | |

| Course Code | 24863 | | | |
|----------------------|---|---|--|---|
| Course Name | Labor Polationship and Companyation Management | Credit | F | S |
| Course Manie | Labor Relationship and Compensation Management | Clean | 0 | 3 |
| Course Objectives | In work organizations, whether talent stays or leaves not of compensation but also is influenced by the interact employers. In terms of the social system, the values Administrative authority gradually weakens. The autho gradually has a real effect. In this course, it is hoped that the basic theory of compensation management and dema deeper understanding of their social and psychological ir the basis of compensation management, under the condit organizational justice, and elastic mechanism. Another g to understand theories of the labor relations, the qualitativ of relation, and to be familiar with the processing proce- management between labors and employers. | tion betwee generate of rity of exp t students of and theory s nplications ion of proc oal is to pro- ze and quan | en labor different ert know can unde so as to l and to e edure fa pomote st titative c | rs and iation. vledge erstand have a xplore irness, udents change |

| Course Code | 24339 | | | |
|----------------------|---|--|--|----|
| Course Name | Family Business Management-Course in English | Credit | F | S |
| Course Name | Family Business Management-Course in English | Credit | 0 | 3 |
| Course Objectives | The course investigates the unique characteristics that all create inimitable competitive advantages that result in the non-family businesses. The subject is designed to provide 1.Understand the qualities which typify family businesse 2.Appreciate family businesses' unique capacities and po- returns 3.Understand developmental needs of family members at businesses 4.Develop the management and communication skills to understanding 5.Identify and cope with foreseeable obstacles of family internationalization | eir outperfo e students to s otential for s c various sta build trust a | rmance o: superior ages of th | of |

| Course Code | 30711 | | | |
|--------------|--|--------------|----------|-------|
| Course Name | Brand Strategy and Management | Credit | F | S |
| Course Manie | Draid Strategy and Management | Cicuit | 0 | 3 |
| | The course objectives are for students to: | | | |
| Course | 1. Understand concepts of branding, brand positionin | g, brand str | ategies, | brand |
| Objectives | management and best brand practice. | | | |
| | 2. Practice brand analysis tools, and case studies of va | arious branc | ls. | |

| Course Code | 04060 | | | |
|----------------------|--|--|--------------------------------|--------------------------------|
| Course Norme | International Industry, Analysis | Credit | F | S |
| Course Name | International Industry Analysis | Credit | 0 | 3 |
| Course Objectives | This course is designed in a way of intensive speeches running business in China and other countries or scho evolutions of China and other countries as well. After c hope that students have fundamental concepts of reg operations, managements and strategies of food, electr industries in China and other countries. | lars who k ompleting t ulations of | now ind his cour the aut | lustrial se, we thority, |

| Course Code | 00041 | | | | |
|----------------------|--|--------|--------|--------|--|
| Course Name | Thesis | Credit | F 3 | S 3 | |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | | |

| Course Code | 20022 | | | | | |
|----------------------|---|--|----------------------------------|-----------------------------|--|--|
| Course Name | Social innovation and antranranourship management | Credit | F | S | | |
| Course Maine | Social innovation and entrepreneurship management | Clean | 0 | 3 | | |
| Course Objectives | To help students adapt to the society and experience the living, which are always ignored by mainstream social To analyze and assess the legitimacy and emergency of To stimulate innovative design base on local intel managerial technologies. To accomplish the design of process"; and To learn the social-entrepreneurship related know management and micro-financing. | l groups; f unsatisfie lligence by practical so | d social adoptin cial "pro | needs; ng the oducts/ | | |

| Course Code | 23851 | | | | |
|----------------------|--|--------|---|---|--|
| Course Name | Financial Statement Analysis - Course In English | Credit | F | S | |
| Course Marine | T manetar Statement 7 marysis Course in English | crean | 3 | 0 | |
| Course Objectives | The objectives of the course are 1. To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency; and 2. To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial | | | | |
| | statements and the related information. | | | | |

| Course Code | 31493 | | | |
|----------------------|--|---|---------------------------------|------------------------------|
| Course Name | Career Exploration and Planning | Credit | F | S |
| Course Name | Career Exploration and Franning | Clean | 2 | 0 |
| Course Objectives | The purpose of this course is to cultivate student's inquiry theories of career development and stress prevention. T course is to facilitate students to be aware of occupationa development track, and cognitive new entrants' adjustm course, we look forward to assisting students in self-ca | herefore, th al networkin ent process | ne goal ng, plan . Throug | of this career gh this |

| adjustment, which in turn will contribute to the career development for students. | |
|---|---|
| | adjustment, which in turn will contribute to the career development for students. |

| Course Code | 31494 | | | | |
|----------------------|---|--|-----------------------|-----------------|--|
| Course Name | Corporate Social Posponsibility and Sustainability | Credit | F | S | |
| Course Maine | Corporate Social Responsibility and Sustainability | Clean | 3 | 0 | |
| Course Objectives | The course aims to develop an understanding of corpor (CSR) and sustainability in students. A number of import and sustainability will be discussed. After taking this courto: 1. Understand the meaning of CSR 2. Explain the various types of CSR activities 3. Evaluate the benefits and costs associated with CSR at 4. Understand the Sustainable Development Goals set b the ways of achieving these goals 5. Understanding the impact business model 6. Evaluate the impact of B Corps | ant issues re rse, student ctivities | elating t s are ex | o CSR pected | |

| Course Code | 31495 |
|----------------------|--|
| Course Name | Introduction to Emerging Technology and Digital Credit F S |
| | Business Credit 3 0 |
| Course Objectives | Information Technology is fast changing the world around us. This course will provide students an understanding of IT-enabled changes in the business environment, and how we should harness the power of technology to create value and be competitive in the digital economy. Main subjects we will cover in this course include: 1. History of technology; how technology impact business, society, and consumer behavior; and how technology will lead us to a different future; 2. Understanding new technology, modern digital business concepts and empirical example 3. Understanding how to use technology to create value for organization, innovate business model, and ultimately build competitive advantage |

| Course Code | 31496 | | | |
|----------------------|---|--|--|--|
| Course Name | Name Social Media Marketing- Course in English Credit F | | | |
| Course Maine | Social Media Marketing Course in English | crean | 3 | 0 |
| Course Objectives | The increased popularity of social media, such as YouT and Line, has opened opportunities for new business marketing, often referred to as social media marketing. T help students understand the features of social media and I of social network on marketing projects. This course incl part is to introduce social media. The second part is to structures of a social network. The last part is to introduce | models for he aim of the now to lever udes three learn how | or the Innis cours rage the parts: The to analy | nternet se is to effects ne first ze the |

| Course Code | 10211 | | | | |
|----------------------|---|--------|---|---|--|
| Course Name | Internet Marketing | Credit | F | S | |
| Course Maine | Internet Marketing | Cleun | 3 | 0 | |
| | The objectives of this course are | | | | |
| Course Objectives | 1.To establish a solid foundation of marketing concepts; | | | | |
| | 2.To understand the theories, practices and special issues in Internet marketing (eg. | | | | |
| | B2B, B2C, dynamic pricing, virtual channels and auctions); | | | | |
| | 3.To enhance capability of oral communication and reading capability in English; | | | | |
| | and | | | | |
| | 4. To understand the methodologies used in Internet marketing research. | | | | |

| Course Code | 15470 | | | | |
|----------------------|---|---|------------------------|---|--|
| Course Name | Corporate Governance | F | S | | |
| Course Maine | Corporate Governance | Credit | 0 | 3 | |
| Course Objectives | ernance and hip structur corporate g vernance ar hd to provid | re, and overnan nd share le evider | board ce; holder | | |
| | 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 To cover the issue of risk management and corporate governance in financial holding companies. | | | | |

| Course Code | 30043 | | | | |
|----------------------|--|--|---|---|--|
| | Seminar on social entrepreneurship and innovation in | | F | S | |
| Course Name | alignment with Fu Jen Catholic University mission | Credit | 0 | 3 | |
| Course Objectives | Social entrepreneurships have emerged dramatically work vanguard of creating new business models for so impoverished areas have prompted social entrepreneursh is designed as a seminar for students interested in topics of and it commences by introducing the landscape sociobjectives include: 1. to facilitate students to be familiar with Fu Jen's sentrepreneurial spirit; 2. to provide students with practical knowledge are entrepreneurship; governance of social enterprise; a and measurement; 3. to enhance the connections and interactions between sentre for social value; and 4. to encourage students to think critically about how be impact. | ocial ventu ip to take o on social en al entrepre social missi and experie and social in students and | re. The ff. This treprene neurship ion and nce in mpact cr 1 profess | e vast course surship b. The social social reation sionals | |

| Course Code | 30884 | | | |
|----------------------|---|--|----------------------------------|-----------------------------|
| | Effective Business Communication and Negotiation- | | F | S |
| Course Name | Course in English | Credit | 0 | 3 |
| Course Objectives | The purpose of this course is to (1) explore the major dynamics of business communication and negotiation; and skills applicable to a broad range of contexts. T communication skills like active listening to others, for messages, engaging and influencing audience, and in negotiation outcomes. | d to (2) dev his involve rmulating a | velop pr es train and deli | actical ing in vering |

| Course Code | 30970 | | | |
|----------------------|--|-------------|----------|--------|
| | Fashion Business Management-Course in English - | | F | S |
| Course Name | Course in English | Credit | 0 | 3 |
| Course Objectives | The fashion industry is dynamic with its developments a economic, and cultural changes. From both local and gle introduces concepts and management principles with a | obal contex | ts, this | course |

| Coupled with case studies and discussions, students will gain a comprehensive |
|--|
| understanding of fashion business management. Such understandings include |
| concepts such as fashion history, aesthetics, marketing strategies, social media, |
| visual merchandising, luxury goods, fast fashion and corporate social responsibility |
| that involve ethical practices and sustainability. |

| Course Code | 31937 | | | |
|----------------------|--|---|---|--|
| | | | F | S |
| Course Name | ame Agricultural Marketing Management | Credit | 0 | 3 |
| Course Objectives | Agricultural products are different from goods and r marketing. The advent of digital age and the support fro have brought about more opportunities for agricultura intends to equip students with a basic understanding of ke marketing management and how to harness the power market agricultural products by integrating marketing agricultural marketing. Main subjects we will cover in th (1) The unique features of agricultural products (2) Agricultural marketing mix (3) Experiential marketing (4) Pricing analysis of agricultural products (5) E-commerce and e-marketing of agricultural products (6) Intelligent Agriculture (7) Quality Agriculture (8) Introduction to leisure industry | m Taiwanea l marketing ey concepts of digital theories an is course in | se gover g. This of agric technol- d practi | course course cultural ogy to |

| Course Code | 12307 | | | |
|----------------------|---|--|---|--|
| Course Name | Seminar on Servant Leadership | Credit | F 0 | S 3 |
| Course Objectives | The purpose of this course is to guide students to have concept of serve leading through paper reading, d Furthermore, the course tries to explore the characteristi being a service leader and to find the influence of these of members. Updated materials regarding organization ar covered in the course. Students enrolled in this course a concept into the disciplinary studies of service leading, or human resources. The pedagogical approaches used in th group discussion, book reading, and sharing of what have | iscussions, cs, capabili characterist nd service 1 are expecte ganizationa nis course in | tanding and sl ty, and t ics on it eading d to app d learnir nclude le | of the naring. role of s team will be oly the ng, and ecture, |

International Management

• Course list

| MBA Program in Interr | 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 |
| | Financial Management: International Perspectives- course in English | 22116 | 1 | 3 |
| Required credit hours | Business Ethics- course in English | 19065 | 1 | 2 |
| | 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 |
| | Innovation and Product Management- course in English | 22120 | 1 | 3 |
| | Leadership of New Business Development- course in English | 23281 | 1 | 3 |
| | Research Methodology- course in English | 21473 | 1 | 3 |
| Elective credit hours | International Business Negotiation- course in English | 31310 | 1 | 3 |
| | International Management Strategy- course in English | 31311 | 1 | 3 |
| | Global Green Energy and Business Environment- course in English | 31312 | 1 | 2 |
| | Business Communication- course in English | 20298 | 1 | 2 |

• Course objective and prerequisites

| Course Code | 22118 | | | |
|-------------------|--|-------------|------------|-----------|
| Course Name | Strategic Management: A Global Viewpoint- | Credit | F | S |
| Course Maine | course in English | Clean | 3 | 0 |
| | The objectives of this course are: | | | |
| | 1. To build up a critical thinking ability | for strate | gic analys | sis under |
| | dynamic environment. | | | |
| Course Objectives | 2. To get familiar with the principles, theories of global strategic | | | |
| | management from the top management | nt teams' p | erspective | es. |
| | 3. To explore insights of strategic d | lecisions f | for direct | ing and |
| | coordinating worldwide organization | | | - |

| Course Code | 19710 |
|-------------------|--|
| Course Name | International Business Management- course in Credit F S |
| Course Maine | English Credit 3 0 |
| Course Objectives | To learn the structure and the essence of the strategic, organizational, and operational challenges confronting executives of MNCs. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates. |
| | 3. Students will learn to develop global strategies and manage across borders. |

| Course Code | 22115 | | | |
|-------------------|---|---|--|---|
| Course Name | Supply Chain and Operations Management: A | Credit | F | S |
| | Global Viewpoint- course in English | Cicuit | 0 | 3 |
| Course Objectives | This course focuses on effective supply chain stra globally, with an emphasis on how to plan and in into a coordinated system. Students are exposed to in supply chain planning with emphasis on key course introduces and utilizes key tactics such placement, integrated planning and collaboration, a case discussions introduce various models and m and optimization. | tegrate supported supported to concepts trade-offs as risk pot and informa | ply chain co and models and phenor ooling and tion sharing | important important nena. The inventory . Lectures, |

| Course Code | 22116 | | | |
|-------------------|--|--|--|---|
| Course Name | Financial Management: International Perspectives- course in English | Credit | F 0 | S 3 |
| Course Objectives | To provide a conceptual framew financial decisions of the multinatio To use the technique of financial solving international financial proble firms. To explore issues of multiple current rate and inflation rate, multiple mode exchange control, segmented cap international diversification, arbitrag finance with a lower cost. | nal firm ca analysis ems inhere ncies, vola oney mark ital mark | an be anal and rease ent in mult atility in e tets, goves et, politio | yzed. oning in inational exchange rnmental cal risk, |

| Course Code | 19065 | | | | | |
|-------------------|---|------------|-------------------------|------|--|--|
| Course Name | Business Ethics- course in English | Credit | F | S | | |
| Course Maine | | Cleun | 2 | 0 | | |
| Course Objectives | To appreciate the essences of business eth faucets: recognizing socially acceptable business of perspectives, embedding good business in treating peop reengineering corporate image, enhancing professional ethics, and and socially responsible corporations. | conduct fr | rom the glo nd fair, | obal | | |

| Course Code | 22117 | | | |
|-------------------|---|------------|------------|------------|
| Course Name | Marketing Management: International | Credit | F | S |
| Course Maine | Perspectives- course in English | Cleun | 0 | 3 |
| | The objectives of this course are | | | |
| | 1. To gain an understanding of the | external | issues | affecting |
| | international marketing activities, | including | g the ea | conomic, |
| Course Objectives | social/cultural and political/legal envi | ronments. | - | |
| | 2. To understand the process of formin | g and im | plementin | ig global |
| | marketing strategies. | - | - | |
| | 3. To learn the balance between global ar | nd local m | arketing a | ctivities. |

| Course Code | 22114 | | | |
|-------------------|--|-----------------------|------------------------|------------------------|
| Course Name | Organization Design and Management: A Global | Credit | F | S |
| Course Maine | Viewpoint- course in English | Cicuit | 0 | 3 |
| Course Objectives | The objective of this course is to provide s designing and managing organization that Specifically, students will learn how firms the global business environment throug management. | supports tackle va | the firm's rious chall | strategy. lenges in |

| Course Code | 22119 | | | |
|-------------------|--|---|---|---|
| Course Name | Human Resources and Knowledge Management: International Perspectives- course in English | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are To develop systematic understanding knowledge management. To enhance the capability to integrate global working environment. To provide practical cases for a international human resource and including planning, recruiting, select evaluation, salary system, intellectual employee-company relations. | theories a better knowlec ing, trair | nd practic understan lge mana ning, perf | tes in the ding of agement, formance |

| Course Code | 22120 | | | |
|-------------------|---|-------------------------------------|------------------------------------|----------------------------------|
| Course Name | Innovation and Product Management- course in | Credit | F | S |
| | English | | 3 | 0 |
| Course Objectives | The objective of this course is to provide and product management. This course ela competitive by means of adequate development, coupled with the up-to-date cases in this area, as well as a wealth of ex- | borates he innovati and acces | ow a firm on and sible discu | can stay product ussion of |

| Course Code | 23281 | | | |
|-------------------|---|---|--|--|
| Course Name | Leadership of New Business Development- | Credit | F | S |
| Course Maine | course in English | Clean | 3 | 0 |
| Course Objectives | The objective of this course is to expose the stu developing a new business, along with providin requirements to become a business leader. The stu the principles of business development and the ski handle situated business problems as a leader understanding the leader's mental model and especially the difficulty of making business decis satisfaction while the product or service is new to | g them an udents are e lls of apply . Special e the way o ion and me | understand expected to ing these pr emphasis is of strategic | ing of the learn both inciples to given to thinking, |

| Course Code | 21473 | | | |
|-------------------|---|--|--|-------------------------|
| Course Name | Research Methodology- course in English Credit | | F | S |
| Course maine | Research Methodology- course in English | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are: To provide students with the tools ar research; To identify the types of methods different types of problems and reseating appraisal of existing research or field To design a research proposal; and To initiate preparations for embarking | best suited arch questic d on and bu d observatio | for investors; ons; uild upon atoms; | stigating a critical |

| Course Code | 31310 | | | |
|-------------------|---|--|---|---------------------------|
| Course Name | International Business Negotiation- course in | Credit | F | S |
| Course Maine | English | Clean | 3 | 0 |
| Course Objectives | This course is designed to help the students unders negotiation and international negotiations. The stuand skills of negotiation through the practices of crinternational negotiations in terms of group analys and simulations in various social interactions and carena nowadays. Upon successful completion of the how to: Prepare for negotiations Build the relationship Elicit information effectively Hold your ground when you need to Deal with the tough guys Make the best with your chips Negotiate with flair Close the deal | dents will le urrent issue es, discussi contexts in | earn the kno c-centered ons, present the internati | wledge ations, onal |

| Course Code | 31311 | | | | | |
|-------------------|---|--|---|---|--|--|
| Course Name | International management Strategy- course in | Credit | F | S | | |
| | English | Cleun | 0 | 3 | | |
| Course Objectives | international strategy and the characteristics of To discuss the core issues, themes, and persplearn how to analyze the markets. To explore cross-culture managerial issues | English 0 3 1. To cover the topics related to international management environment international strategy and the characteristics of the emerging markets. 2. To discuss the core issues, themes, and perspectives in emerging markets and learn how to analyze the markets. | | | | |

| Course Code | 31312 | | | | |
|-------------------|---|--------|---|-------------------------|--|
| Course Name | Global Green Energy and Business | Cradit | F | S | |
| Course Maine | Environment- course in English | Clean | 0 | 2 | |
| Course Objectives | Global Green Energy and Business Credit F S | | | experience bach them | |

| Course Code | 20298 | | | |
|-------------------|---|---|---|----------------------|
| Course Name | Business Communication, course in English | Credit | F | S |
| Course Maine | Business Communication- course in English | Clean | 2 | 0 |
| Course Objectives | The students will be able to: successfully deliver written and oral communiternational situations become adaptable to changes through being people and being flexible in dealing with performance. develop the art of making introductions, communitations, making meeting worthwhile, and negotiating develop skills needed for making effective or including appropriate use of PowerPoint soft | aware of cult ople from oth versing at ea understandir ral presentati | tural different ner parts of t se in busine ng the steps i | he globe ss in |

MBA Programs – Evening and Weekend –

- Management
- Global Entrepreneurial Management and Business Administration

Management

• Course list

| MBA Program in Manage | ement –Evening and Weekend | Code | Classes | Credit hours |
|--|--|-------|---------|-----------------|
| | Management Paradigm and Organization Theories | 11173 | 1 | 3 |
| Required common credit | Integration Management | 12486 | 1 | 3 |
| hours of the graduate | Business Research Methods and Case Study | 11174 | 1 | 3 |
| nstitute | Systematic Thinking & Method | 13110 | 1 | 3 |
| | Strategic Management | 10383 | 1 | 3 |
| | Financial Management | 01983 | 1 | 3 |
| | Marketing Management | 01483 | 1 | 3 |
| | Industrial Economics & Competitive Strategy | 12255 | 1 | 3 |
| | Consumer Behavior Research | 03000 | 1 | 3 |
| Elective credit hours of the graduate institute in | Internet Marketing | 10211 | 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 |
| | Seminar on Servant Leadership | 12307 | 1 | 3 |
| | Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission | 30043 | 1 | 3 |
| | Operations Strategy and Management | 30044 | 1 | 3 |
| | Customer Relationship Managemen | 30041 | 1 | 3 |
| | Social nnovation and entrepreneurship management | 20022 | 1 | 3 |
| | Corporate Social Responsibility and Sustainability | 31494 | 1 | 3 |

• Course objective and prerequisites

| Course Code | 11173 | | | |
|----------------------|---|--------------|-----------|---------|
| Course Name | Management Paradigm and Organization Theories | Credit | F | S |
| | Management Faradigm and Organization Theories | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To facilitate understanding and learning of "man "organization theory"; 2.To exercise the management practices by case study and 3.To cultivate the mentality and human skill of management | d experience | e learnin | ng; and |

| Course Code | 12486 | | | |
|----------------------|--|--------|----------|--------|
| Course Norma | Internation Monogement | Credit | F | S |
| Course Name | Integration Management | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To increase managerial ability through the cultiva capability; and 2.To enhance familiarity with cross-functional specialties | | neir vis | ionary |

| Course Code | 11174 | | | |
|----------------------|---|--------------|----------|--------|
| Course Name | Business Research Methods and Case Study | Credit | F | S |
| Course Manie | Business Research Methods and Case Study | crean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To build-up a normative concept about business consult oriented diagnostic study methodology; 2.To learn the attitude and method of case study, also the of qualitative data; and 3.To practice the diagnostic process including: proble identifying, and consulting suggestion proposing and en | e collection | and trea | atment |

| Course Code | 13110 | | | | |
|--------------|---|--------|---|---|--|
| Course Name | Systematic Thinking & Mathad | Credit | F | S | |
| Course Manie | Systematic Thinking & Method | Credit | 0 | 3 | |
| | The purpose of this course is to provide fundamental capability for EMBA students | | | | |
| | in research training and thesis writing. As the majority of the students are not | | | | |
| Course | undergraduate business majors, the focus of this course will be threefold. | | | | |
| Objectives | 1.To briefly overview statistics; | | | | |
| 2 | 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 |
| | | | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To build up a complete concept of strategic managemen 2.To integrate knowledge in relevant academic fields; and 3.To explore new insights about strategic management and class discussions. | d | trends th | nrough |

| Course Code | 01983 | | | |
|-------------|--|------------|----------|---------|
| Course Name | Financial Management | Credit | F | S |
| Course Name | Financial Management | Credit | 0 | 3 |
| Course | This course provides advanced treatment of corporate f | inance for | graduate | e level |
| Objectives | finance majors. The primary objective of the course | is to enh | ance stu | ident'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 manage 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). |
| L | |

| Course Code | 01483 | | | | |
|----------------------|---|--------|---|---|--|
| Course Name | Marketing Management | Credit | F | S | |
| Course Maine | Warketing Wanagement | cicuit | 0 | 3 | |
| | The objectives of this course are | | | | |
| | 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices;2.To arouse learning interest in marketing; | | | | |
| Course Objectives | 3.To introduce some hottest issues such as e-commerce, marketing decision- making, management in China market etc; and | | | | |
| | 4. To explore the emerging concept of "Holistic Marketing" that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. | | | | |

| Course Code | 12255 | | | |
|----------------------|---|-------------|----------|---|
| Course Name | Industrial Economics & Compatitive Strategy | Credit | F | S |
| Course Maine | Industrial Economics & Competitive Strategy | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are To emphasis the S-C-P analytical framework and their To familiar with the major frameworks and methor analysis; and To be able to use the analytical foundation for the de strategy. | ds of condu | cting ir | • |

| Course Code | 03000 | | | |
|----------------------|--|------------|----------|--------|
| Course Name | Consumer Behavior Research | Credit | F | S |
| | The objectives of this courses are | | 3 | 0 |
| Course Objectives | To provide the knowledge and skills for understanding effective marketing strategies; and To introduce the Wheel of Consumer Analysis, a tool components affecting consumer affection, cognition environment, and the market. | that helps | understa | nd the |

| Course Code | 10211 | | | | | |
|--------------|---|--------------|------|---|--|--|
| Course Name | Internet Marketing | Credit | F | S | | |
| Course Maine | Internet Marketing | Clean | 3 | 0 | | |
| | The objectives of this course are | | | | | |
| | 1. To establish a solid foundation of marketing concepts; | | | | | |
| Course | 2.To understand the theories, practices and special issues in Internet marketing (eg. | | | | | |
| Objectives | B2B, B2C, dynamic pricing, virtual channels and auctions); | | | | | |
| Objectives | 3.To enhance capability of oral communication and reading capability in English; | | | | | |
| | and | | | | | |
| | 4. To understand the methodologies used in Internet mark | keting resea | rch. | | | |

| Course Code | 02083 | | | |
|----------------------|--|--|----------------------------|---------|
| Course Name | International Business Management | Credit | F | S |
| Course Maine | International Business Management | Cleuit | 0 | 3 |
| Course Objectives | To learn the structure and the essence of the structure operational challenges confronting executives of MNQ To understand the interplay between the MNC, the obusiness, and the competitive environment in which it By adopting the perspective of the MNC executive, to of global strategy and cross-broder management an organizational & managerial impact of intended changement and the structure of the management and the organizational & managerial impact of intended changement and the structure of the management and the structure of the stru | Cs; countries in t operates; a practive th nd to study | which i ind e develo | it does |

| Course Code | 14104 | | | |
|---------------|--|--------------|-----|-------|
| Course Name | Topics of Stratogic Management | Credit | F | S |
| Course Marile | Topics of Strategic Management | Credit | 0 | 3 |
| | This course provides the opportunities to discussion six processes Modules, | | | |
| Course | Strategic Processes, Resource Allocation Processes, Decision Making Processes, | | | sses, |
| Objectives | Learning Processes, Managerial Processes, and Change Processes, Which focuses | | | cuses |
| | on implementation and the way that general managers ge | t things dor | ne. | |

| Course Code | 01013 | | | | |
|--------------|--|--------|---|---|--|
| Course Norme | Human Descurrees Management | Credit | F | S | |
| Course Name | Human Resources Management | Credit | 3 | 0 | |
| | The main purposes of this course are | | | | |
| | 1.To develop systematic knowledge of human resources management; | | | | |
| Course | 2. To enhance the capability of practicing theories into a real life; | | | | |
| Objectives | 3. Toe provide practical cases for a better understanding of general human resources | | | | |
| Objectives | 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 | 11826 | | | |
|-------------|---|--------|---|---|
| Course Name | Channel & Retail Management | Credit | F | S |
| | | | 0 | 3 |
| | The power of marketing has moved from manufacturers to middlemen. Channel has | | | |
| | become an important strategic issue, and an opportunity to gain profit. It is | | | |
| | necessary to control and manage channels effectively. The objectives of this course | | | |
| Course | are | | | |
| Objectives | 1.To understand the importance of channel and retail management; | | | |
| | 2.To effectively manage channels for attracting customers and gaining profits; and | | | |
| | 3.To learn how to manage non-store shops, electronic channels, and integrate multi- | | | |
| | channels. | | | |

| Course Code | 02093 | | | |
|----------------------|--|---|--|-------------------------------|
| Course Name | International Financial Management | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this courses are 1. To provide a conceptual framework within which the l the multinational firm can be analyzed; 2. To use the technique of financial analysis and reasonin financial problems inherent in multinational firms; and 3. To explore issues of multiple currencies, volatility in ex- rate, multiple money markets, governmental exchange of market, political risk, international diversification, international finance with a lower cost. | ng in solving Achange rate Control, seg | al decisi g interna e and in mented | ational flation capital |

| Course Code | 12307 | | | | | |
|---|---|--------------|-----------|---------|--|--|
| Course Name | Seminar on Servant Leadership | Credit | F | S | | |
| | Seminar on Servant Leadership | crean | 0 | 3 | | |
| | The purpose of this course is to guide students to have an understanding of the | | | | | |
| | concept of serve leading through paper reading, d | iscussions, | and sh | naring. | | |
| | Furthermore, the course tries to explore the characteristic | cs, capabili | ty, and i | role of | | |
| being a service leader and to find the influence of these characteris | | | | s team | | |
| Course | members. Updated materials regarding organization ar | nd service 1 | eading v | will be | | |
| Objectives | covered in the course. Students enrolled in this course are expected to apply | | | | | |
| | concept into the disciplinary studies of service leading, organizational learning | | | | | |
| | human resources. The pedagogical approaches used in this course include lecture, | | | | | |
| | group discussion, book reading, and sharing of what have | learned fro | m the re | ading. | | |

| Course Code | 30043 | | | |
|----------------------|---|---|---|---|
| Course Name | Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission | Credit | F 0 | S 3 |
| Course Objectives | Social entrepreneurships have emerged dramatically work vanguard of creating new business models for so impoverished areas have prompted social entrepreneurships designed as a seminar for students interested in topics of and it commences by introducing the landscape social objectives include: 1. to facilitate students to be familiar with Fu Jen's sentrepreneurial spirit; 2. to provide students with practical knowledge ar entrepreneurship; governance of social enterprise; a and measurement; 3. to enhance the connections and interactions between sentre for social value; and 4. to encourage students to think critically about how build impact. | ocial ventu ip to take o on social en al entrepre social missand experie and social i students and | re. The ff. This treprene neurship ion and nce in mpact cr 1 profess | e vast course surship b. The social social reation sionals |

| Course Code | 30044 | | | | |
|---|--|-------------|-----------|---------|--|
| Course Name | Omenations Strategy and Management | Credit | F | S | |
| Course Manie | Operations Strategy and Management | Credit | 3 | 0 | |
| | Operations Strategy and Management have become gl | obal and s | hifted to | owards | |
| | process management, and inconceivable without modern information technology. | | | | |
| | The content includes both theory and practice of Operations Management. The | | | | |
| Course | objective of this course is to improve the students' ability to plan and control | | | | |
| Objectives | resources in a company. Upon course completion, the stu | dents shoul | d be abl | e to: | |
| | Realize the theoretical knowledge of Operations Management; | | | | |
| | 2. Think systemically about a company, its resources allocated, economic scale, | | | | |
| product and service design, process design, quality management, and o | | | | rations | |

| scheduling for gaining a sustainable competitive advantage; and |
|---|
| 3. Obtain the ability for the further study and research. |

| Course Code | 30041 | | | |
|----------------------|--|---|--|--|
| Course Norma | Customer Deletionshin Managemen | Credit | F | S |
| Course Name | Customer Relationship Managemen | Credit | 0 | 3 |
| Course Objectives | The objectives of this course is to give an overview a customer relationship management (CRM) and data min methodologies and applications of CRM and DM. analytical approaches for customer relationship man valuation at each stage of the customer lifecycle, dealin identification of good prospects for customer acquisition via up-selling or cross-selling; customer segmentatic customer attrition/retention management. The focus application oriented and therefore how to use related test world problems is a must in this course. Therefore the strelevant data mining techniques in handling real world projects. | ning (DM) This cour nagement g with prob n; custome of this co chniques in tudents are | as well se will and cus plems su r develo er valu purse w handlir required | as the cover stomer ich as: pment e and vill be ng real to use |

| Course Code | 20022 | | | |
|----------------------|--|---|--|----------------------------|
| Course Name | Social innovation and entrepreneurship management | Credit | F | S |
| Course rvanie | social innovation and entrepreneurship management | Cicuit | 0 | 3 |
| Course Objectives | To help students adapt to the society and experience real living, which are always ignored by mainstream To analyze and assess the legitimacy and emergeneeds; To stimulate innovative design base on local intermanagerial technologies. To accomplish the definition of the social-entrepreneurship related knomanagement and micro-financing. | m social gro ency of uns elligence by esign of p | oups; satisfied y adopti ractical | social ng the social |

| Course Code | 31494 | | | |
|----------------------|--|--|------------------------|-----------------|
| Course Name | Corporate Social Responsibility and Sustainability | Credit | F | S |
| Course rvaine | Corporate Social Responsionity and Sustainaonity | crean | 3 | 0 |
| Course Objectives | The course aims to develop an understanding of corpor (CSR) and sustainability in students. A number of import and sustainability will be discussed. After taking this courto: 1. Understand the meaning of CSR 2. Explain the various types of CSR activities 3. Evaluate the benefits and costs associated with CSI 4. Understand the Sustainable Development Goals set the ways of achieving these goals 5. Understanding the impact business model 6. Evaluate the impact of B Corps | ant issues rourse, student R activities | elating t ts are ex | o CSR pected |

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 | | | |
|----------------------|--|---|-----------------------|------------------|
| Course Name | Social Entrepreneurship Practice | Credit | F | S |
| Course Objectives | To help students enter in the society and experience the living, which are always ignored by mainstream social To analyze and assess the legitimacy and emergency of To stimulate innovative design base on local intel managerial technologies; To accomplish the design of practical social "products/ To learn the social-entrepreneurship related know management and micro-financing. | groups; f unsatisfiec ligence by process"; a | l social i adoptii | needs; ng the |

| Course Code | 21217 | | | |
|--------------|--|-----------|---|---|
| Course Name | Analysis of Economic Conditions | Credit | F | S |
| Course Maine | Analysis of Economic Conditions | | 0 | 3 |
| ~ | This course focuses on the strategic management and innovation in the firm. The | | | |
| Course | purpose is to provide students with concepts, frameworks, and experiences that are | | | |
| Objectives | useful for taking part in the strategic management of innovation processes in the | | | |
| | firm. The course examines how they can be managed effe | ectively. | | |

| Course Code | 21218 | | | |
|----------------------|---|---|---------------------------------|-----------------------------|
| Course Name | Great China Business Environment and Economy | Credit | F | S |
| Course Objectives | This course introduces the process of analyzing, evaluati kinds of financial instruments in the emerging markets o Hong Kong and Macau. It analyzes China's regional ecc and banking, and the latest development in trade, and t changing policies regarding foreign investment and multi | f Mainlan (onomies, ind he Chinese | China, T dustry, f govern | 'aiwan, ïnance ments' |

| Course Code | 11374 | | | |
|---|--|--------|---|---|
| Course Name | Innovation and Technology Management | Credit | F | S |
| | millovation and recimology Management | Cleuit | 0 | 3 |
| | The objectives of this course are: | | | |
| Course | 1. To learn the concept and process of technological innovation; | | | |
| Objectives | 2. To improve the management skills of technological innovation; and | | | |
| 3.To learn the skills of managing innovation in various industries. | | | | |

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

| Course Code | 21221 | | | |
|----------------------|--|--------------------------|---------|--------|
| Course Name | Leadership | Credit | F 0 | S 3 |
| Course Objectives | This course examines, from individual, interpersonal, g points of view, the type of leadership that is required to levels of performance in organizations. Students will be own leadership style and to develop a leadership action p | create and encouraged | maintai | n high |

| Course Code | 30294 | | | | |
|-------------|---|--------|---|---|--|
| Course Name | Organizational Innovation and Human Resource | Cradit | F | S | |
| | Management | Credit | 0 | 3 | |
| | The objectives of this course are | | | | |
| | 1. To provide both theory and practical case discussions; | | | | |
| Course | 2. To understand the evolution of management organization theories thoughts and | | | | |
| Objectives | contemporary management/ human resources management challenges in | | | | |
| | organizational innovation; and | | | | |
| | 3. To learn the management problem solving skill through case studies. | | | | |

| Course Code | 21213 | | | |
|----------------------|--|--|---|--|
| Course Name | Journey of Entrepreneurial Venturing | Credit | F 3 | S 0 |
| Course Objectives | The objectives of the JEV course are: Provides real world, hands-on, entrepreneurial learn actually build a new, impactful and sustainable enter extreme uncertainty. Through learning by doing, students will learn structure/process and the essence of the journey of en 3. Students will understand the key drivers of building under conditions of extreme uncertainty. Students will gain insights into repeating patterns failure. In an era of rapid change and uncertainty, learning, uncertainty are the only sources of success in entrep the JEV course, students can dramatically increase the fog of uncertainty to discover a successful path to an new enterprise. | rn and un trepreneuria successful underlying changing a reneurial v eir ability to | r conditi nderstan al ventur new ve g succes and emb enturing o penetr | ons of d the ring. entures ss and pracing c. With ate the |

| Course Code | 13605 | | | |
|----------------------|--|---|--|--|
| Course Name | Entrepreneurial Finance Management | Credit | F | S |
| | Entrepreneuriai Finance Management | Clean | 3 | 0 |
| Course Objectives | This course focuses on corporate financial decision-mak and tools in finance are introduced. These concepts and areas of business and personal life. They include the no relationship between risk and expected return, valuation of capital budgeting, financial leveraging dividend payo management. Specifically, the objectives of this course an 1. To understand how to evaluate an investment project risk; 2. To understand the scientific framework underlying f and how it is related to the goal of the corporation; and 3. To understand how to manage net working capital of a | tools are u tion of pres of various fi out, and wo re (capital bud inancial de d | seful in sent valu nancial orking dgeting) | many ue, the assets, capital under |

| Course Code | 21214 | | | | |
|----------------------|---|--|-------------------|---|--|
| Course Name | Innovation and Entrepreneurship Workshop | Credit | F | S | |
| Course Maine | mnovation and Entrepreneursmp workshop | Cleuit | 3 | 0 | |
| Course Objectives | The course objectives are to: Help students to understand the practice of industrial i Stimulate students to carry out the entrepreneurship d development Help students to understand the importance of innova business Allow students to understand the challenge when you venture Allow students to formulate a complete and innovativ | uring their o tion during running yo | running ur new | | |

| Course Code | 21215 | | | |
|----------------------|--|--|---------------------------------|-----------------------------|
| Course Name | Entrepreneurship Workshop | Credit | F 0 | S 3 |
| Course Objectives | The goal of this course emphasizes various kinds of inter "external" collaborative approaches that include co- investments, licensing and different types of alliances a Basis for the new knowledge presented in this course is a research and my personal experience supplemented by lecturers. | orporate ve and formal combination | enture joint ve on of aca | capital ntures. demic |

| Course Code | 06037 | | | |
|----------------------|--|--------------|-----------|--------|
| Course Name | International Marketing Management | Credit | F 0 | S 3 |
| Course Objectives | The objective of this course is to provide fundamental cormarketing management. The contents that will be covereal.regional trade organization, (EU, WTO, NAFTA, MERCOSUR), 2.international culture difference 3.business environment risk intelligence (BERI) 4.operation risk index (ORI) 5.remittance and repatriation factor (R Factor) 6.profit opportunity recommendation (POR), and 7.international marketing strategy. | d in this co | urse incl | ude |

| 01799 | | | | |
|--|--|--|--|--|
| Passarah Mathadalagu | Cradit | F | S | |
| Research Methodology | Clean | 3 | 0 | |
| The objectives of this course are | | | | |
| 1.To introduce the basic concept of research methodology that applies in academic and practical research; | | | | |
| strategies, collecting and analyzing research data, proposals and reports; and 3.To know how to obtain the required information throug | and prepa | aring re | search | |
| | Research Methodology 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 process strategies, collecting and analyzing research data, proposals and reports; and 3.To know how to obtain the required information throug | Research Methodology Credit The objectives of this course are 1.To introduce the basic concept of research methodology that applie and practical research; 2.To learn the methods of conducting research processes, desig strategies, collecting and analyzing research data, and prepa proposals and reports; and | Research Methodology Credit F The objectives of this course are 1. To introduce the basic concept of research methodology that applies in aca and practical research; 2. To learn the methods of conducting research processes, designing re strategies, collecting and analyzing research data, and preparing re proposals and reports; and 3. To know how to obtain the required information through appropriate approprise approprise approprise appropriate appropriate approprise appro | |

| Course Code | 00041 | | | |
|----------------------|--|--------|---|---|
| Course Name | Thesis | Cradit | F | S |
| Course Manie | Thesis | Credit | 3 | 3 |
| 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 Drogram in Asso | unting Eull Time | Code | Classes | Credit |
|--|--|-------|---------|--------|
| MS Program in Accou | inung - Full-Time - | Code | Classes | 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 | 1 | 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 |
| | Risk Management | 07897 | 1 | 3 |
| Elective credit hours | Marketing Management | 01483 | 1 | 3 |
| of the graduate | Seminar in Empirical Tax Research | 12104 | 1 | 3 |
| institute in other | Seminar in Accounting Problems (I) | 18300 | 1 | 2 |
| sections | Seminar:International Accounting-Course in English | 17781 | 1 | 3 |
| | Managerial Control System | 05864 | 1 | 3 |
| | Seminar in Corporate Governance and Corporate Social Responsibility | 31924 | 1 | 3 |
| | Digital Innovation in Risk Management and Auditing | 31262 | 1 | 3 |

| Course Code | 12102 | | | |
|----------------------|---|------------------------|--------------|-------------------|
| Course Name | Financial Accounting Theory | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are 1.To provide a general understanding of the empiri researches; and 2.To cover the theories and methodologies underl information perspective and measurement perspective intangible assets, positive theory of accounting choic voluntary disclosures and regulation, etc. | ying mark of accoun | et efficient | ciency, mbers, |

| Course Code | 11756 | | | | |
|----------------------|---|------------------------|---------------------|--------|--|
| | Advanced Managemial Accounting | Credit | F | S | |
| Course Name | Advanced Managerial Accounting | Credit | 3 | 0 | |
| Course Objectives | The objectives of this course are 1.To thoroughly explore the contemporary manager including target costing, activity-based costing & scorecard etc; and 2.To focus on some selective topics on the manager including performance evaluation, EVA, compensation | managem rial accoun | ent, ba ting res | lanced | |

| Course Code | 11757 | | | |
|----------------------|--|---|---|---|
| Course Name | Advanced Auditing | Credit | F | S |
| Course Manie | | Cicuit | 3 | 0 |
| Course Objectives | Quality financial statement audits underlie the well-funct. This objectives of this course are 1. To investigate the demand for and the supply of quality if 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 socialize through culture, education and the organizational influed. 3. To demonstrate how these three factors interact and of audit process; 4. To provide a framework for a better understanding of practice; and 5. To develop the abilities to undertake an auditing researed. | financial stat bancial stat ed by the ernance str and legal s n education GAAP and rtise; (3) th ation proce ences of aud letermine t | atement client-a ucture o ystem); a, trainin l GAAS e ethica ess of a dit firms he outco | audits; (1) the auditor f audit (2) the ng and b) also l value uditors ; ome of |

| Course Code | 18302 | | | |
|----------------------|---|--|--|---|
| Course Name | Financial Statement Analysis and Business Valuation | Credit | F | S |
| | • | | 0 | 3 |
| Course Objectives | This course is about the analysis of financial information financial statements - for making decisions to invest in b focus is on equity (share) valuation. The methods of fund examined in detail and applied in cases and projects invo Topics include models of shareholder value, a compariso and discounted cash flow approaches to valuation, the ar growth and valuation generation in a firm, testing the qua forecasting earnings and cash flows, pro-forma analysis analysis of risk, and the determination of price/earnings | usinesses. T damental ar olving listed on of accrua halysis of pr ality of fina for strategy | The prin nalysis w l compa l accoun rofitabili ncial rep and pla | hary vill be nies. hting ity, ports, nning, |

| 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 | Reading in Business Ethics for Managers | Credit | F 0 | S 2 |
| Course Objectives | To appreciate the essences of business ethics thro recognizing socially acceptable business conduct from embedding good business in treating people nice and fair image, enhancing professional ethics, and investing in responsible corporations. | the global | l perspe ring con | ctives, rporate |

| Course Code | 00041 | | | |
|----------------------|---|-------------|----------|---|
| Course Nome | Thesis | Cradit | F | S |
| Course Name | Thesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and | write a goo | d thesis | |

| Course Code | 01855 | | | |
|----------------------|--|---|-----------------------------------|------------------------------|
| Course Name | Econometrics | Credit | F | S |
| Course Marine | Leonometries | crean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To provide a foundation for the applied research in Eco 2.To introduce the modern treatment of econometrics, usin that match real-world theory and data; 3.To cover the topics including multiple regression to economic applications, as well as issues such as omitted instrumental variables; and 4.To be able to understand and apply the econometric and computer packages. | ng theory an echniques variables, j | nd applic with foc panel da | cations cus on ta, and |

| Course Code | 01983 | | | | |
|----------------------|---|---|--|--|--|
| Course Name | Financial Management | Credit | F | S | |
| Course Maine | T mancial Management | Cleun | 3 | 0 | |
| 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 arrangeme 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. Studer 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 c | is to enh financial de ent opportu structure, h ents, how t erefore, fou capital ma its enrolled inpletion. problems ment from aspect rela project inve | ance stu ecisions. unities, now to n o manager r major nagement the cou that orig sharehouting to 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 methodolog and practical research; 2.To learn the methods of conducting research processtrategies, collecting and analyzing research data, proposals and reports; and 3.To know how to obtain the required information throug in writing research papers and solving management principal section. | y that applie esses, desig and prepa | gning re aring re | search search |

| Course Code | 11822 | | | | | |
|----------------------|---|---|--|------------------------------------|--|--|
| Course Name | Operations Management | Credit | F 3 | S 0 | | |
| Course Objectives | Operations is an essential function of a business unit. The is to help students understand the whole concepts of oper- improve the students' ability to plan and control resour- course completion, the students should be able to: 1.Realize the basic concepts and theoretical knowledge of 2.Understand how to integrate the resource in business we achieve the goals of organization and use the relative tee problems; and 3.Obtain the ability for the further study and research. | ations mana rces in a co Operations ith informat | agement ompany. Manag tion syst | and to Upon ement; ems to | | |

| Course Code | 12133 | | | | | |
|----------------------|--|---|------------------------|--------|--|--|
| Course Name | Accounting for Financial Instruments and Services | ents and Services Credit | | S | | |
| Course Manie | Accounting for Financial Instruments and Services | Cicuit | 0 | 2 | | |
| Course Objectives | The purposes of this course are: To introduce recent developments in International A financial instruments and services provided by the fina To emphasize the background and concepts underlying To discuss the implications for financial reporting and To introduce the world's most advanced and innovative | ancial indus g the writter analysis; ar | try; 1 conclu 1d | sions; | | |

| Course Code | 07897 | | | | | | |
|----------------------|---|---|--|---|--|--|--|
| Course Name | Risk Management | Credit | F 0 | S 3 | | | |
| Course Objectives | This course aims to provide students a broad perspec containing traditional risk management and insurance management. The students are expected to build a cor framework 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 2. institutional structure | and other nprehensive increasing features of lic policies | c manag types of ely cond business the ins | gement of risk ceptual s value urance | | | |

| 3. regulations |
|----------------------------|
| 4. database management |
| 5. quantitative procedures |

| Course Code | 01483 | | | | | |
|--|---|--------|---|---|--|--|
| Course Name | Markating Management | Credit | F | S | | |
| Course Maine | Marketing Management | Clean | 0 | 3 | | |
| Course Objectives | The objectives of this course are 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices; 2.To arouse learning interest in marketing; 3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc; and 4.To explore the emerging concept of "Holistic Marketing" that broadly covers | | | | | |
| Objectives making, management in China market etc; and | | | | | | |

| Course Code | 12104 | | | |
|----------------------|---|----------|--------|--------|
| Course Name | Seminar in Empirical Tax Research | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are: 1.to provide a broad understanding of the tax research research issues in tax theory and practice; 2.to learn the most recent tax practices of Taiwan and Ch 3.to introduce tax systems of other countries so as to perspectives. | ina; and | | |

| Course Code | 18300 | | | |
|----------------------|--|---|----------------------------------|--------------------------------|
| Course Name | Seminar in Accounting Problems (I) | Credit | F 2 | S 0 |
| 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 speakers will participate in this seminar and present their resear communicating their thinking and developing interactive | seminar, w s in related rch works/ł | vith subs research knowled | stantial n areas lge for |

| Course Code | 17781 | | | | | | |
|--------------|---|--------------|---------|---|--|--|--|
| Course Norma | | | | S | | | |
| Course Name | Seminar:International Accounting-Course in English | Credit | 0 | 3 | | | |
| | This course examines the international dimension of fina | ncial report | ing and | | | | |
| | analysis. It provides students with an in-depth look at the development of | | | | | | |
| | accounting and its related disciplines from an international perspective. The | | | | | | |
| Course | course comprises two sections: The first section will be a discussion of | | | | | | |
| Objectives | international accounting patterns, culture and development, comparative | | | | | | |
| | accounting and international harmonization. The second section will focus on | | | | | | |
| | practical issues, including the context of International Financial Reporting | | | | | | |
| | Standards, major issues in reporting and international financial analysis. | | | | | | |

| Course Code | 05864 | | | |
|----------------------|--|-----------------------|----------|---------|
| Course Name | Managerial Control System | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course are 1.To introduce students with the basic concepts, applie recent development in practices for managerial control sy 2.To introduce students how to integrate those impo- systems, such as the balanced scorecard (BSC), activity intellectual capital (IC); and | ystem; ortant mana | gerial c | control |

| 3.enable students to design, measure, evaluate, and manage different systems, for |
|---|
| planning, controlling and decision making. |

| Course Code | 31924 | | | |
|----------------------|---|--|--|-----------------------------|
| Course Name | Seminar in Corporate Governance and Corporate Social | Credit | F | S |
| Course Manie | Responsibility | Credit | 0 | 3 |
| Course Objectives | The main purpose of this course is to assist students to u corporate governance, corporate social responsibility with world. The main purpose is to foster student team leadersh through group interaction and presentation. Combined w international trends, the course is intended to improve vision in the area of corporate governance and corporate | n cases in th hip and coop ith business students' k | e real bu peration s practic nowled | ability es and ge and |

| Course Code | 31262 | | | |
|----------------------|--|---------------------------|--------|---------|
| Course Name | Digital Innovation in Risk Management and Auditing | Credit | F 3 | S |
| Course Objectives | The objectives of this course are: 1. To provide a general understanding of the digital inno 2. To share the business models of different industrie technologies, such as big data, RPA (Robotic Process) 3. To utilize Python in industry and competitive analysis | es to apply Automation | | ruptive |

Applied Statistics

Course list

| MS Program in Applied Statistics - Full-Time - | | Code | Classes | Credit hours |
|--|---|-------|---------|-----------------|
| Required | Applied Mathematical Statistics | 06825 | 1 | 3 |
| common credit hours of the | Thesis | 00041 | 1 | 6 |
| graduate 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 |
| | The Application of Regression Methods | 22133 | 1 | 3 |
| | Special Topics in Big Data II | 24133 | 1 | 1 |
| | Applied Multivariate Statistical Analysis | 05947 | 1 | 3 |
| | Data Mining | 11502 | 1 | 3 |
| | Marketing Survey and Analysis | 13575 | 1 | 3 |
| Elective credit hours of the | Categorical Data Analysis | 24683 | 1 | 3 |
| graduate | Research Methodology | 01799 | 1 | 3 |
| institute in other sections | Operations Research | 01559 | 1 | 3 |
| other sections | 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 |
| | Internship | 02144 | 1 | 3 |
| | Machine Learning-Course in English | 31444 | 1 | 3 |
| | Web and Social Media Analytics | 31415 | 1 | 3 |
| | Financial Big Data | 24108 | 1 | 3 |
| | Statistical Decision Support Information System | 20882 | 1 | 3 |

| Course Code | 06825 | | | |
|-------------------|--|--------|---|---|
| Course Name | Applied Mathematical Statistics | Credit | F | S |
| Course Maine | Applied Mathematical Statistics | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To enhance the theoretical base of mathematica algebra, distributional theory, and probability; an 2.To emphasize Linear Model, and Multivariat application is of concern. | d | | |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Name | Thesis | Credit | F | S |
| Course Name | Thesis | Cleuit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 21378 | | | | |
|-------------------|--|---------------------------|-----------------------|----------|--|
| Course Name | Sampling Mathed with Application | Credit | F | S | |
| | Sampling Method with Application | Credit | 3 | 0 | |
| Course Objectives | Sampling methods are the basic methodology for of applied in various fields such as medical science This contents of this course will include: 1.Various sampling concepts and methods. inclu- survey, the design of an efficient survey, and the 2.Practical survey cases. | , biology a uding elem | and social nents of s | science. | |

| Course Code | 24132 | | | |
|-------------------|---|--------|---|---------------|
| Course Norme | | Credit | F | S |
| Course Name | Special Topics in Big Data I | Credit | 1 | 0 |
| Course Objectives | The objectives of this course are 1. To invite distinguished guest spe 2. To provide a general perspective different disciplinary studies. | | - | be applied to |

| Course Code | 24133 | | | | |
|-------------------|---|---------------------------|---|---------------|--|
| Course Name | Special Tanics in Dia Data I | pics in Big Data I Credit | | S | |
| Course Name | Special Topics in Big Data I | Credit | 0 | 1 | |
| Course Objectives | The objectives of this course are 1. To invite distinguished guest spe 2. To provide a general perspective different disciplinary studies. | | - | be applied to | |

| Course Code | 07331 | | | |
|--------------|----------------------------|--------|---|---|
| Course Name | Quality Control and Design | Credit | F | S |
| Course Maine | Quality Control and Design | Credit | 0 | 3 |

| Course Objectives | Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement. This course will cover the foundation of modern approaches of quality control that can be applied to process industry, service industry, and business. Topical coverage will be: construction and interpretation of various control charts; rational sampling; specifications; tolerance limits; cumulative-sum (Cusum) control charts, exponentially weighted moving average (EWMA) control chart; process capability assessment; SAS in QC. |
|-------------------|--|
|-------------------|--|

| Course Code | 04322 | | | |
|-------------------|--|--|--|---|
| Course Name | Statistical Analysis Software | Credit | F | S |
| | | Clean | 1 | 0 |
| Course Objectives | This course aims to enhance students' understandin of the central idea and methods of statistics that w of problems in a variety of applied science and app the use of statistical software packages in manipu- widely used statistical software packages, SPSS, w The manipulation will be illustrated by a variety of | will be appl blication for ulating data vill be intro | ied in the further st . One of t duced in t | solution udy, and the most he class. |

| Course Code | 22133 | | | |
|-------------------|---|---------------|---|---|
| Course Name | The Application of Pagrassian Mathada | Credit | F | S |
| Course Maine | The Application of Regression Methods | Credit | 0 | 3 |
| Course Objectives | The objectives of this course are as follows: To introduce some practical concerns of app models, such as: a. Nonlinear function form. b. Non-normal random error districution. c. Non-independent random error. d. Hetegoreneity. To introduce how to deal with these practical enhaced models and real data analysis skills a. Generalized additive model. b. Generalized linear model. c. Hierarchical liner model. d. Mixed effects model. e. Generalized least squares model. | l concerns vi | | |

| Course Code | 24133 | | | | |
|-------------------|--|--------|---|----------|--|
| Course Name | Special Topics in Big Data II | Credit | F | S | |
| Course Manie | Special Topics III Big Data II | Credit | 0 | 1 | |
| Course Objectives | The objectives of this course are 1. To invite distinguished guest speakers to deliver 2. To provide a general perspective on how big dat different disciplinary studies. | - | | plied to | |

| Course Code | 05947 | | | |
|-------------------|---|---------------|---------|---|
| Course Name | Applied Multivariate Statistics | Credit | F | S |
| | Applied Multivariate Statistics | Clean | 0 | 3 |
| Course Objectives | The objectives of this course are: 1. To provide the core and the the central idea of r will be applied in the solution of problems in strapplication for further study; 2. To introduce some recently developed methods: 3. To illustrate the main concepts by a variety of e | atistical the | ory and | - |

| Course Code | 11502 | | | |
|-------------------|-----------------------------|--------|---|---|
| Course Name | Data Mining | Credit | F | S |
| Course Name | Data Mining | Credit | 3 | 0 |
| | 1.Understand DM concept | | | |
| Course Objectives | 2.Using DM Tools | | | |
| Course Objectives | 3.Understand DM methodology | | | |
| | 4.Understand DM application | | | |

| Course Code | 13575 | | | |
|-------------------|--|--------|---|---|
| Course Nome | Montrating Surgery and Analysis | Credit | F | S |
| Course Name | Marketing Survey and Analysis | Credit | 3 | 0 |
| | The objective of this course are | | | |
| Course Objectives | 1.To introduce methods of survey data analysis; an | d | | |
| _ | 2. To utilize computer software and proper methods to solve real world problems. | | | |

| Course Code | 24683 | | | | | | |
|-------------------|--|--|---|---|--|--|--|
| Course Nome | Catagorical Data Analysis | Credit | F | S | | | |
| Course Name | Categorical Data Analysis | Credit | 0 | 3 | | | |
| Course Objectives | This course summarizes categorical data analysis sible applied widely as well as more recently devel this course is modeling of categorical response tech in general, this course is designed into five session 1. The material in this part forms the heart of introunivariate categorical data analysis. This part surveys standard descriptive and inferencent contingency tables. This session introduces generalized linear model of Logistic Regression. This session discusses log-linear models for poir Session III and IV are instructed by unifying loglinear models with ordinary regression and A methods share many similar / different concepts This session introduces details of user manuals enhanced understanding of the context of statist also includes supplement materials to cover top. | loped. The shniques. s: ductory me ential metho els for binar sson (count logistic reg NOVA mo s. written in S ical models | major foc thods use od for biv y data, in t data). Bo ression ar dels since PSS setti: 5. The con | us of d in ariate terms oth id these ng to tent | | | |

| Course Code | 01799 | | | | | | |
|-------------------|---|-------------|----------------------|-----------------------|--|--|--|
| Course Name | Descent Mathedalagy | Credit | F | S | | | |
| | Research Methodology | Credit | 0 | 3 | | | |
| | The objectives of this course are | | | | | | |
| Course Objectives | 1.To introduce the basic concept of research methodology that applies in 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 | lata, and p | reparing ough app | research propriate | | | |

| Course Code | 01559 | 01559 | | | | | |
|-------------------|--|---|--|-------------------------------|--|--|--|
| Course Name | Omenations Research | Credit | F | S | | | |
| | Operations Research | Credit | 3 | 0 | | | |
| Course Objectives | Operation research is one of the most important of use mathematical methods, computer software to h This course emphasizes on mathematical mod application. The main content of this course include each chapter in operation research, explaining ma and using interactive teaching methods along with | elp compar dels buildi es systemat nagerial im | nies reach ng and ically intr plication | goals. theories oducing | | | |

| Course Code | 17028 | | | |
|-------------------|--|---|---|-------------------------------------|
| Course Name | Advanced Courses in Biostatistics | Credit | F | S |
| Course Manie | Advanced Courses in Biostatistics | Credit | 3 | 0 |
| Course Objectives | The main purpose of biostatistics is to resolve the r biological subjects. The conclusions are obtained 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 cal trials, ge nasize on st | perimenta enetics and atistical c | l studies d general concepts. |

| Course Code | 19163 | | | | | | |
|-------------------|--|--------|---|---|--|--|--|
| Course Name | Cloud Computing and Statistical Learning Credit | | F | S | | | |
| | Cloud Computing and Statistical Learning | Credit | 3 | 0 | | | |
| | The objectives of this course are 1.To discusses some commonly, used, and modern statistical methods and | | | | | | |
| Course Objectives | calculating methods in scientific research on cloud computing environment; 2.To focus the application of statistics on scientific research; | | | | | | |
| | 3.To employ tools ranging from statistics to computational complexity, combinatorics and geometry in an attempt to provide theoretical foundations to some important applications emerging from need to process data sets whose sizes and complexities are beyond the ability of humans to handle; and | | | | | | |
| | 4. Introduction of cloud computing. | | | | | | |

| Course Code | 00292 | | | | | |
|-------------------|--|--|---|---|--|--|
| Course Name | Business Ethics | Credit | F | S | | |
| | Business Etnics | Credit | 0 | 2 | | |
| Course Objectives | recognizing socially acceptable business conduct fr embedding good business in treating people ni | To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations | | | | |

| Course Code | 10985 | | | | |
|-------------------|--|---|---|---|--|
| Course Name | Customer Relationship Management | Credit | F | S | |
| | Customer Relationship Management | Clean | 0 | 3 | |
| Course Objectives | The objectives of this course is to give an overvie customer relationship management (CRM) and dat 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 a final projects. | a mining (I M. This of manageme ealing with sition; custo nation; custo nation; custo ocus of thi ed technique e the stude | DM) as we course we ant and co problems omer deve stomer va s course es in hand nts are rea | ell as the ill cover customer such as: elopment alue and will be lling real quired to | |

| Course Code | 02144 | | | | |
|-------------------|---|--------|---|---|--|
| Course Nome | Internetin | Credit | F | S | |
| Course Name | Internship | | 0 | 3 | |
| | 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 | 31444 | | | | | |
|-------------------|--|--------|---|---|--|--|
| Course Name | Mashina Learning Course in English | Credit | F | S | | |
| | Machine Learning-Course in English | Credit | 3 | 0 | | |
| | The goal of this course is to extend the data mining methodologies and | | | | | |
| | introduce the machine learning related algorithms. These algorithms may include the Support Vector Machine (SVM), Logistic Regression, Artificial | | | | | |
| Course Objectives | Neural Network (ANN), Deep Learning related algorithms, Random Forest, | | | | | |
| | and Bayesian Networks. This course dedicates to help students learn current | | | | | |
| | algorithms, apply it to data analysis, and make adequate decisions to solve | | | | | |
| | problems. | | | | | |

| Course Code | 31415 | | | |
|-------------------|---|---|---|--|
| Course Name | Web and Social Media Analytics | Credit | F | S |
| Course Manie | web and Social Media Analytics | Clean | 0 | 3 |
| Course Objectives | The role of the services provided through the I important in people's daily life. Enormous recordance have been recorded or can be recorded by the vanalyze the information embedded in these reconowadays. The main goal of the course is to te analysis skills in this scenario. The topics will listed as follows: Web Scraping Social media foundations, such as the basic Google+, Twitter, Instagram and blogging Social media monitoring Data stream mining techniques Data warehouse | ords of corr web partici ords is a ve ach relative be covered | responding a pants. How ery importar e knowledge in this cour | activities to at task e and rse is |

| Course Code | 24108 | | | | |
|-------------------|---|--------|---|---|--|
| Course Name | Eineneiel Pig Date | Credit | F | S | |
| Course Maine | Financial Big Data | Clean | 0 | 3 | |
| Course Objectives | Big Data will have increasingly important implications and applications for finance field. This course aims to provide students a fundamental training of data collection and management techniques. Students are expected to the ability of utilizing the software of data collection and management, such as R, SQL, and SAS. | | | | |

| Course Code | 20882 | | | |
|-------------------|---|--|--|---|
| Course Nome | Statistical Decision Summer Information System | Credit | F | S |
| Course Name | Statistical Decision Support Information System | | 3 | 0 |
| Course Objectives | Statistical decision support system can help users an decisions based on the conditions or the datasets the for a statistical analyst who can combine the resu techniques and the statistical analysis method and in system or web service. This course will include the the basic concepts of the data mining algorithms decision support information system. These top association rules, clustering, and K-nearest neighbor | ey had. It is lts generate nplemented basic progr and imple pics includ | an advan ed by data l in an info amming la ement a s | a mining ormation anguage, statistical |

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 |
| Elective credit hours of | Practicum in Enterprises I | 10852 | 1 | 3 |
| the graduate institute in | Financial Big Data | 24108 | 1 | 3 |
| 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 |
| | Business Valuation and Analysis | 14068 | 1 | 3 |
| | International Financial Regulations-Course in English | 19067 | 1 | 3 |

• Course objective

| Course Code | 01855 | | | | | |
|-------------------|--|--|---|---|--|--|
| Course Name | Econometrics | Credit | F | S | | |
| e o unite i nume | | crean | 3 | 0 | | |
| | The objectives of this course are | | | | | |
| | 1.To provide a foundation for the applied research | 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 | 01983 | | | |
|-------------------|--|---|---|--|
| Course Name | Financial Management | Credit | F | S |
| | | Cicuit | 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 applicate 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 capited 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 a originates from modern corporate structure separate shareholder's ownership. 2. Valuation approaches, cash flow estimation, and capital budgeting. The concept of real option errinvestment 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 capital dividend policy. Market frictions such as transa included 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 re our major to al manager . Students e s upon cou gency prob arating mar d risk aspect nbedded in l (WACC) i imate each ital structur ction cost of l and solve | o enhan orate en comp kets and vs with turn, wh pics, na nent and mont and rrse lems tha agemen et relatin project is emph cost ele e and or taxes | ce eting 1 the nat mely 1 the at the at tfrom ag to assized ement. are |

| Course Code | 03968 | | | | |
|-------------------|--|--------|---|---|--|
| Course Name | Financial Market Equilibrium | Credit | F | S | |
| Course Maine | Thancial Market Equilibrium | Clean | 3 | 0 | |
| | The objectives of this course are | | | | |
| | 1.To structure a current consumption and portfolio decision model of an | | | | |
| | individual inventor; | | | | |
| Course Objectives | 2. To realize how the changes of following factors, namely, number of | | | | |
| Course Objectives | securities, regulation, and preference, to affect the optimal portfolio | | | | |
| | decision; | | | | |
| | 3.To analyze the welfare implications in a competitive market equilibrium; | | | | |
| | and | | | | |

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

| Course Code | 01579 | | | |
|-------------------|--|---|---|--|
| Course Name | Investments | Credit | F 0 | S 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 proto formulate investment portfolio; and 3.To understand the following subjects: (1) return assets in money market, capital market, foreign derivative market. (2) Investment decision criter mean-variance portfolio theory, (4) CAPM & Al of pricing (5) forward, future, option and Swap of pricing- lattice approximation, (7) option pricing portfolio performance measurement and managed | s and risks exchange n ia of NPV PT and gen contracts, (g- Black-Sc | hen and of finan narket an and IRR eral prin 5) option | how cial nd L. (3) nciple n |

| Course Code | 03408 | | | |
|-------------------|--|--------|-----------|----|
| Course Name | Eutures and Ontions | Credit | F | S |
| Course Name | Futures and Options | Credit | 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 a 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. | | erivative | es |

| Course Code | 07897 | | | |
|-------------------|--|--|--|---|
| Course Name | Risk Management | Credit | F | S |
| Course Ivanie | Kisk Management | Cicuit | 3 | 0 |
| Course Objectives | This course aims to provide students a broad persy management containing traditional risk management other types of risk management. The students are comprehensively conceptual framework as 1. To make risk management and insurance decisi business value and individual welfare; 2. To understand insurance contracts and institution insurance industry; and 3. To understand the effects of and the rationale for affect risk and allocation of risk among business Basically, topics in this course include 1. investment strategy 2. institutional structure 3. regulations 4. database management 5. quantitative procedures | ent and inst expected to ons for inc onal feature or public po | urance a build a reasing s of the blicies th | |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Name | Thesis | Credit | F | S |
| | 110315 | Cicuit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good | | | |

| | thesis. | | | | |
|-------------------|---|--------------|----------|--------|--|
| Course Co to | 02071 | | | | |
| Course Code | 03071 | 1 | | | |
| Course Name | Special Topics on Finance | Credit | F | S | |
| | | Credit | 0 | 3 | |
| | This is a lecture course that invites promising sc | holars and p | actice e | xperts | |
| | in financial field to deliver speeches. By above speeches and Q&A | | | | |
| Course Objectives | interactions, students are expected to know the cutting-edge studies in | | | | |
| | academics and hot issues in real-world finance. | | | | |

| Course Code | 21005 | | | |
|-------------------|---|--|----------------------------------|---------------|
| Course Name | Corporate Financial Decisions | Credit | F 3 | S 0 |
| Course Objectives | This is designed as an advanced course in corpora is to enhance students' understandings in greater of financial decisions, including corporate investmer financial innovation and some other related issues as a seminar form relying heavily on discussion an | lepth of cor nt, corporate . The cours | porate e financi e will be | ng, e held |

| Course Code | 23097 | | | |
|-------------------|--|---|--|--------------|
| Course Name | Financial Marketing | Credit | F | S |
| Course Ivanie | | 3 | 0 | |
| Course Objectives | The objective of this course is to provide students concepts and to improve students' abilities to imp activities in financial industries. Upon course corr should be able to: Realize the concepts of financial marketing. Understand the meanings and procedure of strafinancial industries. Understand the meaning of segmenting, targeting (STP) in financial industries. Understand the characteristics of financial process. Understand the characteristics of financial financial financial financial industries. Understand the characteristics of financial process. Learn the skills of marketing planning and app management in an effective manner. | lement mar apletion, the ategic mark ing, and pos ducts and se irm's marke | keting re e student eting in sitioning ervices. eting | elated ts |

| Course Code | 24106 | | | |
|-------------------|--|--|---|--------------------------------------|
| Course Name | Digital Finance | Credit | F 3 | S 0 |
| Course Objectives | The course is aimed at providing participants with and practices of digital finance, particularly digita operate or manage it. Course goals are to: lead stu evolution and development of digital banking, into internet securities; stimulate analytical thought ab finance by applying the considerations in case stu- been learned in class to types of virtual or real dig models through class projects. | l banking, a dents to un ernet insura out operation dies; and ap | and how derstand ince, and ons of di oply wha | to I the I igital at has |

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

| Course Code | 01982 | | | |
|-------------------|--|---|--|--|
| Course Name | Einengiel Statement Analysis | Credit | F | S |
| Course manie | Financial Statement Analysis | Clean | 0 | 3 |
| Course Objectives | This course is about the analysis of financial infor firms' financial statements - for making decisions The primary objectives of this courses are 1. To focus on equity (share) valuation; 2. To examine the appropriate methods of fundame models of shareholder value, a comparison of ac discounted cash flow approaches to valuation, th profitability, growth and valuation generation in of financial reports, forecasting earnings and cas analysis for strategy and planning, analysis of ris of price/earnings and market-to-book ratios; 3. To provide the basis of valuation from the persp as well as corporate financial analyst and to be a valuation of acquisitions, restructurings, other in analysis; and | to invest in ental analys crual accou e analysis o a firm, test h flows, pro- sk, and the o ective of se pplicable to vestments, | is, inclu nting ar of o-forma determine curity a o the and stra | ly sses. ding nd quality nation nalyst |
| | 4.To be able to write a thorough and convincing re | esearch repo | ort. | |

| Course Code | 07527 | | | |
|-------------------|--|---|---|---|
| Course Norme | Einen siel Imperation | 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 y | ses on the ir inciples and ucts in a glo of general p forwards, s part discusse . The last p of asset price e Carlo sim o discuss ar | inovatio d practic obal orinciple imple in es the st art of th cing with ulation, ad analy | ns of ees of s of nterest atic e n and ze |

| Course Code | 08951 | | | | |
|-------------------|--|--------|---|---|--|
| Course Name | Securitization | Credit | F | S | |
| Course Manie | Securitization | Credit | 0 | 3 | |
| | The objectives of this course are | | | | |
| | 1.To introduce the principles, structures, and investment characteristics of | | | | |
| | several major types of asset securitization, including residential mortgage | | | | |
| | backed securities, commercial mortgage backed securities, auto loan | | | | |
| Course Objectives | backed securities, credit card ABS, Asset-backed commercial paper | | | | |
| | (ABCP), Housing equity loan backed securities, CBO/CLO/CDO, and | | | | |
| | real estate backed securities; and | | | | |
| | 2.To discuss the impact of new Basel Accord (Basel II) on asset | | | | |
| | securitization. | | | | |

| Course Code | 10852 | | | |
|-------------------|---|--------|---|---|
| Course Name | Practicum in Enterprises I | Credit | F | S |
| Course maine | Fracticum in Enterprises I | | 0 | 3 |
| Course Objectives | This objectives of this course are: 1.To learn practical working techniques and busin shorten the gap between theory and practice in fin industries; | - | | |

| 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 | Einangial Dig Data | Credit | F | S |
| Course Name | Financial Big Data | Credit | 0 | 3 |
| Course Objectives | Big Data will have increasingly important implication for finance field. This course aims to provide studies training of data collection and management technic expected to the ability of utilizing the software of management, such as R, SQL, and SAS. | lents a funda iques. Stude | imental nts are | |

| Course Code | 30896 | | | |
|-------------------|--|---|--|---|
| Course Name | Globalization and Entrepreneurship-Course in | Credit | F | S |
| Course maine | English | | 0 | 3 |
| Course Objectives | The objective of this course is to provide siglobalization trend and the knowledge of business the motive engine of producing driving power factories provides the knowledge of the linkage between globalization and entrepreneurship. In designed to provide the roundtable discussions abilities to implement critical thinking; sharing a issues in global business development and environment. Upon course completion, the studen 5. Realize the concepts of business entreprene trend. 6. Understand the meanings and procedure of show to start up a new business. 7. Understand the characteristics and evolut development stages and industrial comperent entrepreneur. 8. Learn the management skill and management entrepreneur in administering the innovative manner. | s entrepren for busines and the r addition, for enhan and debatin internation ts should b urship and strategic in ion of w titive stru ement thin | eurship s growt nutual i the cou- cing stu g the re- onal fir e able to global novation orld bu cture f | that is that is impact irrse is idents' elevant nancial o: ization ns and usiness for an |

| Course Code | 02090 | | | | |
|-------------------|--|--|---|---|--|
| Course Name | International Finance | Credit | F | S | |
| Course Manie | International Finance | Clean | 3 | 0 | |
| | This course provides students with an integrating | provides students with an integrating understanding of the | | | |
| | modern international finance and open economy macroeconomics from the | | | | |
| | theoretical and empirical perspectives. It discusses the foreign currency | | | | |
| Course Objectives | markets and international financial arbitrage, the fundamental international | | | | |
| | parity conditions, the models of balance-of-payments and exchange-rate | | | | |
| | determination, balance-of-payments crises, and the issue of exchange rate | | | | |
| | exposure. | | | | |

| Course Code | 11370 | | | |
|-------------------|--|-------------|-----------|-----------------|
| Course Name | Practicum in Enterprises II | Credit | F | S |
| Course maine | Practicum in Enterprises II | Cleuit | 3 | 0 |
| Course Objectives | This objectives of this course are 1. To learn practical working techniques and bu shorten the gap between theory and practice of industries; 2. To learn business ethics and job discipline an person with integrity; and 3. To expand people network among industries | financial a | nd non-fi | nancial ness |

| development by internship and result sharing, communication, |
|--|
| performance review, mentoring-teach, and business visit. |

| Course Code | 24107 | | | | |
|-------------------|--------------------------------------|--------|---|---|--|
| Course Name | Internationalization Strategy | Cradit | F | S | |
| Course maille | Internationalization Strategy | Credit | 3 | 0 | |
| Course Objectives | Internationalization Strategy Credit | | | | |

| Course Code | 24109 | | | |
|-------------------|--|--------|---|---|
| Course Nome | Analyses and Applications in Financial Big | Credit | F | S |
| Course Name | Data | Credit | 3 | 0 |
| Course Objectives | DataCredit3Big 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 a consumer finance data, financial marketing data, corporate finance data macroeconomic data, and the textual data in financial media or website 2. Using data analysis tools (e.g. R, SAS) to implement the further analyses of the aforementioned financial Big Data. | | | |

| Course Code | 14068 | | | | |
|-------------------|---|--------|---|--------|--|
| Course Name | Business Valuation and Analysis | Credit | F | S | |
| Course Maine | Busiliess Valuation and Analysis | Clean | 0 | 3 | |
| | 1. To introduce advances in business analysis and valuation associated with | | | d with | |
| | advances in International Financial Reporting Standards and International | | | | |
| | Valuation Standards; | | | | |
| Course Objectives | 2. To integrate business strategy analysis, performance projection and | | | | |
| | security valuation through case studies and real-world application; and | | | | |
| | 3. To capture the essentials of fundamental analysis on Taiwan capital | | | | |
| | markets. | | | | |

| Course Code | 19067 | | | |
|-------------------|--|---|----------------------|----|
| Course Name | International Financial Regulations-Course in | Credit | F | S |
| Course manie | English | Clean | 0 | 3 |
| Course Objectives | The objectives of this course are To provide students with a basic understand laws and regulatory authorities, with a particular States, the European Union and international fin To help students express themselves in prof thereby improve their international communicat | r focus on t ancial insti essional En | he Unite tutions. | ed |

Information Management

• Course list

| MC Due energy in Lafe mar | tion Management Full Time | Cada | Classes | Credit |
|--|---|-------|---------|--------|
| MS Program in Informa | tion Management - Full-Time - | Code | Classes | hours |
| | Thesis | 00041 | 1 | 6 |
| | Reading in Business Ethics for Managers | 00292 | 1 | 2 |
| Required common | Research Methodology | 01799 | 1 | 3 |
| credit hours of the | Advanced Information Management | 16910 | 1 | 3 |
| graduate institute | Advanced Database Management | 07939 | 1 | 3 |
| | Software Engineering | 03024 | 1 | 3 |
| | Seminar on Information Management | 16654 | 1 | 1 |
| | General Topics on Electronic Commerce | 09290 | 1 | 3 |
| | Special Tops on Electronic Procurement and | 23668 | 1 | 2 |
| | Logistic | | | 3 |
| | Mobile Cloud Service Applications Design | 31354 | 1 | 3 |
| | Machine Learning | 13027 | 1 | 3 |
| | Introduction to the Internet of Things | 31357 | 1 | 3 |
| | Responsive Cloud Service Systems Development | 31355 | 1 | 3 |
| Elective credit hours of | Big Data Mining | 24501 | 1 | 3 |
| the graduate institute in other sections | Artificial Intelligence | 01016 | 1 | 3 |
| other sections | Deep Learning and its Applications | 32134 | 1 | 3 |
| | Digital Finance and BlockChain | 31356 | 1 | 3 |
| | Industry Practices in Artificial Intelligence | 32135 | 1 | 3 |
| | Information System Project Management | 11799 | 1 | 3 |
| | Agile Software Development | 32133 | 1 | 3 |
| | Data Security | 04623 | 1 | 3 |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Name | Thesis | Cardit | F | S |
| Course Name | Thesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 00292 | | | |
|----------------------|--|------------------------|--------------------------|------------------------|
| Course Name | Booding in Business Ethics for Monogors | Credit | F | S |
| | Reading in Business Ethics for Managers | Clean | 0 | 2 |
| 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 fa | obal persj air, reeng | pectives, gineering |

| Course Code | 01799 | | | | |
|-------------------|--|--|----------------------------------|-----------------------------------|--|
| | Descent Methods in the | C I' | F | S | |
| Course Name | Research Methodology | Credit | 0 | 3 | |
| 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 of 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 app | research research propriate | |

| Course Code | 16910 | | | | |
|----------------------|--|--|---|---|--|
| Course Name | Advanced Information Management | Credit | F | S | |
| Course Name | Advanced information Management | Cleun | 3 | 0 | |
| Course Objectives | The goal of this course is to develop students' under systems with macroscopic capability and information research skills. The course will introduce topics rela- (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 ad cloud se ployed in I cory, Techn herefore, t | for acade ormation s ervices iss S research nology he studen | emic systems ues.) n (e.g., ts will | |

| Course Code | 07939 | | | |
|----------------------|---|---|---|---|
| Course Norme | Advanced Database Management | Credit | F | S |
| Course Name | Advanced Database Management | Credit | 3 | 0 |
| 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, Transact l Data Cub stry. For e role in t | tion, conc e. We also example: he enterp | currency discuss How to prise IT |

| Course Code | 03024 | | | |
|----------------------|---|------------|----------|----------|
| Course Name | Software Engineering | Credit | F | S |
| Course Manie | Software Engineering | Clean | 0 | 3 |
| 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. | evelopment | trend of | software |

| Course Code | 16654 | | | | |
|----------------------|---|--------|---|---|--|
| Course Name | Saminar on Information Management | Credit | F | S | |
| Course Name | Seminar on information Management | Credit | 1 | 0 | |
| Course Objectives | Seminar on Information Management Credit I I Take the advantage of speech to 1.Enhance the knowledge and vision of how to apply the information communication and network technologies on the applications business operation, management, and decision making. 2.Make students understand the visionary application of information communication and network technologies which are applied on academic research and industries. 3.Enhance the capabilities and skills of information system development and management. | | | | |

| Course Code | 09290 | | | | |
|----------------------|---|--------|---|---|--|
| Course Name | General Topics on Electronic Commerce | Credit | F | S | |
| | | Credit | 3 | 0 | |
| Course Objectives | The course will introduce general topics of electronic commerce, basic management concepts, and techniques which are needed by organizations and individuals for electronic commerce applications. It will facilitate students to understand fully about the development, applications and management of electronic commerce. | | | | |

| Course Code | 23668 | | | | |
|----------------------|--|---------------------------|-------------------------------------|-------------------------------|--|
| Course Name | Special Topics on Electronic Procurement and | Credit | F | S | |
| Course Name | Logistic | Credit | 2 | 0 | |
| Course Objectives | Special topics on electronic procurement and logis be introduced. Topics include demand manager supplier evaluation, electronic procurement technol 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 | curement portation e in procu | theory, system, irement | |

| Course Code | 31354 | | | | | |
|----------------------|---|---|---|---|--|--|
| Course Norma | Mahila Claud Samias Applications Design | Credit | F | S | | |
| Course Name | Mobile Cloud Service Applications Design | Credit | 3 | 0 | | |
| Course Objectives | The objectives of this course are to provide the stud enterprise level mobile applications with features recognition, maps, location sensor, and enterprise topics include Service-Oriented Architecture (SC programming or End User Development (EUD) system of enterprise cloud services is used for de development of mobile applications. Students will develop at least 8 enterprise level mobile application | of bar coo se web ser DA), web , and MI' emonstrati be using N | le scannin rvices requ services, τ Γ APP Inv on, discus | g, speech uest. The unwitting ventor. A sion, and | | |

| Course Code | 13027 | | | | | |
|----------------------|--|--|--|--|--|--|
| Course Norres | Mashina Laomina | Cradit | F | S | | |
| Course Name | Machine Learning | Credit | 3 | 0 | | |
| Course Objectives | The course objective is to learn the theory and pract Learning, which will focus on four fields: machine machine learning algorithms, bio-inspired computat computation. Machine learning theory will inc unsupervised learning, semi-supervised learning traditional machine learning algorithms include logis Bayesian network (belief network), SVM, SVR, et include genetic algorithms, genetic programming, ev gene expression programming (GEP), etc.; Bio-in includes ant colony optimization (ACO), particle s artificial bee colony (ABC), and artificial immune Internet and big data trends, these adaptive algorithm will be an important modeling and data mining techno to learn these techniques, and apply them in academi technologies to solve real-world problems; and e effectiveness of problem-solving. | learning tion syste clude sup t, reinfor tic regress tc.; evolut volution st spired co swarm op systems s in the fie ology. Stu c research | theory, tr ms, and e pervised cement sion, decisionary co rategies (mputation timization (AIS), et eld of data dents are and emo | aditional evolution learning, learning; sion tree, omputing ES), and n system n (PSO), c. In the a science, expected ply these | | |

| Course Code | 31357 | | | | |
|----------------------|---|--------|---|---|--|
| Course Neme | Introduction to the Internet of Things | Credit | F | S | |
| Course Name | Introduction to the Internet of Things | Clean | 0 | 3 | |
| Course Objectives | This course will introduce the concept, techniques and applications of Internet of Things (IoT). We will look at the 'things' that make up the Internet of Things, including how those components are connected together, how they communicate, and how they add value to the data generated. Several IoT applications including smart manufacturing, smart healthcare, smart city and smart farming are also discussed. | | | | |

| Course Code | 31355 | | | | | |
|----------------------|---|---|--|---|--|--|
| Course Nome | | | F | S | | |
| Course Name | Responsive Cloud Service Systems Development | Credit | 0 | 3 | | |
| Course Objectives | This course provides students the concepts of S (SOA) and the skills of Responsive Web De applications. The topics include SOA, Model-V RWD, End User Development (EUD), and the v enterprise level mission critical software systems develop at least 8 enterprise level RWD applicatemplates taught in the course. Students need to h ideas into applications and demonstrate them in the | sign (RW View-View whole pro s. Each st ations by nave ideas | VD) for e w-Model (cess of de tudent will using the | enterprise MVVM), eveloping l have to program | | |

| Course Code | 24501 | | | |
|----------------------|---|--------------------|---|---|
| Course Name | Big Data Mining | Credit | F | S |
| Course Maine | Dig Data Mining | Clean | 3 | 0 |
| Course Objectives | This course aims to Introduce students basic concepts of big data armining; Develop skills for using recent big data mining Solve practical problems in a variety of discipli Gain experience of conducting independent studes Train students to be data scientists. | softwares; nes; | | |

| Course Code | 01016 | | | |
|----------------------|--|--|--|------------------|
| Course Name | Artificial Intelligence | Credit | F | S |
| | Artificial Intelligence | crean | 0 | 3 |
| Course Objectives | Artificial Intelligence (AI) is a field that has a long and actively growing and changing. In this course, of modern AI as well as some of the representative topics include knowledge-based systems, expert sy networks, evolutionary computation, hybrid intellig reinforcement learning. | students w applicatio stem, fuzz | vill learn th ns of AI. 7 y systems, | ne basics The |

| Course Code | 32134 | | | | |
|----------------------|--|--------|---|---|--|
| Course Name | Deep Learning and its Applications | Credit | F | S | |
| | Deep Learning and its Applications | Credit | 0 | 3 | |
| Course Objectives | This course will introduce the techniques and applications of Deep Learning. Students will learn: (1) the basic theory of neural networks; (2) the architectures of neural networks including convolutional neural networks (CNN) and recurrent neural networks (RNN); (3) how to apply specific networks to the right problems; (4) use industry standard frameworks scikit- learn, TensorFlow, and Keras to build learning solutions. | | | | |

| Course Code | 31356 | | | |
|----------------------|--|---|--|--|
| Course Name | Digital Finance and BlockChain | Credit | F | S |
| Course maine | Digital Philance and BlockChain | Clean | 0 | 3 |
| Course Objectives | The main objective of this course is to enable structure, including transaction Blockchain, P2P platform, and to explore techn Course content includes e-payment, digital bank insurance, and blockchain technology, focusing innovative service system, Robotics and tradi Cryptographic currency, Blockchain theory and ap ICO, etc. Finally, digital finance supervision discussed. Therefore, in addition to learning theory students will learn about the existing services applications of what is learned with related issues. | technology ical and r ing, digita on issues ng, Finan plications, and secur ry and dig with cas | y, trade nanagemen al securitie s of paym cial data (Crowdfur ity issues ital finance | structure, nt issues. es, digital nent, P2P analysis, nding and will be e system, |

| Course Code | 32135 | | | | |
|----------------------|---|--------|---|---|--|
| Course Norme | Inductory Departicular in Antificial Intelligence | Credit | F | S | |
| Course Name | Industry Practices in Artificial Intelligence | Credit | 0 | 3 | |
| Course Objectives | This course will invite industrial and academic experts to discuss several real- world cases or projects in artificial intelligence (AI). These experts will share how AI techniques are employed to solve the real-world business problems. The shared topics may include AI-based smart manufacturing, AI-based job matching, multi-agent computing system, medical image recognition, real-time traffic prediction, etc. Students can gain a strong practical artificial intelligence | | | | |

| Course Code | 11799 | | | | |
|-------------|--|--------|---|---|--|
| Course Name | Information System Project Management | Credit | F | S | |
| | | | 3 | 0 | |
| Course | Train students to not only understand the theories of information system project | | | | |
| Objectives | management but also apply theories to practical projects. | | | | |

| Course Code | 32133 | | | | |
|-------------|--|--------|---|---|--|
| Course Name | Agile Software Development | Credit | F | S | |
| | | | 0 | 3 | |
| Course | Understand principles and practices of Agile Software Development with project | | | | |
| Objectives | implementations. | | | | |

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

MS Programs – Evening and Weekend –

• Accounting

- Applied Statistics
- Finance
- Information Management
- Technology Management

Accounting

| MS Program in Accounting | Evening and Weekend | Code | classes | Credit |
|------------------------------|---|-------|---------|--------|
| | | Code | classes | hours |
| | Integrated Management | 12486 | 1 | 3 |
| Required common credit | Financial Accounting Theory | 12102 | 1 | 3 |
| hours of the graduate | Advanced Managerial Accounting | 11756 | 1 | 3 |
| institute | Advanced Auditing | 11757 | 1 | 3 |
| | Thesis | 00041 | 1 | 6 |
| | Financial Statement Analysis and Business | 18302 | 1 | 3 |
| | Valuation | 10502 | 1 | 5 |
| | Seminar on Managerial Accounting | 12105 | 1 | 3 |
| Elective credit hours of the | Research Methodology | 01799 | 1 | 3 |
| graduate institute in other | Seminar in Empirical Tax Research | 12104 | 1 | 3 |
| sections | 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 Maine | | Cicuit | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To increase managerial ability through the cultiva capability; and | | neir vis | ionary |
| | 2. To enhance familiarity with cross-functional specialties | | | |

| Course Code | 12102 | | | |
|----------------------|---|------------------------|------------------|-------------------|
| Course Name | Financial Accounting Theory | Credit | F | S |
| Course Manie | Financial Accounting Theory | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To provide a general understanding of the empiri researches; and 2.To cover the theories and methodologies underl information perspective and measurement perspective intangible assets, positive theory of accounting choic voluntary disclosures and regulation, etc. | ying mark of accoun | et efficiting nu | ciency, mbers, |

| Course Code | 11756 | | | |
|----------------------|---|------------------------|---------------------|--------|
| Course Name | Advanced Managemial Accounting | Credit | F | S |
| Course Name | Advanced Managerial Accounting | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To thoroughly explore the contemporary manager including target costing, activity-based costing & scorecard etc; and 2.To focus on some selective topics on the manager including performance evaluation, EVA, compensation | managem rial accoun | ent, ba ting rea | lanced |

| Course Code | 11757 | | | |
|----------------------|--|---|--|---|
| Course Name | Advanced Auditing | Credit | F 0 | S 3 |
| Course Objectives | Quality financial statement audits underlie the well-func This objectives of this course are 1. To investigate the demand for and the supply of quality if 2. To analyze the three factors comprising a quality fir incentives of auditors which are largely determine 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 expe of auditors which reflecting the outcome of socialize through culture, education and the organizational influe 3. To demonstrate how these three factors interact and of audit process; 4. To provide a framework for a better understanding of practice; and 5. To develop the abilities to undertake an auditing resear | financial stat anncial stat ed by the ernance str and legal s n education GAAP and rtise; (3) th ation proce ences of aud letermine t | atement : client-a ucture o ystem); , trainir l GAAS e ethical ess of au dit firms | audits; (1) the auditor f audit (2) the ng and b) also l value uditors ; ome of |

| Course Code | 00041 | | | |
|-------------|--|--------|---|---|
| Course Name | Thesis | Credit | F | S |
| Course Name | Thesis | Credit | 3 | 3 |
| Course | Train students how to solve problems, do researches and write a good thesis. | | | |

| Objectives | |
|------------|--|
| | |

| Course Code | 18302 | | | | |
|--------------|--|--------------|----------|--------|--|
| Course Norma | Einen siel Statement Analysis and Dusiness Valuation | | F | S | |
| Course Name | Financial Statement Analysis and Business Valuation | Credit | 0 | 3 | |
| | This course is about the analysis of financial information - particularly firms' | | | s' | |
| | financial statements - for making decisions to invest in b | usinesses. T | The prin | nary | |
| | focus is on equity (share) valuation. The methods of fund | damental an | alysis w | ill be | |
| | examined in detail and applied in cases and projects invo | - | - | | |
| | Topics include models of shareholder value, a compariso | | | 0 | |
| | and discounted cash flow approaches to valuation, the analysis of profitability, | | | | |
| | growth and valuation generation in a firm, testing the qu | • | | | |
| Course | forecasting earnings and cash flows, pro-forma analysis | | | | |
| Objectives | analysis of risk, and the determination of price/earnings ratios. | and market | -to-book | 5 | |
| | The course will be taught from the perspective of a secur | rity analyst | – partic | ularly | |
| | 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 | 12105 | | | |
|----------------------|--|---------------------------|-----------|---------|
| Course Name | Seminar on Managerial Accounting | Credit | F | S |
| Course runne | Seminar on Manageriar Accounting | cicuit | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To introduce the concept of Strategic Cost Management topics on the managerial accounting research, including EVA, compensation and incentive, R&D etc. which management accounting research; and 2.To explore the new research issues in management accounting context of the management | g performar may be app | nce evalu | uation, |

| Course Code | 01799 | | | |
|----------------------|--|---|----------------------|--------------------|
| Course Name | Research Methodology | Credit | F 0 | S 3 |
| 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 processtrategies, collecting and analyzing research data, proposals and reports; and 3.To know how to obtain the required information throug in writing research papers and solving management principal section. | esses, desig and prepa gh appropria | gning re aring re | esearch esearch |

| Course Code | 12104 | | | |
|----------------------|---|----------|---|---|
| Course Name | Seminar in Empirical Tax Research | Credit | F | S |
| Course Maine | Seminar in Empirical fax Research | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are: 1.to provide a broad understanding of the tax research research issues in tax theory and practice; 2.to learn the most recent tax practices of Taiwan and Ch 3.to introduce tax systems of other countries so as to perspectives. | ina; and | | |

| Course Code | 03008 | | | |
|----------------------|--|---|--|---|
| Course Name | Financial Theory | Credit | F 3 | S 0 |
| Course Objectives | The course introduces the fundamentals of corporate fin financial management: capital budgeting (long-term invest policy and the working capital management. The course s to practice. By the handout complied by the instructor, the 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 resear e of corport Securities. | sion), fir ng from or explai rch pape orate fi | nancial theory ins the ers. In |

| Course Code | 07897 | | | |
|----------------------|---|--|---|---|
| Course Name | Risk Management | Credit | F 0 | S 3 |
| Course Objectives | This course aims to provide students a broad perspec containing traditional risk management and insurance management. The students are expected to build a cor framework 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 2. institutional structure 3. regulations 4. database management 5. quantitative procedures | and other nprehensive increasing features of ic policies | types of ely cond business the ins | of risk ceptual s value urance |

| Course Code | 05864 | | | | |
|-------------|---|--------------|---------|---------|--|
| Course Name | Managerial Control System | Credit | F | S | |
| | Wanageria Control System | Cicuit | 0 | 3 | |
| | The objectives of this course are | | | | |
| | 1.To introduce students with the basic concepts, applications, case studies, and | | | | |
| | recent development in practices for managerial control sy | ystem; | | | |
| Course | 2.To introduce students how to integrate those important managerial control | | | | |
| Objectives | systems, such as the balanced scorecard (BSC), activity | based costin | ng (ABC | C), and | |
| | intellectual capital (IC); and | | | | |
| | 3.enable students to design, measure, evaluate, and manage different systems, for | | | | |
| | planning, controlling and decision making. | | | | |

Applied Statistics

| MS Program in Applied S | MS Program in Applied Statistics - Evening and Weekend - | | 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 |
| Elective credit hours of the graduate institute in | Statistical Methods for the Social Science | 31623 | 1 | 3 |
| other sections | Customer Relationship Management | 10985 | 1 | 3 |
| | The Application of Regression Methods | 22133 | 1 | 3 |
| | Applied Multivariate Statistics Analysis | 05947 | 1 | 2 |
| | Forecasting Methods | 19167 | 1 | 3 |
| | Special Topics in Big Data I | 24132 | 1 | 1 |
| | Special Topics in Big Data II | 24133 | 1 | 1 |
| | Statistics | 02222 | 1 | 2 |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Nome | Thesis | Credit | F | S |
| Course Name | 1 liesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 12486 | | | |
|-------------------|--|------------|------------|----------|
| Course Nome | Integration Management | ent Credit | F | S |
| Course Name | Integration Management | Credit | 3 | 0 |
| 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 | 24514 | 24514 | | | | | |
|-------------------|---|---|--|-----------------------------|--|--|--|
| Course Name | Dessenth Mathedalagy and Seminar | Credit | F | S | | | |
| Course Name | Research Methodology and Seminar | Credit | 0 | 3 | | | |
| Course Objectives | The main purpose of this course is to improve stud write academic articles. The emphasis will be on d ability and learning various techniques to structure discovering new ways of thinking about reading ar objectives of this course are: 1. To train students with the capability for reading a articles; 2. To direct students with the skills for academic pa solving; 3. To introduce the library resources and Internet re 4. To teach the basic concept of research methodol 5. To guide the ways of writing research proposals 6. To enlighten students with suitable presentation | eveloping s logical arg ad writing p internationa apers writin esearch; ogy; and reports | tudents' 1 uments, a process. T al academ ag and pro | reading and he nic | | | |

| Course Code | 24085 | | | | |
|-------------------|---|--------------|------------|---------|--|
| Course Name | Introduction to Data and Information Collecting | Credit | F | S | |
| Course Name | and Converging Technique | Clean | 3 | 0 | |
| | This course consists of two parts, the first one is th | e collecting | method of | of data | |
| | and information, and the second one is the converg | ging techniq | ue of data | and | |
| | information. The learning objectives are to let the l | earners und | lerstand: | | |
| | A. part-one- | | | | |
| | 1. the concepts and theories of a survey. | | | | |
| | 2. the methods of data collection. | | | | |
| | 3. the questionnaire design. | | | | |
| Course Objectives | 4. the Database sampling technique. | | | | |
| | 5. the analytic processes through case-studies by using the statistical software. | | | | |
| | B. part-two- | | | | |
| | 1. the emerging programming skills for analytic processing. | | | | |
| | 2. the concepts and practice of information retrieval. | | | | |
| | 3. the NoSQL database for semi-structural and non-structural data. | | | | |
| | 4. how to answer the requirements of the case studies by using the | | | | |
| | programming approaches. | | | | |

| Course Code | 20879 | | | |
|---|------------------------------|--------|---|---|
| Course Nome | Datahasa and Data Managament | Credit | F | S |
| Course Name | Database and Data Management | Credit | 0 | 3 |
| Course Objectives This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include: | | | | |

| 1. database concepts, |
|--|
| 2. relational database design concepts, |
| 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 Nome | Durse Name Data Mining Credit | Cradit | F | S |
| Course Maine Data Minning | Data Mining | Clean | 3 | 0 |
| Course Objectives | 1.Understand DM concept 2.Using DM Tools 3.Understand DM methodology 4.Understand DM application | | | |

| Course Code | 20882 | | | |
|-------------------|---|---|--|---|
| Course Nome | Statistical Desiring Sugarant Information Southand | Credit | F | S |
| Course Name | Statistical Decision Support Information System | Credit | 3 | 0 |
| Course Objectives | Statistical decision support system can help users ar decisions based on the conditions or the datasets the for a statistical analyst who can combine the resu techniques and the statistical analysis method information system or web service. This cou programming language, the basic concepts of the implement a statistical decision support inform include: decision tree, association rules, clustering. | ey had. It is lts generate d and imp rse will in data minin nation syste | an advan ed by data plemented nclude th ng algorith em. These | ced skill mining in an he basic hms and e topics |

| Course Code | 01771 | | | |
|-------------------|---|---|---|--|
| Course Name | Quality Control | Credit | F | S |
| | Quality Control | Credit | 3 | 0 |
| Course Objectives | Quality is one of the key factors in surviving to purpose of this course is to introduce student engineering majors to familiar with the statistical design, and process improvement. This course modern approaches of quality control that can be a Topics include: (1) Construction and interpretation of various conditional sampling; specifications; Cusum conducted moving average (EWMA) control chart (3) Process capability assessment. (4) Papers reading; Special research topics in QC | techniques will cover pplied to vantrol charts ntrol charts ntrol chart | nagement to quality the found trious ind and export | t and/or control, ation of ustries. |

| Course Code | 20883 | | | | | |
|-------------------|--|--|---|---|--|--|
| Course Name | Markating Pasaarah | Credit | F | S | | |
| Course Name | Marketing Research | | 3 | 0 | | |
| Course Objectives | The objectives of this course are 1.To introduce methods of marketing research; 2.To illustrate how statistical methods could be help market segmentation; and 3.To solve practical problems through various market market segmentation is and market methods where the segmentation is a segmentation in the segmentation is a segmentation. | To introduce methods of marketing research; To illustrate how statistical methods could be helpful in market positioning and market segmentation; and | | | | |

| Course Code | 31623 | | | |
|-------------------|---|--------------|------------|---------|
| Course Name | Statistical Methods for the Social Science | Credit | F | S |
| Course Manie | Statistical Methods for the Social Science | Credit | 0 | 3 |
| Course Objectives | The purpose of this course is to help students unde and principles of social science. The statistical m include item response theory, structural equation analysis, etc. | ethods for t | the social | science |

| Course Code | 31623 | | | | |
|-------------------|---|--------------|------------|---------|--|
| Course Name | Statistical Methods for the Social Science | Credit | F | S | |
| Course Maine | Statistical Methods for the Social Science | Credit | 0 | 3 | |
| Course Objectives | The purpose of this course is to help students unde and principles of social science. The statistical m include item response theory, structural equation analysis, etc. | ethods for t | the social | science | |

| Course Code | 10985 | | | | | |
|-------------------|--|---|---|---|--|--|
| Course Nome | Customer Balationshin Management | Credit | F | S | | |
| Course Name | Customer Relationship Management | Credit | 0 | 3 | | |
| Course Objectives | The objectives of this course is to give an overvie customer relationship management (CRM) and data methodologies and applications of CRM and DI analytical approaches for customer relationship valuation at each stage of the customer lifecycle, de identification of good prospects for customer acquis 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 of manageme ealing with sition; custo ntation; custo ocus of thi ed technique re the studes | DM) as we course we and and a problems omer deve stomer va s course es in hance nts are rea | ell as the ill cover customer s such as: elopment alue and will be dling real quired to | | |

| Course Code | | 22133 | | | | | |
|-------------------|---|--|-------------|-----------|----|--|--|
| Course Name | The App | application of Pagrassian Mathada | | F | S | | |
| Course Name | The Application of Regression Methods Cre | Credit | 0 | 3 | | | |
| | The obje | ectives of this course are as follows: | | | | | |
| | 1. To | introduce some practical concerns of app | lying Regre | ssion-bas | ed | | |
| | mo | odels, such as: | | | | | |
| | a. | a. Nonlinear function form. | | | | | |
| | b. Non-normal random error districution. | | | | | | |
| | c. Non-independent random error. | | | | | | |
| Course Objectives | d. | Hetegoreneity. | | | | | |
| Course Objectives | 2. To introduce how to deal with these practical concerns via corresponding | | | | | | |
| | en | haced models and real data analysis skills | , such as: | | | | |
| | a. | Generalized additive model. | | | | | |
| | b. | Generalized linear model. | | | | | |
| | с. | Hierarchical liner model. | | | | | |
| | d. | Mixed effects model. | | | | | |
| | e. | Generalized least squares model. | | | | | |

| Course Code | 05947 | | | | |
|-------------------|--|----------------------------|------------|-------|--|
| Course Name | Applied Multivariate Statistics Analysis | Credit | F | S | |
| | Applied Multivariate Statistics Analysis | Clean | 2 | 0 | |
| Course Objectives | The objectives of this course are: To provide the core and the the central idea of that will be applied in the solution of problem application for further study; To introduce some recently developed methods. To illustrate the main concepts by a variety of the solution of the solution of the solution of the solution. | ms in statisti ods; and | cal theory | y and | |

| Course Code | 19167 | | | | |
|-------------------|---|---------------|------------|-----------|--|
| Course Name | Foreasting Methods | Credit | F | S | |
| Course Name | Forecasting Methods | Cieun | 0 | 3 | |
| Course Objectives | The objectives of this course are: 1. To develop effective skills in analyzing busine description, explanation and forecast. 2. To combine knowledge of probabilistic models of perform empirical comparisons of various apprendict Machine Learning techniques). | of stochastic | c processe | es and to | |

| | 8 1 / | | | | |
|-------------------|---|--------|---|---|--|
| | | | | | |
| Course Code | 24132 | | | | |
| Course Name | Special Topics in Big Data I | Credit | F | S | |
| | | Credit | 0 | 1 | |
| | 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 big data analytics can be applied to | | | | |
| | different disciplinary studies. | | | | |

| Course Code | 24133 | | | | | | |
|-------------------|--------------------------------|--------|---|---|--|--|--|
| Course Name | Special Topics in Big Data II | Credit | F | S | | | |
| Course Mame | Special Topics III Big Data II | Credit | 0 | 1 | | | |
| Course Objectives | • • • | - | To invite distinguished guest speakers to deliver speeches; and To provide a general perspective on how big data analytics can be applied to | | | | |

| Course Code | 02222 | | | | |
|---|---|--------|---|---|--|
| Course Name | Statistics | Credit | F | S | |
| Course Maine | Statistics | Clean | 2 | 0 | |
| The objectives of this course are: | | | | | |
| | 1. To introduce the basic concept of research methodology applied in academic and practical research; | | | | |
| Course Objectives2. To learn the methods of conducting research processes, designing strategies, collecting and analyzing research data, and preparing re proposals and reports; and 3. To know how to obtain the required information through appropriate | | | | | |
| | approaches in writing research papers and solving management problems. | | | | |

Finance

| MS Program in Finance - Evening and Weekend - | | code | classes | Credit hours |
|---|--|--------|---------|-----------------|
| | Integration of Management | 12486 | 1 | 3 |
| | Investment Decisions | 10687 | 1 | 3 |
| Required common credit | The practice of fixed income securities | 23459 | 1 | 3 |
| hours of the graduate institute | Futures and Options | 03408 | 1 | 3 |
| | The Practice of Corporate Finace | 23458 | 1 | 3 |
| | Thesis | 00041 | 1 | 6 |
| | Business Forecasting | 02058 | 1 | 3 |
| | Securitization | 08951 | 1 | 3 |
| | Risk Management and Insurance | 17857 | 1 | 3 |
| | Analysis of the Global Economy and Industry | 19998 | 1 | 3 |
| Elective credit hours of | Finance Forum-Course in English | 19066 | 1 | 3 |
| the graduate institute in other sections | The Supervision of Securities Market | 13034 | 1 | 3 |
| | Financial Computation and Software Applicatio | 21006S | 1 | 3 |
| | Financial Marketing | 23097 | 1 | 3 |
| | Big Data Analysis and Applications | 24562 | 1 | 3 |
| | Digital Finance | 24106 | 1 | 3 |

| Course Code | 12486 | | | |
|----------------------|--|--------|----------|--------|
| Course Name | Integration of Management | Credit | F 3 | S 0 |
| Course Objectives | The objectives of this course are 1.To increase managerial ability through the cultiva capability; and 2.To enhance familiarity with cross-functional specialties | | neir vis | ionary |

| Course Code | 10687 | | | | |
|----------------------|---|--------|---|---|--|
| Course Norma | Investment Decisions | Credit | F | S | |
| Course Name | me Investment Decisions | Credit | 3 | 0 | |
| Course Objectives | This course is designed to investigate investment decisions from a globa perspective as well as a shareholder-value-maximization objective. Students wil learn how to improve their investment decision making by: 1. Having timely information on population, production, inflation, wealth measures and capital market structure in both developed and emerging economies. 2. Using empirically tested investment analysis to build and maintain a diversified portfolio. | | | | |
| | 3. Focusing on the value their corporate and business-level strategies are creating. | | | | |

| Course Code | 23459 | | | | |
|--|--|---------------|----------|----------|--|
| Course Name | The Practices of Fixed Income Securities | Credit | F | S | |
| Course Maine | The Practices of Fixed Income Securities | Credit | 0 | 3 | |
| | The objective of this course is to introduce the practices of | of fixed inco | ome secu | irities. | |
| | Topics covered in this course include | | | | |
| | 1. Introduction to fixed income products and markets; | | | | |
| | 2. Fixed income agreements and terms; | | | | |
| | 3. Cash flow estimation and simulation; | | | | |
| | 4. Fixed income risk and return analysis; | | | | |
| | 5. Basic bond valuation ; | | | | |
| Course | 5. Concept of term structure of interest rates; | | | | |
| Objectives | 7. Practice of fixed income security valuation; and | | | | |
| | 8. Application of fixed income management | | | | |
| | Students enrolled in this course are required | | | | |
| | 1. to estimate possible cash flows of a practical fixed income securities; | | | | |
| | 2. to price plain bond as well as option embedded bonds | using simul | ation; | | |
| | 3. to present a fixed income case study in class; and | | | | |
| 4. to accomplish a term paper on a fixed income agreement. | | | | | |

| Course Code | 03408 | | | | |
|---|---|-------------|----------|--------|--|
| Course Name | Futures and Options | Credit | F | S | |
| | i utures and options | crean | 0 | 3 | |
| | The learning objectives of this course include: | | | | |
| 1. The basic characteristics of derivative contracts. | | | | | |
| | 2.No arbitrage pricing bounds of futures, options and | other deriv | atives s | uch as | |
| | swap, etc. | | | | |
| Course | 3.Trading strategies of options. | | | | |
| Objectives | 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 | 23458 | | | | | |
|----------------------|---|--------|--------|--------|--|--|
| Course Name | The Practices of Corporate Finance | Credit | F 3 | S 0 | | |
| Course Objectives | The Practices of Corporate FinanceCredit30The course focuses on the issues associated with these three policies of financial management: investment decision, financial policy and working capital management. Detailed topics include the introduction of cash flow, capital budgeting, issuing securities to the public, cost of capital, capital structure and dividend policy. Moreover, some further corporate finance issues might also be illustrated, such as international corporate finance, mergers and acquisitions, firm valuation. This course not only provides a clear conception of corporate finance but also stress putting theory into practice. | | | | | |

| Course Code | 00041 | | | |
|----------------------|--|--------|---|---|
| Course Neme | Thesis | Credit | F | S |
| Course Name | Thesis | | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 02058 | | | |
|----------------------|--|-------------------------|---------------------|---------------|
| Course Name | Business Forecasting | Credit | F | S |
| Course raune | Business i orecusting | creat | 0 | 3 |
| Course Objectives | This course would provide a comprehensive and sy financial time series models, the methodology of ne application to modeling and prediction of financial data. the students could enhance their ability to explain the en- economy and to do the business forecasting. | ural netwo Upon cour | orks and se comp | their detion, |

| Course Code | 08951 | | | |
|----------------------|---|---|---|-------------------------------|
| Course Neme | Securitization | Credit | F | S |
| Course Name | Securitization | Credit | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To introduce the principles, structures, and investment major types of asset securitization, including resid securities, commercial mortgage backed securities, au credit card ABS, Asset-backed commercial paper (AB backed securities, CBO/CLO/CDO, and real estate back | lential mor to loan bac CP), Housi ced securitie | rtgage b ked secong ng equites; and | backed urities, by loan |
| | 2.To discuss the impact of new Basel Accord (Basel II) o | n asset secu | iritizatio | on. |

| Course Code | 17857 | | | |
|----------------------|---|--|--|---|
| Course Name | Risk Management and Insurance | Credit | F 3 | S 0 |
| Course Objectives | This course aims to provide a general framework for thi risk and a broad knowledge of insurance and risk objectives of the course include, (1) to provide students with a broad perspective of ris traditional insurance risk management as well as other t are introduced together; (2) to provide students with a conceptual framewor management and insurance decisions to increase busin welfare (b) understanding insurance contracts and ins insurance industry including their relationship to other f futures and options (c) understanding the effects of an policies that affect risk and allocation of risk among busi (3) to enhance the ability of students to think and solve risk management that confront business managers and in | management sk manager types of rist ork for (a) tess value at titutional for inancial cont d the ration ness and ind analytical | nt. The ment in k manag makin and indi eatures ntracts s nale for dividual | major which gement g risk ividual of the uch as public s; and |

| Course Code | 19998 | | | | |
|--------------|---|-------------|-----------|-----|--|
| Course Name | Analysis of the Global Economy and Industry | Credit | F | S | |
| Course Manie | Analysis of the Global Leonomy and medisity | Cicuit | 3 | 0 | |
| | This program is to cultivate students a global vision and | to understa | nd a gloł | bal | |
| | influence. It overall analyzes the phenomenon, process and effect of the economic | | | | |
| | globalization. The topics focuses on the process of globalization, which includes | | | | |
| Course | the great background of drastic technological changes and the interaction among | | | | |
| Objectives | the trans-corporation, countries and benefit groups. It also discusses about the | | | | |
| | developmental characteristics of the different sectors. In the completion of this | | | | |
| | course students can understand the process of globalizing economy and have | | | | |
| | international vision in the 21 st century. | | | | |

| Course Code | 19066 | | | |
|----------------------|--|---------------|--------|---------|
| Course Name | Finance Forum-Course in English | Credit | F 0 | S 3 |
| Course Objectives | The objectives of this course include: 1.To acquaint with the contemporary issues in business a 2.To bring finance and economics to practical use b textbooks and current business events; and 3.To be fluent in oral presentation of financial issues in F | y integration | | ries in |

| Course Code | 13034 | | | |
|----------------------|---|--------|-------|---------|
| Course Name | The Supervision of Securities Market | Credit | F | S |
| Course Manie | | Clean | 0 | 3 |
| Course Objectives | This objectives of this course are 1.To provide a thorough grounding in the theory marketsincluding primary market and secondary market; 2.To have the knowledge of how the market operates. | - | ce of | capital |

| Course Code | 21006 | | | | | |
|----------------------|--|--------|---|---|--|--|
| Course Name | Financial Computation and Software Application | Credit | F | S | | |
| Course Name | Financial Computation and Software Application | Cleun | 3 | 0 | | |
| Course Objectives | 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 | 23097 | | | | |
|----------------------|--|--|--|-----------------|--|
| Course Name | Financial Marketing | | Credit F | | |
| Course Maine | Financial Marketing | Clean | 3 | 0 | |
| Course Objectives | The objective of this course is to provide students with ficoncepts and to improve students' abilities to implement activities in financial industries. Upon course completion able to: Realize the concepts of financial marketing. Understand the meanings and procedure of strateging industries. Understand the meaning of segmenting, targeting, financial industries. Understand the characteristics of financial product Utilize marketing theory to analyze financial firm' | marketing n n, the studen ic marketing and position s and servic | related hts shoul g in fina hing (ST es. | ncial TP) in | |

| 6. | Learn the skills of marketing planning and apply marketing management in an effective manner. |
|----|---|
|----|---|

| Course Code | 24562 | | | |
|----------------------|--|-------------|--------|--------|
| Course Name | Big Data Analysis and Applications | Credit | F 3 | S 0 |
| Course Objectives | To discuss the concept of Big Data and its analysis tools. To take some examples to find out the patterns by collect analysis tools, and then visualize the results. To Invite professional instructors to give lectures for help understanding on Big Data analysis and its applications. | ing informa | | - |

| Course Code | 24106 | | | | |
|--------------|--|--------|---|---|--|
| Course Norme | Digital Einanga | Credit | F | S | |
| Course Name | Digital Finance | Clean | 3 | 0 | |
| | The course is aimed at providing participants with insights into the concep | | | | |
| | practices of digital finance, particularly digital banking, and how to operate or | | | | |
| Course | manage it. Course goals are to: lead students to understand the evolution and | | | | |
| Objectives | development of digital banking, internet insurance, and internet securities; | | | | |
| Objectives | stimulate analytical thought about operations of digital 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. | | | | |

Information Management

| MS Program in Information | Management - Evening and Weekend - | Code | classes | Credit |
|------------------------------|---|-------|---------|--------|
| | | | | hours |
| | Thesis | 00041 | 1 | 6 |
| | Integration Management | 12486 | 1 | 3 |
| Required common credit | Management Information Systems | 02631 | 1 | 3 |
| hours of the graduate | Business Intelligence and Analytics | 23671 | 1 | 3 |
| | Research Methodology | 01799 | 1 | 3 |
| | General Topics on Electronic Commerce | 09290 | 1 | 3 |
| | Data Security | 04623 | 1 | 3 |
| | Business Process Reengineering | 09638 | 1 | 3 |
| | Case studies in Decision Support Systems | 11347 | 1 | 3 |
| | Information System Project Management | 11799 | 1 | 3 |
| Elective credit hours of the | Big Data Analysis and Applications | 24562 | 1 | 3 |
| graduate institute in other | Mobile Cloud Service Applications Design | 31354 | 1 | 3 |
| sections | Responsive Cloud Service Systems Development | 31355 | 1 | 3 |
| | Digital Finance and BlockChain | 31356 | 1 | 3 |
| | Agile Software Development | 32133 | 1 | 3 |
| | Deep Learning | 31358 | 1 | 3 |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Nome | Thesis | Cradit | F | S |
| Course Name | Thesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 12486 | | | |
|-------------------|--|--------|------------|----------|
| Course Name | Interaction Monogoment | Credit | F | S |
| Course Name | Integration Management | Credit | 3 | 0 |
| 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 | 02631 | | | |
|-------------------|---|-------------------------|---------------------------|----------------------|
| Course Name | Management Information System | Credit | F | S |
| Course r tunie | Wandgement Information System | | 3 | 0 |
| Course Objectives | Learn the principles and topics of management inf diagnosis and strategies and related researches of industry techniques. From this training, it can serve and application basis of enterprise and informa- industries. | manageme as the theo | nt on info retical for | ormation undation |

| Course Code | 23671 | | | |
|-------------------|---|--|--|---|
| Course Name | Business Intelligence and Analytics | Credit | F | S |
| Course Manie | Business Interligence 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 analytis studies from different business problems. | earch comn eeds. This business chniques. T ong data an solutions f ems. Topics he construct nniques, tex | nunity du course intelligen hese tech alysis kn rom vari may inclu ion of OI t and web | e to the provides ce, data nologies owledge ous data ide basic _AP and o mining |

| Course Code | 01799 | | | |
|-------------------|--|--------|---|---|
| Course Name | Research Methodology | Credit | F | S |
| Course Maine | Research Methodology | Clean | 0 | 3 |
| | The objectives of this course are | | | |
| Course Objectives | The objectives of this course are To introduce the basic concept of research methodology that applies in academic and practical research; To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports; and To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. | | | |

| Course Code | 09290 | | | |
|-------------------|---|--------|---|---|
| Course Name | General Topics on Electronic Commerce | Credit | F | S |
| Course Manie | General Topics on Electronic Commerce | | 0 | 3 |
| Course Objectives | The course will introduce general topics of electronic commerce, basic management concepts, and techniques which are needed by organizations and individuals for electronic commerce applications. It will facilitate students to understand fully about the development, applications and management of electronic commerce. | | | |

| Course Code | 04623 | | | |
|-------------------|---|--------------|------------|------|
| Course Name | 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 cryptograph | ny and Inter | net securi | ity. |

| Course Code | 09638 | | | | |
|-------------------|---|--------|---|---|--|
| Course Name | Business Process Reengineering | Credit | F | S | |
| | | | 3 | 0 | |
| 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 | 11347 | | | | | |
|-------------------|---|--------|---|---|--|--|
| Course Name | Case Studies in Decision Support Systems | Credit | F | S | | |
| | | Clean | 3 | 0 | | |
| Course Objectives | This curriculum focuses on the discussion of practical case studies once completing the introduction to the basic concept of decision support systems (DSS). Hence, the purpose of this course is to narrow the gap between academic and real works, and then stir up the combination of research and practices for increasing the business value of DSS. It is also designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today. | | | | | |

| Course Code | 11799 | | | | |
|-------------------|--|--------|---|---|--|
| Course Name | Information System Project Management | Credit | F | S | |
| Course Name | | Clean | 3 | 0 | |
| Course Objectives | Train students to not only understand the theories of information system project management but also apply theories to practical projects. | | | | |

| Course Code | 24562 | | | | |
|-------------------|--|--------|---|---|--|
| Course Name | Big Data Analysis and Applications | C I' | F | S | |
| | Big Data Analysis and Applications | Credit | 3 | 0 | |
| | 1. To discuss the concept of Big Data and its and | • | | | |
| | 2. To take some examples to find out the patterns by collecting information | | | | |
| Course Objectives | and using analysis tools, and then visualize the results. | | | | |
| | 3. To Invite professional instructors to give lectures for helping students have | | | | |
| | further understanding on Big Data analysis and its applications. | | | | |

| Course Code | 31354 | | | |
|-------------|--|--------|---|---|
| Course Name | Mobile Cloud Service Applications Design | Credit | F | S |
| | | | 3 | 0 |

| Course Objectives | The objectives of this course are to provide the students with the skills to develop enterprise level mobile applications with features of bar code scanning, speech recognition, maps, location sensor, and enterprise web services request. The topics include Service-Oriented Architecture (SOA), web services, unwitting programming or End User Development (EUD), and MIT APP Inventor. A system of enterprise cloud services is used for demonstration, discussion, and development of mobile applications. Students will be using MIT App Inventor to develop at least 8 enterprise level mobile applications. | | | | | |
|----------------------|--|--|--|--|--|--|
|----------------------|--|--|--|--|--|--|

| Course Code | 31355 | | | | |
|----------------------|---|--|---|---|--|
| Course Name | Description Classification Southerne Description | Credit | F | S | |
| | Responsive Cloud Service Systems Development | Credit | 0 | 3 | |
| Course Objectives | This course provides students the concepts of S (SOA) and the skills of Responsive Web De applications. The topics include SOA, Model-V RWD, End User Development (EUD), and the enterprise level mission critical software system develop at least 8 enterprise level RWD applicate templates taught in the course. Students need to be ideas into applications and demonstrate them in the | esign (RV View-View whole pro s. Each st ations by nave ideas | VD) for e v-Model (2 cess of de tudent will using the | enterprise MVVM), eveloping l have to program | |

| Course Code | 31356 | | | |
|----------------------|---|--|---|--|
| Course Name | Digital Finance and BlockChain | Credit | F | S |
| | | Credit | 0 | 3 |
| Course Objectives | The main objective of this course is to enable stuc- content and structure, including transaction Blockchain, P2P platform, and to explore techn Course content includes e-payment, digital bank insurance, and blockchain technology, focusing innovative service system, Robotics and tradii Cryptographic currency, Blockchain theory and ap ICO, etc. Finally, digital finance supervision discussed. Therefore, in addition to learning theor students will learn about the existing services applications of what is learned with related issues. | technolog ical and r ing, digita on issues ng, Finan plications, and secur ry and dig | y, trade nanagemen il securitie s of paym cial data Crowdfur ity issues ital finance | structure, nt issues. s, digital ent, P2P analysis, iding and will be e system, |

| Course Code | 32133 | | | | |
|--------------|--|--------|---|---|--|
| Course Norme | Agile Software Development | Credit | F | S | |
| Course Name | | | 0 | 3 | |
| Course | Understand principles and practices of Agile Software Development with project | | | | |
| Objectives | implementations. | | | _ | |

| Course Code | 31358 | | | | | |
|----------------------|---|--------|---|---|--|--|
| Course Name | Deep Learning | Credit | F | S | | |
| Course Maine | | Credit | 0 | 3 | | |
| Course Objectives | Deep LearningCredit10This course provides an overview of Knowledge Discovery and Data Mining (KDD). KDD deals with data integration techniques and with the discovery, interpretation and visualization of patterns in large collections of data. Topics covered in this course include data mining methods and the cross industry | | | | | |

Technology Management

| MS Program in Techn | 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 | Cross-Cultural Business Management | 24352 | 1 | 3 |
| | Valuation and Management | 24353 | 1 | 3 |
| | Big Data Analysis and Applications | 24562 | 1 | 3 |
| | Global Economic and Technological Change | 24355 | 1 | 3 |
| | Strategy for Global Industry | 31001 | 1 | 3 |
| | Applied Business Psychology | 31002 | 1 | 3 |
| | Cross-cultural social media marketing | 32642 | 1 | 3 |

| Course Code | 11374 | | | | | |
|-------------------|---|---|---|---|--|--|
| Course Nome | Innevation and Technology Management | Credit | F | S | | |
| Course Name | Innovation and Technology Management | | 0 | 3 | | |
| Course Objectives | 2.To improve the management skills of technolog | The objectives of this course are: 1.To learn the concept and process of technological innovation; 2.To improve the management skills of technological innovation; and 3.To learn the skills of managing innovation in various industries. | | | | |

| Course Code | 12486 | | | | |
|-------------------|---|--------|---|---|--|
| Course Name | Integration Management | Credit | F | S | |
| | | | 3 | 0 | |
| | 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 specialt | ies. | | | |

| Course Code | 16772 | | | |
|-------------------|---|--------------|-----------|---|
| Course Name | Einancial Stratagy and Management | Credit | F | S |
| Course Maine | 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, do and fund raising. | ers, junk bo | onds, fin | |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Norme | Thesis | Cradit | F | S |
| Course Name | 1 Hesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 03132 | | | | |
|---|--|--------|---|---|--|
| Course Name Industry Analysis and Competitive Strateg | Industry Analysis and Compatitive Strategy | Credit | F | S | |
| | industry Analysis and Competitive Strategy | | 0 | 3 | |
| | The objectives of this course are | | | | |
| Course Objectives | 1. To understand the advantage of country competition; | | | | |
| 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 | Credit | F | S | |
| Course Name | Interfectual Floperty Law and Science | | 0 | 3 | |
| | 1. This course provides the concept of Intellectual Property (IP) and the content | | | | |
| Course Objectives | of the Law. | | | | |
| | 2. How to use IP well and develop the Competitive Intelligence. | | | | |

| Course Code | 30294 | | | | |
|-------------------|---|--------|---|---|--|
| Course Name | Organizational Innovation and Human Resource | Credit | F | S | |
| Course Name | Management | Credit | 0 | 3 | |
| | The objectives of this course are | | | | |
| Course Objectives | 1. To provide both theory and practical case discussions; | | | | |
| | 2. To understand the evolution of management organization theories thoughts | | | | |

| and contemporary management/ human resources management challenges in |
|--|
| organizational innovation; and |
| 3. To learn the management problem solving skill through case studies. |

| Course Code | 16530 | | | |
|-------------------|---|---|----------------------------------|----------------------------|
| Course Name | Corporate Investment and Risk Management | Credit | F | S |
| Course Maine | Corporate Investment and Kisk Management | Clean | 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 financial 3.Valuation models and fundamental analysis 4.Alternative risk measures, including standard dev Monte Carlo simulation technique. 5.Hedge opinions and tools, including diversification management, exchange rate risk management, immu options. 6.The concept of credit risk | agement te assets iation, valu ation, inte | chnique ue at ris rest rat | s. The sk and e risk |

| Course Code | 17614 | | | |
|-------------------|--|---|---|--|
| Course Norma | Thesis Writing and Dessarsh Mathedala and | Credit | F | S |
| Course Name | Thesis Writing and Research Methodology | Credit | 3 | 0 |
| Course Objectives | This course will provide a structure as a starting pe what a thesis should set out to achieve. Firstly, crit reviewed. Then justification for the structure of a t discussed. Secondly, we will discuss the process project including formulating a research questi research design, and collecting and analyzing the each of the five sections of a thesis in some detail: methodology, analysis of data, and conclusions an | teria for judg thesis and w of how to c ton, choosir data. Finall introduction | ging a rese riting styl onduct a ng an app y, we will , literature | earch are e will be research propriate l discuss |

| Course Code | 24350 | | | |
|-------------------|--|---|---|---|
| Course Name | Internet of Things and Manufacturing Service | Credit | F | S |
| | Management | Credit | 0 | 3 |
| Course Objectives | topic in industry 4.0 and communication industry creative applications in the whole market such a market, factory and industrial technology. Tradit toward service-oriented value creation and the wor economy. Investigating manufacturing service m topic in academic and industry. The objectives of 1. To introduce IoT technology for all studer background; 2. To describe the applications of IoT in securit factory and industrial technology; 3. To analyze contemporary theory and applicati operations in a global business environment; and 4. To expose students to information, theories, and | ts and Manufacturing Service $Credit$ F S Credit 0 3 s (IoT) recently has become an increasingly hot and popular 4.0 and communication industry. This new technology makes bons in the whole market such as securities market, financial nd industrial technology. Traditional industries have moved ented value creation and the world is moving towards a service gating manufacturing service management is also a growing and industry. The objectives of this course include: IoT technology for all students even without technology temporary theory and applications of manufacturing service obal business environment; and ents to information, theories, and concepts while sharpening aking, problem solving, and communication skills in order to | | |

| Course Code | 24352 | | | | |
|-------------------|--|--------------|------------|---------|--|
| Course Name | Cross-cultural Business management | Credit | F | S | |
| Course Maine | Cross-cultural Busiliess management | | 3 | 0 | |
| Course Objectives | The objectives of this course are 1. To understand the impact of culture in business 2. To understand society and business culture of E 3. To learn to deal with cultural differences in busi | urope, Japai | n and Indi | ia; and | |

| Course Code | 24353 | | | | |
|-------------------|--|---|---|---|--|
| Course Norma | Valuation and Management | Caradita | F | S | |
| Course Name | Valuation and Management | Credit | 3 | 0 | |
| | The purposes of this course are | | | | |
| Course Objectives | 1. To acquaint how a company manages and create | 1. To acquaint how a company manages and creates its value; | | | |
| Course Objectives | 2. To emphasize on valuation and management; and | | | | |
| | 3. To understand what and how factors influences value of a company. | | | | |

| Course Code | 24562 | | | | | |
|-------------------|--|---|---|---|--|--|
| Course Name | Pig Data Analysis and Applications | Credit | F | S | | |
| Course Manie | Big Data Analysis and Applications | | 3 | 0 | | |
| | 1. To discuss the concept of Big Data and its analysis tools. | | | | | |
| | 2. To take some examples to find out the patter | 2. To take some examples to find out the patterns by collecting information | | | | |
| Course Objectives | and using analysis tools, and then visualize the results. | | | | | |
| | 3. To Invite professional instructors to give lectures for helping students have | | | | | |
| | further understanding on Big Data analysis and its applications. | | | | | |

| Course Code | 24355 | | | |
|-------------------|--|-----------|---|---|
| Course Name | Clobal Economic and Technological Change | Credit | F | S |
| Course Maine | Global Economic and Technological Change | | 0 | 3 |
| Course Objectives | The objectives of this course are 1.To analyze global economy with macroeconomi 2.To grasp the information of technological technological frontier; and 3.To acquaint with the industry environment of foundation of valuation and policy making. | changes f | 1 | |

| Course Code | 31001 | | | |
|-------------------|---|--|---|---|
| Course Norma | Starte en for Clobel Industry | Credit | F | S |
| Course Name | Strategy for Global Industry | Credit | 0 | 3 |
| Course Objectives | This course aims to provide students with a set of for understanding business competitions, incentive and barriers to mutually beneficial outcomes. The first module – Industrial value network is a aware the existence of business environmer cooperators in up- and downstream, supporters for of integrated strategic system. And there are son such as the relationship among network members, value creation, etc. These would be helpful for the 1. To learn the theory about industrial analysis business resources, competitiveness. 2. To build-up integrated strategic network syste 3. the match of business network resources and business resources and business network resources. | e structures The design a course trie at which i other resou me related r the business e students. of coopera m via business env | , decision of this c as to help nclude c rces woul manageria s process n tive netw | learners perating d be part l topics, redesign, ork, and |

| network analysis, and inter-organizational management |
|---|
| The second module 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 ideas of strategic thinking in different situations. |

| Course Code | 31002 | | | |
|-------------------|--|-----------------------------|-----------|----------|
| Course Name | Applied Business Psychology | Credit | F | S |
| Course Manie | Applied Busiless Fsychology | Clean | 0 | 3 |
| Course Objectives | The objectives of this course are for the students: To learn the neural mechanisms to application To understand consumers' psychology and consumer behavior. To learn how people make financial investme psychology instead of rationality. | ns of busines build an a | nalysis n | nodel of |

| Course Code | 32642 | | | | |
|-------------------|--|--------|---|---|--|
| Course Name | Cross-cultural social media marketing | Credit | F | S | |
| Course mame | Cross-cultural social media marketing | | 0 | 3 | |
| | The objectives of this course are | | | | |
| | 1.To understand the cross-cultural marketing and social media marketing issues | | | | |
| Course Objectives | 2.To understand the global marketing environment | | | | |
| | 3.To learn analyzing and targeting cross-cultural social media marketing | | | | |
| | opportunities and managing global marketing programs | | | | |

MSE Programs – Full-Time –

• Social Enterprise

Social Enterprise

| MS Program in | MS Program in Social Enterprise - Full-Time - | | Classes | Credit hours |
|-------------------------------|---|-------|---------|-----------------|
| | Research Methodology for Social Science | 20903 | 1 | 3 |
| | Community Engagement(I) | 24479 | 1 | 2 |
| common credit hours of the | Community Engagement(II) | 24480 | 1 | 2 |
| department | Business Ethics | 00292 | 1 | 2 |
| | Thesis | 00041 | 1 | 6 |
| | 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 |
| | 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 in action | 31838 | 1 | 3 |
| | Social Design | 30519 | 1 | 3 |
| | Purpose-driven Project Implementation | 31837 | 1 | 1 |
| | Special topic on community empowerment | 30476 | 1 | 3 |
| | Performance and evaluation of NPO | 19531 | 1 | 2 |
| | Social Impact Measurement | 31464 | 1 | 2 |
| | Internet journalism | 18339 | 1 | 3 |

| Course Code | 20903 | | | |
|-------------------|---|--|---|--|
| Course Name | Bassanch Mathedalagy for Social Science | Credit | F | S |
| Course Name | Research Methodology for Social Science | Credit | 0 | 3 |
| 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 of issues; and develop and apply theories in resolving facilitate students: To understand the basics of social science re To know the different qualitative and quanti procedures that are applicable to various con To cultivate capability in analyzing social en problems and in developing practical resolution | s solving a es to design conditions g problems search theo itative rese- iditions; sis writing; iterprise ma | nd social research and the pe . This cou ories; arch meth and | product methods ertaining urse will |

| Course Code | 24479 | | | |
|-------------------|--|---|---|----------------------------------|
| Course Name | Community Engagement (I) | Credit | F | S |
| | Community Engagement (I) | Clean | 0 | 2 |
| 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 intercosocial problems and in creating new opportunities 3. To give students a comprehensive understand innovations so as to construct individual learning engagement experiences. | disciplinary for social ling of the | of the car ways in developm needs fo | solving ent; and or social |

| Course Code | 24480 | | | |
|-------------------|--|--|---|----------------------------------|
| Course Name | Community Encocoment (I) | Credit | F | S |
| | Community Engagement (I) | Credit | 2 | 0 |
| 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 comof 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 learnin engagement experiences. | disciplinary for social ding of the | of the car ways in developm needs fo | solving ent; and or social |

| Course Code | 00292 | | | |
|-------------------|--|------------|---------------------------|------------------------|
| Course Name | Business Ethics | Credit | F | S |
| | Business Ethics | Clean | 0 | 2 |
| 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 g | lobal persj air, reeng | pectives, gineering |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Nome | Thesis | Cradit | F | S |
| Course Name | Thesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 30521 | | | |
|-------------------|--|-------------|------------|----|
| Course Name | Theory of Strategy and Organization for Social | Credit | F | S |
| | Enterprise | Credit | 3 | 0 |
| 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 er theory of strategy and organization. | studying th | e theory o | of |

| Course Code | 19876 | | | |
|-------------------|--|--|------------------------------------|---|
| Course Name | Social Enterprise Management | Credit | F | S |
| Course Maine | Social Enterprise Management | Clean | 3 | 0 |
| Course Objectives | The objectives of this course are: To develop new business concepts with social gormanagerial system which are distinct from the trapure commercial objectives; To recognize the existing social systems and social enterprise; To provide concrete examples of social entreprent techniques and management concepts; and To establish metrics for the assessment of the soc enterprise business and technology performance. | ditional bus al contexts c eurship, feas | iness pur f social sible ope | C |

| Course Code | 24481 | | | | | |
|-------------------|---|--------|---|---|--|--|
| Course Name | Project Management for Social Enterprise | Cradit | F | S | | |
| Course Name | Project Management for Social Enterprise | Credit | 0 | 3 | | |
| Course Objectives | Project Management for Social Enterprise Credit | | | | | |

| Course Code | 21302 | | | |
|-------------------|---|---|--|---|
| Course Name | Design Thinking and Innovation | Credit | F | S |
| | | Clean | 0 | 3 |
| Course Objectives | The Objectives of this course are to equip students v 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 th class discussions, and projects to accumulate con design and related business operations. | s, product esign mana usiness an other bu neory build | design n gement ac d profit siness fu ling, case | nethods, ctivities, models, nctional studies, |

| Course Code | 22218 | | | | | |
|-------------------|---|-------------|-----|---|--|--|
| Course Name | Marketing Management for Social Entermise | Credit | F | S | | |
| Course mallie | Marketing Management for Social Enterprise | Credit | 0 | 2 | | |
| | Through the exploration of marketing literature in | | | - | | |
| | 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; | | | | | |
| | 4. The promotion of teamwork, discussion and prob | olem solvir | ng. | | | |

| Course Code | 22220 | | | | |
|-------------------|---|-------------|------------|-----|--|
| Course Norme | Dreases Management for Social Enternaise | | F | S | |
| Course Name | Process Management for Social Enterprise | Credit | 0 | 3 | |
| | Through the exploration of the present situations of | f social en | terprises, | one | |
| | may develop proper operational and management framework. This course will | | | | |
| | cover: | | | | |
| | 1. The understanding of the process management and human resource | | | | |
| Course Objectives | management in social enterprise; | | | | |
| | 2. The development social execution, leadership and operational capabilities; | | | | |
| | 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 | | |
| Course Name | Social Enterprise | Credit | 0 | 3 | | |
| | The students will be able to: | | | | | |
| | 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 | | | | | |
| Course Objectives | 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 | 31838 | | | | |
|-------------------|---|--|---|---|--|
| Course Name | Social antropyonourship in action | Credit | F | S | |
| | Social entrepreneurship in action | Credit | 3 | 0 | |
| Course Objectives | continuous validation of customers/stakeholders' p and social issues. Via validation of interview and questionnaire, grou followings from the perspectives of customers'/sta business model, and social issues: 1) Important hy | Establish the sustainable business model that could solve social issues through continuous validation of customers/stakeholders' pain points, business model, and social issues. Via validation of interview and questionnaire, groups will present the followings from the perspectives of customers'/stakeholders' pain points, business model, and social issues: 1) Important hypothesis, 2) Result of validation, and 3) Lesson learned. The goal is to revise business models from | | | |

| Course Code | 30519 | | | |
|-------------------|--|--------|---|---|
| Course Name | Social Design | Credit | F | S |
| | | Clean | 0 | 3 |
| Course Objectives | Introduce evolution of design thinking and designed; Learn and practice social design process; and Learn how to apply "social design" for social e service design. | | | |

| Course Code | 31837 | | | | | | |
|-------------------|---------------------------------------|--------|-----|--|--|--|--|
| Course Name | Purpose-driven Project Implementation | Credit | F | S | | | |
| Course Maine | Fulpose-driven Froject implementation | Clean | 1 | 0 | | | |
| Course Objectives | | s; | 1 0 | To learn project design and implementation through hands-on projects; To apply social innovation knowledge to projects; | | | |

| Course Code | 30476 | | | | |
|-------------------|--|--|-----------------------------------|--------------------|--|
| Course Name | Special Tania on Community Empowerment | Credit | F | S | |
| | Special Topic on Community Empowerment | Credit | 3 | 0 | |
| Course Objectives | By reading and discussing extensive literature, this students to think and reflect deeply on the theoretic development processes, operational methods, and c the work of community empowerment. In so doing understanding of community empowerment, and en creative manner in the future. | al assumpt contempora , students c | ions, iry practic can broad | ces of en their | |

| Course Code | 19531 | | | | |
|-------------------|--|--------|---|---|--|
| Course Norme | Performance and Evaluation of NPO | Credit | F | S | |
| Course Name | Performance and Evaluation of NPO | Credit | 2 | 0 | |
| Course Objectives | The objectives of this course are for the students: To learn the theories and practical methods of performance management To understand the decision logic and human resource management; To establish the overall concepts of performance management; and To realize how to apply the theories to practical situations through the complement of practical cases. | | | - | |

| Course Code | 31464 | | | | | | |
|-------------------|---|--|--|--|--|--|--|
| Course Name | Social Impact Measurement | Credit | F | S | | | |
| | | | 2 | 0 | | | |
| Course Objectives | Introduction of Economic forms Introduction of the background and origin of diff economy, market economy, moral economy, soli economy, ethnic economy and other economic will also introduce the system of reciprocity, ce exchange system to understand the operation of Introduction to social economies, non-profir enterprises There are different social and economic operatin not only the market economy model. For examp mechanisms or shelter centers which accept we in labor market. Other example such as social economy in Canada and Nordic countries. In ad attention on hybrid organization such as solidari social enterprise that emering in recent years. S. Social impact measurement | idarity econ models. At ntral distrib the econom t organiza g mechanis le, there are saker or dis l economy ldition, we | nomy, con t the same pution and nic world tions and sms in our e many pr advantage r and coor need to p | nmunity e time, I d market d social c society, rotective e people operative aay more | | | |

| How to measure the impact and outcom is a critical issue for social and |
|--|
| economic organizations. How to calim the legitimacy of an oarganization by |
| precise outcome is also an ambigious situation. And, how to mesaure the |
| outcome of financial-social return is another difficult technique. In this |
| course, we will introduce SROI/social return on investment, SRS (social |
| standard report), DV (demonstrating value) and other related methods to |
| show how to evaluate the projects' performance and demostration. |

| Course Code | 18339 | | | | | |
|----------------------|---|--|---|---|--|--|
| Course Name | Internet journalism | Credit | F 0 | S 3 | | |
| Course Objectives | This course will lead students to explore a key topic: I Internet age practice their ideals while earning money? The practical strategy for this course is to guide stud problem or need, then create a micro-media to solve demand, and develop an adapted business or public re group of loyal fans and social forces. To subscribe, sponse solve problems together, meet needs, create ambitions reference models such as " News&Market", Chang Che Yang Haohao. This course covers four aspects: (1) Social innovation: di journalism with new technologies, new theories, and new problems; (2) Media entrepreneurship: how to plan a ver the needs of specific readers; 3) Implementing R development model of "development, evaluation, ar execution of the business plan and the making of the m (4) Social dialogue: in the stage of thinking, planning, exe Constantly absorb the wisdom of the group and connect | ents to dis the problem evenue mod or, and supp s, and main eng, Chu Sl iscussing he w methods rtical media &D: Thro ad learning inimum fea | cover a m or me lel to at port this ntain su hu-Chua ow to co to solve a that can ugh the g", the asible pr d achieve | social eet the tract a media, rvival; un, and ombine social n meet e lean actual roduct; ement, | | |

MSE Programs – Evening and Weekend –

• Social Enterprise

Social Enterprise

Course list

| MS Program in | Social Enterprise - Evening and Weekend - | Code | Classes | Credit hours |
|-------------------------------|---|-------|---------|-----------------|
| | Integration Management | 12486 | 1 | 3 |
| Required | Research Methodology for Social Science | 20903 | 1 | 3 |
| common credit hours of the | Community Engagement(I) | 24479 | 1 | 2 |
| department | Community Engagement(II) | 24480 | 1 | 2 |
| | Thesis | 00041 | 1 | 6 |
| | 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 |
| | Process Management for Social Enterprise | 22220 | 1 | 3 |
| | Application of Strategy and Organization for Social | 30522 | 1 | 3 |
| Elective credit | Social entrepreneurship in action | 31838 | 1 | 3 |
| hours by sections | Social Design | 30519 | 1 | 3 |
| | Special topic on community empowerment | 30476 | 1 | 3 |
| | Performance and evaluation of NPO | 19531 | 1 | 2 |
| | Social Impact Measurement | 31464 | 1 | 2 |
| | News Curation | 23240 | 1 | 3 |
| | Preservation and revitalization of cultural landscape | 30477 | 1 | 3 |
| | Purpose-driven Project Implementation | 31837 | 1 | 1 |
| | Managerial Control System | 05864 | 1 | 3 |

• Course objective and prerequisites

| Course Code | 12486 | | | | |
|-------------------|--|-------------|----------|--------|--|
| Course Name | Integration Management | Credit | F | S | |
| Course Maine | Integration Management | Clean | 3 | 0 | |
| | The objectives of this course are | | | | |
| Course Objectives | 1.To increase managerial ability through the cultiv | vation of t | heir vis | ionary | |
| Course Objectives | capability; and | | | | |
| | 2. To enhance familiarity with cross-functional specialties. | | | | |

| Course Code | 20903 | | | |
|-------------------|--|--|--------------------|---------------------------------------|
| Course Norme | Descent Methodology for Social Science | Credit | F | S |
| Course Name | Research Methodology for Social Science | Credit | 3 | 0 |
| Course Objectives | In line with the overall program's objectives that emph practical management knowledge in social issues sol innovation, the course enhance students' capabilities to that enable them to grasp the ideas of actual social conc issues; and develop and apply theories in resolving pr facilitate students: 1. To understand the basics of social science resear 2. To know the different qualitative and quantitative procedures that are applicable to various conditional. To cultivate capability in analyzing social enterproblems and in developing practical resolution. | ving and s design rese litions and oblems. Th ch theories ve research ons; riting; and orise manag | is cours method | roduct ethods aining se will |

| Course Code | 24479 | | | | |
|-------------------|---|--|---|----------------------------------|--|
| Course Norme | Community Engagement (I) | Credit | F | S | |
| Course Name | Community Engagement (I) | Credit | 0 | 2 | |
| 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 cor of individuals; 2. To allow students to learn how to apply intersocial problems and in creating new opportunities 3. To give students a comprehensive understand innovations so as to construct individual learnin engagement experiences. | disciplinary for social ding of the | of the car y ways in developm a needs fo | solving ent; and or social | |

| Course Code | 24480 | | | |
|-------------------|---|--|---|----------------------------------|
| Course Norma | Community Engagement (II) | Credit | F | S |
| Course Name | Community Engagement (II) | Credit | 2 | 0 |
| 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 comof individuals; 2. To allow students to learn how to apply interest social problems and in creating new opportunities 3. To give students a comprehensive understance innovations so as to construct individual learnin engagement experiences. | disciplinary for social ding of the | of the car y ways in developm a needs fo | solving ent; and or social |

| Course Code | 00041 | | | |
|-------------------|--|--------|---|---|
| Course Nome | Thesis | Cradit | F | S |
| Course Name | Thesis | Credit | 3 | 3 |
| Course Objectives | Train students how to solve problems, do researches and write a good thesis. | | | |

| Course Code | 30521 | | | |
|-------------------|--|------------|-----------|------|
| Course Name | Theory of Strategy and Organization for Social | Credit | F | S |
| Course Maine | Enterprise | Credit | 3 | 0 |
| Course Objectives | The students will be able to: Explore the causes of the failure of PO & NF strategy and organization. Re-construct the theory of social enterprise be strategy and organization. Re-construct the management logic of social theory of strategy and organization. | y studying | the theor | y of |

| Course Code | 19876 | 19876 | | |
|--|---|--------|--------------|---|
| Course Name | Social Entermise Management | Credit | F | S |
| Course Name | Social Enterprise Management Cre | Credit | 3 | 0 |
| | The objectives of this course are: To develop new business concepts with social goals, social value and managerial system which are distinct from the traditional business | | | |
| Course Objectives | To recognize the existing social systems an enterprise; | | | |
| 3. To provide concrete examples of social entrepreneurship, feasible operating techniques and management concepts; and | | | | |
| | 4. To establish metrics for the assessment of t enterprise business and technology perform | | lue in socia | 1 |

| Course Code | 24481 | 24481 | | | | |
|-------------------|--|---|---|---|--|--|
| Course Name | Project Management for Social Entermise | Credit | F | S | | |
| Course Manie | Project Management for Social Enterprise | Credit | 0 | 3 | | |
| Course Objectives | technology of project management have become a enterprise management, the main objectives of thi 1.Understanding of the concept, methods a management; 2.Social enterprise project planning and project pl | Since the practical operation of social enterprises, the concept, method a technology of project management have become an important subject of soc 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 | | | | |

| Course Code | 21302 | | | |
|-------------------|---|--|--|---|
| Course Name | Design Thinking and Innersetion | C 1'4 | F | S |
| Course Maine | Design Thinking and Innovation | Credit | 0 | 3 |
| 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 sign 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 Maine | Marketing Management for Social Enterprise | Clean | 0 | 2 |
| Course Objectives | Through the exploration of marketing literature ir situations of social enterprises, one may develop p of social enterprise. This course will cover: 1. The understanding of the fundamentals of ma | roper marl | | • |

| 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; |
| 4. | . The promotion of teamwork, discussion and problem solving. |

| Course Code | 22220 | | | | |
|-------------------|---|---|-------------|-----------|--|
| Course Name | Process Management for Social Enterprise | Credit | F | S | |
| Course Maine | Process Management for Social Enterprise | Credit | 0 | 3 | |
| Course Objectives | Through the exploration of the present situations of develop proper operational and management frame 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 planning, recruitment, selection, training, per remuneration, and social product or service d | work. This nt and huma o and opera as: human formance e | an resource | ill ce | |

| Course Code | 30522 | | | |
|-------------------|---|----------------------------|-------------------------|--------|
| Course Name | Application of Strategy and Organization for | Credit | F | S |
| | Social Enterprise | Credit | 0 | 3 |
| Course Objectives | The students will be able to: Explore the strategic and organizational issue viewpoints of social enterprise; Learn the analysis tools of the strategy and o viewpoints of social enterprise; Learn the management control issues and too viewpoints of social enterprise; and Learn strategic, organizational and managem case study method. | rganizatior ols of PO & | n from the z NPO fro | om the |

| Course Code | 31838 | | | |
|-------------------|---|--------|---|---|
| Course Name | Social antrongonourship in action | Credit | F | S |
| | Social entrepreneurship in action | Credit | 3 | 0 |
| Course Objectives | Establish the sustainable business model that could solve social issues through continuous validation of customers/stakeholders' pain points, business model, and social issues. Via validation of interview and questionnaire, groups will present the followings from the perspectives of customers'/stakeholders' pain points, business model, and social issues: 1) Important hypothesis, 2) Result of validation, and 3) Lesson learned. The goal is to revise business models from hypothesis to real sustainable business models. | | | |

| Course Code | 30519 | | | | | | |
|-------------------|---|--------|---|--|--|--|--|
| Course Name | Social Design | Credit | F | S | | | |
| | | | 0 | 3 | | | |
| Course Objectives | 2.Learn and practice social design process; and | | | 3.Learn how to apply "social design" for social enterprises manufacturing or | | | |

| Course Code | 30476 | | | |
|-------------|--|--------|---|---|
| | Secolar Tenis on Community England | Curdit | F | S |
| Course Name | Special Topic on Community Empowerment | Credit | 3 | 0 |

| 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 | 19531 | | | |
|-------------------|--|--|------------------------|-----------|
| Course Name | Performance and Evaluation of NPO | Credit | F | S |
| | Performance and Evaluation of NPO | Credit | 2 | 0 |
| Course Objectives | The objectives of this course are for the students: To learn the theories and practical methods To understand the decision logic and human To establish the overall concepts of perform To realize how to apply the theories to practical cases. | of performa n resource m nance manag | anagemen gement; ar | nt; nd |

| Course Code | 31464 | | | | | |
|-------------------|--|---|---|---|--|--|
| Course Name | Social Impact Measurement | Credit | F | S | | |
| | Social impact weasurement | Cicuit | 2 | 0 | | |
| Course Objectives | Introduction of Economic forms Introduction of the background and origin social economy, market economy, moral e community economy, ethnic economy and o same time, I will also introduce the sy distribution and market exchange system to the economic world. Introduction to social economies, non-proenterprises There are different social and economic or society, not only the market economy model protective mechanisms or shelter center disadvantage people in labor market. Ot economy and cooperative economy in Can addition, we need to pay more attention or solidarity economy, cooperative and socia recent years. Social impact measurement How to measure the impact and outcom is economic organizations. How to calim the 1 by precise outcome is also an ambigious sin the outcome of financial-social return is anon course, we will introduce SROI/social return standard report), DV (demonstrating value) show how to evaluate the projects' performation. | conomy, so other economy stem of re- o understand ofit organiz operating m . For examp s which a her exampl ada and Non hybrid org al enterprise a critical iss egitimacy or tuation. And ther difficult n on investi- and other r | lidarity en nic model ciprocity, d the oper ations an echanism le, there a ccept we e such a ordic cour anization e that em sue for so f an oarga l, how to techniqu ment, SRS elated me | conomy, s. At the central ration of d social s in our re many eaker or s social atries. In such as ering in ocial and nization mesaure e. In this S (social thods to | | |

| Course Code | 23240 | | | | |
|-------------------|--|--|---|---|--|
| Course Name | News Curation | Credit | F | S | |
| Course Maine | News Curation | Clean | 3 | 0 | |
| Course Objectives | set issues, filter information, give context, interp | In the era of "every citizen is a journalist", use online tools to grasp the situation, set issues, filter information, give context, interpret meaning, and share connections to report news, guide topics, manage communities, and innovate. | | | |

| Course Code | 30477 | | | |
|-------------|---|--------|---|---|
| C. N. | Preservation and Revitalization of Cultural | Credit | F | S |
| Course Name | Landscape | Credit | 0 | 3 |

| Course Objectives | 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 | 31837 | | | | |
|-------------------|---|--------|-----|-----|--|
| Course Name | Purpose-driven Project Implementation | Credit | F | S | |
| | | Credit | 1 | 0 | |
| Course Objectives | The goals of the course are: 1. To learn project design and implementation throw 2. To apply social innovation knowledge to projects 3. To build competence of teamwork, communicati | s; | 1 0 | ts; | |

| Course Code | 05864 | | | | | |
|-------------------|--|--------|---|---|--|--|
| Course Name | Managerial Control System | Credit | F | S | | |
| Course Maine | Manageriai Control System | Clean | 0 | 3 | | |
| | The objectives of this course are | | | | | |
| | 1.To introduce students with the basic concepts, applications, case studies, and | | | | | |
| | recent development in practices for managerial control system; | | | | | |
| Course Objectives | 2.To introduce students how to integrate those important managerial control | | | | | |
| Course Objectives | systems, such as the balanced scorecard (BSC), activity based costing (ABC), | | | | | |
| | and intellectual capital (IC); and | | | | | |
| | 3.enable students to design, measure, evaluate, and manage different systems, | | | | | |
| | for planning, controlling and decision making. | | | | | |

Doctoral Programs

• Business Administration

Business Administration

Course list

| Ph. D. Program in Busines | ss Administration | Code | classes | Credit hours |
|---|--|-------|---------|-----------------|
| | General Business Studies-Course in English | 21605 | 1 | 3 |
| | 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 |
| | Seminar on Information Technology | 15661 | 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 |
| Required common credit | Research Methodology-Course in English | 21473 | 1 | 3 |
| hours of the graduate | Seminar on Business Ethics-Course in English | 21475 | 1 | 3 |
| institute | Strategic Management-Course in English | 21477 | 1 | 3 |
| Institute | Seminar in Production Management-Course in English | 21478 | 1 | 3 |
| | Business Research Project (II)-Course in English | 21480 | 1 | 3 |
| | Business Research Project (IV)-Course in English | 30135 | 1 | 3 |
| | Thesis | 00041 | 1 | 12 |
| | 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 |
| Elective credit hours of the graduate institute in other sections | Cloud Computing and Statistical Learning | 19163 | 1 | 3 |

• Course objective and prerequisites

| Course Code | 21605 | | | |
|----------------------|---|---|--|-------------------------------------|
| Course Name | General Business Studies-Course in English | Credit | F | S |
| Course Objectives | The objectives of this course are To understand the goals, processes and operations of bus 1. To introduce the functions that a company must successful, such as accounting, finance, huma marketing, production and operations management strategic planning. 2. To gain a fundamental knowledge of the lega businesses operate and the importance of busin citizenship. 3. To integrate the factors of environment, management functions. | effectively n resource t, information al environm ness ethics | manage manag on syster nent in and cor | ement, ns and which porate |

| Course Code | 30328 | | | |
|----------------------|--|---|---------------------------|--------------|
| Course Name | Organizational Theory and Organizational Behavior- | Credit | F | S |
| Course Name | Course in English | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are: To understand the theories and literature about organizational behavior through critical reading and To have theoretical perspectives about org organizational behavior. To be able to analyze and solve practical probl management. To explore new insights about organizational the behavior. | d discussion anizational ems of org | n. theory ganizatio | and n and |

| Course Code | 19169 | | | |
|----------------------|---|--------|---|---|
| Course Name | Multivariate Statistical Analysis-Course in English | Credit | F | S |
| | Wultivariate Statistical Analysis-Course in English | Cieun | 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 | rse Name Quantitative Method-Course in English | Credit | F | S |
| Course Maine | Quantitative Method-Course III English | Clean | 0 | 3 |
| Course Objectives | The objectives of this courses are To provide fundamental concepts and skills for (ANNs); To impart such the knowledge via detailed instruct To ensure a further understanding of the implication using artificial neural networks in solving real wor To be able to use related techniques and softwar application problems; To introduce the concepts of knowledge discovery To understand how to analyze large volume of data and interesting patterns; and To investigate business cases as to show how to imp tasks in the real world. | ion and in-cons and intr ld problems re in handli and data m in order to f | class exe icate eff s; ing the ining; ind know | ercises; fects of related wledge |

| Course Code | 15661 | | | | |
|--------------|---|--------|---|---|--|
| Course Name | Saminar on Information Tachnology | Credit | F | S | |
| Course Manie | Seminar on Information Technology | Credit | 3 | 0 | |
| | This course is aimed at teaching students to be familiar with the trends and | | | | |
| | research directions of Information Technology. Through lectures, paper reading | | | | |
| | and seminar, this course tries to have students to learn research methodologies as | | | | |
| Course | well as research background of Information Technology in order to recognize the | | | | |
| Objectives | appropriate methods and procedures of research pertaining to the area of | | | | |
| | Information Technology. Furthermore, this course aims to train students possess | | | | |
| | quantitative and qualitative research capabilities, as well as the ability to engage in | | | | |
| | independent or integrated research. | | | | |

| Course Code | 12050 | | | |
|----------------------|---|------------------------|--------------------|-------------------|
| Course Name | Information System Project | Credit | F 0 | S 3 |
| Course Objectives | Study the recently important deterministic methodolog global optimization and the related areas fields in order conducting mathematical model for solving the ma problems in the real world. Students will learn the meth papers through the process of independence study. | to know t naging an | he meth d engin | ods of leering |

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

| Course Code | 30134 | | | |
|-------------|--|--------|---|---|
| Course Nome | Business Besserch Project (III) Course in English | Credit | F | S |
| Course Name | Business Research Project (III) -Course in English | Credit | 3 | 0 |
| Course | The objective of this course is to serve as the foundation for conducting dissertation | | | |
| Objectives | through independence study. | | | |

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

| Course Code | 21475 | | | |
|----------------------|--|--------|---|---|
| Course Name | Seminar on Business Ethics-Course in English | Credit | F | S |
| | | | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To appreciate the essential of Business Ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations; and 2.To improve English proficiency. | | | |

| Course Code | 21477 | | | |
|--------------|---|--------|---|---|
| Course Norma | Strategic Management, Course in English | Credit | F | S |
| Course Name | Strategic Management -Course in English | Credit | 0 | 3 |

| Course Objectives | The objectives of this course are |
|----------------------|--|
| | 1.To build up a complete concept of strategic management; |
| | 2.To integrate knowledge in relevant academic fields; and |
| | 3.To explore new insights about strategic management and business trends through |
| | class discussions |

| Course Code | 21478 | | | | |
|----------------------|---|--------|---|---|--|
| Course Nome | Sominar in Draduction Management Course in English | Credit | F | S | |
| Course Name | Seminar in Production Management-Course in English | | 0 | 3 | |
| Course Objectives | This course is an advanced course of operations management. Emphasis is on managerial processes for achieving effective operations in both goods and service. | | | | |

| Course Code | 21480 | | | |
|-------------|---|--------|---|---|
| Course Name | Dusings Descent Project (II) Course in English | Credit | F | S |
| | Business Research Project (II) -Course in English | Clean | 0 | 3 |
| | The objectives of this course are | | | |
| Course | 1.To cultivate the ability of planning and execution; | | | |
| Objectives | 2.To be able to conduct business research; and | | | |
| | 3.To cultivate the capability of independent study. | | | |

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

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

| Course Code | 21491 | | | |
|-----------------------------------|--|--------|---|---|
| Course Name | Seminar in International Marketing Course in English | Credit | F | S |
| | Seminar in International Marketing-Course in English | | 3 | 0 |
| The objectives of this course are | | | | |
| Course | 1.To learn the necessary concepts and skills in international marketing res 2.To discuss the interesting topics in international marketing; and | | | |
| Objectives | | | | |
| | 3. To write a professional international marketing manuscript. | | | |

| Course Code | 01855 | | | |
|----------------------|---|---|-----------------------------------|------------------------------|
| Course Name | Econometrics | Credit | F | S |
| | Econometrics | Credit | 3 | 0 |
| Course Objectives | The objectives of this course are 1. To provide a foundation for the applied research in eco 2. To introduce the modern treatment of econometrics, using that match real-world theory and data; 3. To cover the topics including multiple regression to economic applications, as well as issues such as omitted instrumental variables; and 4. To be able to understand and apply the econometric and computer packages. | ng theory ar echniques l variables, j | nd applic with foc panel da | cations cus on ta, and |

| Course Code | 25140 | | | | |
|--------------|---|--------|---|---|--|
| Course Norma | Derformance Management of Healthcore Organization | Credit | F | S | |
| Course Name | Performance Management of Healthcare Organization | Credit | 3 | 0 | |
| Course | The objectives of this course is to study: | | | | |

| Objectives | 1. The strategic management system of a healthcare institution; |
|------------|---|
| | 2. The crisis management models to strengthen crisis management capabilities of |
| | a healthcare institution; |
| | 3. How to utilize accountability theories to elevate strategic execution of a |
| | healthcare institution; and |
| | 4. The innovation management theories to promote the development of |
| | innovative service models |

| Course Code | 25141 | | | |
|----------------------|--|---|------------------------------|---------------|
| Course Name | Seminar in Quality Management of Health Care | Credit | F | S |
| Course Maine | Seminar in Quanty Management of Meanin Care | | 0 | 3 |
| Course Objectives | The purpose of this course is to introduce the students the quality Management (QM) in representative areas of hear is to achieve the following goals: 1. To introduce the theories, methods and tools of Qualities 2. To provide case studies that exemplify the concepts in 3. To give students a context for discussing the practication HC. | lth care (HO ty Manager n practice; a | C). The c ments in and | course HC; |

| Course Code | 19163 | | | |
|----------------------|---|---|-------------------------------|-------------------|
| Course Name | Cloud Computing and Statistical Learning | Credit | F | S |
| Course Maine | Cloud Computing and Statistical Learning | Cicuit | 3 | 0 |
| Course Objectives | The objectives of this course are 1.To discusses some commonly, used, and modern calculating methods in scientific research on cloud comp 2.To focus the application of statistics on scientific resear 3.To employ tools ranging from statistics to co combinatorics and geometry in an attempt to provide t some important applications emerging from need to prov and complexities are beyond the ability of humans to han 4. Introduction of cloud computing. | uting enviro rch; mputationa theoretical t cess data se | onment; l comp foundati | lexity, ons to |