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.
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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.
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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.					
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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.
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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.
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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