

**Ming Chuan University Department of International Business (EMBA master) Course  
Outline for all students entering in 109AY**

Course			Credits	Hours	1 <sup>st</sup> year		2 <sup>nd</sup> year		Note
					Fall	Spring	Fall	Spring	
School Required Courses	M3201	Business Ethics	2	2			2		
	M3101	Marketing Management	3	3	3				
	M3102	Corporate Finance	3	3	3				
	M3103	Human Resource Management	3	3		3			
Required Courses	88201	Business Research Method	3	3		3			
Professional Elective Courses	88129	Management of Multinational Enterprise	3	3		3			
	88211	Consumer Behavior	3	3	3				
	88212	Global Logistics Management	3	3		3			
	88123	Electronic Commerce and Internet Innovation Management	3	3		3			
	88360	Global Brand Management	3	3				3	
	88356	Relationship marketing	3	3				3	
	88224	Service Innovation Management and Marketing	3	3			3		
	88225	International Business Communication	3	3	3				
	88226	Chinese Leadership and Organizational Management	3	3		3			
	88222	International Marketing Entry Strategy	3	3		3			
	88355	Decision of Business Co-opetition	3	3			3		
	88358	International Business Strategy	3	3			3		
	88127	Business English Communication	3	3		3			
	88232	International Investment	3	3	3				
	88125	International Financial Institutions and Markets Study	3	3	3				
	88331	International Mergers and Acquisitions Management	3	3				3	
	88228	The Internet Finance	3	3		3			
	88229	Practice in Cross-Border Electronic Commerce	3	3		3			
	88230	Electronic Commerce and Internet Marketing	3	3		3			
	88126	Leadership and Motivation	3	3	3				
88827	Management Theory	3	3			3			
88828	Strategy Management	3	3			3			
<b>Total</b>	<b>Thesis</b>		<b>4</b>						
	<b>Subtotal School Required Course Credits</b>		<b>11</b>						
	<b>Subtotal Professional Required Course Credits</b>		<b>0</b>						
	<b>Subtotal Professional Elective Course Credits</b>		<b>22</b>						
	<b>Total</b>		<b>37</b>						

Note :

1. This course outlines can be extended to students who have admission before 109 academic year.
2. Students must complete a minimum of 37 credit hours required and elective courses, pass qualifying tests, and satisfy the requirements stipulated in the regulations for students in the MBA program prior to graduation.
3. Students may take courses up to 6 credit hours outside the School of International Business. However, only those with the approval of either the dean or the advisor will be counted towards the required credit hours for the degree.
4. Students must complete a minimum of 33 credit hours required and elective courses (in addition to 4 credits graduation thesis), pass qualifying tests, and satisfy the requirements stipulated in the regulations for students in the

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MBA program prior to graduation.

5. Students should meet the requirements of Ming Chuan University Guidelines for Taking Academic Ethics Education Course prior applying for the Oral Examination for Thesis Plan.