

Ming Chuan University Department of International Business (MBA and IBT Master) Course Outline
for all students entering in 109AY

Course			Credits	Hours	1 st year		2 nd year		Note
					Fall	Spring	Fall	Spring	
Pre Courses		Accounting	2	2					Students are required to take these courses before submitting the thesis proposal.
		Statistics	2	2					
		Accounting (E)	2	2					
		Statistics (E)	2	2					
University Required course	01601	Applied English I	2	2	2				
	01602	Applied English II	2	2		2			
	88801	Business Chinese (1)	2	2	2				
	88802	Business Chinese (2)	2	2		2			
School Required Courses	M2201	Business Ethics	2	2			2		
	M2101	Marketing Management	3	3	3				
	M2102	Corporate Finance	3	3	3				
	M2103	Human Resource Management	3	3		3			
	M2104	Operations Management	3	3		3			
	M2201	Business Ethics (E)	2	2			2		
	M2101	Marketing Management (E)	3	3	3				
	M2102	Corporate Finance (E)	3	3	3				
	M2103	Human Resource Management (E)	3	3		3			
M2104	Operations Management (E)	3	3		3				
Professional Required Courses	88514	Theory of Multinational Enterprise	3	3		3			(One of the courses will be opened.)
	88803	Theory of Multinational Enterprise (E)	3	3		3			
	88806	International Trade and Finance (E)	3	3	3				
Professional Elective Courses (Required)	88543	Research Methods	3	3		3			MBA students are required to take this course.
	88805	Statistic Methods and Data Analysis (E)	3	3			3		IBT students are required to take this course.
Professional Elective Courses	88536	Statistical Analysis	3	3	3				Statistical Analysis can transfer the credits of Statistics (pre courses).
	88804	English Business Letters for International Trade (E)	3	3		3			
	88810	Consumer Behavior (E)	3	3				3	
	88816	Electronic Business and E-Business (E)	3	3			3		
	88807	Strategic Marketing (E)	3	3				3	
	88809	Organizational Theory and Management (E)	3	3		3			
	88819	Investment Management (E)	3	3			3		
	88820	Supply Chain Management (E)	3	3	3				
	88821	Managerial Accounting (E)	3	3	3				Managerial Accounting can transfer the credits of Accounting (pre courses).
	88567	International Business Strategy	3	3		3			
	88565	International Business Communication	3	3			3		
	88563	Chinese Leadership and Organizational Management	3	3		3			
	88822	Chinese Leadership and Organizational Management (E)	3	3				3	
	88660	Decision of Business Co -opetition	3	3			3		
	88717	Research Topics in International Finance	3	3			3		
	88823	Research Topics in International Finance (E)	3	3			3		
	88556	Business Diagnosis and Performance Evaluation	3	3	3				
	88558	International Financial Institutions and Markets Study	3	3		3			
	88632	International Investment	3	3			3		(One of the courses will be opened.)
	88808	International Investment (E)	3	3			3		
88716	International Mergers and Acquisitions Management	3	3				3		
88713	Consumer Behavior	3	3	3					
88564	Global Brand Management	3	3		3				
88824	Global Brand Management (E)	3	3				3		
88552	Global Logistics Management	3	3			3		(One of the courses will be	

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	88815	Global Logistics Management (E)	3	3			3		opened.)
	88557	Electronic Commerce and Internet Innovation Management	3	3				3	
	88719	Relationship marketing	3	3			3		
	88659	Service Innovation Management and Marketing	3	3			3		
	88561	Business English Communication	3	3			3		
	88817	Business English Communication (E)	3	3			3		
	88568	The Internet Finance	3	3		3			
	88569	Practice in Cross-Border Electronic Commerce	3	3		3			
	88570	Electronic Commerce and Internet Marketing	3	3		3			
	88566	Overseas Study	3	3		3			(One of the courses will be opened.)
	88818	Overseas Study (E)	3	3		3			
	88825	Management Practice	2	2	2				
	88826	Organizational Behavior	3	3	3				
	88830	Inspiration and Leadership	3	3		3			
	88831	International Financial Management	3	3			3		
	88829	Strategy Management	3	3				3	
Total	Subtotal University Required Course Credits		4						
	Subtotal School Required Course Credits		14						
	Subtotal Professional Required Course Credits		3						
	Subtotal Professional Elective Course Credits		22						
	Total		43						

Note :

MBA

1. The MBA students admission by recommendation and school examination are “regular graduate student”.
2. Symbol “(E)” represents the course taught in English.
3. MBA students are required to take “Research Methods”.
4. Students select courses outside the International business are limited to 6 credits. Moreover, the courses have to be approved by the chairman and advisor.
5. This course outlines can be extended to students who have admission before 109 academic year.
6. Students must complete in minimum of 43 credits, pass qualifying examination and satisfy Ming Chuan University Procedures for Proficiency-based Graduation Requirement to get the diploma.
7. Students should pass pre-matriculation courses before submit for Thesis Proposal Defense.
8. 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.

IBT MBA

1. Graduate students enrolling through other programs are called “IBT MBA”.
2. * represents the combined course with IMBA. Symbol “(E)” represents the course taught in English.
3. IBT MBA students are required to take “Statistic Methods and Data Analysis (E)”.
4. Up to 6 credits can be taken from outside of the Department of International Business. The elective courses credits of graduate school approved by advisor or chief of department may be included in the total number of credits required for obtaining a Master’s degree.
5. The elective courses of this course outline can apply to students enrolled before 109 Academic Year (Included).
6. Students need to complete at least 43 required and elective course credits, pass the requirements of Master's Degree Conferral Regulations and follow the Enforcement Rules for Graduate Programs of the Department of International Business to be eligible for graduation.
7. Students are required to take pre courses before submitting the thesis proposal.
8. 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.