

Ming Chuan University Department of International Business (MBA and IBT Master) Course Outline for all students entering in 111AY

Course		Credits	Hours	1 st year		2 nd year		Notes
				1	2	1	2	
Pre Courses	Accounting	會計學	2	2				Students are required to take these courses before submitting the thesis proposal.
	Statistics	統計學	2	2				
	Accounting (E)	會計學 (英)	2	2				
	Statistics (E)	統計學 (英)	2	2				
Required courses	01601	Applied English I	實務應用英文 (一)	2	2	2		
	01602	Applied English II	實務應用英文 (二)	2	2		2	
Required Courses	M2201	Business Ethics	企業倫理	2	2			2
	M2101	Marketing Management	行銷管理	3	3	3		
	M2102	Corporate Finance	公司理財	3	3	3		
	M2103	Human Resource Management	人力資源管理	3	3		3	
	M2104	Operations Management	作業管理	3	3		3	
	M2201	Business Ethics (E)	企業倫理 (英)	2	2			2
	M2101	Marketing Management (E)	行銷管理 (英)	3	3	3		
	M2102	Corporate Finance (E)	公司理財 (英)	3	3	3		
	M2103	Human Resource Management (E)	人力資源管理 (英)	3	3		3	
Required Courses	88514	Theory of Multinational Enterprise	國際企業理論	3	3		3	
	88803	Theory of Multinational Enterprise (E)	國際企業理論 (英)	3	3		3	
	88806	International Trade and Finance (E)	國際貿易與金融 (英)	3	3	3		
Elective Courses	88543	Research Methods	研究方法	3	3		3	
	88805	Statistic Methods and Data Analysis (E)	統計方法與資料分析 (英)	3	3			3
Professional Elective Courses	88801	Business Chinese (1)	商業中文 (一)	2	2	2		
	88802	Business Chinese (2)	商業中文 (二)	2	2		2	
	88536	Statistical Analysis	統計分析	3	3	3		
	88804	English Business Letters for International Trade (E)	貿易函電 (英)	3	3		3	
	88810	Consumer Behavior (E)	消費者行為 (英)	3	3			3
	88816	Electronic Business and E-Business (E)	電子化企業 (英)	3	3			3
	88807	Strategic Marketing (E)	策略行銷 (英)	3	3			3
	88809	Organizational Theory and Management (E)	組織理論與管理 (英)	3	3		3	
	88819	Investment Management (E)	投資管理 (英)	3	3			3
	88820	Supply Chain Management (E)	供應鏈管理 (英)	3	3	3		
	88821	Managerial Accounting (E)	管理會計 (英)	3	3	3		
	88567	International Business Strategy	國際企業經營策略	3	3		3	
	88565	International Business Communication	國際商務溝通	3	3			3
	88571	Leadership and Governance	領導統御與組織治理	3	3		3	
	88832	Leadership and Governance (E)	領導統御與組織治理 (英)	3	3			3

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	88660	Decision of Business Co- -opetition	企業競合決策	3	3			3		
	88717	Research Topics in International Finance	國際財務專題研究	3	3			3		
	88823	Research Topics in International Finance (E)	國際財務專題研究 (英)	3	3			3		
	88556	Business Diagnosis and Performance Evaluation	企業診斷與績效評估	3	3	3				
	88558	International Financial Institutions and Markets Study	國際金融體系與市場 專題	3	3			3		
	88632	International Investment	國際投資	3	3			3		Option
	88808	International Investment (E)	國際投資 (英)	3	3			3		
	88716	International Mergers and Acquisitions Management	國際購併管理	3	3				3	
	88713	Consumer Behavior	消費者行為	3	3	3				
	88564	Global Brand Management	全球品牌管理	3	3			3		
	88824	Global Brand Management (E)	全球品牌管理 (英)	3	3				3	
	88552	Global Logistics Management	全球運籌管理	3	3			3		Option
	88815	Global Logistics Management (E)	全球運籌管理 (英)	3	3			3		
	88557	Electronic Commerce and Internet Innovation Management	電子商務與網路創新 管理	3	3				3	
	88719	Relationship marketing	關係行銷	3	3			3		
	88659	Service Innovation Management and Marketing	服務創新管理與行銷	3	3			3		
	88561	Business English Communication	商務英語溝通	3	3			3		
	88817	Business English Communication (E)	商務英語溝通 (英)	3	3			3		
	88568	The Internet Finance	互聯網金融	3	3			3		
	88569	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3			3		
	88570	Electronic Commerce and Internet Marketing	電子網路行銷	3	3			3		
	88566	Overseas Study	海外研習	3	3			3		Option
	88818	Overseas Study (E)	海外研習 (英)	3	3			3		
	88825	Management Practice (E)	管理實務講座 (英)	2	2	2				
	88826	Organizational Behavior (E)	組織行為 (英)	3	3	3				
	88830	Motivation and Leadership (E)	激勵與領導 (英)	3	3			3		
	88831	International Financial Management (E)	國際財務管理 (英)	3	3			3		
	88829	Strategy Management (E)	策略管理 (英)	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

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approved by the chairman and advisor.

5. This course outlines can be extended to students who have admission before 111 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

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 111 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.