

Ming Chuan University Department of International Business (EMBA master) Course  
Outline for all students entering in 112AY

Course				Credits	Hours	1 <sup>st</sup> year		2 <sup>nd</sup> year		Notes
						1	2	1	2	
School Required Courses	M3201	Business Ethics	企業倫理	2	2			2		
	M3101	Marketing Management	行銷管理	3	3	3				
	M3102	Corporate Finance	公司理財	3	3	3				
	M3103	Human Resource Management	人力資源管理	3	3		3			
Professional Elective Courses	88201	Business Research Method	研究方法	3	3		3			
	88203	Statistical Analysis	統計方法	3	3	3				
	88129	Management of Multinational Enterprise	國際企業管理	3	3		3			
	88211	Consumer Behavior	消費者行為	3	3	3				
	88212	Global Logistics Management	全球運籌管理	3	3		3			
	88123	Electronic Commerce and Internet Innovation Management	電子商務與網路創新管理	3	3		3			
	88360	Global Brand Management	全球品牌管理	3	3				3	
	88356	Relationship marketing	關係行銷	3	3				3	
	88224	Service Innovation Management and Marketing	服務創新管理與行銷	3	3			3		
	88225	International Business Communication	國際商務溝通	3	3	3				
	88226	Chinese Leadership and Organizational Management	華人領導與組織管理	3	3		3			
	88222	International Market Entry Strategy	國際市場進入策略	3	3		3			
	88355	Decision of Business Co-opetition	企業競合決策	3	3			3		
	88358	International Business Strategy	國際企業經營策略	3	3			3		
	88127	Business English Communication	商務英語溝通	3	3		3			
	88232	International Investment	國際投資	3	3	3				
	88125	International Financial Institutions and Markets Study	國際金融體系與市場專題	3	3	3				
	88331	International Mergers and Acquisitions Management	國際購併管理	3	3				3	
	88228	The Internet Finance	互聯網金融	3	3		3			
	88229	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3		3			
	88230	Electronic Commerce and Internet Marketing	電子網路行銷	3	3		3			
	88126	Leadership and Motivation	領導與激勵	3	3	3				
	88827	Management Theory	管理理論	3	3			3		

Ming Chuan University Department of International Business (EMBA master) Course Outline for all students entering in 112AY

	88828	Strategy Management	策略管理	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 112 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 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.