

Ming Chuan University Department of International Business (MBA and IBT Master) Course Outline for all students entering in 115AY

Course				Credits	Hours	1 st year		2 nd year		Notes
						1	2	1	2	
先修課程 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					
院定必修 Required Courses	M2202	Business Ethics and Sustainability	企業倫理與永續發展	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			
	M2203	Business Ethics and Sustainability (E)	企業倫理與永續發展 (英)	2	2			2		
	M2105	Marketing Management (E)	行銷管理 (英)	3	3	3				
	M2106	Corporate Finance (E)	公司理財 (英)	3	3	3				
	M2107	Human Resource Management (E)	人力資源管理 (英)	3	3		3			
	M2108	Operations Management (E)	作業管理 (英)	3	3		3			
專業必修 Required Courses	88514	Theory of Multinational Enterprise	國際企業理論	3	3	3				One of the courses will be opened.
	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				
專業必選 Elective Courses	88543	Research Methods	研究方法	3	3		3			MBA
	88805	Statistic Methods and Data Analysis (E)	統計方法與資料分析 (英)	3	3			3		IBT
專業選修	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				Statistical Analysis can transfer the credits of Statistics pre courses
	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				Managerial Accounting can transfer the credits of Accounting pre courses.
	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		
	88572	Practical Leadership: Mastering Influence and Followership	實踐式領導學	3	3		3			
	88573	Strategic trade policy (E)	策略性貿易政策(英)	3	3		3			
	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	國際財務專題研究 (英)	3	3			3		

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		Finance (E)							
	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	
	88808	International Investment (E)	國際投資 (英)	3	3			3	Option
	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	
	88815	Global Logistics Management (E)	全球運籌管理 (英)	3	3			3	Option
	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		
	88818	Overseas Study (E)	海外研習 (英)	3	3		3		Option
	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			
	88829	Strategy Management (E)	策略管理 (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
	88833	Enterprise Sustainability Management (E)	企業永續管理 (英)	3	3		3		
總計	院定必修			14					
	系專業必修			3					
	系專業選修			26					
	合計			43					

Curriculum Framework Note:

MBA

1. The MBA students admission by recommendation and school examination are 'regular graduate "student" '.
2. The course name terms "EN" indicate teaching in English.
3. The 'Research method' is a required elective courses.
4. Students select courses outside the International business are limited to 6 credits. Moreover, the course have to be approved by the chairman.
5. This course outlines can be extension to students who have demission before 2026 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. According to general provisions for study of Ming Chuan University, graduate school students should meet the English proficiency requirement and comply with its enforcement rules in order to graduate. Any student who does not meet the standard must pass a 2-credit, MCU-designated graduate-level English course.
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.
9. Provided that course sequencing and continuity are not affected, and subject to actual course offerings, elective courses may be offered in either the first or second semester of their designated academic year.

IBT MBA

1. Students are admission from the other entrances is recognized as “IBT MBA”.
2. The sign “*” means the course is taught with IMBA. The course name terms “EN” indicate teaching in English.
3. 3. “Statistical Methods and Data Analysis (En)” is the requirement elective course for IBT.
4. Students select courses outside the International business are limited to 6 credits. Moreover, the course have to be approved by the chairman and.
5. This course outlines can be extension to students who have demission before 2026 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. According to general provisions for study of Ming Chuan University, graduate school students should meet the English proficiency requirement and comply with its enforcement rules in order to graduate. Any student who does not meet the standard must pass a 2-credit, MCU-designated graduate-level English course.
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