

Ming Chuan University International Business Department Learning Maps

	learning Maps	Required Courses	Elective Courses	Aided Courses
Undergraduate	01 Financial Officers of International Corporate, Commercial Bankers, Financial Analysts	Economics I II Accounting I II International Finance Financial Management International Financial Management Case Studies	International Business Communication International Business Management Cases Study	Futures and Options Financial Analysis and Decisions Money and Banking Investment Management International Financial Markets and Exchange International Investment Decisions Global Industry Analysis Business Operation Diagnosis

<p style="text-align: center;">Undergraduate</p>	<p>02 International Financial Staff (Foreign Exchange, Credit)</p>	<p>Economics I II Accounting I II International Finance Financial Management International Financial Management English Business Letters for International Trade</p>	<p>International Business Management Cases Study International Investment Decisions</p>	<p>Money and Banking Macroeconomics Investment Management International Mergers and Acquisitions International Financial Markets and Exchange Risk Management in Trade Introduction to Global Economy and Trade</p>
<p style="text-align: center;">Undergraduate</p>	<p>03 International Business Managers, Planning Staff, Sales Managers</p>	<p>Economics I II Statistics I II Marketing Management International Marketing International Business Management International Business Strategy</p>	<p>International Business Management Cases Study International Business Communication</p>	<p>Consumer Behavior Research Methods Questionnaire Design and Marketing Research Competitive Strategy Service Marketing Promotional Strategies International Investment Decisions</p>

				International Human Resource Management
Undergraduate	04 International Business Secretary, Public Relation Practitioner	<p>Applied Information Technology : Office Software</p> <p>Applied Information Technology : Data Processing</p> <p>Economics I II</p> <p>Introduction to Business</p> <p>International Trade Practices I II</p> <p>English Business Letters for International Trade</p>	<p>Introduction to Global Economy and Trade</p> <p>Etiquette</p>	<p>Customer Relationship Management</p> <p>Organizational Behavior</p> <p>International Business Secretary Practice</p> <p>International Human Resource Management</p> <p>International Exhibition and Business Practice</p> <p>International Business Negotiation</p>
Undergraduate	05 Trade Marketing Employee (Trade Business Assistant, Business Operation Manager)	<p>Applied Information Technology : Data Processing</p> <p>International Trade</p>	<p>International Financial Markets and Exchange</p> <p>International Exhibition and Business Practice</p>	<p>Competitive Strategy</p> <p>International Business Management Cases Study</p> <p>Research Methods</p>

		<p>Theory and Policy</p> <p>Marketing Management</p> <p>International Marketing</p> <p>International Trade Information Systems</p> <p>International Trade Practices I II</p> <p>English Business Letters for International Trade</p>		<p>Questionnaire Design and Marketing Research</p> <p>Risk Management in Trade</p> <p>Case Studies on Trade</p> <p>Trade Policy Analysis</p>
Undergraduate	<p>06 International Commercial and Economic Public Servant (Civil Service Special Examination for International Trade Personnel)</p>	<p>Introduction to Business</p> <p>Economics I II</p> <p>International Finance</p> <p>International Trade Theory and Policy</p> <p>International Trade Practices I II</p> <p>English Business Letters for International</p>	<p>Trade Policy Analysis</p> <p>International Financial Markets and Exchange</p>	<p>The Law and Practice of International Trade and Economic Institutions</p> <p>Microeconomics</p> <p>Global Industry Analysis</p> <p>Money and Banking</p> <p>Macroeconomics</p> <p>Selected Readings in English for International Trade (E)</p> <p>International Business</p>

		Trade		Negotiation Perspectives on Economic and Trade Issues in Mainland China
MBA	41 International Marketing Officer	Theory of Multinational Enterprise Marketing Management Business Ethics Applied English I II	Consumer Behavior Global Brand Management	Global Logistics Management Electronic Commerce and Internet Innovation Management Relationship marketing Service Innovation Management and Marketing
MBA	42 International Financial Management Officer	Theory of Multinational Enterprise Corporate Finance Business Ethics Applied English I II	Research Topics in International Finance International Investment	Business Diagnosis and Performance Evaluation International Financial Institutions and Markets Study International Mergers and Acquisitions Management
MBA	43 International Business / Human Resources Administrator	Theory of Multinational Enterprise Human Resource	International Business Strategy Chinese Leadership and	International Business Communication Decision of Business

		Management Business Ethics Applied English I II	Organizational Management	Coopetition
EMBA	C1 International Marketing Officer	Business Ethics Marketing Management	Consumer Behavior Global Brand Management International Business Management	Global Logistics Management Service Innovation Management and Marketing Electronic Commerce and Internet Innovation Management Relationship marketing
EMBA	C2 International Financial Management Officer	Business Ethics Corporate Finance	International Investment International Business Management	International Financial Institutions and Markets Study International Mergers and Acquisitions Management
EMBA	C3 International Business / Human Resources Administrator	Business Ethics Human Resource Management	International Business Management International Business Communication	International Marketing Entry Strategy Chinese Leadership and Organizational Management Decision of Business

				Coopetition International Business Strategy
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