

Ming Chuan University Department of International Business (EMBA) Course Outline for all students entering in 2015

Course				Credits	Hours	1 st year		2 nd year		Note
						Fall	Spring	Fall	Spring	
院定必修 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			
必選 Elective Courses (Required)	88201	Business Research Method	研究方法	3	3		3			
專業選修 Professional Elective Courses	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 Marketing 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		
總計 Total	Thesis			4						
	Subtotal School Required Course Credits			11						
	Subtotal Professional Required Course Credits			0						
	Subtotal Professional Elective Course Credits			22						
	Total			37						

Note :

1. The elective courses of this course outline can apply to students enrolled before 104 Academic Year (Included).
2. Students need to complete at least 37 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.

3. Students are required to take “Business Research Method” course.
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. Students need to complete at least 33 required and elective course credits (exclude the 4 credits of thesis), 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.
6. The department decides to open elective courses according to the actual situation. The new elective courses can apply to students enrolled before 104 Academic Year.