

# **College of Management**

# **Fu Jen Catholic University**

**2007-2008 Course Catalog**



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# Undergraduate Programs

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- Business Administration
- Accounting
- Statistics and Information Science
- International Trade and Finance
- Information Management



# Business Administration

## ● Course list

Undergraduate Program in Business Administration		Code	Classes	Credit hours	
Required common credit hours of the department	English Conversation	01846	6	1	
	Accounting	02412	3	6	
	Economics	02457	3	6	
	Calculus	02390	3	6	
	Introduction to Business	05201	3	3	
	Introduction to Computer Science	01863	3	3	
	The Application of Micro Computer	02383	3	1	
	Statistics	02222	3	6	
	Commercial Law	02056	3	3	
	Management	02635	3	3	
	Managerial Mathematics	02632	3	3	
	Human Resources Management	01013	3	3	
	Marketing Management	01483	3	3	
	Financial Management	01983	3	3	
	Production and Operations Management	01370	3	3	
	Cost Accounting	01449	3	3	
	Management Accounting & Control	11493	3	3	
	Total Quality Management	03021	3	3	
	Information Management	02502	3	3	
	Seminar on Business Administration(I)	14212	16	2	
Business Policy	01389	5	3		
Required credit hours by Integrating courses	Enterprise Resources Planning	09289	1	3	
	Knowledge Management	10549	1	3	
	Discussion in Industrial Management	14211	1	3	
	Innovation Management	04564	1	3	
Required credit hours by sections	Human resources management	Organization Development & Change	06935	1	3
		Performance Management	14209	1	3
		Training in Business & Industry	05426	1	3
		Seminar on Human Resources Management( II )	11491	3	2
	Financial management	Intermediate Accounting	01109	1	6
		Fixed Income Securities	10458	1	3
		International Financial Management	02093	1	3
		Seminar on Financial Management( II )	11487	2	2
	Marketing management	Marketing Research	01480	1	3
		Consumer Behavior	01951	1	3
		Promotional Strategy	14210	1	3
		Seminar on Marketing Management( II )	11485	7	2
	Operational management	Design of Production System	05827	1	3
		Operations and Managerial Decision Making	11492	1	3

Undergraduate Program in Business Administration			Code	Classes	Credit hours
		Logistics/ Supply Chain Management	14208	1	3
		Seminar on Production Management( II )	11489	3	2
Elective credit hours by sections	Human resources management	Compensation Management	05985	1	3
		International Human Resources Management	05559	1	2
		Organizational Behavior	02234	1	3
	Financial management	Investments	01579	1	3
		Theory and Practice of Security Markets	11563	1	2
	Marketing management	Industrial Marketing	01085	1	2
		Strategic Marketing Management	07161	1	3
		Retailing Industry Management	10462	1	2
		International Marketing Management	06037	1	3
		Project Management	02141	1	3
		Chain Store Business Management	02252	1	2
		Integration of Production and Commerce	14235	1	3
	Operational management	Product and Brand Management	15776	1	3
		Facility Planning	05865	1	3
		Production System Simulation	14236	1	3
	Elective credit hours of the department in other sections	Sophomore English		00016	1
Business English		02050	1	4	
Career Management		04945	1	2	
Organization Study		05828	1	2	
Organizational Leadership		15777	1	2	
Food & Beverage Management		07171	1	2	
Japanese Management		05987	1	3	
Seminar on Global Business Management		13222	1	3	
Practical English Conversation		02606	1	2	
Advanced English Conversation		00102	1	2	
Investment in Mainland China		09485	1	3	
Listening Comprehension		14256	1	2	
Basic English Writing		14259	1	2	
Business Communication		14255	1	2	
English Writing I: Expository Writing		14254	1	2	
News English Reading		15154	1	2	
Class and Business Presentations		16246	1	2	

● Course objective and prerequisites

Course Code	02412			
Course Name	Accounting	Credit	F	S
			3	3
Course Objectives	<p>This objective of this course is to introduce for students of business school the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> <li>1. understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</li> <li>2. understand the basic recording and reporting processes of accounting information system.</li> <li>3. understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. understand how to analyze and interpret accounting information to help investors , creditors and business managers to make economic decisions.</li> <li>5. understand how to resolve the ethical dilemma and make ethical professional judgment.</li> </ol> <p>understand how to develop and make planning of an accounting career.</p>			
Prerequisites	None			

Course Code	02457			
Course Name	Economics	Credit	F	S
			3	3
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>(1) Realize the basic concepts of Microeconomics.</li> <li>(2) Understand the meanings of supply and demand functions.</li> <li>(3) Realize the meaning of elasticity and its application.</li> <li>(4) Realize how individual consumer, household, and firm makes decision.</li> <li>(5) Understand various types of industry organizations and their characteristics.</li> <li>(6) Use Microeconomics theories to analyze the effects of public policy.</li> <li>(7) Realize the basic concepts of Macroeconomics.</li> <li>(8) Understand the meanings and measuring of Nation's income.</li> <li>(9) Realize the meaning of production, saving, and investment.</li> <li>(10) Understand the monetary system.</li> <li>(11) Understand the meanings of aggregate demand and aggregate supply.</li> <li>(12) Use Macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			
Prerequisites	None			



Course Code	02390			
Course Name	Calculus	Credit	F	S
			3	3
Course Objectives	This is a two-semester introductory calculus course for freshman students in the management and social sciences. The contents of this course include basic concepts and theory in calculus and their applications. In the fall semester, topics in one-variable differential calculus such as limits, differentiation, chain rule, the mean-value theorem, and implicit differentiation will be introduced with both verbal and mathematical explanations, numerical examples, and with some applications as well. In the spring semester, topics in integral calculus such as the fundamental theorem of calculus, techniques in integration, partial derivatives, Lagrange multipliers, and double integrals will be covered. It is our goal to make students have an overall understanding in calculus.			
Prerequisites	A prerequisite of two years high school algebra is assumed.			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2. An introduction to Business functions, including Marketing, Finance, Human Resources, Production &amp; Operation, Information, and R&amp;D.</li> <li>3. An introduction to Management functions, including Analysis, Planning, Organizing, Leading, and Controlling.</li> <li>4. Integrate the factors of environment, Management functions and Business functions.</li> <li>5. Combine theory and practice.</li> </ol>			
Prerequisites	None			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
			3	0
Course Objectives	<p>To learn the knowledge and concepts of computer hardware and software;  To learn the topics covered in the computer science and basic concepts in the computer science  To learn the concepts and application of network;  To understand the meaning and structure of information system;</p>			
Prerequisites	None			

Course Code	02383			
Course Name	The Application of Micro Computer	Credit	F	S
			1	0
Course Objectives	The major objective of this course is to help students familiarize with frequently used application software. After the course, students shall be able to use Microsoft Word, Excel, Power Point and Access. Also students can assemble a computer system by themselves.			
Prerequisites	None			

Course Code	02222			
Course Name	Statistics	Credit	F	S
			3	3
Course Objectives	<p>This course is designed to emphasize that Statistics is used as tool in decision-making in virtually all areas of management sciences. Its goals are (1) emphasis on identification and interpretation provide students with practical skills they can apply to real problem application. (2) students learn that Statistics is a method of converting data into information.</p> <p>This course is designed into four sessions:</p> <p>Session I : The material in this part forms an introductory discussion of Statistics and its relevance to the real worlds.</p> <p>Session II : This part surveys visual summarization methods and descriptive statistics used in presenting statistical information.</p> <p>Session III : This session introduces the basic notions of probability and goes on to introduce the discrete and continuous probability distribution upon which many statistical analyses depend.</p> <p>Pre-requirement: Basic mathematical training on Calculus and algebra.</p>			
Prerequisites	Calculus 、 Linear Algebra			

Course Code	02056			
Course Name	Commercial Laws	Credit	F	S
			0	3
Course Objectives	<p>1. To learn the general concept of the commercial /business laws</p> <p>2. To build the basis of further legal studies and examination skills on the commercial laws</p>			
Prerequisites	Civil Code or Introduction to Civil Code			

Course Code	02635			
Course Name	Management	Credit	F	S
			3	0
Course Objectives	After learning this course, students will know the basic knowledge of management, and how to use planning, organizing, leading, and controlling in management practices.			
Prerequisites	None			

Course Code	01389			
Course Name	Business Policy	Credit	F 3	S 0
Course Objectives	<ol style="list-style-type: none"> <li>1. Provides the opportunities for students to develop capability for strategic thinking.</li> <li>2. Provides the opportunities for students to experience the organization learning.</li> <li>3. Provides the opportunities for students to build up an integrated strategy concept.</li> <li>4. Provides the opportunities for students to integrated related knowledge of business functions.</li> <li>5. Provides the opportunities for students to observe the newly trends of business.</li> </ol>			
Prerequisites	Management			

Course Code	01483			
Course Name	Marketing Management	Credit	F 0	S 3
Course Objectives	<ol style="list-style-type: none"> <li>1. Provides fundamental concepts and principles of marketing management.</li> <li>2. Increase the capability of group discussion through case study.</li> <li>3. Increase the presentation ability from Q&amp;A in the classes.</li> </ol>			
Prerequisites	None			

Course Code	01013			
Course Name	Human Resources Management	Credit	F 0	S 3
Course Objectives	The purpose of this course is to familiarize students with theories and practices of human resources management (HRM). I will integrate theories in this field of research as the building block, with an aim to provide students with solid foundation of knowledge. Practical cases are also provided in the class. The topics covered consist of acquiring, staffing, developing, motivating and utilizing of human resources.			
Prerequisites	None			

Course Code	01449			
Course Name	Cost Accounting	Credit	F 3	S 0
Course Objectives	The purpose of this course is to make the students understand how the contemporary cost accounting tools work in today's business world. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing & management, life-cycle costing etc..			
Prerequisites				

Course Code	11493			
Course Name	Management Accounting &Control	Credit	F 0	S 3
Course Objectives	The purpose of this course is to make the students understand how the contemporary management accounting tools work in today's business world. The related topics include budgeting, variance analysis, balanced scorecard , responsibility accounting, quality cost, and transfer pricing etc..			
Prerequisites				

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			0	3
Course Objectives	<p>This course is to provide students a basic understanding of financial management. We will revisit the three major decisions covered by corporate finance, namely capital budgeting, capital structure, and working capital management. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <p>(1) The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</p> <p>(2) Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized.</p> <p>(3) The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.</p> <p>Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step.</p>			
Prerequisites	Accounting			

Course Code	03021			
Course Name	Quality Management	Credit	F	S
			0	3
Course Objectives	<p>This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and technical point of views.</p>			
Prerequisites	Statistics, management			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
			3	0
Course Objectives	<p>Production is an essential function of a business unit. The objective of this course is to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>2. Use the relative technology to solve the real problems,</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			
Prerequisites	None			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
			3	0
Course Objectives	This course provides fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector by developing mathematical models of those problems. Topics include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Forecasting will be conducted.			
Prerequisites	Statistics			

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
			0	3
Course Objectives	This course is a result of a major research effort focusing on the important issue of managing knowledge within organizations and in cooperative strategies. As we move from the industrial age to the information age, knowledge is becoming increasingly critical for the competitive success of firms. In recent years economists and organizational theorists have claimed that the creation of wealth and profit is less dependent on the mechanistic control of resources than it has previously been. The key to success in today's business is the application and development of specialized knowledge and competencies. This raises questions about how to define and study knowledge and how organizations can develop and manage knowledge. These are the kinds of questions we will explore in this course.			
Prerequisites	Management			

Course Code	06935			
Course Name	Organization Development and Change	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the knowledge scope of OD/OC.</li> <li>2. To familiar with the factors which lead organization change.</li> <li>3. To be able to handle the principle, method and model to adjust the organization.</li> <li>4. To study the case and induce the principle.</li> <li>5. To establish the skill in solving the OD/OC problems.</li> <li>6. To set up the open mentality to face changes.</li> </ol>			
Prerequisites	None			

Course Code	11491			
Course Name	Seminar on Human Resources Management(II)	Credit	F	S
			2	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Establishing the holistic thinking system on human resource issues</li> <li>2. Enhance the capability of solving HRM problems</li> <li>3. Understanding the HRM practice in industries</li> <li>4. Holding the capability to construct HRM system in a organization.</li> <li>5. Probing forcing the development trend of HRM field.</li> <li>6. Holding the capability of completion and presentation of the research topic</li> </ol>			
Prerequisites	Organizational Behavior Organization Development & Change Knowledge Management			

Course Code	11490			
Course Name	Seminar on Human Resources Management (I)	Credit	F	S
			0	2
Course Objectives	<ol style="list-style-type: none"> <li>1. Establishing the holistic thinking system on human resource issues</li> <li>2. Enhance the capability of solving HRM problems</li> <li>3. Understanding the HRM practice in industries</li> <li>4. Holding the capability to construct HRM system in a organization.</li> <li>5. Probing forcing the development trend of HRM field.</li> <li>6. Holding the capability of completion and presentation of the research topic</li> </ol>			
Prerequisites	Organizational Behavior Organization Development & Change Knowledge Management			

Course Code	01579			
Course Name	Investment	Credit	F	S
			3	0
Course Objectives	This is a comprehensive course that explores the operation of capital markets and the related theory about investment, include efficient market portfolio, modern portfolio theory, CAPM, APT and the evaluation of mutual fund performance			
Prerequisites	Financial Management			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
			0	3
Course Objectives	<p>This course provides fundamental concepts and skills for International Financial Management.</p> <p>We believe that study can make students a better knowledge on International Financial Management related topics.</p>			
Prerequisites	Economics, Financial Management			

Course Code	11487			
Course Name	Seminar on Financial Management(II)	Credit	F	S
			2	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Train students to write a comprehensive financial report.</li> <li>2. To integrate related courses into the report.</li> <li>3. Direct students to learn new knowledge and skills completing the report.</li> </ol>			
Prerequisites	Financial Management, Investment, International Financial Management			

Course Code	11486			
Course Name	Seminar on Financial Management (I)	Credit	F	S
			0	2
Course Objectives	<ol style="list-style-type: none"> <li>1. Train students to write a comprehensive financial report.</li> <li>2. To integrate related courses into the report.</li> <li>3. Direct students to learn new knowledge and skills completing the report.</li> </ol>			
Prerequisites	Financial Management, Investment, International Financial Management			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
			0	3
Course Objectives	This course provides fundamental concepts and skills for doing marketing research. Topics include problem definition, secondary data research, survey research, Questionnaire design, sampling design, etc.			
Prerequisites	None			

Course Code	01951			
Course Name	Consumer Behavior	Credit	F	S
			3	0
Course Objectives	This course aims to discuss the process of consumer decision, and understand the factors that influence the decision process, including personal factors, social factors, cultural factors, and situational factors. This course also focuses on the applications of consumer behavior theory to marketing activities.			
Prerequisites	Marketing Management			

Course Code	11485			
Course Name	Seminar on Marketing Management(II)	Credit	F	S
			2	0
Course Objectives	Students in this class must make a marketing plan based on their previous knowledge of marketing. This course aims to develop students' abilities in problem solving and teamwork.			
Prerequisites	Marketing Management			

Course Code	11484			
Course Name	Seminar on Marketing Management (I)	Credit	F	S
			0	2
Course Objectives	Students in this class must make a marketing plan based on their previous knowledge of marketing. This course aims to develop students' abilities in problem solving and teamwork.			
Prerequisites	Marketing Management			

Course Code	05827			
Course Name	Design of Production System	Credit	F	S
			3	0
Course Objectives	To learn and understand the advantage and disadvantage of different production system where includes MRP system, JIT system, and Lean production system.			
Prerequisites				

Course Code	11492			
Course Name	Operations and Managerial Decision Making	Credit	F	S
			3	0
Course Objectives	This course is an extension of the managerial mathematics course and provides fundamental concepts and skills for applied operation research. Imparting such the knowledge via detailed instruction and in-class exercises is to ensure that students can further understand the implications and intricate effects of operation research on aspects of business-related activities. The students are required to use related techniques and related software (SPSS, Q-net, and QM) in solving application problems.			
Prerequisites	Statistics and Managerial Mathematics			

Course Code	07689			
Course Name	Production Management Information System	Credit	F	S
			0	3
Course Objectives	The focus is on manufacturing and supply chains. Theory is subordinated to practice. The theme throughout the course is how to implement modern computer –based information systems successfully in real world.			
Prerequisites	none			

Course Code	11489			
Course Name	Seminar on Production Management(II)	Credit	F	S
			2	0
Course Objectives	The goal of the course is to introduce the concepts and technology of production management, and educate students how to find study issue? How to find the approaches to solve the problems?			
Prerequisites	Production & Operations Management			

Course Code	11488			
Course Name	Seminar on Production Management (I)	Credit	F	S
			0	2
Course Objectives	The goal of the course is to introduce the concepts and technology of production management, and educate students how to find study issue? How to find the approaches to solve the problems?			
Prerequisites	Production & Operations Management			

Course Code	05985			
Course Name	Compensation Management	Credit	F	S
			3	0
Course Objectives	Provides theoretical concepts and Practical skills for compensation management			
Prerequisites	Fundamental Management			



Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
			0	2
Course Objectives	The purpose of this course was to introduce the basic theory and the practical implications of international human resource management to students. It included the topics of human resource planning, recruitment, selection, training, performance appraisal, rewards and benefits, development, and labor relations in international business.			
Prerequisites	None			

Course Code	02234			
Course Name	Organizational Behavior	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the basic knowledge of OB.</li> <li>2. To establish the concept of the relationship between OB and organization performance.</li> <li>3. To learn the OB related issues.</li> <li>4. To probe and explore the group dynamic within an organization in all kinds of context.</li> <li>5. To learn and practice the OB knowledge and skill in the real situation.</li> </ol>			
Prerequisites	<ol style="list-style-type: none"> <li>1. None</li> <li>2. Highly related with Management, Psychology and the Sociology.</li> </ol>			

Course Code	05426			
Course Name	Training in Business & Industry	Credit	F	S
			0	3
Course Objectives	The purpose of this course is to introduce the relevant theories and practices of Human Resource Development, and through the approaches of lecture, discussion and practice to train the learners' ability in applying the theories on writing feasible business projects.			
Prerequisites	Human Resources Management			

Course Code	01109			
Course Name	Intermediate Accounting	Credit	F	S
			3	3
Course Objectives	<ol style="list-style-type: none"> <li>I. The Environment and Theoretical Structure of Accounting</li> <li>II. The Financial Statements</li> <li>III. Accounting for Assets</li> <li>IV. Accounting for Liabilities</li> <li>V. Accounting for Capital</li> <li>VI. Accounting for Special Topics</li> <li>VII. Financial Statements Analysis</li> </ol>			
Prerequisites	Accounting , 6 Credits			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
			0	3
Course Objectives	Introducing both primary and secondary markets of fixed income securities bonds, with emphasis on bond investment strategies and risk management. Interest rate derivatives are also briefly discussed.			
Prerequisites				

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
			3	0
Course Objectives	Do you know how to compute the interest rate? What are the reasons that make the money depreciation? What is the difference between a bank and a credit unit? How does the Central Bank control the money supply? This course provides the fundamental concepts to understand the role of money in financial systems. This course also presents the characteristics and stylizes of financial systems in Taiwan.			
Prerequisites	Economics			

Course Code	11563			
Course Name	Theory and practice of Security Markets	Credit	F	S
			3	0
Course Objectives	This course will provide students with an analytical framework for understanding security markets. We will discuss the stock primary markets, the stock secondary markets, corporate governance, behavioral finance, and so on.			
Prerequisites	Economics			

Course Code	01085			
Course Name	Industrial Marketing	Credit	F	S
			2	0
Course Objectives	This course provides fundamental concepts and theory of industrial marketing for student who should be able applications to business or study ° Topics include nature and scope of business marketing , understanding market , target market , satisfying market °			
Prerequisites	Marketing			

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
			0	3
Course Objectives	The primary objective of this course is to enable students to understand how to make the kinds of decisions they will face in middle management position ( marketing management ) . This course provides fundamental concepts and theory of marketing management for student who should be able applications to business or study °			
Prerequisites	Principle of Marketing			

Course Code	10462			
Course Name	Retailing Industry Management	Credit	F 0	S 2
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the world of retailing</li> <li>2. To plan retailing strategy</li> <li>3. To learn merchandise management</li> <li>4. To practice store management</li> </ol>			
Prerequisites	Marketing			

Course Code	06037			
Course Name	International Marketing Management	Credit	F 0	S 3
Course Objectives	<p>This course provides fundamental concepts and skills for Global Marketing Management such as: Regional Trade Organization,( EU, WTO, NAFTA, APEC, ASEAN, CIS, MERCOSUR) International Culture Difference, Business Environment Risk Intelligence ( BERI ) , Operation Risk Index ( ORI ) , Remittance and Repatriation Factor ( R Factor), Profit Opportunity Recommendation (POR), International Marketing Strategy , International Products Management, International Place Management, International Price Management, International Promotion Management ..</p>			
Prerequisites	None			

Course Code	02141			
Course Name	Project Management	Credit	F 0	S 3
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the definition and process of project management</li> <li>2. To learn the technique and tool of project management</li> <li>3. To possess the capability of project management</li> </ol>			
Prerequisites				

Course Code	10523			
Course Name	Product & Marketing Innovation	Credit	F 3	S 0
Course Objectives	<p>The course is concerned with the development, evaluation, and implementation of product and marketing innovation. The objectives are to develop knowledge and skills in using a variety of analytical framework for making innovative decisions.</p>			
Prerequisites				

Course Code	02252			
Course Name	Chain Store Business Management	Credit	F 0	S 2
Course Objectives	Train chain's professional manager and high-order executive			
Prerequisites	Enterprise management , accountant			

Course Code	14235			
Course Name	Integration of Production and Commerce	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>To improve the literacy and interest of manufacturing and commerce technology.</li> <li>To integrate related courses about manufacturing and commerce technology into a plan.</li> </ol>			
Prerequisites				

Course Code	14208			
Course Name	Logistics/ Supply Chain Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>to understand the definition and content of Logistics and supply chain management</li> <li>to learn the state-of-the-art models, concepts, and solution methods of Logistics and supply chain management</li> <li>to learn the design, control, operation, and management of the Logistics and supply chain management</li> </ol>			
Prerequisites	None			

Course Code	00016			
Course Name	Sophomore English	Credit	F	S
			2	2
Course Objectives	Help sophomore business majors with a variety of reading topics in their daily lives and future careers.			
Prerequisites				

Course Code	02050			
Course Name	Business English	Credit	F	S
			2	2
Course Objectives	<ol style="list-style-type: none"> <li>To familiarize students with business letter writing, including establishment of trade relations, inquiries, sales letters, orders, delivery, payment, collection letters, claim letters, letters of adjustment, and credit purchase.</li> <li>Students are also to learn international trade procedures, business reports, and e-mail writing.</li> </ol>			
Prerequisites	None			

Course Code	04945			
Course Name	Career Management	Credit	F	S
			2	0
Course Objectives	<ol style="list-style-type: none"> <li>To help learner to make successful career development through life span.</li> <li>To help learner making career goals and career plans both in the life and in the business targets.</li> <li>Learner can help his family member to develop career planning.</li> </ol>			
Prerequisites	None			

Course Code	05828			
Course Name	Organization Study	Credit	F	S
			2	2
Course Objectives	1. Be able to internalize the spirit of autonomy learning 2. Be able to build a team and cooperate with each other within the team 3. Be able to handle the implement process of a project 4. Be able to manage the group dynamic of an organization 5. Be able to implement the selected project and achieve the set goals			
Prerequisites	None Especially suitable for sophomore and junior student.			

Course Code	05710			
Course Name	Hotel Management	Credit	上 S	下 S
			0	2
Course Objectives	People have always traveled for reasons of business, education & pleasure. Hospitality industry has become more important in our life, especially in the future leisure time. There are two primary course objectives: (1) to provide the operational knowledge of hotel management. (2) to provide an introduction for those who are considering careers in hotel industry.			
Prerequisites	None			

Course Code	05987			
Course Name	Japanese Management	Credit	F	S
			3	0
Course Objectives	Study in strong & weak points of Japanese industry administration, and how Taiwanese industry can learn from its strong and weak points and become so called learning-type industry.			
Prerequisites	None			

Course Code	13438			
Course Name	Direct Study---Virtual Business Field Practice I	Credit	F	S
			2	0
Course Objectives	This course creates a virtual company, which provides chances for students to play different roles in this company. During three years work experience students will go through from staff to management positions. Each position provides different opportunities for student to face real business issues and deal with.			
Prerequisites	None			

Course Code	13439			
Course Name	Direct Study---Virtual Business Field Practice II	Credit	F	S
			0	2
Course Objectives	This course creates a virtual company, which provides chances for students to play different roles in this company. During three years work experience students will go through from staff to management positions. Each position provides different opportunities for student to face real business issues and deal with.			
Prerequisites	None			

Course Code	13440			
Course Name	Direct Study---Virtual Business Field Practice III	Credit	F	S
			2	0
Course Objectives	This course creates a virtual company, which provides chances for students to play different roles in this company. During three years work experience students will go through from staff to management positions. Each position provides different opportunities for student to face real business issues and deal with.			
Prerequisites	None			

Course Code	13441			
Course Name	Direct Study---Virtual Business Field Practice IV	Credit	F	S
			0	2
Course Objectives	This course creates a virtual company, which provides chances for students to play different roles in this company. During three years work experience students will go through from staff to management positions. Each position provides different opportunities for student to face real business issues and deal with.			
Prerequisites	None			

Course Code	13222			
Course Name	Seminar on Global Business Management	Credit	F	S
			0	3
Course Objectives	This seminar is designed to provide would-be entrepreneurs a broad-based exposure to international business operations and capital market practices. With panelists such as international trade representatives, CEOs, and capital market specialists, this seminar covers topics from raising the first dollar from friends and families to IPO to eventually running a global operation. In addition to classroom participation, which will cultivate students' analytical capabilities as well as presentation skills, students are expected to gain insights in global market, marketing and sales, operation, finance, and human resource management through study group discussions and group presentation.			
Prerequisites	none			

Course Code	02083			
Course Name	Practical English Conversation	Credit	F	S
			0	2
Course Objectives	(A) To improve students' English listening and speaking ability through multimedia access such as video and audio tape of news report, radio talk show, news paper reading, and movie. (B) Cooperative learning activities such as presentation, group sharing and interview will be used in the classroom to promote students' motivation, self-confidence and achievement. (C) To encourage students to become involved in communicating- in pairs, small groups or as a class. Students will be required to do English presentation about topics that are within their own personal experience. (D) To provide students helpful skills in presenting effective speeches and public speaking.			
Prerequisites	None			

Course Code	00102			
Course Name	Advanced English Conversation	Credit	F	S
			2	0
Course Objectives	<p>(A) To improve students' English listening and speaking ability through multimedia access such as video and audio tape of news report, radio talk show, news paper reading, and movie.</p> <p>(B) Cooperative learning activities such as presentation, group sharing and interview will be used in the classroom to promote students' motivation, self-confidence and achievement.</p> <p>(C) To encourage students to become involved in communicating- in pairs, small groups or as a class. Students will be required to do English presentation about topics that are within their own personal experience.</p>			
Prerequisites	None			

Course Code	13423			
Course Name	Enterprise Managerial Seminar	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Explore various industries and the trends of them.</li> <li>2. Explore competitions in various industries.</li> <li>3. Explore the processes of strategic planning and implementing in various industries.</li> <li>4. Provide the contact opportunities for students and alumni.</li> </ol>			
Prerequisites				

# Accounting

## ● Course list

Undergraduate Program in Accounting		Code	Classes	Credit hours
Required common credit hours of the department	Time for class advisor	02795	8	2
	Introduction to Computer Science	01863	2	3
	The Application of Micro Computer	02383	2	1
	Accounting	02412	2	6
	Calculus	02390	2	6
	Economics	02451	2	6
	Introduction to Business	05201	2	3
	Statistics	02222	2	6
	Intermediate Accounting (I)	07255	2	3
	Intermediate Accounting (II)	07256	2	3
	Advanced Accounting (I)	07257	3	3
	Cost & Management Accounting	06840	2	6
	English listening comprehension	03542	2	2
	English conversation	01846	2	1
	Auditing (I)	07259	3	3
	Financial Management	01983	2	3
	Commercial Law	02056	2	4
	Civil Law	05630	2	4
	Tax Laws & Regulations	02328	2	3
	Accounting Information System	02411	2	3
	Independent Study I	07344	10	3
	Marketing Management	01483	2	3
	Commercial Application Software	04142	2	3
Database Administration	02490	2	3	
Advanced Accounting (II)	07258	2	3	
Auditing (II)	07260	2	3	
Organizational Behavior	02234	2	3	
Elective credit hours by sections (5 select 3)	Managerial Mathematics	02632	1	3
	Investments	01579	2	3
	Government Accounting & Auditing Laws	06223	2	3
	Financial Statement Analysis	01982	2	3
	Tax Accounting	02329	1	3



Undergraduate Program in Accounting		Code	Classes	Credit hours
Elective credit hours of the department in other sections	Elementary Japanese	01738	2	4
	Business English	02050	1	4
	Money and Banking	02249	2	3
	Organization Study	05828	1	2
	Organizational Leadership	15777	1	2
	Security and Financial Market Regulations	08200	1	2
	Cost Management System	10997	1	3
	The Legal Environment of Business Management-English	13518	1	3
	An Introduction to Accounting for Specific Industries	15890	1	3
	Service-Learning: Individual Income Tax	11416	1	2
	Service-Learning: Enterprise Income Tax	10999	1	2
	Accounting & Taxation Practice	14041	1	3
	American Taxation (I)	14080	1	2
	American Taxation (II)	14081	1	2
	Intermediate Accounting III	15521	1	2
	Listening Comprehension	14256	2	0
	Basic English Writing	14259	2	0
	Business Communication	24255	2	0
English Writing I: Expository Writing	14254	0	2	

● Course objective and prerequisites

Course Code	02795			
Course Name	Time for class advisor	Credit	F	S
			2	2
Course Objectives	The aim of this arrangement is to insure the advisors and students have a fixed time to communicate with each other. The advisor can know more about each student via this course including their life after the school.			
Prerequisites	None			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
			3	0
Course Objectives	<p>To learn the knowledge and concepts of computer hardware and software;</p> <p>To learn the topics covered in the computer science and basic concepts in the computer science</p> <p>To learn the concepts and application of network;</p> <p>To understand the meaning and structure of information system;</p>			
Prerequisites	None			

Course Code	02383			
Course Name	The Application of Micro Computer	Credit	F	S
			1	0
Course Objectives	<p>The major objective of this course is to help students familiarize with frequently used application software. After the course, students shall be able to use Microsoft Word, Excel, Power Point and Access. Also students can assemble a computer system by themselves.</p>			
Prerequisites	None			

Course Code	02412			
Course Name	Accounting	Credit	F 3	S 3
Course Objectives	<p>This objective of this course is to introduce for students of business school the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <p>understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</p> <p>understand the basic recording and reporting processes of accounting information system.</p> <p>understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</p> <p>understand how to analyze and interpret accounting information to help investors , creditors and business managers to make economic decisions.</p> <p>understand how to resolve the ethical dilemma and make ethical professional judgment.</p> <p>understand how to develop and make planning of an accounting career.</p>			
Prerequisites	None			

Course Code	02390			
Course Name	calculus	Credit	F 3	S 3
Course Objectives	<p>The course has two main goals. This first one is to give students the basic concepts of calculus. As many other mathematic courses, well constructed concept structure is the crucial key point. So, the first thing this course will try to do is to establish calculus concepts, including limitation, differentiation and integration. The second goal is to train the students to have good calculation skills. Calculus is a very useful mathematical tool in various fields. Students might have to apply what they have learned in this course in many other courses, for example, Statistics and Economics. So they got to have well trained problems solving skills for handling various upcoming situations.</p>			
Prerequisites	None			

Course Code	02451		
Course Name	Economics	Credit	F S
			3 3
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>(1) Realize the basic concepts of Microeconomics.</li> <li>(2) Understand the meanings of supply and demand functions.</li> <li>(3) Realize the meaning of elasticity and its application.</li> <li>(4) Realize how individual consumer, household, and firm makes decision.</li> <li>(5) Understand various types of industry organizations and their characteristics.</li> <li>(6) Use Microeconomics theories to analyze the effects of public policy.</li> <li>(7) Realize the basic concepts of Macroeconomics.</li> <li>(8) Understand the meanings and measuring of Nation's income.</li> <li>(9) Realize the meaning of production, saving, and investment.</li> <li>(10) Understand the monetary system.</li> <li>(11) Understand the meanings of aggregate demand and aggregate supply.</li> <li>(12) Use Macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>		
Prerequisites	None		

Course Code	05201		
Course Name	Introduction to Business	Credit	F S
			3 3
Course Objectives	<ol style="list-style-type: none"> <li>1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2.An introduction to Business functions, including Marketing, Finance, Human Resources, Production &amp; Operation, Information, and R&amp;D.</li> <li>3.An introduction to Management functions, including Analysis, Planning, Organizing, Leading, and Controlling.</li> <li>4.Integrate the factors of environment, Management functions and Business functions.</li> <li>5.Combine theory and practice.</li> </ol>		
Prerequisites	None		

Course Code	02222			
Course Name	Statistics	Credit	F	S
			3	3
Course Objectives	<p>This course is designed to emphasize that Statistics is used as tool in decision-making in virtually all areas of management sciences. Its goals are (1) emphasis on identification and interpretation provide students with practical skills they can apply to real problem application. (2) students learn that Statistics is a method of converting data into information.</p> <p>This course is designed into four sessions:</p> <p>Session I : The material in this part forms an introductory discussion of Statistics and its relevance to the real worlds.</p> <p>Session II : This part surveys visual summarization methods and descriptive statistics used in presenting statistical information.</p> <p>Session III : This session introduces the basic notions of probability and goes on to introduce the discrete and continuous probability distribution upon which many statistical analyses depend.</p> <p>Pre-requirement: Basic mathematical training on Calculus and algebra.</p>			
Prerequisites	Calculus ∨ Linear Algebra			

Course Code	07255			
Course Name	Intermediate Accounting( I )	Credit	F	S
			3	0
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <p>(1) to learn and evaluate current principles of financial accounting,  (2) to apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements,  (3) to read and critically evaluate financial statements, and  (4) to consider the larger context of financial reporting.</p>			
Prerequisites	Introduction to Accounting			

Course Code	07256			
Course Name	Intermediate Accounting( II )	Credit	F	S
			0	3
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <p>(1) to learn and evaluate current principles of financial accounting,  (2) to apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements,  (3) to read and critically evaluate financial statements, and  (4) to consider the larger context of financial reporting</p>			
Prerequisites	Intermediate Accounting( I )			

Course Code	07257			
Course Name	Advanced Accounting( I )	Credit	F 3	S 0
Course Objectives	<p>Make students to understand the following ideas:</p> <p>A. The Accounting Process of Branch</p> <p>B. Business Combinations</p> <p>C. Consolidated Financial Statements</p> <p>D. Consolidations-Changes in Ownership Interests</p>			
Prerequisites	Intermediate Accounting			

Course Code	06840			
Course Name	Cost and Management Accounting	Credit	F 3	S 3
Course Objectives	<p>The purpose of this course is to make the students understand how the contemporary cost and management accounting tools work in the business world. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing &amp; management, balanced scorecard , life-cycle costing etc.</p>			
Prerequisites	None			

Course Code	03542			
Course Name	English listening comprehension	Credit	F 2	S 2
Course Objectives	<p>This course is focused on providing the students with intensive exposure to the English language through listening and speaking. Based on English learning theories, each lesson consists of a variety of student-centered and interactive activities which give students the focus and support they need to succeed with their language skills: to better students' listening ability, there is listening practice on ICRT news, texts, films and TOEFL; to improve students' fluency in spoken English, there are daily topics for pair chatting in English; to build self-confidence in public speaking, there are radio plays for presentation; to improve students' accuracy in English and to build the habit of self-learning, students are asked to attend spelling games and to listen to Studio Classroom regularly.</p>			
Prerequisites	None			

Course Code	01846			
Course Name	English conversation	Credit	F 1	S 1
Course Objectives	<p>Learning of basic English listening comprehension and conversation skills</p> <p>Learning of basic conversation pragmatics (politeness, focus of theme etc.)</p> <p>Learning of English speaking culture involved Capability of handling various topics and situations in life and professional</p>			
Prerequisites	None			

Course Code	07259			
Course Name	Auditing( I )	Credit	F	S
			3	0
Course Objectives	To introduce Auditing Principles, Procedures and Applications.			
Prerequisites	Intermediate Accounting ( I ) Cost and Management Accounting ( I )			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			0	3
Course Objectives	The course provides a working knowledge of the tools and analytical conventions use in the practice of corporate finance. The emphasis is on establishing an understanding of the basic elements of Financial theory to be use in the application of analytical reasoning to business finance problems			
Prerequisites	Fundamental Financial Accounting, Introduction to Financial Accounting, Statistics, Economics, Introduction to Economics			

Course Code	02056			
Course Name	Commercial Law	Credit	F	S
			2	2
Course Objectives	To learn the general concept of the commercial/business law. To build the basis of further legal studies and examination skills on the commercial laws.			
Prerequisites	None			

Course Code	05630			
Course Name	Civil Law	Credit	F	S
			2	2
Course Objectives	The civil law is the basic norms of the property and identity relation among the fixed individuals, this course is with the instance with common daily life, adopt case teaching methodology, issue make learner system structure and important fixed content in civil law can have basic understanding and understand. And to the concrete civil incident that happen, there can be thinking independently, applicable law, ability to solve problem.			
Prerequisites	None			

Course Code	02328			
Course Name	Tax Laws & Regulations	Credit	F	S
			0	3
Course Objectives	1.Income Tax Act 2.Value-Added and Non-Value-Added Business Tax Law 3.Tax Collection Act			
Prerequisites	Accounting Principles			

Course Code	02411			
Course Name	Accounting Information System	Credit	F	S
			3	0
Course Objectives	Understand how the enterprise interior utilizes the information technology and establishes secure, reliable, high-speed transaction processing environment to gain reliable accounting information and to support the management decision-making.			
Prerequisites	Introduction to Computer ( including MS WORD · EXCEL · Access ) · Intermediate Accounting · Cost Accounting			

Course Code	07344			
Course Name	Independent Study I	Credit	F	S
			0	3
Course Objectives	The objective of this course is training students to find an interesting topic, define research question, collect data, and accomplish a research report. Upon course completion, the students should be able to:(1) Observe social environment and phenomenon.; (2) Find an interesting topic as well as question.; (3) Define a research question.; (4) Understand the basic concept and methodology of research.; (5) Collect and summarize data.; (6) Write and accomplish a project report.			
Prerequisites	None			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Describe the major concepts and tools of marketing?</li> <li>2. Define value and satisfaction and understand how to deliver them.</li> <li>3. Determine how a company can effectively manage the marketing process.</li> <li>4. Describe how marketers can improve marketing decisions through intelligence systems, marketing research, and marketing decision support systems.</li> <li>5. Describe how the consumer makes a purchasing decision.</li> <li>6. Identify how and why segmentation is applied to consumer and business markets.</li> </ol>			
Prerequisites	None			

Course Code	04142			
Course Name	Commercial Application Software	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. the techniques of relational database programming</li> <li>2. discussion of application system</li> <li>3. documentation of system design</li> <li>4. development of system programming</li> <li>5. demonstration and oral test</li> </ol>			
Prerequisites	Database management			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
			3	0
Course Objectives	The course is designed to introduce the database management in business practices to the students. The objective is the students use the tools and methods without difficulty. Students will be trained to resolve the problems by applying the different objects (such as tables, query, menu, report design...etc) in Access 2002. They will practice step by step then understand the complete process. At last students will learn the query language and how to publish the data pages in WWW. Every student will get evaluation in each class. However, it is important that students do and understand the assignments.			
Prerequisites	Basic Concept of Computer			

Course Code	07258			
Course Name	Advanced Accounting(II)	Credit	F	S
			0	3
Course Objectives	The objective of this course is to provide theoretical and practical knowledge of advanced financial accounting for students. It covers accounting for combined corporate entities, consolidated statements, accounting for international operations and partnership, etc.			
Prerequisites	Advanced Accounting			



Course Code	07260			
Course Name	Auditing(II)	Credit	F	S
			0	3
Course Objectives	To introduce Auditing Principles, Procedures and Applications.			
Prerequisites	Intermediate Accounting ( I ) Cost and Management Accounting ( I )			

Course Code	02234			
Course Name	Organizational Behavior	Credit	F	S
			3	0
Course Objectives	<p>1. To teach students leaning about the practice and theory of organizational Beloit, in order to help each student to explain, predict, and control human behavior then, each student should be acting a qualified manager of company in future.</p> <p>2. To promote and enhance the management abilities for students. Then, each student should be able to judge, analyze and solve problems.</p> <p>3. To teach students learning how to learn and promoting human skills based on based career, and each student should able to show human compassion and devote to social service activities.</p>			
Prerequisites	Psychology 、 social psychology 、 fundamental of management			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
			0	3
Course Objectives	This course makes use of mathematical foundation to investigate and analyze managerial problems. After systematizing the problems, mathematical models are embedded to help executive managers to make optimal decisions. Therefore, managerial mathematics can be regarded as operations research or mathematical planning including linear algebra and probability.			
Prerequisites	Mathematical background of senior high school			

Course Code	01579			
Course Name	Investments	Credit	F	S
			0	3
Course Objectives	To found the right concept of investment, To understand the instruments and the market mechanism, To familiar with the fundamental and technical analysis methods.			
Prerequisites	Some statistics knowledge is preferred.			

Course Code	06223			
Course Name	Government Accounting & Auditing Laws	Credit	F	S
			0	3
Course Objectives	The purpose of this course is to help students who aspire to find out about Not-For-Profit Accounting or plan to engage themselves in Certified Public Accounting/Civil Services to thoroughly understand the accounting process of government departments and other non-profit organization, so that these students will have greater advantages when preparing for examinations in Certified Public Accountant or Government Accountant and Auditor (Senior/Junior Civil Servants, Local Government Officials Exams).			
Prerequisites	Accounting ( I )			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F 0	S 3
Course Objectives	<p>This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary focus is on equity (share) valuation. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios.</p> <p>The course will be taught from the perspective of a security analyst – particularly the equity analyst – but much of the material covered in the course will also be relevant to the corporate financial analyst for evaluating acquisitions, restructurings and other investments, and for calculating the value generated by strategy scenarios. By the end of the course, the student should feel competent in writing a thorough, convincing equity research report.</p>			
Prerequisites	Financial Accounting or Accounting Principle			

Course Code	02329			
Course Name	Tax Accounting	Credit	F 3	S 0
Course Objectives	This course provides fundamental concepts for tax accounting and skills for tax planning .Topics include theory, practice and case study.			
Prerequisites	Tax Law			

Course Code	01738			
Course Name	Elementary Japanese	Credit	F 2	S 2
Course Objectives	<ol style="list-style-type: none"> <li>1. To learn correct pronunciation &amp; practical conversation.</li> <li>2. To understand Japan's social custom &amp; culture by studying Japanese.</li> <li>3. To cultivate a global view through this course.</li> </ol>			
Prerequisites	None			

Course Code	02050			
Course Name	Business English	Credit	F 2	S 2
Course Objectives	<p>This course is designed to provide students a strategic approach to fluent communication by using diverse methods to foster a mastery of communication skills.</p> <p>This course seeks to prepare students for academic, social and workforce environment by accomplishing the following objectives:</p> <ul style="list-style-type: none"> <li>- Students being able to make inferences regarding complicated ideas</li> <li>- Students continuing to refine their listening and note-taking skills and being able to summarize in both oral and written form</li> </ul> <p>Students being able to function in every day academic or workforce interactions.</p>			
Prerequisites	None			

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. The course will provide students with useful clues about how the financial system works and interacts with the real economic system.</li> <li>2. The unifying analytic framework for the study of money, banking and financial market will help students to develop the economic way of thinking in order to analyze the current financial market will help students to develop the economic way of thinking in order to analyze the current financial situation.</li> </ol>			
Prerequisites	Introduction to Economics.			

Course Code	05828			
Course Name	Organization Study	Credit	F	S
			2	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Be able to internalize the spirit of autonomy learning</li> <li>2. Be able to build a team and cooperate with each other within the team</li> <li>3. Be able to handle the implement process of a project</li> <li>4. Be able to manage the group dynamic of an organization</li> <li>5. Be able to implement the selected project and achieve the set goals</li> </ol>			
Prerequisites	None Especially suitable for sophomore and junior student.			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F	S
			0	2
Course Objectives	<ol style="list-style-type: none"> <li>1. Be able to internalize the spirit of autonomy learning.</li> <li>2. Be able to build a team and cooperate with each other within the team.</li> <li>3. Be able to manage the group dynamic of an organization.</li> <li>4. Be able to implement the selected project and achieve the set goals.</li> <li>5. Be able to run an organization to have high performance.</li> <li>6. Be able to have the vision and capacity to be a leader.</li> </ol>			
Prerequisites	Organization Learning			

Course Code	08200			
Course Name	Securities and Financial Market Regulations	Credit	F	S
			2	0
Course Objectives	This course provides fundamental concepts and knowledge to effectively apply to Securities and Financial Market Regulations. Topics include introduction on the relevant laws and regulations, operational practices and case study.			
Prerequisites	None			

Course Code	10997			
Course Name	Cost Management System	Credit	F	S
			3	0
Course Objectives	To build cost concept to students, cost management methodology & how to implement cost management system in ERP.			
Prerequisites	None			

Course Code	13518			
Course Name	The Legal Environment for Business-English	Credit	F	S
			0	3
Course Objectives	<p><i>Legal Environment for Business</i> is intended for students of management, business and/or law who will need to know the dynamic relationship between the world of business and the sphere of law. The course is designed to teach students the complexities of relationships, especially the legal dimensions, in organizing a venture or company, operating a business, and engaging in business transactions. Students will learn basic concepts such as legal liability, legal accountability, various business risks, and other legal realities involved in business such as the sources of law, the basic judicial process, elements of traditional business law (intentional torts, negligence, property, intellectual property, contracts, domestic and international sales, business organization and employment relationships) and the regulatory environment of business.</p>			
Prerequisites	None			

Course Code	11416			
Course Name	Service-Learning: Individual Income Tax	Credit	F	S
			2	0
Course Objectives	By helping examine the income tax return, students can learn Financial Accounting, Tax law, Tax Accounting and service spirit.			
Prerequisites	Accounting			

Course Code	10999			
Course Name	Service-Learning: Enterprise Income Tax	Credit	F	S
			0	2
Course Objectives	By helping examine the income tax return, students can learn Financial Accounting, Tax law, Tax Accounting and service spirit.			
Prerequisites	Accounting			

Course Code	14041			
Course Name	Accounting & Taxation Practice	Credit	F	S
			0	3
Course Objectives	To guide students to understand the difference between theory and practice of Accounting & Taxation by illustrating with actual cases			
Prerequisites	None			

Course Code	15890			
Course Name		Credit	F	S
			2	0
Course Objectives	<p>Although the basic features of accounting are common across different industries, the peculiar nature of some industries and business models do require unique accounting treatments and in some cases, even departure from general accounting principles. Besides, without knowledge about the business model and the characteristics of business activities and operating environments, accountants would not be able to make appropriate judgment and accounting choice and have awareness of risks inherent in specific industries. This course provides students broad business and industrial sector perspectives and introduce students about important accounting and auditing issues for specific industries, such as high-tech industry, construction industry, financial and banking industry, and retail industry, etc. All instructors are partners of auditing group from Taiwan KPMG with expertise in specific industries.</p>			
Prerequisites	None			

Course Code	14080			
Course Name	American Taxation I	Credit	F	S
			2	0
Course Objectives	<p>American Taxation is a course designed for students majoring in law, accounting, or business and who need to have a professional knowledge of the basic laws, policies and procedures of the American Tax Code and practice. This course will offer such students the opportunity to learn the basic tax law for individuals (IRS Form 1040, partnerships (IRS Form 1045) and corporations (IRS Form 1120). Part B, presented in the Spring Semester, treats of the taxation of partnerships, corporations, trusts and estates.</p>			
Prerequisites	None			

Course Code	14081			
Course Name	American Taxation II	Credit	F	S
			0	2
Course Objectives	<p>American Taxation is a course designed for students majoring in law, accounting, or business and who need to have a professional knowledge of the basic laws, policies and procedures of the American Tax Code and practice. This course will offer such students the opportunity to learn the basic tax law for individuals (IRS Form 1040, partnerships (IRS Form 1045) and corporations (IRS Form 1120). Part B, presented in the Spring Semester, treats of the taxation of partnerships, corporations, trusts and estates.</p>			
Prerequisites	None			

Course Code	15521			
Course Name	Intermediate Accounting( II )	Credit	F	S
			0	3
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <p>(1) to learn and evaluate current principles of financial accounting,</p> <p>(2) to apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements,</p> <p>(3) to read and critically evaluate financial statements, and</p> <p>(4) to consider the larger context of financial reporting</p>			
Prerequisites	<p>Intermediate Accounting( I )</p> <p>Intermediate Accounting( II )</p>			

Course Code	14256			
Course Name	Listening Comprehension	Credit	F	S
			2	0
Course Objectives	<p>To differentiate vowels and consonant so as to improve pronunciation. To familiarize key phrases and expression in daily conversation and news broadcast to catch the gist. To identify details such as numbers, prices, time and location in conversations, lectures and announcement. To performance above-mentioned skills and understanding the received messages.</p>			
Prerequisites				

Course Code	14259			
Course Name	Basic English Writing	Credit	F	S
			2	0
Course Objectives	<p>This course aims to prepare high-beginning and low-intermediate students for the fundamental composition skills needed for successful academic work. The course will present important organizational principles of good academic writing such as topic sentences, supporting details, ordering of details, eliminating irrelevancies and transition words. It also familiarizes students with various writing modes such as classification, causes and effects, comparison and contrast. After this course, students will be able to write paragraphs or short articles effectively.</p>			
Prerequisites				

Course Code	14255			
Course Name	Business Communication	Credit	F	S
			2	0
Course Objectives	<p>Upon the completion of this program, students are expected to</p> <ul style="list-style-type: none"> <li>✧ be familiar with business vocabulary and expressions;</li> <li>✧ be able to master communication skills both in and out of the workplace;</li> <li>✧ be familiar with TOEIC questions in Listening and Reading Comprehension</li> <li>✧ develop language skills to communicate confidently in a wide range of business situations</li> </ul>			
Prerequisites				

Course Code	14254			
Course Name	English Writing I: Expository Writing	Credit	F	S
			0	2
Course Objectives	<p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Organize their own process of preparation, planning, and writing;</li> <li>• Feel comfortable expressing their opinions in writing;</li> <li>• Use a variety of expository forms;</li> <li>• Improve their own writing through the revision process.</li> </ul>			
Prerequisites				







# Statistics and Information Science

## ● Course list

Undergraduate Program in Statistics and Information Science	
Required common credit hours of the department	Statistics
	Calculus
	Economics
	Accounting
	Introduction to Business
	Introduction to Computer Science
	The Application of Micro Computer
	Advanced Statistics
	Linear Algebra
	Programming Techniques
	Advanced Programming Techniques
	Application of Statistics Package
	Management Information Systems
	Database Administration
	Survey Sampling
	Regression Analysis
	Design of Experiment and Analysis
	Data Mining
	Time for Class Advisor
	Elective credit hours of the department in other sections
Independent Study II	
Insurance	
The Theory of Interest	
Nonparametric Statistics	
Micro-Economics	
Practice of Statistical Decision	
Discrete Data Analysis	
Inference Statistics	
Quality Control	
Applied Probability	
Macro-Economics	
Time Series Analysis	
Insurance Statistics	
Multivariate Data Analysis	
Database Practice	
Marketing Management	
Money and Banking	
Electronic Commerce	
Special Topics in Insurance Marketing Strategy	
Survival Analysis	
Customer Relationship Management	
Marketing Survey and Analysis	
Risk Management	
Biostatistics	

	Advanced Calculus
	Data Structures
	Business English
	English Speech and Presentation
	English Conversation
	Organization Study
	Organizational Leadership
	Listening Comprehension
	Basic English Writing
	Business Communication
	English Writing I: Expository Writing
	News English Reading

● Course objective and prerequisites

Course Code	02222			
Course Name	Statistics	Credit	F 3	S 3
Course Objectives	<p>This course is designed to emphasize that Statistics is used as tool in decision-making in virtually all areas of management sciences. Its goals are (1) emphasis on identification and interpretation provide students with practical skills they can apply to real problem application. (2) students learn that Statistics is a method of converting data into information.</p> <p>This course is designed into four sessions:</p> <p>Session I: The material in this part forms an introductory discussion of Statistics and its relevance to the real worlds.</p> <p>Session II: This part surveys visual summarization methods and descriptive statistics used in presenting statistical information.</p> <p>Session III: This session introduces the basic notions of probability and goes on to introduce the discrete and continuous probability distribution upon which many statistical analyses depend.</p> <p>Pre-requirement: Basic mathematical training on Calculus and algebra.</p>			
Prerequisites	Calculus ∙ Linear Algebra			

Course Code	02390			
Course Name	Calculus	Credit	F 3	S 3
Course Objectives	<p>This is a two-semester introductory calculus course for freshman students in the management and social sciences. The contents of this course include basic concepts and theory in calculus and their applications. In the fall semester, topics in one-variable differential calculus such as limits, differentiation, chain rule, the mean-value theorem, and implicit differentiation will be introduced with both verbal and mathematical explanations, numerical examples, and with some applications as well. In the spring semester, topics in integral calculus such as the fundamental theorem of calculus, techniques in integration, partial derivatives, Lagrange multipliers, and double integrals will be covered. It is our goal to make students have an overall understanding in calculus.</p>			
Prerequisites	A prerequisite of two years high school algebra is assumed.			

Course Code	02457			
Course Name	Economics	Credit	F	S
			3	3
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>(1) Realize the basic concepts of Microeconomics.</li> <li>(2) Understand the meanings of supply and demand functions.</li> <li>(3) Realize the meaning of elasticity and its application.</li> <li>(4) Realize how individual consumer, household, and firm make decision.</li> <li>(5) Understand various types of industry organizations and their characteristics.</li> <li>(6) Use Microeconomics theories to analyze the effects of public policy.</li> <li>(7) Realize the basic concepts of Macroeconomics.</li> <li>(8) Understand the meanings and measuring of Nation's income.</li> <li>(9) Realize the meaning of production, saving, and investment.</li> <li>(10) Understand the monetary system.</li> <li>(11) Understand the meanings of aggregate demand and aggregate supply.</li> <li>(12) Use Macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			
Prerequisites	None			

Course Code	02412			
Course Name	Accounting	Credit	F	S
			3	3
Course Objectives	<p>This objective of this course is to introduce for students of business school the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <p>Understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</p> <p>Understand the basic recording and reporting processes of accounting information system.</p> <p>Understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</p> <p>Understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions.</p> <p>Understand how to resolve the ethical dilemma and make ethical professional judgment.</p> <p>Understand how to develop and make planning of an accounting career.</p>			
Prerequisites	None			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
			0	3
Course Objectives	<p>To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</p> <p>An introduction to Business functions, including Marketing, Finance, Human Resources, Production &amp; Operation, Information, and R&amp;D.</p> <p>An introduction to Management functions, including Analysis, Planning, Organizing, Leading, and Controlling.</p> <p>Integrate the factors of environment, Management functions and Business functions.</p> <p>Combine theory and practice.</p>			
Prerequisites	None			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
			3	0
Course Objectives	<p>To learn the knowledge and concepts of computer hardware and software;</p> <p>To learn the topics covered in the computer science and basic concepts in the computer science</p> <p>To learn the concepts and application of network;</p> <p>To understand the meaning and structure of information system;</p>			
Prerequisites	None			

Course Code	02383			
Course Name	The Application of Micro Computer	Credit	F	S
			1	0
Course Objectives	<p>The major objective of this course is to help students familiarize with frequently used application software. After the course, students shall be able to use Microsoft Word, Excel, Power Point and Access. Also students can assemble a computer system by themselves.</p>			
Prerequisites	None			

Course Code	02022			
Course Name	Advanced Statistics	Credit	F	S
			4	4
Course Objectives	<p>This course gives an introduction to probability and statistical Inference. The main contents include: Probability Theory, Discrete Distributions, Continuous Distributions, Mathematical Expectation, Bivariate Distributions, Distribution Theory, Sampling Distribution Theory, The Central Limit Theorem, Point Estimation, Confidence Intervals, Tests of Statistical Hypotheses, Theory of Statistical Inference</p>			
Prerequisites	Calculus, Statistics			

Course Code	02766			
Course Name	Linear Algebra	Credit	F	S
			2	2
Course Objectives	There are two main goals of this course: 1.To understand the concepts of the linear algebra. 2. To lean how to use Mat-lab software for solving the linear algebra problem at hand. The notion of linear algebra plays a very crucial role in many advanced mathematic and statistical course. So, one main effort of this course is to build up the concept structure of the linear algebra for students. However, many calculation in linear algebra field is very time consuming. Therefore, it is also very important to have the ability to use the software for solving relative problems. In this course, students are to be trained to use Mat-lab for solving the relative problems.			
Prerequisites	None.			

Course Code	03056			
Course Name	Programming Techniques	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Introduce students to the breadth of the discipline of computing, so that they come to understand the role of programming in the broader context of computing.</li> <li>2. Introduce the methodologies and techniques of computer programming using C++, providing a (fairly) complete introduction to the language.</li> </ol>			
Prerequisites	None			

Course Code	14761			
Course Name	Advanced Programming Techniques	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Follow Programming Techniques, Introduce students to the breadth of the discipline of computing, so that they come to understand the role of programming in the broader context of computing.</li> <li>2. Introduce the methodologies and techniques of computer programming using C++, providing a (fairly) complete introduction to the language.</li> </ol>			
Prerequisites	Programming Techniques			

Course Code	10931			
Course Name	Application of Statistics Package	Credit	F	S
			3	0
Course Objectives	This course aims to enhance students' understanding and appreciation of the use of statistical software packages in manipulating data, and to equip them with skills to use some of these tools in exploring key statistical ideas. Two of the most- widely- used statistical software packages, SAS and SPSS, will be introduced in the class. The manipulation will be illustrated by a variety of examples and exercises.			
Prerequisites	None			

Course Code	02631			
Course Name	Management Information Systems	Credit	F	S
			0	3
Course Objectives	<p>In an information society it is difficult for a manager to manage a modern organization without at least some knowledge of information systems. This course is designed equip students with the knowledge of IT applications and IT management required to better govern a modern organization. The focus will be on the discussions of the following four topics:</p> <ol style="list-style-type: none"> <li>(1) Information Systems in the Digital Age.</li> <li>(2) Information Technology Infrastructure.</li> <li>(3) Key System Applications for the Digital Age.</li> <li>(4) Building and Managing Systems. This course provides an introduction to management information systems vital to the professional success in your career.</li> </ol>			
Prerequisites	NIL			

Course Code	02490			
Course Name	Database Administration	Credit	F	S
			3	0
Course Objectives	<p>Good decisions require good information, derived from facts known as data. Today organizations rely on databases for providing information to managers for decision-making. To equip you with the ability for database management, we will focus this course on the following topics</p> <ol style="list-style-type: none"> <li>(1) Database Concepts</li> <li>(2) Theoretical foundations for Relational Databases</li> <li>(3) Database Design Concepts</li> <li>(4) Introduction to commercial Database Management Systems</li> <li>(5) Advanced Database Management Issues.</li> </ol>			
Prerequisites	Basic Computer Concepts.			

Course Code	01634			
Course Name	Survey Sampling	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Construct students about the basic concept of survey.</li> <li>2. Teach students about the management and design of survey.</li> <li>3. Teach the method of collecting data ~ sampling survey.</li> <li>4. The questionnaire design.</li> <li>5. Explain the management of survey practical.</li> <li>6. Using cases or examples of the practice application, this course make students learning in doing.</li> </ol>			
Prerequisites	Basic Statistics			



Course Code	01987			
Course Name	Regression Analysis	Credit	F	S
			3	0
Course Objectives	This course provides fundamental concepts and skills for regression analysis. Topics include model specifications, properties and related inferences. Procedures for building a linear regression model will be discussed thoroughly and actual data will be analyzed with statistical software.			
Prerequisites	Elementary statistics, advanced Statistics, statistical software			

Course Code	11218			
Course Name	Design of Experiment and Analysis	Credit	F	S
			0	3
Course Objectives	This course provides fundamental concepts and skills for design and analysis of experiment. Topics in design include complete randomized design, factorial design, randomized block design, Latin Square design, and fractional factorial design. One-way and two-way ANOVA model will be discussed thoroughly and actual data will be analyzed with statistical software.			
Prerequisites	Elementary statistics , advanced Statistics, statistical software			

Course Code	11502			
Course Name	Data Mining	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Understand DM concept</li> <li>2. Using DM Tools</li> <li>3. Understand DM methodology</li> <li>4. Understand DM application</li> </ol>			
Prerequisites	None			

Course Code	01768			
Course Name	Insurance	Credit	F	S
			3	0
Course Objectives	The purpose of the course is to provide the students with a complete general knowledge about the basic theory and practice of insurance while enabling them to gain practical knowledge and specialty through a deep understanding towards the status quo and the contents of insurance management.			
Prerequisites	None			

Course Code	04375			
Course Name	Applied Math. in Statistics	Credit	F	S
			3	0
Course Objectives	This course gives an introduction to applied mathematics for students in statistics. The main contents include matrix algebra, linear systems, vector spaces, eigen-value problem, multivariate differential and integral calculus. We truly hope that we can interest enough so that they want to study more statistics.			
Prerequisites	None			

Course Code	04791			
Course Name	The Theory of Interest	Credit	F	S
			3	0
Course Objectives	This course is to have students obtain basic understanding on interest theory, especially for those who are interested in pursuing a career in actuarial profession.			
Prerequisites	(1) Elementary Calculus (2) Elementary Probability and Statistics			

Course Code	01910			
Course Name	Micro-Economics	Credit	F	S
			3	0
Course Objectives	Microeconomics deals with the behavior and interaction of individual firms and consumers. Microeconomics reveals how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions.			
Prerequisites	Introduction to Economics			

Course Code	09626			
Course Name	Practice of Statistical Decision	Credit	F	S
			3	0
Course Objectives	This course provides the fundamental concepts and skills for statistical Decision. Topics include Probability, modeling and it's decision making, Bayesian decision making, Lagrange Multiplier, Decision making under certainty & uncertainty. Actual case study will be conducted.			
Prerequisites	Introductory Statistics			

Course Code	09887			
Course Name	Discrete Data Analysis	Credit	F	S
			0	3
Course Objectives	This course presents the most important methods for analyzing categorical data. It summarizes methods in the introductory level that has been applied widely and more recently developed. The major focus of this course is modeling of categorical response; i.e., the introduction of logistic regression and log-linear modeling techniques.			
Prerequisites	This course requires familiarity with two-semester statistical courses. This background should include estimation and hypothesis testing and exposure to regression modeling and the analysis of variance.			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
			0	3
Course Objectives	<p>(1) To develop an awareness of Marketing Research in several areas.</p> <p>(2) To provide the fundamental concepts and skill in Marketing Research</p> <p>(3) To develop the ability and linkage in Statistics and Information with Marketing Research.</p> <p>(4) To provide the research procedure as it's applied to marketing. And Field work in Marketing Research.</p>			
Prerequisites	Marketing Management / SPSS			

Course Code	06424			
Course Name	Inference Statistics	Credit	F	S
			3	0
Course Objectives	<p>Although many of the topics considered in this course, Statistical Inference, but more theoretical approaches are taught, and a deeper level of understanding is required. The course concentrates on the fundamental aspects of statistical inference, rather on the particular methods in use in various disciplines. This course includes some topics, for example, point estimation, interval estimation and testing hypotheses. I hope students be able to learn some fundamental theoretical statistics and train them for study future.</p>			
Prerequisites	Advanced Statistics			

Course Code	01771			
Course Name	Quality Control	Credit	F	S
			3	0
Course Objectives	<p>Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical method to quality and process improvement. This course will cover the foundation of modern approaches of quality control that may be applied to industries and business. Topical coverage will be: construction and interpretation of various control charts; specifications; tolerance limits; special types of control charts,; process capability analysis; Excel (or SAS) in QC.</p>			
Prerequisites	Introduction to Statistics			

Course Code	07898			
Course Name	Applied Probability	Credit	F	S
			3	0
Course Objectives	<p>This course gives an introduction to applied probability. The main contents include: (1) Properties of Expectation (2) Some Important Limit Theorems (3) The Poisson Process (4) Markov Chains (5) Simulation (6) Martingale (7) Financial Mathematics (8) Artificial Neural Network.</p>			
Prerequisites	Calculus, Statistics, and Linear Algebra			

Course Code	02891			
Course Name	Macro-Economics	Credit	F	S
			0	3
Course Objectives	<p>Macroeconomics is one major branch of Economics that investigates the behaviors of aggregate economy. This is a one-semester course so that it is mainly designed to introduce the various schools of macroeconomic theories. We will rest focus on the recent behaviors of Taiwan and U.S. economy and learn how to measure important macroeconomic variables such as the gross domestic/national product. Then we will study the classical model, simple Keynesian model, extended Keynesian model, complete Keynesian model, new classical model and new Keynesian model that characterize macroeconomic events. Topics of real business cycle, Phillips curve and economic growth will also be investigated in depth. In addition, the mathematical and graphic techniques will be employed. We will learn how to use these tools to describe and analyze macroeconomic events in this class as well.</p>			
Prerequisites	None			

Course Code	01943			
Course Name	Time Series Analysis	Credit	F	S
			0	3
Course Objectives	<p>Time series analysis is essential for today's world. Our objective is to develop competent skill in analyzing time series data for description, explanation, and forecast. This skill combines knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. The main topical coverage will be construction and interpretation of various time series approaches. These approaches involve: time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.</p>			
Prerequisites	Introduction to Statistics			

Course Code	03927			
Course Name	Insurance Statistics	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Establish the concept of insurance</li> <li>2. An Actuarial introduction</li> <li>3. The preparation of the job market - The professional examination (financial services industry, such as the securities of insurance bank)</li> </ol>			
Prerequisites	<p>Related domain: Insurance study, legal general knowledge (civil law), application software ( Microsoft Office, VBA, FoxPro, Access ) and management and administration</p>			

Course Code	09886			
Course Name	Multivariate Data Analysis	Credit	F	S
			0	3
Course Objectives	<p>1. Establish students the basic theory construction concept of each type of multivariate analysis method.</p> <p>2. In order to make students understand the function of multivariate analysis more easily with application view, use cases of practice and operate with statistical package software.</p> <p>3. This course contents include that the basic concept of multivariate analysis, principal component analysis, factor analysis ,cluster analysis ,discriminate analysis, canonical correlation analysis...etc.</p>			
Prerequisites	Statistical Package Software, Basic Statistics.			

Course Code	11099			
Course Name	Database Practice	Credit	F	S
			0	3
Course Objectives	<p>This course is designed to provide students with the knowledge and skills to perform the following tasks: (1) writing of basic SQL statements (2) writing of advanced SQL statements (includes an introduction to stored procedures) and (3) database administration using DB2 graphic tools</p> <p>This course will be taught using a combination of classroom lectures and lab exercises. The database server will be a DB2 for UDB system on Windows/XP platform. Students will utilize the facilities of the DB2 administration client to learn the knowledge and skills for performing the aforementioned tasks.</p>			
Prerequisites	Database Design and Administration			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
			0	3
Course Objectives	<p>Marketing management involves the process of planning, organizing, implementing and controlling marketing activities, aiming at the effectiveness and efficiency of exchange activities.</p> <p>The course contains five parts: introduction (the basic concepts of strategic marketing, marketing environment, marketing ethics and social responsibility), consumers and markets (marketing segmentation, product positioning and market forecasting, consumer behavior, organization buying behavior), how to grasp marketing opportunities (marketing research, data collection, marketing information systems), marketing mix strategies (product strategies, pricing strategies, distribution strategies, and promotion strategies) and important issues (international marketing, service marketing, industrial marketing and Internet marketing)</p>			
Prerequisites	None			

Course Code	02249			
Course Name	Money and Banking	Credit	F	S
			0	3
Course Objectives	<p>Do you know how to compute the interest rate? What are the reasons that make the money depreciation? What is the difference between a bank and a credit unit? How does the Central Bank control the money supply? This course provides the fundamental concepts to understand the role of money in financial systems. This course also presents the characteristics and stylizes of financial systems in Taiwan.</p>			
Prerequisites	Economics			

Course Code	09514			
Course Name	Electronic Commerce	Credit	F	S
			3	0
Course Objectives	<p>The course is aim to introduce the electronic commerce (EC) from the perspective of business, technology, and society. Our plan is to survey the field with the help of cases, textbooks, and handouts and get hands-on experience through real-world projects. No prior technical experience is particularly necessary.</p> <ol style="list-style-type: none"> <li>1. To introduce the basic concepts of E-commerce and E-commerce business models;</li> <li>2. To explain E-commerce in terms of the interrelationships between digital data and information with other associated electronic processes and systems;</li> <li>3. To address and discuss the social issues in the field of E-commerce;</li> <li>4. To analyze the business strategy and financial operating results of well-known E-commerce companies in different business fields.</li> <li>5. To provide latest information, articles to students and enable the students to read, and discuss in the class.</li> </ol>			
Prerequisites	None			

Course Code	10935			
Course Name	Special Topics in Insurance Marketing Strategy	Credit	F	S
			3	0
Course Objectives	<p>This study focuses on the insurance marketing. Firstly, we introduce the kind of human insurance, insurance's meaning and functions. Secondly, let students know the rule of insurance. Thirdly, try to use marketing in order to increase insurance sale.</p>			
Prerequisites	None			

Course Code	04201			
Course Name	Survival Analysis	Credit	F	S
			3	0
Course Objectives	The main purpose of survival analysis is to introduce the concept of censored data to students. Three topics: (1) estimation of survival curves, (2) comparison between the treatment and control, (3) modeling the survival rates using prognostic variables or covariates will be discussed. In addition, clinical trials will be one part of this course to help students have the practical sense about the application of survival analysis.			
Prerequisites	Statistics			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
			0	3
Course Objectives	The contents of this course content include that the concept of customer service management, customer relationship management, market segment, brand construction, direct marketing, and the information system of the customer relationship management, the role in the customer relationship management.			
Prerequisites	Marketing, Statistics			

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F	S
			3	0
Course Objectives	The objective of this course is to introduce methods of market survey. Course is designed as real world problems oriented and students should show the skills to use proper methods and the ability to use computer soft wares.			
Prerequisites	Advanced Statistics II Sampling Survey Theory and Practice			

Course Code	07897			
Course Name	Risk Management	Credit	F	S
			0	3
Course Objectives	Introduces advances in concepts, practices and research related to risk management. Emphases are placed on investment strategy, institutional structure, regulations, data base arrangement, and quantitative procedures. The goal is to provide a comprehensive framework for real world applications			
Prerequisites	None			

Course Code	05352			
Course Name	Bio-statistics	Credit	F	S
			0	3
Course Objectives	The main purpose of biostatistics is to resolve the real problems generated from biological subjects. The conclusions are obtained through experimental studies or sampling. In this course three major topics: clinical trials, genetics and general medicine will be discussed. The lectures will emphasize on statistical concepts. Topics such as likelihood principles, regression methods, logistic regression and survival analysis will be introduced.			
Prerequisites	Statistics			

Course Code	02030			
Course Name	Advanced Calculus	Credit	F	S
			0	3
Course Objectives	This is a one-semester introductory course on advanced calculus and is intended for students who have been already exposed to an introductory calculus course. This course serves the following two purposes: (1) A thorough reexamination of those concepts, which are treated in a rather vague and intuitive manner in the elementary course (e.g. continuity, differentiability, etc.). As such, advanced calculus can be said to be calculus revisited from a rigorous point of view; and (2) a provision of new tools and techniques for solving problems, which are not treated in a more elementary course.			
Prerequisites	Calculus and Statistics			

Course Code	02492			
Course Name	Data Structures	Credit	F	S
			0	3
Course Objectives	Let students understand the basics of data structure in computer science. Also, let students understand the relationship between data structure and algorithms. Students should be able to develop programs to manipulate data structure in a computer programming language.			
Prerequisites	C Programming, Introduction to Computer.			





# International Trade and Finance

## ● Course list

Bachelor Program of International Trade and Finance		Code	Classes	Credit hours	
Required common credit hours of the department	Introduction to Civil Law	01343	2	4	
	Economics	02457	2	6	
	Calculus	02390	2	6	
	Accounting	02412	2	6	
	Introduction to Business	05201	2	3	
	Introduction to Computer Science	01863	2	3	
	The Application of Micro Computer	02383	2	1	
	Marketing Management	01483	2	3	
	Statistics	02222	2	6	
	Macro-Economics	02891	2	3	
	Micro-Economics	01910	2	3	
	Financial Management	01983	2	3	
	The Practice of International Trade	02100	2	6	
	International Finance	02090	2	3	
Required credit hours by sections	International finance	Investments	01579	2	3
		International Financial Management	02093	1	3
		Futures and Options	03408	1	3
		Independent Study I	07344	13	3
		Independent Study II	07699	11	3
	International business	International Business Management	02083	1	3
		International Co-opetition Strategy	08071	1	3
		International Marketing	02084	1	3
		Independent Study I	07344	13	3
		Independent Study II	07699	11	3
Selected credit hours of the department in other sections	Business English	02050	1	4	
	International Economic and Monetary Law	10126	1	4	
	Security Markets Studies	12883	1	4	
	Money and Banking	02249	1	3	
	Intermediate Accounting	01109	1	3	
	Commercial Law	02056	1	3	
	International Private Law	02088	1	3	
	Japanese	01225	1	4	
	Insurance	01768	1	2	
	Lectures in Financial Knowledge and Wealth Management	15147	1	2	
	Cross Strait Economic/Trade and Management	14148	1	3	
	Theory and Policy of International Trade	04942	1	3	

Lectures in Transnational Business Management Practice	15541	1	2
Security Exchange Act	04044	1	2
Capital Market Analysis	02483	1	4
Financial Institutions Management	04086	1	3
International Service Management	08640	1	3
Case Study in Management	12121	1	2
Investment in Mainland China	09485	1	4
International Taxation	11063	1	3
Practice of International Trade Cargo Movements	11504	1	4
International Logistical Management	12983	1	3
Financial Statement Analysis	01982	1	3
Risk Management	07897	1	3
Business Communication & Negotiation	12463	1	2
Analysis for Global Industry	08314	1	3
Foreign Exchange Market	14042	1	2
Examinations for FCE	14694	1	2
English and Modern Life	14410	1	2
Multimedia English	12601	1	2
English Speech and Presentation	15539	1	2
Organizational Leadership	15777	0.2	0.4
Fundamental English Writing Skills	14259	1	2
Listening Comprehension	14256	1	2
Business Communication	14255	1	2
English Writing I: Expository Writing	12424	1	2
English News Reading	15154	1	2

● Course objective and prerequisites

Course Code	01343						
Course Name	Introduction to Civil Law	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>2</td> <td>2</td> </tr> </table>	F	S	2	2
F	S						
2	2						
Course Objectives	<ol style="list-style-type: none"> <li>1. To understand the general principle of the law (specially the civil law)</li> <li>2. To cultivate the abilities of the emergency measure for dealing with daily civil law cases.</li> <li>3. To learn the sufficient knowledge for attend the examination nationally or not nationally</li> <li>4. To be a law-abiding civilian for the law learning and understanding</li> </ol>						
Prerequisites	None						

Course Code	02457						
Course Name	Economics	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>3</td> <td>3</td> </tr> </table>	F	S	3	3
F	S						
3	3						
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>(1) Realize the basic concepts of Microeconomics.</li> <li>(2) Understand the meanings of supply and demand functions.</li> <li>(3) Realize the meaning of elasticity and its application.</li> <li>(4) Realize how individual consumer, household, and firm makes decision.</li> <li>(5) Understand various types of industry organizations and their characteristics.</li> <li>(6) Use Microeconomics theories to analyze the effects of public policy.</li> <li>(7) Realize the basic concepts of Macroeconomics.</li> <li>(8) Understand the meanings and measuring of Nation's income.</li> <li>(9) Realize the meaning of production, saving, and investment.</li> <li>(10) Understand the monetary system.</li> <li>(11) Understand the meanings of aggregate demand and aggregate supply.</li> <li>(12) Use Macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>						
Prerequisites	None						

Course Code	02390			
Course Name	Calculus	Credit	F 3	S 3
Course Objectives	<p>This is a two-semester introductory calculus course for freshman students in the management and social sciences. The contents of this course include basic concepts and theory in calculus and their applications. In the fall semester, topics in one-variable differential calculus such as limits, differentiation, chain rule, the mean-value theorem, and implicit differentiation will be introduced with both verbal and mathematical explanations, numerical examples, and with some applications as well. In the spring semester, topics in integral calculus such as the fundamental theorem of calculus, techniques in integration, partial derivatives, Lagrange multipliers, and double integrals will be covered. It is our goal to make students have an overall understanding in calculus.</p>			
Prerequisites	A prerequisite of two years high school algebra is assumed.			

Course Code	02412			
Course Name	Accounting	Credit	F 3	S 3
Course Objectives	<p>This objective of this course is to introduce for students of business school the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> <li>1. understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</li> <li>2. understand the basic recording and reporting processes of accounting information system.</li> <li>3. understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. understand how to analyze and interpret accounting information to help investors , creditors and business managers to make economic decisions.</li> <li>5. understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. understand how to develop and make planning of an accounting career.</li> </ol>			
Prerequisites	None			

Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2. An introduction to Business functions, including Marketing, Finance, Human Resources, Production &amp; Operation, Information, and R&amp;D.</li> <li>3. An introduction to Management functions, including Analysis, Planning, Organizing, Leading, and Controlling.</li> <li>4. Integrate the factors of environment, Management functions and Business functions.</li> <li>5. Combine theory and practice.</li> </ol>			
Prerequisites	None			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
			3	0
Course Objectives	<p>To learn the knowledge and concepts of computer hardware and software;</p> <p>To learn the topics covered in the computer science and basic concepts in the computer science</p> <p>To learn the concepts and application of network;</p> <p>To understand the meaning and structure of information system;</p>			
Prerequisites	None			

Course Code	02383			
Course Name	The Application of Micro Computer	Credit	F	S
			1	0
Course Objectives	<p>The major objective of this course is to help students familiarize with frequently used application software. After the course, students shall be able to use Microsoft Word, Excel, Power Point and Access. Also students can assemble a computer system by themselves.</p>			
Prerequisites	None			

Course Code	01483			
Course Name	Marketing Management	Credit	F 0	S 3
Course Objectives	<p>Marketing management involves the process of planning, organizing, implementing and controlling marketing activities, aiming at the effectiveness and efficiency of exchange activities. The course contains five parts: <u>introduction</u> (the basic concepts of strategic marketing, marketing environment, marketing ethics and social responsibility), <u>consumers and markets</u> (marketing segmentation, product positioning and market forecasting, consumer behavior, organization buying behavior), <u>how to grasp marketing opportunities</u> (marketing research, data collection, marketing information systems), <u>marketing mix strategies</u> (product strategies, pricing strategies, distribution strategies, and promotion strategies) and <u>important issues</u> (international marketing, service marketing, industrial marketing and Internet marketing).</p>			
Prerequisites	Introduction to Business			

Course Code	02222			
Course Name	Statistics	Credit	F 3	S 3
Course Objectives	<p>This course is designed to emphasize that Statistics is used as tool in decision-making in virtually all areas of management sciences. Its goals are (1) emphasis on identification and interpretation provide students with practical skills they can apply to real problem application. (2) students learn that Statistics is a method of converting data into information.</p> <p>This course is designed into four sessions:</p> <p>Session I : The material in this part forms an introductory discussion of Statistics and its relevance to the real worlds.</p> <p>Session II : This part surveys visual summarization methods and descriptive statistics used in presenting statistical information.</p> <p>Session III : This session introduces the basic notions of probability and goes on to introduce the discrete and continuous probability distribution upon which many statistical analyses depend.</p> <p>Pre-requirement: Basic mathematical training on Calculus and algebra.</p>			
Prerequisites	Calculus 、 Linear Algebra			

Course Code	02891			
Course Name	Macro-Economics	Credit	F 3	S 0
Course Objectives	<p>The key objective of this course is to help students understand how the macro economy works and, more specifically, how monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations. You will learn some macroeconomics facts for the world, as well as why macroeconomics continues to be a controversial subject. To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues, we will discuss some key issues of Macroeconomics: short-run economic variations in output and employment, how the quantity of money affects output and inflation rate, the role of expectations, long-run economic growth, and the effects of macroeconomic policies. You will learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economist use today.</p>			
Prerequisites	economics			

Course Code	01910			
Course Name	Micro-Economics	Credit	F 3	S 0
Course Objectives	<p>Microeconomics is a course deals with the behavior of individual economic units. These units include consumers, workers, and investors, owners of land and business firms. Microeconomics explains how and why these units make economic decisions. Another important concern is market and industry. By studying the behavior and interaction of individual firms and consumers, microeconomics reveals how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions. There has been growing interest in game theory and strategic interactions of firms, in the role and implications of uncertainty and asymmetric information, in the pricing strategies of firms of market powers and in the design of policies to deal efficiency with externalities. These topics are covered extensively here. In the class I use an integrated approach to teach microeconomics: intuition, graphs, applications and Learning-by-Doing exercises. This approach enables students to see clearly the interplay of key concepts and to understand how the fundamental tools of microeconomics works in variety of contexts.</p>			
Prerequisites	Economics, Calculus			



Course Code	01983						
Course Name	Financial Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>0</td> <td>3</td> </tr> </table>	F	S	0	3
F	S						
0	3						
Course Objectives	<p>● <b>Course Descriptions:</b></p> <p>The course provides a fundamental treatment of corporate finance concepts for all finance beginners. The primary objective of the course is to introduce student's understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, the topics included are capital budgeting, capital structure, working capital management, and dividend policy. Of course, before to make these financial decisions, a student should be fully equipped with fundamental concepts and analysis skills such as financial statement analysis, time value of money, risk return tradeoff concept, costs of capital, and valuation techniques.</p> <p>● <b>Course Objectives:</b>  <b>By the end of the course, thru "Virtual Reality Decisions of Financial Management", a student will learn</b></p> <ol style="list-style-type: none"> <li>1. The Basic Terminology from Fields of Financial &amp; Economic Practices.</li> <li>2. The Basic Skills of Financial Statements and Ratio Analyses.</li> <li>3. The Valuation Techniques of Time Value of Money and Discounted Cash Flow Model</li> <li>4. The Fundamental Concepts of Risk–Return Tradeoff and Costs of Capital</li> <li>5. The Instruments of Financing and Hedging in the Financial Markets</li> <li>6. The Important Corporate Financial Decisions of <ol style="list-style-type: none"> <li>(a) Capital Budgeting – choose good Investment opportunities</li> <li>(b) Capital Structure and Financing Decisions – how much debt and equity to issue</li> <li>(c) Working Capital Management – how to manage operating cash flows</li> <li>(d) Dividend Policy – what level of dividend to payout</li> <li>(e) Long-Term Planning and Sustainable Growth</li> </ol> </li> <li>7. The Application of Computer Software Program <ol style="list-style-type: none"> <li>(a) <b>Microsoft Word</b> – Report writing techniques</li> <li>(b) <b>EXCEL</b> – Analysis on the above financial decisions</li> <li>(c) <b>PowerPoint</b> – Oral Presentation Skill</li> </ol> </li> <li>8. The Improvement of English Proficiency</li> </ol>						
Prerequisites	None						

Course Code	02100			
Course Name	The Practice of International Trade	Credit	F 3	S 3
Course Objectives	<p>The main objective of this course is to introduce customary practices, professional terms, and regulatory framework in field of international transactions. The aim to systematically integrate the aforesaid conventions, terms, and regulations and illustrate cases for business transactions in relation to different jurisdictions. It is expected that, after completing this course, students shall possess basic knowledge of international trade practice and the ability to manage multiple effectively tasks in a pressured environment, and further handle the whole transactions independently with adequate working experiences.</p>			
Prerequisites	None			

Course Code	02090			
Course Name	International Finance	Credit	F 0	S 3
Course Objectives	<p>This course will provide students with an analytical framework for understanding modern international finance and open economy macroeconomics. We will discuss the foreign currency markets and international financial arbitrage, the fundamental international parity conditions, the performance of international monetary regimes-past to present, monetary and portfolio approaches to balance-of-payments and exchange-rate determination, rational expectations and monetary policy in the open economy, policy coordination, and monetary union.</p>			
Prerequisites	Economics			

Course Code	01579			
Course Name	Investment	Credit	F 0	S 3
Course Objectives	<p>Owing to the ongoing change of investment environment and the increasing of financial liberalization and internationalization around the world, investors facing much diversity of risk kinds and profiles.</p> <p>In order to propose investors the insights of the variety of financial investment instruments, and help them to establish optimal investment strategy, to obtain the most rate of return. The objectives of this course has evolved along with the financial markets and introducing the follows: the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc. In the efforts of this course to link theory to practice of investment analysis insights.</p>			
Prerequisites	Fundamental of Financial Management			

Course Code	02093			
Course Name	International Financial Management	Credit	F 3	S 0
Course Objectives	<p>The basic thrust of this course is to provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. That is, it builds on and extends the valuation framework provided by traditional areas of corporate finance, including capital management, capital budgeting, cost of capital, and financial structure.</p> <p>This course use of financial analysis and reasoning in solving international financial problems inherent in multinational firms. Besides, this course also explore from the perspective of a multinational corporation, concentrating on these elements, including multiple currencies with frequent exchange rate changes, varying rates of inflation, multiple money markets, exchange controls, segmented capital markets, and political risks such as nationalization or expropriation. The objectives are to provide opportunities include the ability to obtain a greater degree of international diversification, as well as the ability to arbitrage between imperfect capital markets, thereby obtaining funds at a lower cost for multinational corporations.</p>			
Prerequisites	Economics, Fundamental of Financial Management.			

Course Code	03408			
Course Name	Futures and Options	Credit	F 3	S 0
Course Objectives	<p>The learning objectives of this course can be categorized as following subjective.</p> <p>(1)The basic characteristics of derivative contracts.</p> <p>(2)No arbitrage pricing bounds of futures and options.</p> <p>(3)Trading strategies of options.</p> <p>(4)Binomial tree pricing options.</p> <p>(5)Black-Scholes model</p> <p>(6)Hedging when issue or buy an option.</p> <p>(7)Structured note Exotic options.</p>			
Prerequisites	None			

Course Code	07344			
Course Name	Independent Study I	Credit	F 0	S 3
Course Objectives	<p>The objective of this course is training students to find an interesting topic, define research question, collect data, and accomplish a research report.</p> <p>Upon course completion, the students should be able to:(1) Observe social environment and phenomenon.; (2) Find an interesting topic as well as question.; (3) Define a research question.; (4) Understand the basic concept and methodology of research.; (5) Collect and summarize data.; (6) Write and accomplish a project report.</p>			
Prerequisites	Statistic			

Course Code	07699			
Course Name	Independent Study II	Credit	F 3	S 0
Course Objectives	<p>This course will focus on issues about dynamic global industry and transnational management. By direct students the way to examine cases, analyze, and solve problems, students are expected to be well-trained in techniques of collecting data, integrating literature, designing questionnaire, investigating market, running statistics, and writing reports. Besides, students are also encouraged to interact with classmates and learn from others for fostering capabilities of independent study, interpersonal communication, and team cooperation.</p>			
Prerequisites	Statistic			

Course Code	02083						
Course Name	International Business Management	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>3</td> <td>0</td> </tr> </table>	F	S	3	0
F	S						
3	0						
Course Objectives	<p>The environment of international investment and industries has become more capricious due to the globalization, digitalization, and liberalization in the 21st century. In order to foster excellent internationalized talents with omni-bearing thinking, this course will go deep into theses such as foreign investment environment, the entry modes to the international market, the formulation and implementation of the global strategy, and transnational operating strategies. Leading students into the field of international business management will enrich global knowledge, keep up with the change of the world, and improve their competitiveness. The contents include :</p> <ol style="list-style-type: none"> <li>1. Introducing current situation of global trade and motivations of globalization for business.</li> <li>2. Interpreting basic theory of international business such as product life cycle, organizational structure, internalization theory, eclectic paradigm, transaction cost and the theory of dynamic comparative advantages.</li> <li>3. Commenting and analyzing environment dimension of foreign investment, such as economics, laws, political risks, and culture distance.</li> <li>4. Comparing different entry modes of international market, such as trading, counter-trade, licensing, franchising, turnkey, strategic alliance, joint venture, foreign direct investment, international merger and acquisition.</li> <li>5. The formulation and implementation of global strategies—the mechanisms of organizational design, coordination and control.</li> </ol> <p>Discussing theses of international marketing management, international logistics management, international financial management, international human resource management, and international technical transference.</p>						
Prerequisites	Business Management						

Course Code	08071			
Course Name	International Co-opetition Strategy	Credit	F 0	S 3
Course Objectives	This course addresses the most fundamental competitive and cooperative strategies in international management. There are four modules in this course, namely international strategy, competitive strategy, cooperative strategy and co-opetition. It will mostly rely on lectures, group discussions, and case studies through which students learn strategic thinking in an interactive and participative context.			
Prerequisites	None			

Course Code	02084			
Course Name	International Marketing	Credit	F 3	S 0
Course Objectives	<p>The purpose of the course is to examine the major issues involved in entering international markets and in conducting marketing operations on an international scale.</p> <p>Specific objectives include:</p> <ul style="list-style-type: none"> <li>• To gain an understanding of the external issues affecting international marketing activities including the economic, social/cultural and political/legal environments.</li> <li>• To understand the process of implementing global marketing strategies and adapting marketing activities to specific market needs.</li> <li>• To be more comfortable with learning and discussion in English.</li> </ul>			
Prerequisites	Marketing Management			

Course Code	02050			
Course Name	Business English	Credit	F 2	S 2
Course Objectives	Teaching objectives: to familiarize the students with terminologies used in business English writing and enable them to handle correspondence and documents in international trade, while cultivating their business ethics and spirits of devotion to duties.			
Prerequisites	None			

Course Code	10126			
Course Name	International Economic and Monetary Law	Credit	F 2	S 2
Course Objectives	<p>The course aims to introduce laws and legal-related issues in international trade, including</p> <ol style="list-style-type: none"> <li>1. International Property Law and Copyright Law</li> <li>2. International Pact for Investment and Finance</li> <li>3. International Trade Organizations, (Including GATT, World Bank, IMF, EU, NAFTA, ASEAN)</li> <li>4. Laws governing International Trade and Contract (Including General Regulations for International Business, Rules in Payment for International Trade, Rules for Shipment and Insurance, International Anti-Dumping Laws, Anti-Unfair Competition Laws, International Technology Transfer, Property and Copyright Laws, International Tax Laws, Rules of International Loan, Credit Guarantee, Taxation, and Stock Exchange, Arbitration in International trade)</li> </ol>			
Prerequisites	None			

Course Code	12883			
Course Name	Securities Markets Studies	Credit	F 2	S 2
Course Objectives	<p>This course is aimed at introductory investments classes with students who have relatively little familiarity with investment. There are several main features in the course. First, there is a series of “Get Real” materials to show students how to get real experiences. For example, students will be required to open a trading account with a broker company and try to buy and sell securities. Students should know the trading rules and understand the operation of stock exchange and futures exchange on the spot. There are some fictitious accounts, especially with a portfolio simulation, provided for students to simulate which greatly enhances their experience. Second, fundamental and technical analyses are employed for Taiwan and U.S stock market. And, each student should go deep into studying and investigating some industries. Finally, I introduce five basic types of financial investments—money, stocks, bonds, options and futures. Students will know essential features of these instruments, what are the possible rewards and risks, what the basic determinants of investment value are, and how is the instrument bought and sold. Though this course, students will have the basic knowledge needed to move forward and actually act on what they want to learn.</p>			
Prerequisites	None			

Course Code	02249			
Course Name	Money and Banking	Credit	F 0	S 3
Course Objectives	The course introduces the monetary policy, financial system and the effects on macro economy. The course tries to make the students have enough ability to explain and analyze the real events, and further understand the economics and financial environment in Taiwan.			
Prerequisites	None			

Course Code	01109			
Course Name	Intermediate Accounting	Credit	F 0	S 3
Course Objectives	The course provides a one-semester introduction to intermediate accounting for students of business, economics and management. The important topic including as follows: The FASB's conceptual framework of accounting, Interest: concepts of future and present value, The income statement, The retained earnings statement & balance sheet, The statement of cash flows, Cash and receivables, The basic valuation methods of Receivables & inventory, Operational assets: acquisition & disposal, Operational Assets: exchange & depreciation, Current liabilities, Investments in debt and equity securities: short-term & long-term, Long-term liabilities, Corporations: contributed capital, Corporations: retained earnings and stock options, Earnings per share, Accounting changes and error corrections.			
Prerequisites	Financial Accounting			

Course Code	02056			
Course Name	Commercial Law	Credit	F 3	S 0
Course Objectives	To learn the general concept of the commercial/business law. To build the basis of further legal studies and examination skills on the commercial laws.			
Prerequisites	Introduction to Civil Law			

Course Code	02088			
Course Name	International Private Law	Credit	F 0	S 3
Course Objectives	To understand the general principle of the International Private Law To understand the relationship between international trade and International Private Law To build the sensitivity of handling the international trade cases whatsoever dispute or not in dispute			
Prerequisites	Civil Code or Introduction to Civil Code			



Course Code	01225			
Course Name	Japanese	Credit	F	S
			2	2
Course Objectives	<p>The course is the most basic Japanese course and was designed for the new beginner. It starts from the pronunciation, introduces the origin/ relationship between Chinese and Japanese, and teaches the feature of Japanese's pronunciation, written words, grammar.</p> <p>This course emphasizes the expression and the communication of live speaking. The teaching method of the course we adopt gives weight to a "Question and Answer" exercise which comes with game playing and role playing. Expect the students can talk Japanese naturally in the real live by using what they learn in the class.</p>			
Prerequisites	None			

Course Code	01768			
Course Name	Insurance	Credit	F	S
			0	2
Course Objectives	<p>The purpose of this course is to provide students with comprehensive knowledge of the introductory theory and practice in the field of insurance. Students will gain deep understanding toward the status quo and the update context of national and private insurance management.</p>			
Prerequisites	None			

Course Code	15147			
Course Name	Lectures in Financial Knowledge and Wealth Management	Credit	F	S
			2	0
Course Objectives	<p>This course is delivered through the cooperation of the Department of International Trade &amp; Finance in Fu Jen Catholic University, International Visa Organization, and Taiwan Financial Institute. It invites specialized professionals from the financial management field to share with us their experiences. It also systematically makes a complete introduction on the financial knowledge and capital management concepts, such as means of payment, application of Investment tools, lifetime insurance plan, personal tax and retirement plans. Students would also have the chance to enhance on their wealth management proficiency through an investment plan report for this course.</p>			
Prerequisites	None			

Course Code	14148			
Course Name	Cross Strait Economic/Trade and Management	Credit	F 3	S 0
Course Objectives	<p>Students would get the chance to visit Soochow, Shanghai, and Hangzhou, in an academic journey to China, instilling the need of internationalization concept to them. It gives the students through this trip an opportunity to learn not only by comprehending, but also from actual experiences.</p> <p>Students shall master the art of ultimately succeeding through lectures from Chinese professors, who will talk about China's current economics situation, and industrial and business developments. Also, students shall be educated by the actual visiting of well-known Taiwanese and Chinese enterprises, which helps broaden their overall view on the world. The Intercultural Exchange Party in Zhe Jiang University with the Fu Jen Catholic University students shall also be held to develop the student's sense of intercultural communication.</p>			
Prerequisites	None			

Course Code	04942			
Course Name	Theory and Policy of International Trade	Credit	F 3	S 0
Course Objectives	<p>Modern trade theory is primarily concerned with determining the basis for trade, the direction of trade, and the gains from trade.</p> <p>Modern trade theory reasons that if in the absence of trade the comparative costs(prices) of two products differ between nations, both nations can benefit from international trade. The gains from trade stem from increased levels of production and consumption brought about by the international division of labor and specialization.</p>			
Prerequisites	Microeconomics, Calculus			

Course Code	15541			
Course Name	Lectures in Transnational Business Management Practice	Credit	F	S
			0	2
Course Objectives	<p>To counter the emerging markets on the rise, and an overall fast-paced change to the international investing environment, most of the domestic businesses are now adopting a global-oriented market position, to help businesses create a sustainable competitive advantage over others. This course shall assist students master this main issue by binding theory and practical knowledge together, through lectures from managers of well-known, prestigious domestic companies. The lectures will be on their entrepreneurial experiences, global industry developments, core competencies of their businesses, worldwide investing strategies and the secrets to their operational management success, widening the student's view on transnational business management. Also, through reports on the information integration of each case-company, and on a learning report based on the year-round case-company's operational management, students shall be cultivated the ability to learn from actual life experiences, and the ability to utilize fully what they have learned, in an anticipation to sculpt the best-carved-diamonds in the transnational business field.</p>			
Prerequisites	None			

Course Code	04044						
Course Name	Security Exchange Act	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>0</td> <td>2</td> </tr> </table>	F	S	0	2
F	S						
0	2						
Course Objectives	<p>The Eighth amendment of our country's Securities Exchange Law was completed in A.D.2002. This shows that the stock market is becoming disciplinary and liberal. Especially, from the openness of set up in stockbrokers, the investors and the amount of exchange in our stock market is largely increased, thus there thus are more and more eagerness for the variety of products in the markets, However, it's easy to establish a hardware market system, but the management software culture and law are difficult to build up immediately. So, within the new economic environment, government, school, talent, and finance all need to reconsider their right position and enrich the career education.</p> <p>From the above we know that because of the development in our stock market is changing rapidly, so the research in a related law system is also getting important, In order to make our stock market healthy develop, a positive promotion in the securities management law has become one of the important jobs on the government political prompt. Hence, not only stock jobbers and the related persons in the stock exchange but also the general investors all feel that they have to understand the securities management law beforehand, so this subject can help students meet their requirements of social experience in the future.</p>						
Prerequisites	<p>(1) Civil Law</p> <p>(2) Commercial Law</p>						

Course Code	02483						
Course Name	Capital Market Analysis	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>2</td> <td>2</td> </tr> </table>	F	S	2	2
F	S						
2	2						
Course Objectives	<p>This course is to teach students in understanding the capital market structures in Taiwan. The students will learn to know the functions and mechanism of security markets such as stock markets, bond markets, futures markets, etc.. The contents include market structures and functions of exchange market and over the counter's market. The most contemporary issues in practice will also be discussed in class.</p>						
Prerequisites	None						

Course Code	04086			
Course Name	Financial Institutions Management	Credit	F 3	S 0
Course Objectives	<p>The fund of a country is gathered together in the financial institutions. Facing the liberalizing and international competitions, how to manage the financial institutions becomes an important topic. The course stress on introducing how to measure and manage the risks of financial institutions facing, including the risks of rate, market, credit, foreign exchange, liquidity, sovereign , off-balance-sheet activities, and technology. This course also introduces the situation and development of Financial Institutions in Taiwan.</p>			
Prerequisites	None			

Course Code	08640			
Course Name	International Service Management	Credit	F 0	S 3
Course Objectives	<p>The objective of this course is to introduce both theories and practices of international service business to university senior students.</p>			
Prerequisites	None			

Course Code	12121			
Course Name	Case study in Management	Credit	F 0	S 2
Course Objectives	<p>Purpose:</p> <ol style="list-style-type: none"> <li>1. To consolidate the student's ability of Logical Thinking.</li> <li>2. To cultivate the student's ability of assembling data analysis.</li> <li>3. Train the group to solve the problems and enunciation ability.</li> </ol> <p>Method:</p> <p>To realize the truth meaning of theory by practical research and discussion (Enterprise case study).</p> <p>Students will be divided into many different teams by themselves to analysis the new data information which they assembled and expressed by each team to examine the problems and strategy which they will face during the enterprise development.</p> <p>Above all to find problems are more important than solving them.</p>			
Prerequisites	Business Management, Economic			

Course Code	09485			
Course Name	Investment in Mainland China	Credit	F 2	S 2
Course Objectives	<p>The opening market of Mainland China is a great challenge for both business and enterprises from Taiwan and other countries. Thus, it is also an area that business and international trade majors should study.</p> <p>The course will introduce rules regulating investments and marketing in Mainland China. Aside from lectures, the course will require students to learn the practical aspect by visiting and doing interviews at various resource and information centers as well as presenting case study reports.</p> <p>Guest-speakers with rich experiences investing and doing business in Mainland China will be invited to share their hands-on practice.</p> <p>Students are expected to learn about investing in Mainland China through practical work, including data research and analysis, decision-making simulation, as well as methods for systematic presentation via listening, questioning and dialogues.</p> <p>Students will learn to apply the same methodology to explore the global market.</p>			
Prerequisites	None			

Course Code	11063			
Course Name	International Taxation	Credit	F 0	S 3
Course Objectives	<p>Facing the globalization, liberalization and digitalization in the 21<sup>st</sup> century, this course will not only take a full view of domestic tax legislations, but also pick up the tendency of new transactional modes and its derived tax problems, particularly tax levy and planning of different foreign investment modes, tax incentives for foreign investment in various countries and the responding strategies of enterprise, tax planning for business investment, tax planning for international acquisition and merger, tax avoidance of tax havens and foreign holding companies, tax avoidance of related parties and international transfer pricing, levy on e-commerce, levy on financial innovation products, tax planning for mainland investment. Students are expected to enrich the international knowledge, reinforce capability of tax planning, and be good at international tax affairs through interactive interflow in class.</p>			
Prerequisites	None			

Course Code	11504			
Course Name	Practice of International Trade Cargo Movements	Credit	F	S
			2	2
Course Objectives	This course focuses in import/export process of international business practice, which is including the detailed introductions of 1) sales order release, 2) materials import 3) manufacturing, 4) quality management, and 5) finish goods export. After this training, participants can easily get into international business without any interim.			
Prerequisites	International Trade Theory			

Course Code	12983			
Course Name	International Logistical Management	Credit	F	S
			3	0
Course Objectives	<p>The objective of this course is to provide students with logistical concepts and to improve students' abilities to implement logistical related works. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>(1) Realize the concepts of logistic management and supply chain.</li> <li>(2) Understand the meanings of customer service and service marketing.</li> <li>(3) Realize the principles of production, inventory, and warehouse management.</li> <li>(4) Understand the principles of purchasing policy.</li> <li>(5) Understand the operation of global logistical management.</li> <li>(6) Realize the principles and difficulties in channel management.</li> <li>(7) Understand the current practice of E-Commerce.</li> </ol>			
Prerequisites	None			

Course Code	01982						
Course Name	Financial Statement Analysis	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>0</td> <td>3</td> </tr> </table>	F	S	0	3
F	S						
0	3						
Course Objectives	<p>The objectives of this course is targeted to propose a systematic framework and techniques of financial statement analysis, and to help students understand the real implication of financial statement of business. Besides, This course help students to find the course beneficial in their lives as they are rewarded with an understanding of both the techniques of analysis of financial statement and the expertise to apply them. The goal of this course is to give students a distinct competitive advantage in an increasingly competitive marketplace as it continues to set the standard in showing the keys to effective financial statement analysis.</p> <p>Financial statement analysis copes with knowledge of industry analysis, industry competitive level and management, to analysis the corporate diversity dimensions of financial performance, and dig into the inherent content and information under the financial statement. The objective is to propose many individuals, including investors, creditors, consultants, managers, auditors, directors, analysts, regulators, employees, and politicians, to make the optimal decision-making. As a result, we are all aware of the exciting and dynamic field of financial statement analysis, as well as its enormous implications for relevant users.</p> <p>Consequently, the contents of this course including the follows: Overview of financial statement analysis, analysis objectives and financial reporting, short-term liquidity, forecasting and pro forma analysis, capital structure and solvency, return on invested capital , profitability analysis, industry and competitive strategy analysis, growth potential analysis, risk analysis, and earnings-based analysis and valuation, etc.</p>						
Prerequisites	Financial Accounting, Intermediate Accounting						



Course Code	07897			
Course Name	Risk Management	Credit	F 3	S 0
Course Objectives	<p>The objectives of this course discuss how financial risks can be measured, managed and hedged. This issue has become increasingly important over the last decade. The technology and knowledge of financial risk management is necessary to industry and academic. The contents of this course include as follows: Fundamental of financial risk management and quantitative analysis, the measurement and management of market risk, kinds and measurement of risk, the measurement and management of credit risk, the models of credit risk, the history and regulation of BASEL Capital Accord, etc.</p>			
Prerequisites	Fundamental of Financial Management, Statistics, Derivative financial products.			

Course Code	12463			
Course Name	Business Communication & Negotiation	Credit	F 0	S 2
Course Objectives	<p>This course is designed for students of international trade, and trains students to be successful in doing business in English using both <u>written</u> and <u>oral</u> communication, in international situations. Students become adaptable to change through being aware of cultural differences in peoples and being flexible in dealing with people from other parts of the globe. Students develop the art of making introductions, conversing at ease in business situations, using the telephone effectively as a business tool, making meetings worthwhile, and understanding the steps of effective negotiation. In particular, students develop skills needed for successful oral presentations in English including using multimedia aids.</p>			
Prerequisites	None			

Course Code	08314						
Course Name	Analysis for Global Industry	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>0</td> <td>3</td> </tr> </table>	F	S	0	3
F	S						
0	3						
Course Objectives	<p>In order to strengthen students' industrial analysis ability and competitiveness to take future challenges under such a capricious industrial environment and fickle international investment, this course will theoretically analyze the impetus of industrial globalization not only through comparing the differences among national, industrial, and business competitiveness, but also through explaining tools used to anatomize global industry and looking into the economy theories of industrial organization and entry obstacles. Moreover, this course will as well delve into the global industrial development movement and high-tech industrial concepts, especially in the competitive strategies of global IC industry, PC industry, telecommunication industry, optoelectronics industry, digital household appliance industry, Nano-technology, biotechnology and pharmaceuticals industry, cultural and creative Industry, and vehicle industry. Students are expected to adapt to the social diversification and move forward with the global industrial development.</p>						
Prerequisites	None						

Course Code	14042						
Course Name	Foreign Exchange Market	Credit	<table border="1"> <tr> <td>F</td> <td>S</td> </tr> <tr> <td>0</td> <td>2</td> </tr> </table>	F	S	0	2
F	S						
0	2						
Course Objectives	<p>Forecasting the trend of foreign exchange rate fluctuation and hedging the risk of foreign exchange exposure are an important factor of success in modern business management.</p> <p>This course is to help student building the ability of such skills</p> <p>The main contents include:</p> <ol style="list-style-type: none"> <li>1) The theory and practice of foreign exchange.</li> <li>2) The method of forecasting foreign exchange rate fluctuation, including fundamental (scenario) approach and technical analysis approach.</li> <li>3) The tools and method of hedging foreign exchange risks.</li> <li>4) Some topics about foreign investment, such as FX marginal trading, non-delivery forward, overseas mutual funds. FX money market fund, foreign currency deposit etc. will also be discussed.</li> </ol>						
Prerequisites	Economics preferred						

Course Code	14042			
Course Name	Examinations for FCE	Credit	F 0	S 2
Course Objectives	The objective of this course is to increase students' comprehension on practical use of English grammar and sentence patterns through sample tests and grammatical practices.			
Prerequisites	None			

Course Code	14410			
Course Name	English and Modern Life	Credit	F 0	S 2
Course Objectives	This course aims at improving students' reading skills and their analytical and critical thinking abilities through reading, discussion, and presentation.			
Prerequisites	None			

Course Code	12601			
Course Name	Multimedia English	Credit	F 0	S 2
Course Objectives	<p>(A) To improve students' English listening and speaking ability through multimedia access such as video and audio tape of news report, radio talk show, news paper reading, and movie.</p> <p>(B) Cooperative learning activities such as presentation, group sharing and interview will be used in the classroom to promote students' motivation, self-confidence and achievement.</p> <p>(C) To encourage students to become involved in communicating- in pairs, small groups or as a class. Students will be required to do English presentation about topics that are within their own personal experience.</p> <p>(D) Students are required to demonstrate good English proficiency in presentation and use of Power Point and other media production as visual aides.</p>			
Prerequisites	None			

Course Code	15539			
Course Name	English Speech and Presentation	Credit	F 0	S 2
Course Objectives	<p>(A) To improve students' English listening and speaking ability through multimedia access such as video and audio tape of news report, radio talk show, news paper reading, and movie.</p> <p>(B) Cooperative learning activities such as presentation, group sharing and interview will be used in the classroom to promote students' motivation, self-confidence and achievement.</p> <p>(C) To encourage students to become involved in communicating- in pairs, small groups or as a class. Students will be required to do English presentation about topics that are within their own personal experience.</p> <p>(D) To provide students helpful skills in presenting effective speeches and public speaking.</p>			
Prerequisites	None			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F 0	S 2
Course Objectives	<ol style="list-style-type: none"> <li>1. Be able to internalize the spirit of autonomy learning.</li> <li>2. Be able to build a team and cooperate with each other within the team.</li> <li>3. Be able to manage the group dynamic of an organization.</li> <li>4. Be able to implement the selected project and achieve the set goals.</li> <li>5. Be able to run an organization to have high performance.</li> <li>6. Be able to have the vision and capacity to be a leader.</li> </ol>			
Prerequisites	Organization Learning			

Course Code	14259			
Course Name	Fundamental English Writing Skills	Credit	F 2	S 0
Course Objectives	<p>This course aims to prepare high-beginning and low-intermediate students for the fundamental composition skills needed for successful academic work. The course will present important organizational principles of good academic writing such as topic sentences, supporting details, ordering of details, eliminating irrelevancies and transition words. It also familiarizes students with various writing modes such as classification, causes and effects, comparison and contrast. After this course, students will be able to write paragraphs or short articles effectively.</p>			
Prerequisites	Organization Learning			

Course Code	14256			
Course Name	Listening Comprehension	Credit	F 2	S 0
Course Objectives	<ul style="list-style-type: none"> <li>:::::To differentiate vowels and consonant so as to improve pronunciation.</li> <li>::::: To familiarize key phrases and expression in daily conversation and news broadcast to catch the gist.</li> <li>::::: To identify details such as numbers, prices, time and location in conversations, lectures and announcement.</li> <li>::::: To performance above-mentioned skills and understanding the received messages.</li> </ul>			
Prerequisites	None			

Course Code	14255			
Course Name	Business Communication	Credit	F 2	S 0
Course Objectives	<p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Organize their own process of preparation, planning, and writing;</li> <li>• Feel comfortable expressing their opinions in writing;</li> <li>• Use a variety of expository forms;</li> <li>• Improve their own writing through the revision process.</li> </ul>			
Prerequisites	None			

# Information Management

## ● Course list

Undergraduate Program in Information Management		Code	Classes	Credit hours
Required common credit hours of the department	Operating System	01558	2	3
	JAVA Programming Language( I )	15995	2	3
	JAVA Programming Language( II )	16241	2	3
	Data Structures	02492	2	3
	Database Administration	02490	2	3
	Data Communication and Network	10681	2	3
	Management Information Systems	02631	2	3
	Introduction to Information Management	04319	2	3
	System Analysis and Design	01584	2	3
	Information System Project (I)	04317	11	3
	Information System Project (II)	04038	10	3
	Statistics	02224	2	6
	Introduction to Computer Science	01863	2	3
	Introduction to Business Management	05201	2	3
	Introduction to Business Management-English	13513	1	3
	Calculus	02390	2	6
	Economics	02457	2	6
	Accounting	02412	2	6
	The Application of Micro Computer	02383	2	1
	English Conversation	01846	4	2
English Listening Comprehension	03542	2	2	
Industry Analysis and Case Studies	15358	1	3	
Time for Class Advisor	02795	8	0	

Undergraduate Program in Information Management		Code	Classes	Credit hours
Elective credit hours of the department in other sections	C Language	03094	1	3
	International Investment	04559	1	3
	Financial Management	01983	1	3
	Investment Management	03002	1	2
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
	Enterprise Resources Planning	09289	1	3
	Enterprise Resources Planning-English	13701	1	3
	International Enterprise Information System	09068	1	3
	Business Automation	10608	1	3
	Electronic Commerce	09514	1	3
	Management Support System	10217	1	3
	Algorithms	04619	1	3
	WEB Programming	16258	1	3
	Discrete Mathematics	02933	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Practicum in Enterprises	13859	1	3
	Topic on Electronic Procurement	11856	1	3
	Customer Relationship Management	10985	1	3
	Managerial Mathematics	02632	1	3
	Data Security	04623	1	3
	Internet Marketing	10211	1	3
	Special Topics On Finance and Investment Systems	13141	1	3
	Introduction to Business Intelligence Management	11845	1	3
	Network Management	13587	1	3
	Computer Organization	01862	1	3
	Corporate Information Strategies	14013	1	3
	Supply Chain Management	09639	1	3
	Organizational Behavior	02234	1	3
	Organization Study	05828	1	3
	Knowledge Management	10849	1	3
Marketing of Information Products	04035	1	3	
Electronic Business(EB)-English	14510	1	3	
Organization Study	05828	1	2	

	Organizational Leadership	15777	1	2
	Business Communication	14255	1	2
	Listening Comprehension	14256	1	2
	Basic English Writing	14259	1	2
	English Writing I: Expository Writing	14254	1	2
	News English Reading	14154	1	2
		16246	1	2



● Course objective and prerequisites

Course Code	01558			
Course Name	Operation System	Credit	F 3	S 0
Course Objectives	1. Understand basic concepts of Operation System. 2. Learn and implement process-related problems.			
Prerequisites	None			

Course Code	15995			
Course Name	JAVA Programming Language( I )	Credit	F 3	S 0
Course Objectives	This two-semester course is an introduction to programming based on java programming language. Java programming language is now one of the most popular programming languages. The first semester of this course will cover programming basis such as: programming basics and variable data type, expression, condition, iteration, array, object and class. The second semester of this course will cover object oriented programming basis.			
Prerequisites	None			

Course Code	16241			
Course Name	JAVA Programming Language( II )	Credit	F 0	S 3
Course Objectives	This two-semester course is an introduction to programming based on java programming language. Java programming language is now one of the most popular programming languages. The first semester of this course will cover programming basis such as: programming basics and variable data type, expression, condition, iteration, array, object and class. The second semester of this course will cover object oriented programming basis.			
Prerequisites	None			

Course Code	02492			
Course Name	Data Structures	Credit	F 3	S 0
Course Objectives	Let students understand the basics of data structure in computer science. Also, let students understand the relationship between data structure and algorithms. Students should be able to develop programs to manipulate data structure in a computer programming language.			
Prerequisites	C Programming · Introduction to Computer			

Course Code	02490			
Course Name	Database Administration	Credit	F 0	S 3
Course Objectives	Let students understand the principle of designing and managing database. Also, let students obtain the experience of using a DBMS software to design a database system.			
Prerequisites	Introduction to Computer			

Course Code	10681			
Course Name	Data Communication and Network	Credit	F 3	S 0
Course Objectives	The main purpose of this course is to help students have complete knowledge about data communications and networking. The course tries to let students understand deeply and broadly the operating principles of enterprise data communications and networking. Therefore, besides teaching the theories of data communications and networking, this course requires students to investigate enterprise real cases and have ability to design some programs of data communications and networking in order to understand their operating principles.			
Prerequisites	Basic Concepts of Computers (BCC)			

Course Code	02631			
Course Name	Management Information Systems	Credit	F 0	S 3
Course Objectives	This course teaches students to understand the purposes, functions and architectures of various types of information systems, and the theories and methodologies of planning MIS. After learning above, it makes students have the abilities to do the jobs of computerization in an organization.			
Prerequisites	Introduction to Information Management			

Course Code	04319			
Course Name	Introduction to Information Management	Credit	F 0	S 3
Course Objectives	The course provides fundamental knowledge and concepts of Information Management, Students will study the five guides of Information System: IT in the Organization, The Web Revolution, Organization Applications, Managerial and Decision Support Systems, Implementing and Managing IT.			
Prerequisites	Introduction to Computers			

Course Code	01584			
Course Name	System Analysis and Design	Credit	F 3	S 0
Course Objectives	1. To familiar with the various methods, tools, and techniques of analysis & design, 2.To possess the ability of collecting and processing the user requirements, 3.To learn how to communicate & cooperate with team members & users.			
Prerequisites	Introduction to Information Management 、 Programming Language 、 Data Base Management			

Course Code	04317			
Course Name	Information System Project (I)	Credit	F 0	S 3
Course Objectives	Train students to have the ability to apply information techniques on solving the problems about organization management. Let students to be able to design enterprise information systems and solve the related problems.			
Prerequisites	Programming Language, Database Management, Data Structures.			

Course Code	04038			
Course Name	Information System Project (II)	Credit	F	S
			3	0
Course Objectives	Train students to have the ability to apply information techniques on solving the problems about organization management. Let students to be able to design enterprise information systems and solve the related problems.			
Prerequisites	Programming Language, Database Management, Data Structures, Information System Project (I)			

Course Code	02222			
Course Name	Statistics	Credit	F	S
			3	3
Course Objectives	<p>This course is designed to emphasize that Statistics is used as tool in decision-making in virtually all areas of management sciences. Its goals are (1) emphasis on identification and interpretation provide students with practical skills they can apply to real problem application. (2) students learn that Statistics is a method of converting data into information.</p> <p>This course is designed into four sessions:</p> <p>Session I : The material in this part forms an introductory discussion of Statistics and its relevance to the real worlds.</p> <p>Session II : This part surveys visual summarization methods and descriptive statistics used in presenting statistical information.</p> <p>Session III : This session introduces the basic notions of probability and goes on to introduce the discrete and continuous probability distribution upon which many statistical analyses depend.</p> <p>Pre-requirement: Basic mathematical training on Calculus and algebra.</p>			
Prerequisites	Calculus ∨ Linear Algebra			

Course Code	01863			
Course Name	Introduction to Computer Science	Credit	F	S
			3	0
Course Objectives	<p>To learn the knowledge and concepts of computer hardware and software; To learn the topics covered in the computer science and basic concepts in the computer science</p> <p>To learn the concepts and application of network; To understand the meaning and structure of information system.</p>			
Prerequisites	None			

Course Code	05201			
Course Name	Introduction to Business Management	Credit	F 3	S 0
Course Objectives	<ol style="list-style-type: none"> <li>1. To gain a fundamental working knowledge about every aspect of the environment in which business prospers.</li> <li>2. An introduction to Business functions, including Marketing, Finance, Human Resources, Production &amp; Operation, Information, and R&amp;D.</li> <li>3. An introduction to Management functions, including Analysis, Planning, Organizing, Leading, and Controlling.</li> <li>4. Integrate the factors of environment, Management functions and Business functions.</li> <li>5. Combine theory and practice.</li> </ol>			
Prerequisites	None			

Course Code	13513			
Course Name	Introduction to Business Management-English	Credit	F 3	S 0
Course Objectives	<p>This course is a required course for students majoring in the university's business management program taught in English. Students will study the ideas, concepts, and objectives of management, beginning with the classical analysis of the traditional seven functions of management represented by the acronym POSDCORB: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting. In particular, students will master the English technical vocabulary used in business management. Further, students will understand the managerial functions as experienced in the realities of today's international business settings. Students will begin to develop skills of business techniques needed in dealing with today's change, diversity, and ethics in management. Finally, students will develop their personal plan for lifetime learning in business management skills.</p>			
Prerequisites	None			

Course Code	02390			
Course Name	Calculus	Credit	F 3	S 3
Course Objectives	<p>This is a two-semester introductory course in Calculus intended for students with background in high school mathematics. The contents of this course includes basic concepts and theory in calculus and their applications in management. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, the mean value theorem, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, infinite series, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. It is our goal to make students have an overall understanding in calculus.</p>			
Prerequisites	None			

Course Code	02457			
Course Name	Economics	Credit	F 3	S 3
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>(1) Realize the basic concepts of Microeconomics.</li> <li>(2) Understand the meanings of supply and demand functions.</li> <li>(3) Realize the meaning of elasticity and its application.</li> <li>(4) Realize how individual consumer, household, and firm makes decision.</li> <li>(5) Understand various types of industry organizations and their characteristics.</li> <li>(6) Use Microeconomics theories to analyze the effects of public policy.</li> <li>(7) Realize the basic concepts of Macroeconomics.</li> <li>(8) Understand the meanings and measuring of Nation's income.</li> <li>(9) Realize the meaning of production, saving, and investment.</li> <li>(10) Understand the monetary system.</li> <li>(11) Understand the meanings of aggregate demand and aggregate supply.</li> <li>(12) Use Macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			
Prerequisites	None			

Course Code	02412			
Course Name	Accounting	Credit	F 3	S 3
Course Objectives	<p>This objective of this course is to introduce for students of business school the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> <li>1. understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general.</li> <li>2. understand the basic recording and reporting processes of accounting information system.</li> <li>3. understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses.</li> <li>4. understand how to analyze and interpret accounting information to help investors , creditors and business managers to make economic decisions.</li> <li>5. understand how to resolve the ethical dilemma and make ethical professional judgment.</li> <li>6. understand how to develop and make planning of an accounting career.</li> </ol>			
Prerequisites	None			

Course Code	02383			
Course Name	The Application of Micro Computer	Credit	F 1	S 0
Course Objectives	The major objective of this course is to help students familiarize with frequently used application software. After the course, students shall be able to use Microsoft Word, Excel, Power Point and Access. Also students can assemble a computer system by themselves.			
Prerequisites	None			

Course Code	01846			
Course Name	English Conversation	Credit	F 1	S 1
Course Objectives	The goal of this course is to help freshman students use English both in academic areas and their daily lives.			
Prerequisites	None			

Course Code	03542			
Course Name	English Listening Comprehension	Credit	F 1	S 1
Course Objectives	This course is focused on providing the students with intensive exposure to the English language through listening and speaking. Based on English learning theories, each lesson consists of a variety of student-centered and interactive activities which give students the focus and support they need to succeed with their language skills: to better students' listening ability, there is listening practice on ICRT news, texts, films and TOEFL; to improve students' fluency in spoken English, there are daily topics for pair chatting in English; to improve students' interests in English, there are radio plays for presentation; to improve students' accuracy in English and to build the habit of self-learning, students are asked to attend spelling games and to listen to <u>Studio Classroom</u> regularly.			
Prerequisites	None			

Course Code	15358			
Course Name	Industry Analysis and Case Studies	Credit	F 0	S 3
Course Objectives	配合教育部製商整合計劃，以個案研究、業師演講及參訪為主，使電子商務學程學生深入了解訪織成衣產業。			
Prerequisites	None			

Course Code	02795			
Course Name	Time for Class Advisor	Credit	F 0	S 0
Course Objectives	The objective of this arrangement is to ensure that the advisors and the students have a scheduled time to communicate with each other. The advisors may have the chance to know the students better and to help solving their problems in daily life.			
Prerequisites				

Course Code	03094			
Course Name	C Language	Credit	F	S
			0	3
Course Objectives	Teach students how to program with C language.			
Prerequisites	None			

Course Code	04559			
Course Name	International Investment	Credit	F	S
			3	0
Course Objectives	Enhance the theories of foreign direct investment and knowledge about real case in order to let students be capable to handle the decision making 、 planning 、 and management about international investment.			
Prerequisites	None			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			0	3
Course Objectives	Learn financial functions about capital collection, allocation and manipulation of enterprises and understand the theories of investment and stocks in order to train students to have ability to plan and control company's finance.			
Prerequisites	Accounting			

Course Cod	03002			
Course Name	Investment Management	Credit	F	S
			2	0
Course Objectives	This course introduces current popular investment tools in Taiwan's financial market, such as bond, stocks, common fund, futures, option, etc. It will help students understand the relationship between risks and rewards and train students to have analysis capability in order to understand investment theories and practical applications.			
Prerequisites	Financial Management			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
			0	3
Course Objectives	1. Understanding marketing and the marketing management process, 2. Analyzing marketing opportunities in the global market place, 3. Developing marketing strategy and the marketing mix, 4. Great value for customers.			
Prerequisites	Practical business or introduction to business			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
			0	3
Course Objectives	1. Help students understand the whole concepts of production management, 2. Understand the meanings and frameworks of related problems of production management, 3. Serve as the preparation of related concepts and applications for future ERP and SCP system development.			
Prerequisites	Introduction to business enterprises			

Course Code	09289			
Course Name	Enterprise Resources Planning	Credit	F 3	S 0
Course Objectives	1. To guide students familiar with the operation of information systems in enterprise, 2. To understand how to integrate the resource in business with information systems to achieve the goals of organization, 3. Develop the electronic information system designing capability of students through the work of business activity analysis.			
Prerequisites	Production Management and Operation Management			

Course Code	13701			
Course Name	Enterprise Resources Planning-English	Credit	F 3	S 0
Course Objectives	This course provides fundamental concepts and skills for material and capacity planning and control. Topics include material requirement planning, bill of material, master production scheduling, capacity requirement planning, inventory management, and just-in-time (JIT). Actual system installation, operation and case study will be conducted.			
Prerequisites	None			

Course Code	09608			
Course Name	International Enterprise Information System	Credit	F 3	S 0
Course Objectives	This course will provide the necessary knowledge and build the ability in connection to the system designs covering the various managerial functions subsystems related to the operations of Taiwanese international enterprise.			
Prerequisites	Principle of Accounting			

Course Code	10608			
Course Name	Business Automation	Credit	F 3	S 0
Course Objectives	To improve the literacy and interest of business automation by introducing the business automation systems, technologies.			
Prerequisites	Introduction to Computer 、 Introduction to Business Administration.			

Course Code	09514			
Course Name	Electronic Commerce	Credit	F 0	S 3
Course Objectives	In this course, it provides the fundamental theory of electronic commerce including electronic commerce models, electronic store, evaluation model, and mobile commerce. In practice, we will introduce some case in Taiwan to learn business model and experience.			
Prerequisites	None			

Course Code	10217			
Course Name	Management Support System	Credit	F 3	S 0
Course Objectives	The realistic objective of the course is to help the student understand management support systems. Then, the interesting topics and case studies are offered and discussed deeply. As a result, the important factors of system success can be used as the references for building a MSS.			
Prerequisites	Introduction to Information Management			



Course Code	04619			
Course Name	Algorithms	Credit	F	S
			3	0
Course Objectives	1. Understand basic concepts of algorithms, 2. Learn various designs of algorithms in order to use computers to solve problems more efficiently.			
Prerequisites	None			

Course Code	16258			
Course Name	WEB Programming	Credit	F	S
			0	3
Course Objectives	The objective of Web Programming is simply trying to let the students familiarize with the current tools & processes of designing a database backed web application. To be more specific, Java development platform is targeted to be more inline with the long term consolidated goal set forth by the department, the goal is to have a simple/single consistent programming language, i.e. Java, throughout all the courses if all possible. Though it was meant to be Java based, consider nowadays, client side counterpart of a typical web application will be almost more or less involved with JavaScript. Scripting languages, mostly JavaScript will also be covered in this course. Multi-tier applications centered around MVC (Model View Controller) model will be illustrated throughout the course with stepwise refined examples. Mobile solution development will be briefly touched base with. Hands-on exercising will be conducted in the classroom along with slide presentations.			
Prerequisites				

Course Code	02933			
Course Name	Discrete Mathematics	Credit	F	S
			3	0
Course Objectives	1. Understand mathematical induction, functions, and relationships, etc., 2. Learn applications of discrete mathematics.			
Prerequisites	None			

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
			0	3
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns.			
Prerequisites	None			

Course Code	13859			
Course Name	Practicum in Enterprises	Credit	F	S
			3	0
Course Objectives	This course gives students a chance to go to suitable companies to learn practically working techniques. It can train students to have professional capability in order to coordinate moral relationship and practical applications of students and satisfy the needs of enterprise. It can shorten on job training time and reserve potential experts for enterprises.			
Prerequisites	None			

Course Code	11856			
Course Name	Topic on Electronic Procurement	Credit	F 3	S 0
Course Objectives	This course describes theories and management models of procurement. It also investigates the development trend and practical techniques of electronic procurement in order to let students learn knowledge and development techniques of electronic procurement.			
Prerequisites	Business Automation, Electronic Commerce			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F 0	S 3
Course Objectives	This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segment; customer value and customer attrition/retention management. The course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.			
Prerequisites	None			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F 3	S 0
Course Objectives	This course makes use of mathematical foundation to investigate and analyze managerial problems. After systematizing the problems, mathematical models are embedded to help executive managers to make optimal decisions. Therefore, managerial mathematics can be regarded as operations research or mathematical planning including linear algebra and probability.			
Prerequisites	Mathematical background of senior high school			

Course Code	04623			
Course Name	Data Security	Credit	F 3	S 0
Course Objectives	1. Understand basic concepts of data security, 2. Learn principles and applications of cryptography and Internet security.			
Prerequisites	None			

Course Code	10211			
Course Name	Internet Marketing	Credit	F 3	S 0
Course Objectives	Investigate related knowledge and techniques of Internet marketing in order to train students to be able to do marketing research. By making use of the techniques of marketing research to collect and analyze various information of Internet marketing, enterprises can plan the strategies of Internet marketing.			
Prerequisites	Information management			

Course Code	13141			
Course Name	Special Topics On Finance and Investment Systems	Credit	F 3	S 0
Course Objectives	The objective of this course is to examine all aspects of MatLab Financial tool box and Computation Intelligence in financial field. The course emphasizes the need to understand conceptual and implementation issues of financial management and examines the latest techniques and practical issues, including: Value at Risk (VaR), Portfolio Analysis (Stock market), Asset Allocation , CAPM, Investment performance evaluate, Option Market, Mutual found, and GARCH Models.			
Prerequisites	Financial management or invest management			

Course Code	11845			
Course Name	Introduction to Business Intelligence Management	Credit	F 3	S 0
Course Objectives	An intelligent enterprise is one that makes better decisions faster and outsmarts its rivals. Being an intelligent business is a prerequisite not just to win, but to compete in the first place. Amid the competition of the Internet economy, business intelligence is fast emerging as a cross-departmental mandate for companies in virtually all industries. The core topics of this course include introduction to business intelligence and data decision, types of business intelligence, functions of business intelligence, and applications of business intelligence and data decision.			
Prerequisites	None			

Course Code	13587			
Course Name	Network Management	Credit	F 0	S 3
Course Objectives	In this course, it provides the fundamental theory of LAN wiring and network management including structured cabling system of LAN, LAN wiring design of office, cost estimation of LAN wiring, wiring testing and diagnostic equipment, SNMP network management and installation of Domain Name Server. In practice, we will introduce some case in Taiwan to learn network planning of LAN.			
Prerequisites	None			

Course Code	01862			
Course Name	Computer Organization	Credit	F 3	S 0
Course Objectives	1. Understand basic concepts of computer hardware, 2. Learn the Principle of logic and computer design.			
Prerequisites	None			

Course Code	14013			
Course Name	Corporate Information Strategies	Credit	F 0	S 3
Course Objectives	It is very important to align Information System Strategy and Information Technology Strategy to the Business Strategy for business. This course will emphasize on the importance of the alignment among these strategies. This course will introduce Business strategy, Information System strategy, and Information Technology strategy and how to develop IS strategy to align with business strategy and to develop IT strategy to align with IS strategy.			
Prerequisites	None			

Course Code	09639			
Course Name	Supply Chain Management	Credit	F 0	S 3
Course Objectives	1. To guide students familiar with the inter-company supply chain operation model, 2. To explore how to integrate the supply chain with information technology to promote the competence of the company, 3. Through case study to develop the capability of students for supply chain integration.			
Prerequisites	Enterprise Resource Planning (ERP)			

Course Code	02234			
Course Name	Organizational Behavior	Credit	F 3	S 0
Course Objectives	1. The course will Present OB at three levels of analysis: it begins with individual behavior and then moves to group behavior, finally it adds the organization system to capture the full complexity of organizational behavior, 2.The course will be given many examples to help students to better understand-how to use ob concept in the really business world.			
Prerequisites	An introduction to business or management			

Course Code	05828			
Course Name	Organization Study	Credit	F 2	S 2
Course Objectives	<ol style="list-style-type: none"> <li>1. Be able to internalize the spirit of autonomy learning</li> <li>2. Be able to build a team and cooperate with each other within the team</li> <li>3. Be able to handle the implement process of a project</li> <li>4. Be able to manage the group dynamic of an organization</li> <li>5. Be able to implement the selected project and achieve the set goals</li> </ol>			
Prerequisites	None Especially suitable for sophomore and junior student.			

Course Code	10849			
Course Name	Knowledge Management	Credit	F 0	S 3
Course Objectives	<p>The course is aim to introduce the basic concepts of knowledge, knowledge management (KM), and knowledge management systems (KMSs). In addition, the IR, and AI related techniques applied in the KMSs are also addressed in the class. The learning objectives in this course including:</p> <ol style="list-style-type: none"> <li>A. To understand the history of KM and the key concepts in KM.</li> <li>B. To investigate the KM solutions applies in the business environment.</li> <li>C. To learn the information retrieval, and AI related techniques applied in the KMSs.</li> <li>D. To provide latest information, articles to students and enable the students to read, and discuss in the class.</li> </ol>			
Prerequisites	None			

Course Code	04035			
Course Name	Marketing of Information Products	Credit	F 0	S 3
Course Objectives	1.Explore the Information Products Technology Trend and Development 2.Understand the competition strategy & SWOT of the Taiwan's IT Industry. 3.Discuss the Success Factor of USA, Japan and Taiwan's leader companies. 4. Learning the Marketing Research Method			
Prerequisites	Introduction of Computers, Marketing			

Course Code	14510			
Course Name	Electronic Business(EB)-English	Credit	F 0	S 3
Course Objectives	1. guide students understand the fundamental concepts and overall picture of electronic business. 2. investigate the main issues of electronic business in terms of business models, business framework and systems, and strategic management.			
Prerequisites	Introductions to Information Management			

Course Code	05828			
Course Name	Organization Study	Credit	F 2	S 0
Course Objectives	1. Be able to internalize the spirit of autonomy learning 2. Be able to build a team and cooperate with each other within the team 3. Be able to handle the implement process of a project 4. Be able to manage the group dynamic of an organization 5. Be able to implement the selected project and achieve the set goals			
Prerequisites	None Especially suitable for sophomore and junior student.			

Course Code	15777			
Course Name	Organizational Leadership	Credit	F 0	S 2
Course Objectives	1. Be able to internalize the spirit of autonomy learning. 2. Be able to build a team and cooperate with each other within the team. 3. Be able to manage the group dynamic of an organization. 4. Be able to implement the selected project and achieve the set goals. 5. Be able to run an organization to have high performance. 6. Be able to have the vision and capacity to be a leader.			
Prerequisites	Organization Learning			

Course Code	14255			
Course Name	Business Communication	Credit	F	S
			2	0
Course Objectives				
Prerequisites				

Course Code	14256			
Course Name	Listening Comprehension	Credit	F	S
			2	0
Course Objectives				
Prerequisites				

Course Code	14259			
Course Name	Basic English Writing	Credit	F	S
			2	0
Course Objectives				
Prerequisites				

Course Code	14254			
Course Name	English Writing I: Expository Writing	Credit	F	S
			0	2
Course Objectives				
Prerequisites				

Course Code	15154			
Course Name	News English Reading	Credit	F	S
			0	2
Course Objectives				
Prerequisites				

Course Code	16246			
Course Name	課堂商務報告演說-網	Credit	F	S
			0	2
Course Objectives				
Prerequisites				

# BA Programs

- Regular -

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- Management
- Business Management





# Management

## ● Course list

MBA Program in Management		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
	Organization and Management Theory	02237	1	3
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management	02502	1	3
	Thesis	00041	1	6
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Reading in Business Ethics for Managers	00292	1	1
	Business Policy	01389	1	3
Elective credit hours by sections (3 select 1)	Operations Research	01559	1	3
	Multivariate Statistical Analysis	01445	1	3
	Total Quality Management	03021	1	3
	Production Planning System	06186	1	3
	Investments	01579	1	3
	International Financial Management	02093	1	3
	Seminar on Invest Management	08230	1	3
	Contemporary Issues in Security Market	12861	1	3
	Seminar on Human Resources Management	13227	1	3
	Management Psychology	03136	1	3
	Seminar on Marketing Management	03680	1	3
	New Product Development & Marketing	07688	1	3
	Entrepreneurial Management	11178	1	3
	Logistic Management	13421	1	3
	Seminar on Finance	04162	1	3
Management of Innovation	04564	1	3	
International Human Resources Management	05559	1	3	

● Course objective and prerequisites

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			3	0
Course Objectives	This is a comprehensive finance course that gives students a strong base on which to build future studies in Finance and help students gain a complete understanding of the basic tools and fundamental principles upon which finance is based.			
Prerequisites	Accounting			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
			0	3
Course Objectives	This is a course introducing the basic concept of research methodology to help students understand methods of research process, research design and data collection which are the bases for further academic studies.			
Prerequisites	None			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
			0	3
Course Objectives	This course is used to develop systematic knowledge of human resources management and enhance the capability of practicing theories into a real life. Students should get a picture of general human resources management activities including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations and learn skills of teamwork and discussion.			
Prerequisites	None			

Course Code	02237			
Course Name	Organization and Management Theory	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Through discussing and lecturing, students not only can understand organization theories but their meanings in managerial practice.</li> <li>2. Students have access to new trends of organization and management theories by papers and case studies as well as use these ideas to analyze or solve practical problems.</li> <li>3. This course tries to arouse students' interests in organization and management theories by projects writing.</li> </ol>			
Prerequisites	None			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Explore the meanings of marketing and regard this course as the basis for advanced lessons.</li> <li>2. Arouse students' interests in and guide students to think about marketing.</li> <li>3. Include the hottest issues such as e-commercial, relationship marketing, and management in China market.</li> </ol>			
Prerequisites	None			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
			3	0
Course Objectives	The objective of this course is to give a brief introduction about production and operations management. As the service industry around the world is highly developed and the philosophy of POM is widely adopted in the service industry, the focus of this course will be problem-solving oriented in both the manufacturing and service sectors. Two factory visiting trips will also be arranged to enhance the students' understanding in running the real world manufacturing and related functions.			
Prerequisites	Statistics and Linear Algebra			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
			3	0
Course Objectives	Industrial organization (IO) is a branch of microeconomics especially in supply-side economics. Generally speaking, IO discusses industrial situations, monopoly, and problems about large companies. It mainly describes how companies compete with each other.			
Prerequisites	None			

Course Code	02502			
Course Name	Information Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Let students understand the basic concept of MIS, learn how to use it, and understand its impact on companies.</li> <li>2. Know how to analyze and design a business operation system and use it to improve companies' competitive advantages.</li> </ol>			
Prerequisites	None			

Course Code	00041			
Course Name	Thesis	Credit	F	S
			3	3
Course Objectives	The course intends to let learners have the chance to show their capability on integrating the knowledge studied before and develop the research methodology for their future academic career. It will be required to demonstrate the capability by writing a comprehensive thesis specific on the chosen topic.			
Prerequisites	None			

Course Code	12723			
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Build up basic methods for industry analysis.</li> <li>2. Understand basic concepts of strategy.</li> <li>3. Enhance competitive advantages of companies.</li> <li>4. Integrate theories about strategy.</li> <li>5. Combine theory with practice.</li> </ol>			
Prerequisites	None			

Course Code	02627			
Course Name	Management Accounting	Credit	F	S
			3	0
Course Objectives	<p>The first purpose of this course is to make the students understand the contemporary management accounting topics, including target costing, activity-based costing &amp; management, balanced scorecard etc. more deeply.</p> <p>The other purpose of this course is to introduce the graduate students to the selective topics on the managerial accounting research. I select several managerial-accounting related research topics, including performance evaluation, EVA, compensation and incentive, etc. which may be applicable to the management accounting research, with a hope that students can extend them to address new research issues in management accounting.</p>			
Prerequisites	None			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
			0	1
Course Objectives	<p>This course aims to introduce the most important concept of ethics which is applied to international business, especially emphasizing on the perspective on Asia and analyzing different cases.</p>			
Prerequisites	None			

Course Code	01389			
Course Name	Business Policy	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Develop strategic thinking ability.</li> <li>2. Train students in organizational learning ability.</li> <li>3. Build up a complete concept of strategic management.</li> <li>4. Integrate knowledge in relevant academic fields.</li> <li>5. Guide students to observe new business trends.</li> </ol>			
Prerequisites	None			

Course Code	01559			
Course Name	Operations Research	Credit	F	S
			0	1
Course Objectives	<p>Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals.</p> <p>This course emphasizes on mathematical models building and theories application. The main content of this course includes systematically introducing each chapters in operation research, explaining managerial implication of data, and using interactive teaching methods along with group discussion.</p>			
Prerequisites	None			

Course Code	01445			
Course Name	Multivariate Statistical Analysis	Credit	F	S
			3	0
Course Objectives	The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.			
Prerequisites	Statistics and Linear Algebra			

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
			0	3
Course Objectives	<p>To know the quality management philosophies of Deming, Juran, and Crosby; total quality management, including the Malcolm Baldrige National Award and ISO 9000 system.</p> <p>To know the practice of quality management, including quality function deployment, benchmarking, and quality cost.</p> <p>To know the process of statistical quality control, including collecting data, constructing chart, and interpreting the results.</p>			
Prerequisites	None			

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
			3	0
Course Objectives	Complete production planning can ensure factories to operate efficiently and rational scheduling is able to utilize companies resources. This course mainly helps students to have a whole picture of production planning system and teach students how to use it properly.			
Prerequisites	None			

Course Code	01579			
Course Name	Investments	Credit	F	S
			3	0
Course Objectives	This is a comprehensive course that explores the operation of capital markets and the related theory about investment , include efficient market portfolio, modern portfolio theory, CAPM, APT and the evaluation of mutual fund performance.			
Prerequisites	Financial Management			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
			0	3
Course Objectives	The purpose of this course is to make students understand both theoretical and practical aspects of international financial management, introduce methods of financial risk measurement and management for multinational companies, summary of international financial market, international financing, investment, financial adjustment, capital budgeting, and taxation planning. The course puts emphasis on how to make decisions in international investment, international financing and hedging while multinational companies face uncertainties of exchange rate, rate, inflation rate, tax rate and politics under international circumstances.			
Prerequisites	None			

Course Code	08230			
Course Name	Seminar on Invest Management	Credit	F	S
			3	0
Course Objectives	1. Discuss behaviors and rewards of fund investment. 2. Explore elements which can change market prices.			
Prerequisites	None			

Course Code	12861			
Course Name	Contemporary Issues in Security Market	Credit	F	S
			3	0
Course Objectives	This course introduces the structure, behavior and performance of security market and let students know how it operates and what elements affect market prices so that students can develop the ability of analyzing the micro structure of security market.			
Prerequisites	None			

Course Code	13227			
Course Name	Seminar on Human Resources Management	Credit	F	S
			0	3
Course Objectives	Enhance the understanding of human resources management practice.			
Prerequisites	None			

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
			3	0
Course Objectives	<p>The objectives of this course provide students applications in Management Science of Management Psychology.</p> <p>After finishing this course, students should be able to</p> <ol style="list-style-type: none"> <li>1. Know each other and learn by team work.</li> <li>2. describe the meaning of Management Psychology</li> <li>3. Know communication, socialization, decision and leadership style.</li> <li>4. Describe the personal effectiveness of life.</li> <li>5. Demonstrate the ability to adapt group and deal with conflict.</li> <li>6. Provide topics of Management Psychology and Human Resource Management.</li> </ol>			
Prerequisites	None			

Course Code	03680			
Course Name	Seminar on Marketing Management	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Develop students' integrative ability, data capture ability, analytic ability, connective ability, leading ability, and collaborate ability by seminar of integrative marketing case.</li> <li>2. Connect academic and business.</li> <li>3. Increase marketing knowledge by communicating important here.</li> <li>4. Develop students become a all-around marketing brain.</li> </ol>			
Prerequisites	None			

Course Code	07688			
Course Name	New product Development & marketing	Credit	F	S
			3	0
Course Objectives	<p>The students are required to study the concept generation methods, select one or two for trial, set up the trials carefully, conduct them, and then write up the results, including description of method, outcome, and reaction to the process. Evaluation works the say way. Taking the earlier idea, conduct a concept test of that idea. Then design a market test of your idea, using the premarket testing technique in some way.</p> <p>e.g. What new product might on-line service firms be expected to market next? Or, find a product that exploits our current interest in slenderness and health.</p>			
Prerequisites	None			



Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Provide understanding of entrepreneurship, that is, initiating a new business venture and developing it into a self-sustaining and profitable enterprise.</li> <li>2. Provide understanding of the process whereby a person decides to become an entrepreneur, screens opportunities, selects an appropriate product/market target, obtains the necessary resources, and launches a new enterprise.</li> <li>3. Provide the theoretical and practical knowledge for the preparation of business plans for the development of new products, processes, and services and for the financing of new enterprises.</li> </ol>			
Prerequisites	None			

Course Code	13421			
Course Name	Logistic Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. to understand the definition of logistics and supply chain</li> <li>2. to know the technique and tools of logistics management</li> <li>3. to integrate the logistic system</li> </ol>			
Prerequisites	None			

Course Code	04162			
Course Name	Seminar on Finance	Credit	F	S
			3	0
Course Objectives	<p>This course is to provide students in-depth understanding of financial management, especially for students who have taken fundamental finance course. We will revisit the three major decisions covered by corporate finance, namely capital budgeting, capital structure, and working capital management. Selected journal papers will be accompanied to provide students in-depth understanding of the course content.</p>			
Prerequisites	None			

Course Code	04564			
Course Name	Management of Innovation	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Provides fundamental concepts and principles of technology innovation management</li> <li>2. Makes students learn the practice of hi-tech firms technological innovation activities</li> <li>3. Increases students' analyzing and problem-solving capability from case study</li> <li>4. Increases students' analyzing and presentation capability from Q &amp; A in the class</li> </ol>			
Prerequisites	None			

Course Code	05559			
Course Name	International Human Resources Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Realizing and mastering the fundamental concept, theory, and application of international human resources management.</li> <li>2. Achieving the goal of combining theories and practices via literature review, practice interview, and discussion.</li> <li>3. Motivating students concern the development of international human resources management, and cultivating students' ability of researching related topics.</li> </ol>			
Prerequisites	None			

# Business Management

## ● Course list

MBA Program in Business Management		Code	Classes	Credit hours
Required credit hours	Management Paradigm and Organization Theories	11173	1	3
	Marketing Management	01483	1	3
	Human Resources Management	01013	1	3
	Production and Operations Management	01370	1	3
	Financial Management	01983	1	3
	Information Management	02502	1	3
	Management Accounting	02629	1	3
	Strategic Management	10383	1	3
	Professional Case Research I	15991	3	3
	Professional Case Research II	16250	3	3
	International Field Trip	15671	1	3
	Business Ethics	08824	1	2
Elective credit hours	Comparative Innovation System	15672	1	3
	Business Communication	09596	1	3
	English Writing Workshop	00237	2	1
	Seminar on International Business Management	16251	1	3
	Business English	02050	1	3
	Customer Relationship Management	10985	1	3
	English Reading and Conversation	15992	1	3

● Course objective and prerequisites

Course Code	11173			
Course Name	Management Paradigm and Organization Theories	Credit	F 3	S
Course Objectives	<p>Through discussing and lecturing, students not only can understand organization theories but their meanings in managerial practice.</p> <p>Students have access to new trends of organization and management theories by papers and case studies as well as use these ideas to analyze or solve practical problems.</p> <p>This course tries to arouse students' interests in organization and management theories by projects writing.</p>			
Prerequisites	None			

Course Code	01483			
Course Name	Marketing Management	Credit	F 3	S
Course Objectives	<p>Explore the meanings of marketing and regard this course as the basis for advanced lessons.</p> <p>Arouse students' interests in and guide students to think about marketing.</p> <p>Include the hottest issues such as e-commercial, relationship marketing, and management in China market.</p>			
Prerequisites	None			

Course Code	01013			
Course Name	Human Resources Management	Credit	F 3	S
Course Objectives	<p>The purpose of this course is to familiarize students with theories and practices of human resources management (HRM). I will integrate theories in this field of research as the building block, with an aim to provide students with solid foundation of knowledge. Practical cases are also provided in the class. The topics covered consist of acquiring, staffing, developing, motivating and utilizing of human resources.</p>			
Prerequisites	None			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F 3	S
Course Objectives	<p>The objective of this course is to give a brief introduction about production and operations management. As the service industry around the world is highly developed and the philosophy of POM is widely adopted in the service industry, the focus of this course will be problem-solving oriented in both the manufacturing and service sectors. Two factory visiting trips will also be arranged to enhance the students' understanding in running the real world manufacturing and related functions.</p>			
Prerequisites	None			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			3	
Course Objectives	This is a comprehensive finance course that gives students a strong base on which to build future studies in Finance and help students gain a complete understanding of the basic tools and fundamental principles upon which finance is based.			
Prerequisites	Financial Accounting			

Course Code	02502			
Course Name	Information Management	Credit	F	S
				3
Course Objectives	This course is designed to provide the current and future managers with understanding and appreciation of the issues that are related to the organization's information technology assets. The course is not to educate technical specialists, rather, it is to give students a managerial perspective on the use of, design of, and evaluations of information systems that exist in organizations today. The objective of this course is to prepare students to manage information services in both today's and tomorrow's environment with its managerial, social, political, ethical and global issues.			
Prerequisites	None			

Course Code	02629			
Course Name	Management Accounting	Credit	F	S
				3
Course Objectives	The first purpose of this course is to make the students understand the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. more deeply. The other purpose of this course is to introduce the graduate students to the selective topics on the managerial accounting research. I select several managerial-accounting related research topics, including performance evaluation, EVA, compensation and incentive, etc. which may be applicable to the management accounting research, with a hope that students can extend them to address new research issues in management accounting.			
Prerequisites	None			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
				3
Course Objectives	Develop strategic thinking ability. Train students in organizational learning ability. Build up a complete concept of strategic management. Integrate knowledge in relevant academic fields. Guide students to observe new business trends.			
Prerequisites	None			

Course Code	15991			
Course Name	Professional Case Research I	Credit	F	S
			3	
Course Objectives	The course intends to let learners have the chance to show their capability on integrating the knowledge studied before and analyze the real problem they might meet in their future career.			
Prerequisites	None			

Course Code	15671			
Course Name	International Field Trip	Credit	F	S
				3
Course Objectives	The purpose of this class is to let the students have chances to get know more insights about international business operations through invited guest speakers, take courses in a foreign country, as well as visit renowned multinational corporations. The students are expected to broaden their international viewpoints after such a versatile course contents.			
Prerequisites	None			

Course Code	16250			
Course Name	Professional Case Research II	Credit	F	S
				3
Course Objectives	The course intends to let learners have the chance to show their capability on integrating the knowledge studied before and analyze the real problem they might meet in their future career.			
Prerequisites	None			

Course Code	08824			
Course Name	Business Ethics	Credit	F	S
			2	
Course Objectives	<i>Business Ethics</i> is a course designed for students enrolled in the university's Graduate Program of Business Management (GBM). Leaders in business need to have a <u>professional understanding of social responsibility in business organizations, activities and transactions</u> . This course offers students a variety of readings on social responsibility, business ethics and ethical decision making. Further, this course enriches the student's <u>ability to communicate in English</u> using the technical terms used in business ethics. Students benefit from fellow students making their presentations dealing with ideas of successful management of social responsibility and challenges in social responsibility.			
Prerequisites	None			

Course Code	15672			
Course Name	Comparative Innovation System	Credit	F	S
				3
Course Objectives	<p>This course covers the major sources of innovation, their analytical models and their empirical explorations (verifications). It will concentrate on the principles and methodologies of designing and promoting innovation as well as policies within an international industrial economics context for high technology industries.</p> <p>In particular, we provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks, also drawing benefits from overlaps with neighbouring disciplines such as systems theory, clinometric and institutionalism.</p> <p>Another emphasis is put on analyzing the interactions of innovation, strategy, market structure, competition intensity and speed of technology change in major high technology, network and increasing returns industries for market positioning of firms, regions and countries.</p>			
Prerequisites	None			

Course Code	09596			
Course Name	Business Communication	Credit	F	S
				3
Course Objectives	<p>This course is designed for students of business management, and trains students to be successful in doing business in English using both <u>written</u> and <u>oral</u> communication, in international situations. Students become adaptable to change through being aware of cultural differences in peoples and being flexible in dealing with people from other parts of the globe. Students develop the art of making introductions, conversing at ease in business situations, using the telephone effectively as a business tool, making meetings worthwhile, and understanding the steps of effective negotiation. In particular, students develop skills needed for successful oral presentations in English including using multimedia aids</p>			
Prerequisites	None			

Course Code	00237			
Course Name	English Writing Workshop	Credit	F 1	S
Course Objectives	<p>This course introduces the GBM program to new program participants. The fifteen hours of interaction with the foreign professor, a native speaker of English, increases student confidence in their ability to communicate well in English, both in speaking and in writing. The course differentiates business writing from other types of writing, emphasizing that effective writing is based on time tested guidelines. With the direction of the professor, the class generates many ideas for effective writing that are classified as <i>guidelines</i> or <i>observations</i> that are to be kept in mind in writing. Proceeding along the lines of these guidelines, each student is required to submit writing for each of the ten sessions. Grading is essentially the accumulation of points earned with each of the ten submitted writings.</p>			
Prerequisites	None			

Course Code	16251			
Course Name	Seminar on International Business Management	Credit	F	S
				3
Course Objectives	<p>The course aims to provide a platform for review and discussion of essential issues related to international business management. The topics include the following: political, economic, legal, and technological environments of multinational firms, cultural context of global management, formulation and implementation of strategy for global operations, international finance, international marketing, international human resource management, international knowledge management, etc.</p> <p>The learning goals associated with this course are for students to:</p> <ol style="list-style-type: none"> <li>1. Acquire an understanding of business organizations' globalization strategies;</li> <li>2. Develop analytical and communication skills for use in international operations within large, medium or small firms;</li> <li>3. Understand the cultural context and the ethical and environmental aspects of global business activities.</li> </ol>			
Prerequisites	None			

Course Code	02050			
Course Name	Business English	Credit	F	S
				3
Course Objectives	<p>This course is designed to provide students a strategic approach to fluent communication by using diverse methods to foster a mastery of communication skills.</p> <p>This course seeks to prepare students for academic, social and workforce environment by accomplishing the following objectives:</p> <ul style="list-style-type: none"> <li>- Students being able to make inferences regarding complicated ideas</li> <li>- Students continuing to refine their listening and note-taking skills and being able to summarize in both oral and written form</li> </ul> <p>Students being able to function in every day academic or workforce interactions.</p>			
Prerequisites	None			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
				3
Course Objectives	<p>The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.</p>			
Prerequisites	None			

Course Code	15992			
Course Name	English Reading and Conversation	Credit	F	S
			3	
Course Objectives	<p>This course is a required course for students enrolled in the university's Graduate Program of Business Management (GBM). Consistent with the goals of the GBM program, Business Readings – Vocabulary deals with current articles written in English on business subjects. While reading and discussing various articles from books, periodicals and newspapers, students learn in depth about the business subject dealt with and, simultaneously, refining the meanings of technical words typically used in business settings. will master the English technical vocabulary used in business management.</p> <p>Further, students will make short class presentations on current business writings and selected business related vocabulary.</p>			
Prerequisites	None			





# **MBA Programs**

- Evening and Weekend -

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- Management
- Global Entrepreneurial Management and Business Administration



# Management

## ● Course list

MBA Program in Management –evening and weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Integrated Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
	Management Paradigm and Organization Theories	11173	1	3
	Internet Marketing	10211	1	3
	Consumer Behavior Research	03000	1	3
	Business Competitive Advantage	14910	1	3
	International Financial Management	02093	1	3
	Strategic Marketing Management	07161	1	3
	Financial Management	01983	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Channel & Retail Management	11826	1	3
	Human Resources Management	01013	1	3
	International Marketing	02084	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Production Strategy and Management	11034	1	3
	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
	Seminar in International Business Management	11422	1	3
	Transnational Management	02083	1	3
Topics of Strategic Management	14104	1	3	
Thesis	00041	1	6	



● Course objective and prerequisites

Course Code	12486			
Course Name	Integrated Management	Credit	F	S
			3	0
Course Objectives	To increase students' managerial ability through the cultivation of their visionary capability and the enhancement of their familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	11174			
Course Name	Business Research Methods and Case Study	Credit	F	S
			3	0
Course Objectives	To understand why the firms success or fail in different specific field. To help students to find the problem and solve them during the operation. To understand the important issues about research methods and direction in specific field.			
Prerequisites				

Course Code	11173			
Course Name	Management Paradigm and Organization Theories	Credit	F	S
			3	0
Course Objectives	This course provides both theory and practical case discussion. As a result, students should understand the evolution of management organization theory thoughts and contemporary management challenges. Students should be also learning the management problem solving skill through case studying practices.			
Prerequisites	None			

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
			3	0
Course Objectives	The course aims at equipping the students with the knowledge and expertise to become an effective marketing manager and successful entrepreneur.			
Prerequisites	None			

Course Code	03000			
Course Name	Consumer Behavior Research	Credit	F	S
			3	0
Course Objectives	Consumer Behavior provides students with the knowledge and skills necessary to perform consumer analyses that can be used for understanding markets and developing effective marketing strategies. The authors have developed what they call the Wheel of Consumer Analysis, which is a tool to help the reader understand how consumer affect and cognition, consumer behavior, consumer environment, and market.			
Prerequisites	None			

Course Code	14910			
Course Name	Business Competitive Advantage	Credit	F	S
			3	0
Course Objectives				
Prerequisites				

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
			3	0
Course Objectives	The goal of this course is to provide a conceptual framework with which the key financial decisions of the multinational firm can be analyzed. The course explores the operation of international capital markets, currency and derivative markets , and the related theory of currency risk and foreign direct investment.			
Prerequisites	Financial Management			

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
			3	0
Course Objectives	1.Provides concepts and principles of marketing management.. 2.Increases capability of analyzing problem-solving through case study. 3.Makes students integrate the working experience with the concepts and principles in the class discussion.			
Prerequisites	None			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			3	0
Course Objectives	<p>This course introduces the fundamental concept of corporate finance, covering the most important decisions confronted with the modern corporate organization: capital budgeting (long-term assets investment), capital structure (composition of long-term financial sources), and working capital management. The course is required for all students who have taken the fundamental accounting course and would be beneficial for students who are interested in finance. Upon completion of this course, students are expected to familiar with the following.</p> <ol style="list-style-type: none"> <li>1. The nature of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</li> <li>2. Capital budgeting, including valuation approaches, cash flow estimation, and risk aspect of project.</li> <li>3. Cost of capital</li> <li>4. Capital structure and dividend policy. Irrelevance theory and tradeoff theory are included into discussion.</li> <li>5. Working capital management.</li> </ol>			
Prerequisites	Accounting			

Course Code	10849			
Course Name	Knowledge Management	Credit	F	S
			3	0
Course Objectives	<p>This course is a result of a major research effort focusing on the important issue of managing knowledge within organizations and in cooperative strategies. As we move from the industrial age to the information age, knowledge is becoming increasingly critical for the competitive success of firms. In recent years economists and organizational theorists have claimed that the creation of wealth and profit is less dependent on the mechanistic control of resources than it has previously been. The key to success in today's business is the application and development of specialized knowledge and competencies. This raises questions about how to define and study knowledge and how organizations can develop and manage knowledge. These are the kinds of questions we will explore in this course.</p>			
Prerequisites	None			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
			0	3
Course Objectives	<p>The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. The focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.</p>			
Prerequisites	Multivariate Statistical Analysis			



Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. The ownership of marketing is moved from manufacturer to middleman. It is necessary to understand the channel and the trend of development.</li> <li>2. Channel becomes an important strategic issue, and an opportunity to gain profit.</li> <li>3. It is necessary to control and manage channels effectively. Because it is critical for information flow, goods flow and cash flow.</li> <li>4. GNP of the service industry in Taiwan is 70%. We can see the development of retailing that is increasing experiential marketing.</li> <li>5. To effectively manage retailing and develop retailing is to gain profit and directly address customers.</li> <li>6. Integrating multi-channels marketing becomes the major strategy of channel management.</li> <li>7. Know how to manage non-store shops and electronic channels.</li> </ol>			
Prerequisites	None			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
			0	3
Course Objectives	This course is used to develop systematic knowledge of human resources management and enhance the capability of practicing theories into a real life. Students should get a picture of general human resources management activities including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations and learn skills of teamwork and discussion.			
Prerequisites	None			

Course Code	02084			
Course Name	International Marketing	Credit	F	S
			0	3
Course Objectives	A global marketplace has emerged. A company that fails to become global risks losing its domestic business to competitors having lower costs, greater experience, and better products. The main contents include “the global market environment”, “global marketing strategy”, and “creating & managing global marketing program”.			
Prerequisites	None			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
			0	3
Course Objectives	<p>(1) Industrial Economics: The emphasis of this part of our course will be on the S-C-P analytical framework and their components. The primary objective will be familiarity and competence with the major frameworks and methods of industry analysis.</p> <p>(2) Competitive Strategy: The second part of this course lays the analytical foundation for the development of competitive strategy, built on the analysis of industry structure and competitors.</p>			
Prerequisites	Microeconomic Theory			

Course Code	11034			
Course Name	Production Strategy and Management	Credit	F	S
			0	3
Course Objectives	<p>The objective of this course is to give a brief introduction about production and operations management. As the service industry around the world is highly developed and the philosophy of POM is widely adopted in the service industry, the focus of this course will be problem-solving oriented in both the manufacturing and service sectors. Two factory visiting trips will also be arranged to enhance the students' understanding in running the real world manufacturing and related functions.</p>			
Prerequisites	None			

Course Code	13110			
Course Name	Systematic Thinking & Method	Credit	F	S
			0	3
Course Objectives	<p>The purpose of this course is to provide fundamental capability for EMBA students in research training and thesis writing. As the majority of the students are not undergraduate business majors, the focus of this course will be threefold. A brief overview of statistics will first be conducted. The second part of the course will be regarding data collecting, data analysis and related quantitative research methods. The final part will be discussing some qualitative research methods. The students are required to prepare a draft proposal for their thesis.</p>			
Prerequisites	Statistics			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
			0	3
Course Objectives	<p>This course is to teach the latest knowledge about strategy management. and discuss the relationship between strategic theory and practice by reading the case study</p>			
Prerequisites	None			

Course Code	11422			
Course Name	Seminar in International Business Management	Credit	F	S
			0	3
Course Objectives	By visiting and teaching abroad to widen the worldview, influence the decision? And therefore to enhance the managerial effectiveness.			
Prerequisites	None			

Course Code	02083			
Course Name	Transnational Management	Credit	F	S
			3	0
Course Objectives	International investment and industrial environment have been more capricious than ever before since 21st century when globalization, digitalization, and liberalization came to be the trend. In order to fertilize outstanding international-level talents with overall thinking, this course attempts to profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management so that students would broaden their international views, synchronize with changes and development of the world, and strengthen their international competence.			
Prerequisites	None			

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
			0	3
Course Objectives	This course provides the opportunities to discussion six processes Modules, Strategic Processes, Resource Allocation Processes, Decision Making Processes, Learning Processes, Managerial Processes, and Change Processes, Which focuses on implementation and the way that general managers get things done.			
Prerequisites				

Course Code	00041			
Course Name	Thesis	Credit	F	S
			3	3
Course Objectives	The course intends to let learners have the chance to show their capability on integrating the knowledge studied before and develop the research methodology for their future academic career. It will be required to demonstrate the capability by writing a comprehensive thesis specific on the chosen topic.			
Prerequisites	None			

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# Global Entrepreneurial Management and Business Administration

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- Course list

MBA Program in Global Entrepreneurial Management and Business Administration- evening and weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Transnational Management	02083	1	3
	Modeling and Executive Decision Making	13603	1	3
	Information Systems and Technology	13608	1	3
	International Financial Management	02093	1	3
	Entrepreneurial Management	14137	1	3
	Strategic Marketing	14136	1	3
	Seminar in Global Entrepreneurial Management	14144	1	3
	Analysis of Economic Conditions	13597	1	3



● Course objective and prerequisites

Course Code	02083			
Course Name	Transnational Management	Credit	F	S
			3	0
Course Objectives	The objectives of the course are as follows: (1) To learn the managerial issues of international business and understand the interaction between international business and the economical, political, legal, social, and cultural environment. (2) To understand the development of strategy and the management challenge in the transnational corporation. (3) To bridge the international business theories and practices through class discussion and case reading.			
Prerequisites	None			

Course Code	13603			
Course Name	Modeling and Executive Decision Making	Credit	F	S
			3	0
Course Objectives	The objectives of the course are to introduce business students to the process of decision making and familiarize them with various modeling approaches as decision support systems.			
Prerequisites	None			

Course Code	13608			
Course Name	Information Systems and Technology	Credit	F	S
			3	0
Course Objectives	This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving.			
Prerequisites	None			

Course Code	02093			
Course Name	International Financial Management	Credit	F	S
			0	3
Course Objectives	The goal of this course is to provide a conceptual framework with which the key financial decisions of the multinational firms can be analyzed. The course explores the operations of international capital markets, currency and derivative markets, and the related theory of currency risk and foreign direct investment.			
Prerequisites	None			

Course Code	14137			
Course Name	Entrepreneurial Management	Credit	F	S
			0	3

Course Objectives	It has been said that the difference between managers and entrepreneurs is that managers are "resource driven" whereas entrepreneurs are "opportunity driven." Within the broadest definition, entrepreneurs are found throughout the world of business, since any firm, if it is to survive and prosper, must have its share of entrepreneurial drive. Major areas of concentration include the following: searching the environment for new venture opportunities; matching an individual's skill with the new venture; evaluating the viability of a new venture; financing, starting up and operating a new venture. The course will simulate the experiences that entrepreneurs undergo in conceiving, launching, and operating a new venture. The course will enable students to evaluate an entrepreneurial career- both within and outside the existing career and provides a framework for selecting, funding, and starting ventures.
Prerequisites	None

Course Code	14136			
Course Name	Strategic Marketing	Credit	F 0	S 3
Course Objectives	<p>To identify marketing opportunities and to formulate and implement marketing plans based on analysis of the marketing mix requirements of the firm. The course will provide students with an opportunity to:</p> <ol style="list-style-type: none"> <li>1. Examine the strategic marketing process in the competitive global environment.</li> <li>2. Define a company's organizational goals, identify marketing opportunities, and formulate marketing strategies, budgets and contingency plans, as well as marketing ethics issues.</li> <li>3. Understand the financial aspects of marketing such as cost, margins, contribution and operating leverage</li> <li>4. Develop critical thinking, strategic analysis, problem-solving and implementation skills required for marketing management decision-making.</li> <li>5. Develop marketing strategies for middle- and upper-level marketing management decisions.</li> <li>6. Develop additional presentation and group dynamic skills within the strategic marketing framework.</li> <li>7. Develop and present a marketing plan for a product or service.</li> </ol>			
Prerequisites	None			

Course Code	14144			
Course Name	Seminar in Global Entrepreneurial Management	Credit	F 0	S 3
Course Objectives	<p>This course is designed for those individuals interested in creating a new business venture, acquiring an existing business, working in industries (e.g., banking) that serve the entrepreneur, or students who simply wish to familiarize themselves with the concepts, issues, and techniques of new venture creation and entrepreneurship. The learning goals for the course are:</p> <ol style="list-style-type: none"> <li>1. To learn the language and theory of entrepreneurship.</li> <li>2. To be able to identify and analyze entrepreneurial opportunities and evaluate these opportunities.</li> <li>3. To visualize business plan as integrating the functional areas of business.</li> <li>4. To assess the student's own entrepreneurial aspirations, abilities, and objectives.</li> </ol>			
Prerequisites	None			

Course Code	13597			
Course Name	Analysis of Economic Conditions	Credit	F 0	S 3

Course Objectives	(1) Industrial Economics: The emphasis of this part of our course will be on the S-C-P analytical framework and their components. The primary objective will be familiarity and competence with the major frameworks and methods of industry analysis. (2) Competitive Strategy: The second part of this course lays the analytical foundation for the development of competitive strategy, built on the analysis of industry structure and competitors.
Prerequisites	None





# MS Programs

- Regular -

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- Accounting
- Applied Statistics
- Finance
- Information Management



# Accounting

## ● Course list

MS Program in Accounting		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
	Professional Ethics and Competence	12103	1	1.5
	Financial Statement Analysis	01982	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Operations Management	11822	1	3
	The Legal Environment of Business Management-English	13518	1	1.5
	Forum on Emerging Accounting Issues	16257	1	1.5
	Marketing Management	01483	1	3
	American Taxation I	14080	1	1
	American Taxation II	14081	1	1
	Seminar in Empirical Tax Research	12104	1	1.5
	Finance Forum	08247	1	3
	New Accounting Issues Seminar	14773	1	3



● Course objective and prerequisites

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
			3	0
Course Objectives	The objective of this course is aimed at providing the graduate students with a general understanding of the empirical financial accounting researches. In particular, the topics of this course include the theories and methodologies underlying market efficiency, information perspective and measurement perspective of accounting numbers, intangible assets, positive theory of accounting choices, earning management, voluntary disclosures and regulation etc.			
Prerequisites	None			

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
			3	0
Course Objectives	The first purpose of this course is to make the students understand the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. more deeper . The other purpose of this course is to introduce the graduate students to the selective topics on the managerial accounting research. I select several managerial-accounting related research topics, including performance evaluation, EVA, compensation and incentive, etc. which may be applicable to the management accounting research, with a hope that students can extend them to address new research issues in management accounting.			
Prerequisites	None			

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
			0	3
Course Objectives	Quality financial statement audits underlie the well functioning of capital market. This course aims to investigate the demand for and the supply of quality financial statement audits. A quality financial statement audit depends upon three factors: (1) the incentives of auditors which are largely determined by the client-auditor relationship, the structure of audit market, and the governance structure of audit profession (e.g., self-regulation, government oversight and legal system); (2) the expertise of auditors which they have obtained from education, training and practicing experience. The professional rules (e.g., GAAP and GAAS) also constitute a standard set of requirements for audit expertise; (3) the ethical value of auditors which reflecting the outcome of socialization process of auditors through culture, education and the organizational influences of audit firms. By demonstrating how these three factors interact and determine the outcome of audit process, this course provides a framework to help students understand and interpret audit phenomenon in practice. Besides, it helps students develop the abilities to undertake an auditing research by exposing them to dimensions of contemporary research in auditing.			
Prerequisites	Financial Accounting or Accounting Principle			

Course Code	12103			
Course Name	Professional Ethics and Competence	Credit	F 3	S 0
Course Objectives	Professional Ethics and Competence for Accountants is a course designed for students majoring in accounting and who intend to practice accounting, especially those who aspire to become Certified Professional Accountants. The course deals with basic principles of ethics as they relate to the profession of accounting. Consideration is given to the ethical, moral and legal requirements of professional conduct required of accountants in the contemporary world in general and in Taiwan society in particular. Students write their Personal Code for Professional Conduct.			
Prerequisites	None			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F 3	S 0
Course Objectives	This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary focus is on equity (share) valuation. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios. The course will be taught from the perspective of a security analyst – particularly the equity analyst – but much of the material covered in the course will also be relevant to the corporate financial analyst for evaluating acquisitions, restructurings and other investments, and for calculating the value generated by strategy scenarios. By the end of the course, the student should feel competent in writing a thorough, convincing equity research report.			
Prerequisites	Financial Accounting or Accounting Principle			

Course Code	00041			
Course Name	Thesis	Credit	F 0	S 6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			
Prerequisites	None			

Course Code	01855			
Course Name	Econometrics	Credit	F 3	S 0
Course Objectives	Econometrics is a subject that applies statistical data and methods to study economic relationship empirically. It is basically a set of statistical tools modified for the purpose of analyzing economic data. The purpose of this course is to provide the students with 1) a thorough explanation on the typical tools that econometricians use to analyze economic data, 2) hand-on experience on this set of tools. Mathematical derivation shall be provided more for the reason of showing the logic behind a method than proving it rigorously. Weekly computer assignments will be given to help the students to get a feeling on how each methodology is practiced.			
Prerequisites	Undergraduate statistics			

Course Code	01983			
Course Name	Financial Management	Credit	F 3	S 0
Course Objectives	This is a comprehensive finance course that give students a strong base on which to build future studies in Finance and help students gain a complete understanding of the basic tools and fundamental principles upon which finance is based.			
Prerequisites	Accounting			

Course Code	01799			
Course Name	Research Methodology	Credit	F 0	S 3
Course Objectives	This course provides the solid foundation necessary for academic writing. Topics include formats, literature reviews, citations, problem statements, research proposals, research questions, hypotheses, critiques of journal articles, evaluation of dissertations and dissertation abstracts, and writing for journals. The course is completed when the student, after completing all prior assignments, submits a finished article to an academic journal.			
Prerequisites	None			

Course Code	11822			
Course Name	Operations Management	Credit	F 3	S 0
Course Objectives	The purpose of operations management is to create a competitive advantage for manufacture and service operators in the market place by conveying a set of knowledge, skills and tools. The entry-level operations specialist is the person who determines how best to design, supply, and run the process. Senior operations manager are responsible for setting the strategic direction of the company from an operation standpoint, deciding what technology should be used, where facilities should be located, and managing the facilities that make the products or provide the services. The goal of operations management is to efficiently create wealth by supplying quality goods and services.			
Prerequisites	None			

Course Code	13518			
Course Name	The Legal Environment of Business Management-English	Credit	F 0	S 3
Course Objectives	Legal Environment for Business is intended for students of management, business and/or law who will need to know the dynamic relationship between the world of business and the sphere of law. The course is designed to teach students the complexities of relationships, especially the legal dimensions, in organizing a venture or company, operating a business, and engaging in business transactions. Students will learn basic concepts such as legal liability, legal accountability, various business risks, and other legal realities involved in business such as the sources of law, the basic judicial process, elements of traditional business law (intentional torts, negligence, property, intellectual property, contracts, domestic and international sales, business organization and employment relationships) and the regulatory environment of business.			
Prerequisites	None			



Course Code	16257			
Course Name	Forum on Emerging Accounting Issues	Credit	F 0	S 3
Course Objectives	The accounting environment has been changing dramatically in Taiwan in these years. The pronouncement of new accounting standards, the development of new business models and technology, and the reform of legal and tax regulation have constituted great challenge for practicing accountants and students majoring in accounting. Accounting practitioners and students have to know how to deal with the changing environment with their knowledge and skills. This course provides a diverse and flexible arrangement of course lectures involving emerging issues of accounting by inviting academic scholars and experts from business world. It provides broad business perspectives and specific industrial knowledge for the students.			
Prerequisites	intermediate accounting, cost accounting (or managerial accounting)			

Course Code	01483			
Course Name	Marketing Management	Credit	F 0	S 3
Course Objectives	<ul style="list-style-type: none"> <li>1、Marketing and Marketing system</li> <li>2、Base for Advance Courses</li> <li>3、Motivate interest and thinking</li> <li>4、Theory and Practice</li> <li>5、New issue</li> </ul>			
Prerequisites	None			

Course Code	14080、14081			
Course Name	American Taxation I、II	Credit	F 2	S 2
Course Objectives	American Taxation is a course designed for students majoring in law, accounting, or business and who need to have a professional knowledge of the basic laws, policies and procedures of the American Tax Code and practice. This course will offer such students the opportunity to learn the basic tax law for individuals (IRS Form 1040, partnerships (IRS Form 1045) and corporations (IRS Form 1120). Part B, presented in the Spring Semester, treats of the taxation of partnerships, corporations, trusts and estates.			
Prerequisites	None			

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F 0	S 3
Course Objectives	This seminar is intended to provide students with a broad understanding of the microeconomic tax research area. The emphasis is on the interactive role of taxes and non-tax factors in shaping business strategy. To broaden students' tax domain knowledge, the course materials will also incorporate a substantial portion of textbook for MBA tax course.			
Prerequisites	Tax Laws, Econometrics I			

Course Code	08247			
Course Name	Finance Forum	Credit	F 0	S 3
Course Objectives	<ol style="list-style-type: none"> <li>1. To foster the student's interest in, and understanding of, contemporary finance and economics issues featured in the international news media.</li> <li>2. To bring finance and economics to life for students, integrating textbook theories with current business events.</li> <li>3. To enhance the student's English communication skills to meet the challenge of communicating in a global business environment. Communication skills include ability to make effective written and oral presentations and the ability to work with others in English.</li> </ol>			
Prerequisites	None			

Course Code	14773			
Course Name	New Accounting Issues Seminar	Credit	F 0	S 3
Course Objectives	<p>In recently business environments, more and more Taiwan corporations become MNCs. Thus, these corporations face lots of new challenges of international-wide environmental regulations and related financial reporting, the use of new financial instruments such as swap and options to hedge their risk from international trading, and the difference of accounting standards between countries. This book serves three primary objectives. First, let students have a basic understanding of derivatives accounting. Topics include: Accurate determination of the fair value of derivatives; Accounting for derivatives; Making sense of the existing authoritative guidance for derivatives. Second, it provides the understanding of the related reporting requirements of environmental liability and risks. Topic include: emission trading market introduction, accounting for emission trading, accurate environmental liability, and accounting for environmental liability. Third: this course discusses the need of international accounting standards converge. Topic include: the advantage and disadvantage of standards converge, the lesson from the EU countries and the progress of converge of countries other than EUs</p>			
Prerequisites	None			



# Applied Statistics

## ● Course list

MS Program in Applied Statistics		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Seminar	06827	1	2
	Research Methodology	01799	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Business and Applied Statistic	06826	1	2
	Marketing Survey and Analysis	13575	1	3
	Computer Softwares with Application	07895	1	3
	Practice of Marketing Research	08308	1	3
	Applied Mathematical Statistics	06825	1	3
	Database Administration	02490	1	3
	Special Topics in Applied Statistics I	15236	1	1
	Marketing Research	01480	1	3
	Applied Probability	07898	1	3
	Survival Analysis	04201	1	3
	Applied Multivariate Statistical Analysis	05947	1	3
	Biostatistics	05352	1	3
	Customer Relationship Management	10985	1	3
	Professional Ethics and Competence	12103	1	2
	Operations Research	01559	1	3
	Special Topics in Applied Statistics II	15237	1	1
	Data Mining	11502	1	3
	Statistical Forecasting Methods	08305	1	3
	Poisson Regression and Its Applications	14990	1	2
	Special Topics in Biostatistics	15530	1	1
	Special Topics in Risk Management	15531	1	1
	Special Topics in Marketing Research	15532	1	1
	Special Topics in Financial Management	15533	1	1
	Categorical Data Analysis	05967	1	3
	Special Topics in Data Mining	15534	1	1
	Special Topics in Quality Control	15535	1	1
English Conversation and Writing I	12571	1	3	
English Conversation and Writing II	12573	1	3	



● Course objective and prerequisites

Course Code	06826			
Course Name	Business and Applied Statistics	Credit	F 2	S 0
Course Objectives	The object of the course is to enhance the student's ability to analysis the business related data covering form micro to macro economic data.			
Prerequisites	Basic and advance statistics methodology.			

Course Code	06827			
Course Name	Seminar	Credit	F 2	S 0
Course Objectives	The main goals of the course are to improve the student's ability to read professional journals and articles. Students need to present the main idea in the articles as well as writing style. Each student will asked to write a short report related to the topic that he presented; all students are expected to preview the article before the class when it comes to the new topic.			
Prerequisites	D-7602-01483 Marketing Management D-7611-10772 Statistics II			

Course Code	07895			
Course Name	Computer Soft-wares with Application	Credit	F 3	S 0
Course Objectives	The objective of this course is to introduce Computer Softwares with Applications in Statistics. The goal is to improve students' skill to use statistical softwares and to use the right statistical methods to solve real world problems.			
Prerequisites	D-7600-10771 Statistics I D-7611-10772 Statistics II			

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F 3	S 0
Course Objectives	The objective of this course is to introduce methods of market survey. Course is designed as real world problems oriented and students should show the skills to use proper methods and the ability to use computer soft wares.			
Prerequisites	D-7611-10772 Advanced Statistics II D-7612-11219 Sampling Survey Theory and Practice			

Course Code	02490			
Course Name	Database Administration	Credit	F 3	S 0
Course Objectives	It is not uncommon that statistical data are stored in databases. Thus an understanding of principles of database is not just considered a necessity for statistical professionals but also a corner stone to facilitate career development. This course is designed to equip students with the knowledge for managing and designing an integrated database, and with the skills to implement the design. This course requires using DB2 as the database management tool.			
Prerequisites	Basic Computer Concepts (Suggested)			

Course Code	15236			
Course Name	Special Topics in Applied Statistics I	Credit	F 1	S 0
Course Objectives	This is a one-semester seminar course which contains 8 invited talks (on Special Topics in Applied Statistics) given by applied statisticians from different universities/institutes. The goal of this course is to let the first-grade graduate students at our INSTITUTE OF APPLIED STATISTICS have a general view of how statistics can be applied different research areas.			
Prerequisites	calculus, elementary statistics, (linear algebra), (mathematical statistics), etc.			

Course Code	00041			
Course Name	Thesis	Credit	F 6	S 6
Course Objectives	Writing paper.			
Prerequisites	None			

Course Code	04201			
Course Name	Survival Analysis	Credit	F 3	S 0
Course Objectives	The main purpose of survival analysis is to introduce the concept of censored data to students. Three topics: (1) estimation of survival curves, (2) comparison between the treatment and control, (3) modeling the survival rates using prognostic variables or covariates will be discussed. In addition, clinical trials will be one part of this course to help students have the practical sense about the application of survival analysis.			
Prerequisites	Statistics			

Course Code	05947			
Course Name	Applied Multivariate Statistics	Credit	F 3	S 0
Course Objectives	In the real world, data sets are multivariate. Multivariate statistical methods is one of major methods to analyze random data. This course will present traditional multivariate statistical methods, for example, factor analysis. Some recently developed methods will also introduced.			
Prerequisites	D-7602-11835 Advanced Statistics II D-7613-09886 Multivariate Data Analysis			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F 3	S 0
Course Objectives	<ol style="list-style-type: none"> <li>1. Introduce the marketing concept of customer relationship management.</li> <li>2 Introduce the basic component which customer relationship management executes.</li> <li>3 By students' deliberation, discuss the present situation of customer relationship management in various professions.</li> <li>4. The course content about the concept of customer relationship management, market segment, brand construction, direct marketing, informative customer relationship management, the role in the customer relationship management.</li> </ol>			
Prerequisites	Marketing, Statistics			

Course Code	12573			
Course Name	English Conversation and Writing II	Credit	F	S
			3	0
Course Objectives	The course is designed to help students acquire: the ability to use English fluently and accurately in speaking, listening, reading, and writing; the ability to communicate in culturally appropriate ways in spoken and written English; cultural awareness through readings and topic discussions in class			
Prerequisites	English Conversation and Writing II			

Course Code	01559			
Course Name	Operations Research	Credit	F	S
			3	0
Course Objectives	Operations Research is one of the most important analysis and decision making tools. To apply Quantitative Methods and computer software efficiently may be one of the major elements of a successful organization. The objective of this course is to improve the students' ability to formulate Mathematic Models and use it to solve the real problems. Upon course completion, the students should be able to: 1. Realize the basic concepts and theoretical knowledge of Operations Research, 2. Understand the true means of quantitative data, and use the relative skill to solve the management problems, 3. Obtain the ability for the further study and research.			
Prerequisites	None			

Course Code	07898			
Course Name	Applied Probability	Credit	F	S
				3
Course Objectives	This course gives an introduction to applied probability. The main contents include: (1) Properties of Expectation (2) Some Important Limit Theorems (3) The Poisson Process (4) Markov Chains (5) Simulation (6) Martingale (7) Financial Mathematics (8) Artificial Neural Network.			
Prerequisites	Calculus, Statistics, and Linear Algebra			

Course Code	01480			
Course Name	Marketing Research	Credit	F	S
			0	3
Course Objectives	This course is to introduce methods of marketing research. The goal is to emphases how to apply statistical methods to make marketing position and marketing segment. Implications of marketing research methods to the solve problems will be the main subject of this course.			
Prerequisites	1. 7261-09932 The Method of Marketing Survey I 2. 7261-09933 The Method of Marketing Survey II			

Course Code	08308			
Course Name	Practice of Marketing Research	Credit	F	S
			0	3
Course Objectives	The objective of this course is to introduce methods of market survey. Course is designed as real world problems oriented and students should show the skills to use proper methods and the ability to use computer soft wares.			
Prerequisites	STAT 7261-09932, The Method of Marketing Survey I.			



Course Code	12571			
Course Name	English Conversation and Writing I	Credit	F 0	S 3
Course Objectives	a. To improve students' English listening and speaking ability through presentation, class activities and interview. b. To encourage students to become involved in communicating- in pairs, small groups or as a class, about topics that are within their own personal experience. c. To provide students information about overseas graduate schools for further study, useful tips for job interviews and important things to know before taking TOEFL and TOEIC.			
Prerequisites	None			

Course Code	06825			
Course Name	Applied Mathematical Statistics	Credit	F 3	S
Course Objectives	The main goal of this course is to enhance the theoretical base of Mathematical Statistics including Matrix Algebra, distributional theory, and probability. As application is concerned, Linear Model, and Multivariate Linear Model are emphasized.			
Prerequisites	Statistic, Linear Algebra, Regression.			

Course Code	15237			
Course Name	Special Topics in Applied Statistics II	Credit	F 0	S 1
Course Objectives	This is a one-semester seminar course which contains 8 invited talks (on Special Topics in Applied Statistics) given by applied statisticians from different universities/institutes. The goal of this course is to let the first-grade graduate students at our INSTITUTE OF APPLIED STATISTICS have a general view of how statistics can be applied different research areas.			
Prerequisites	calculus, elementary statistics, (linear algebra), (mathematical statistics), etc.			

Course Code	08305			
Course Name	Statistical Forecasting Methods	Credit	F 0	S 3
Course Objectives	Statistical forecasting methods are essential for today's world. Our objective is to develop competent skill in analyzing business and/or industrial data for description, explanation, and forecast. This skill combines knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. The main topical coverage will be construction and interpretation of various statistical forecasting approaches. These approaches involve: regression modeling, time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.			
Prerequisites	Introduction to Statistics			

Course Code	11502			
Course Name	Data Mining	Credit	F 0	S 3
Course Objectives	Understand DM concept Using DM Tools Understand DM methodology Understand DM application			
Prerequisites	Statistics and statistical dependence application curriculum			

Course Code	05352			
Course Name	Biostatistics	Credit	F	S
			0	3
Course Objectives	The main purpose of biostatistics is to resolve the real problems generated from biological subjects. The conclusions are obtained through experimental studies or sampling. In this course three major topics: clinical trials, genetics and general medicine will be discussed. The lectures will emphasize on statistical concepts. Topics such as likelihood principles, regression methods, logistic regression and survival analysis will be introduced.			
Prerequisites	Statistics			

Course Code	14990			
Course Name	Poisson Regression and Its Applications	Credit	F	S
			0	2
Course Objectives	<p>Regression analysis is one of the most used statistical techniques when researchers want to study the relationship, if any, between two statistical variables. The variable on the left-hand side of a regression equation is called “dependent”, while the other “independent” variable. Strictly speaking, observed values on the dependent variable, for a given value of the independent variable, should be a random sample drawn from a normal population. Furthermore, samples based on different values of the independent variable should have the same population variance. These assumptions are summarized in three words: normality, independence, and equality of variances.</p> <p>In the real world, however, there are many situations when the data violate the assumptions. Good examples are number of accidents and frequency of clinic visits or hospital stays. These variables play essential role in insurance pricing and health care researches. They are best characterized as Poisson rather than normal distribution. Furthermore, the variance of the Poisson distribution varies with the mean hence the assumption of equality of variances is violated by the nature of the distribution. This course introduces the concept, theory and techniques in Poisson Regression. It also leads to a group of other types of non-normal regressions usually termed as Generalized Linear Regression.</p>			
Prerequisites	Mathematical Statistics, Regression Analysis			

Course Code	15530			
Course Name	Special Topics in Biostatistics	Credit	F	S
			0	1
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of bioinformatics that will be applied in the solution of problems in biology, genetics and medicine and application for further study. The main concepts will be illustrated by a variety of examples and exercises.			
Prerequisites	Calculus, statistics			

Course Code	15531			
Course Name	Special Topics in Risk Management	Credit	F	S
			0	1
Course Objectives	Based on the theory of the risk management and the real case analysis, this course aims at training the students to know how to face the risk of the rapidly varying financial market in Taiwan. When the risks are not avoidable, students in this course are trained to understand how to manage these risks.			
Prerequisites	Risk Management			

Course Code	15532			
Course Name	Special Topics in Marketing Research	Credit	F	S
			0	1
Course Objectives	(1) Market research training through thesis preparation ° (2) Oral and written presentation practice.			
Prerequisites	The Method of Marketing Survey, Research Method, Multivariate Analysis			

Course Code	15533			
Course Name	Special Topics in Financial Management	Credit	F	S
			0	1
Course Objectives	The financial control manages in the management for the enterprise one of important functions, Fund raising continues forever the management with the utilization regarding the enterprise to have the extremely profound influence, How therefore goal of the this curriculum namely is discussing plans, or as well as the utilization fund, Causes efficiency of and the value the enterprise achieves in a big way.			
Prerequisites	None			

Course Code	15534			
Course Name	Special Topics in Data Mining	Credit	F	S
			0	1
Course Objectives	The objectives of this course 1. To supervise students independent learning. 2. To teach student how to write professional thesis. 3. To discuss difficult with students, and help them to solve it.			
Prerequisites	None			

Course Code	15535			
Course Name	Special Topics in Quality Control	Credit	F	S
			0	1
Course Objectives	Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement. This course will cover the foundation of modern approaches of quality control that can be applied to process industry, service industry, and business. Topical coverage will be: construction and interpretation of various control charts; rational sampling; specifications; tolerance limits; cumulative-sum (Cusum) control charts, exponentially weighted moving average (EWMA) control chart; process capability assessment; SAS in QC.			
Prerequisites	Introduction to Statistics			

Course Code	12103			
Course Name	Professional Ethics and Competence	Credit	F	S
			0	2
Course Objectives	Professional Ethics and Competence for Accountants is a course designed for students majoring in accounting and who intend to practice accounting, especially those who aspire to become Certified Professional Accountants. The course deals with basic principles of ethics as they relate to the profession of accounting. Consideration is given to the ethical, moral and legal requirements of professional conduct required of accountants in the contemporary world in general and in Taiwan society in particular. Students write their <i>Personal Code for Professional Conduct</i> .			
Prerequisites	None			

Course Code	04201			
Course Name	Survival Analysis	Credit	F	S
			0	3
Course Objectives	The main purpose of survival analysis is to introduce the concept of censored data to students. Three topics: (1) estimation of survival curves, (2) comparison between the treatment and control, (3) modeling the survival rates using prognostic variables or covariates will be discussed. In addition, clinical trials will be one part of this course to help students have the practical sense about the application of survival analysis.			
Prerequisites	Statistics			

Course Code	05967			
Course Name	Categorical Data Analysis	Credit	F	S
			0	3
Course Objectives	This course presents the most important methods for analyzing categorical data. It summarizes methods in the introductory level that has been applied widely and more recently developed. The major focus of this course is modeling of categorical response; i.e, the introduction of logistic regression and loglinear modeling techniques.			
Prerequisites	This course requires familiarity with two-semester statistical courses. This background should include estimation and hypothesis testing and exposure to regression modeling and the analysis of variance.			



# Finance

## ● Course list

MS Program in Finance		code	classes	Credit hours
Required common credit hours of the graduate institute	Econometrics	01855	1	3
	Financial Management	01983	1	3
	Financial Market Equilibrium	03968	1	3
	Investments	01579	1	3
	Futures and Options 二上一下	03408	2	3
	Special Topics on Finance	03071	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	English Conversation	01846	1	1
	Financial Time Series	11510	1	3
	Reading in Business Ethics for Managers	00292	1	2
	Financial Investment Practices 二上一下	06017	2	3
	Securitization	08951	1	3
	International Investment Analysis	15469	1	3
	Corporate Governance and Capital Markets	15470	1	3
	Mathematics for Financial Engineering	16227	1	3
	Merger and Acquisition	08509	1	3
	Fixed Income Securities	10458	1	3
	Computational Finance	11509	1	3
	Financial Crisis and Reform	14190	1	3
	U.S. Financial regulations	05359	1	3
Financial Engineering	06978	1	3	



● Course objective and prerequisites

Course Code	01855			
Course Name	Econometrics	Credit	F	S
			3	0
Course Objectives	<p>The intention is that this course will provide a foundation for applied research in Economics and Finance. And the course will provide the modern treatment of econometrics, using theory and applications that match real-world theory and data.</p> <p>The breadth of our topics include multiple regression techniques with focus on economic applications, as well as issues such as omitted variables, panel data, and instrumental variables. Aims to provide students with an understanding of and ability to apply econometric and statistical methods using computer packages.</p>			
Prerequisites	None			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
			3	0
Course Objectives	<p>How to be an executive financial manager? (CFO)</p> <p>The course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, the topics included are capital budgeting, capital structure, working capital management, and dividend policy. To make these financial decisions, a student should be thoroughly equipped with concepts of finance theory and analysis skills such as pricing and valuation theory, option theory, term structure of interest rate theory, etc. Of course, computer programming and analysis technique are also required in the class.</p> <ol style="list-style-type: none"> <li>1. Learn to be an Executive Financial Manager? (CFO)</li> <li>2. Understanding What Are Financial Problems</li> <li>3. Ability to Solve Financial Problems</li> <li>4. Creativity (IQ)</li> </ol> <p>Emotional Quality(EQ)</p>			
Prerequisites	None			



Course Code	03968			
Course Name	Financial Market Equilibrium	Credit	F	S
			3	0
Course Objectives	<p>(1)How to structure a current consumption and portfolio decision model of an individual investor?</p> <p>(2)To realize how the changes of following factors to affect the optimal portfolio decision?</p> <p>(i) Number of securities (i.e. richness of the market)</p> <p>(ii) Regulation</p> <p>(iii) Preferences</p> <p>(3)What are welfare implications in a competitive market equilibrium? Securities valuation in competitive market equilibrium (preference-based valuation) and no arbitrage market condition (relative-based valuation).</p>			
Prerequisites	None			

Course Code	01579			
Course Name	Investments	Credit	F	S
			0	3
Course Objectives	<p>The learning objectives of this course is to know characteristics of financial tools. What are their fair prices and when and how to formulate investment portfolio. After completing the course, students shall understand the following subjectives.</p> <p>(1)returns and risks of financial assets in money market, capital market, foreign exchange market and derivative market.</p> <p>(2)Investment decision criteria of NPV and IRR.</p> <p>(3)Mean-Variance portfolio theory.</p> <p>(4)CAPM &amp; APT and general principle of pricing</p> <p>(5)Forward, future, option and Swap contracts.</p> <p>(6)Option pricing- lattice approximation</p> <p>(7)Option pricing- Black-Scholes</p> <p>Portfolio performance measurement and management.</p>			
Prerequisites	None			

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
			0	3
Course Objectives	Pricing and using of futures, options, and other derivative securities such as swaps, etc.			
Prerequisites	None			

Course Code	03408			
Course Name	Futures and Options	Credit	F	S
			3	0
Course Objectives	Pricing and using of futures, options, and other derivative securities such as swaps, etc.			
Prerequisites	None			

Course Code	03071			
Course Name	Special Topics on Finance	Credit	F	S
			0	3
Course Objectives	This is a lecture course inviting promising scholars and practice experts in financial field to give speeches. By above speeches and Q&A interactions, we hope that students can realize the frontier of academic studies and knowing those hot issues in financial real world.			
Prerequisites	None			

Course Code	00041			
Course Name	Thesis	Credit	F	S
			0	6
Course Objectives	Train students to have the ability to do the research independently.			
Prerequisites	None			

Course Code	01846			
Course Name	English Conversation	Credit	F	S
			1	0
Course Objectives	<p>Three Principal Goals</p> <p>1、 Provide students with frequent chances to speak and thereby enhance their courage and self-confidence for using English.</p> <p>2、 Substantially improve the students' English vocabulary as it deals with terms related to Finance and Business.</p> <p>3、 Provide students with the skills and a foundation with which they can continue independent English studies on their own following their completion of the class.</p>			
Prerequisites	None			

Course Code	11510			
Course Name	Financial Time series	Credit	F	S
			3	0
Course Objectives	<p>The objective of this course is to improve the student's ability to build an empirical model in Financial time series . Upon course completion , the students should be able to :</p> <p>1. Realize how to deal with the time-series data .</p> <p>2. Realize how to apply the modern time-series technique ,including ARCH , GARCH , VAR , and Error-Correction Models in finance .</p>			
Prerequisites	Statistics ; Calculus			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
			0	2
Course Objectives	Introduction to the new academic discipline of International Business Ethics which attempts to develop key Ethical concepts in a truly international perspective. It encompasses the development of a better understanding of different methods of analysis of case studies. It strives to provide insights from an interdisciplinary subject, including economic, sociological and philosophical aspects			
Prerequisites	The course will be held bilingual: English and Chinese. Students must have a sufficient level of English and work on their English. Students have to be present during the class. Absence without written permission will result in a 5% reduction from the final score. No eating and chatting during the course is allowed. Everybody is invited to contribute his or her insights through active contributions.			

Course Code	06017			
Course Name	Financial Investment Practices	Credit	F	S
			0	3
Course Objectives	This course first reviews the theory of investment, financial market interactions within an economy. And then discusses international and domestic spot and derivative (1). financial market trading operations, (2). portfolio construction and investment analysis, (3). risk management and control, (4). fund management, and (5). related laws and regulations. The students are required to demonstrate their understanding in financial investment practices by giving presentations and submitting term paper using computer programs.			
Prerequisites	None			

Course Code	08951			
Course Name	Securitization	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Discuss the impact of securitization on the modern financial world.</li> <li>2. Discuss various products of asset backed securitization from the legal and financial perspectives.</li> <li>3. Discuss the latest development of securitization in Taiwan.</li> </ol>			
Prerequisites	None			

Course Code	15469			
Course Name	International Investment Analysis	Credit	F	S
			0	3
Course Objectives	<p>The purpose of this course is to analyze the key financial market and instruments that facilitate trade and investment activity on a global scale. Topics include two area – first, the economic determinants of prices, price changes, and price relationships in the major financial market, here the current theories of pricing financial instruments would be included; and second, the policy issues that result for private enterprises. I analyze how decision regarding capital financing, investing, and risk management should be approached given our discussion of the market.</p>			
Prerequisites	None			

Course Code	15470			
Course Name	Corporate Governance and Capital Markets	Credit	F	S
			0	3
Course Objectives	<p>What is the difference between corporate governance and management? Corporate Governance analyzes the behaviors of large shareholders and senior managers who have the powers to manage the company and how their behaviors affect the corporate performance and value. This subject is usually included as one of the most important courses for MBA and EMBA programs.</p> <p>This course firstly introduces the nature, principles and mechanism of corporate governance. Then I will further introduce the international trends of corporate governance and shareholder activism. After the students have the basic concepts of corporate governance, I will teach the related theories of corporate governance.</p> <p>In addition, I will introduce the corporate governance rating system and provide evidence the influence of corporate governance on corporate performance and value. There will be some cases to help the students to do the corporate governance analysis. Furthermore, I will introduce how the listed companies to adopt corporate governance and risk management in company operating. Finally, I will teach the risk management and corporate governance in financial holding companies.</p>			
Prerequisites	None			

Course Code	16227			
Course Name	Mathematics for Financial Engineering	Credit	F	S
			0	3
Course Objectives	<p>The course is to introduce the mathematical tool of financial engineering. Topics included are (1) introduction to preliminaries from calculus, (2) basic concepts of probability theory, (3) Information and Conditioning, (4) stochastic differential equations, (5) diffusion process, (6) martingales, (7) calculus for semi-martingale, and (8) change of probability measure.</p> <p>The student will learn how to use the mathematical tool of financial. The students will also be asked to present designated articles with power point technique in the class. Discussions to the presented topic are necessary for all students. Thus, class participations are required. Several homework assignments will be given to students to enhance their analysis abilities with computer application. Finally, a term paper of case study will be required for student to finish the course.</p>			
Prerequisites	None			

Course Code	06017			
Course Name	Financial Investment Practices	Credit	F	S
			3	0
Course Objectives	This course first reviews the theory of investment, financial market interactions within an economy. And then discusses international and domestic spot and derivative (1). financial market trading operations, (2). portfolio construction and investment analysis, (3). risk management and control, (4). fund management, and (5). related laws and regulations. The students are required to demonstrate their understanding in financial investment practices by giving presentations and submitting term paper using computer programs.			
Prerequisites	None			

Course Code	08509			
Course Name	Merger and Acquisition	Credit	F	S
			3	0
Course Objectives	The business firms pursue external grow by M&A. It needs to link up the knowledge of corporate finance, capital market, strategy management, financial accounting and related law. Therefore, the risk of M&A is not less than internal grow. The course takes the theories of corporate finance as the foundation to strengthen the introduction and comments of M&A cases, and corporate evaluations. The course includes: M&A process, Risk Management, Case Studies, Due Diligence, M&A Strategies, Corporate Valuation, Takeover and Antitakeover Tractics, and The Capital Plan for M&A (including LBO).			
Prerequisites	Financial Management or Corporate Finance			

Course Code	10458			
Course Name	Fixed Income Securities	Credit	F	S
			3	0
Course Objectives	The course is to introduce the management and investment of fixed securities. Topics included are (1) introduction to fixed income products and innovation, (2) basic bond valuation techniques with risk and return analysis, (3) term structure of interest rates and their estimates, (4) pricing of fixed income securities and their derivatives, (5) bond immunization strategy, (6) bond portfolio management, (7) fixed income securities' risk management and innovation, and (8) finally bond related topics such as taxation of bonds, preferred stock, and real estate securitization. The student will learn how to calculate risk & return of fixed income securities, how to price plain bond as well as option embedded bonds, how to analyze term structure of interest rate, and how to make investment strategy on all innovated bond derivatives. The students will also be asked to present designated articles with power point technique in the class. Discussions to the presented topic are necessary for all students. Thus, class participations are required. Several homework assignments will be given to students to enhance their analysis abilities with computer application. Finally, a term paper of case study will be required for student to finish the course.			
Prerequisites	None			

Course Code	11509			
Course Name	Computational Finance	Credit	F	S
			3	0
Course Objectives	The goal of this course is to price financial instrument by solving their corresponding partial differential equations or using Monte Carlo method in an axiomatic way. Moreover, numerical methods will be introduced to solve financial problems. For examples, portfolio optimization, maximum likelihood, as well as value at risk computations.			
Prerequisites	Statistics, numerical analysis, probability			

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
			3	0
Course Objectives	<p>The Asian financial crisis began in July 1997. It was followed by the Russian crisis in August 1998, the Brazilian crisis in January 1999, the Turkish crisis in February 2001 and the Argentine crisis in June 2001.</p> <p>All of the crisis-hit countries experienced devaluation of national currencies, sharp fall in share prices, decline in output, increase in unemployment, dramatic increase in short-term interest rate, high rate of inflation and decline in foreign trade. These crises also illustrate the problems of short-term capital movements and the international speculation in currency and securities markets.</p> <p>The enormous diversity of experiences with the financial crisis, the differences in causes and intensity of the crisis, and the approaches used to deal with it make it difficult to generalize a standardized prescription. Nevertheless, there are certain common features and lessons that can be learned from the crises.</p> <p>This course discusses various definitions, causes, and models of financial crises; explains how and why did it spread to other countries and regions; reviews the history of financial crisis; analyzes the effects of the crisis on economic growth, employment, consumer prices, foreign trade, exchange rates and share prices; describes the policy prescriptions by the IMF; examines the measures used to deal with the crisis, highlights the lessons learned from the crises and the importance of international and regional cooperation.</p> <p>It is hoped that the study of the theories and experiences of financial crises in various crisis-hit countries will provide useful data and reference for the policy makers, bankers, economic researchers and the general public.</p>			
Prerequisites	None			

Course Code	05359			
Course Name	U.S. Financial Regulations	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Introduce the students to the salient aspects of U.S. Financial Institutions Law.</li> <li>2. Analyze the comparative differences between Taiwanese &amp; U.S. Financial Regulation.</li> <li>3. Further develop the students' business vocabulary.</li> </ol>			
Prerequisites	None			

Course Code	06978			
Course Name	Financial Engineering	Credit	F	S
			0	3
Course Objectives	Introduces the conceptual framework and historical background of financial engineering to highlight the dynamic and persistent nature of financial innovation. Emphasis is placed on developing financial problem solving skills in a multi-faceted and changing business environment, such as lowering costs of raising capital, managing risk exposure, exploiting arbitrage opportunities, and coping with shifts in tax and regulatory regimes.			
Prerequisites	Options and Futures			

# Information Management

## ● Course list

MS Program in Information Management		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Thesis	00041	1	6
	Research Methodology	01799	1	3
	English Conversation	01827	1	2
	English Composition	00237	1	2
	Software Engineering	03024	1	3
	Special Topics on MIS (I)	07519	1	2
	Special Topics on MIS (II)	07146	1	2
	Advanced Database Management	07939	1	3
Elective credit hours of the graduate institute in other sections	Network Planning and Management for Enterprises	09636	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Supply Chain Management	09639	1	3
	International Investment and Management	09640	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Advanced Data Communication and Networks	10850	1	3
	Case Studies of Decision Support Systems	11347	1	3
	Electronic Learning	11804	1	3
	Adaptive System	11806	1	3
	Special Topics on Intelligent Systems	12224	1	3
	Seminars on Electronic Commerce	13713	1	3
	Seminars on Decision Support Systems	14788	1	3
	Topics on Logistic Information Systems	14789	1	3
	Service-Oriented Architectural Enterprise Information Systems	15224	1	3



- Course objective and prerequisites

Course Code	00041			
Course Name	Thesis	Credit	F	S
			0	6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			
Prerequisites	None			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
			3	0
Course Objectives	Understand the importance of research methodology on business decisions. Learn the procedures and strategies of research. Understand various tools and techniques of collecting data. Learn to solve problems of research and business applications by scientific methods.			
Prerequisites	None			

Course Code	01827			
Course Name	English Conversation	Credit	F	S
			1	0
Course Objectives	1. To improve students' English listening and speaking ability through presentation, class activities and interview. 2. To encourage students to become involved in communicating- in pairs, small groups or as a class, about topics that are within their own personal experience. 3. To provide students information about overseas graduate schools for further study, useful tips for job interviews and important things to know before taking TOEFL and TOEIC.			
Prerequisites	None			

Course Code	00237			
Course Name	English Composition	Credit	F	S
			0	1
Course Objectives	1. To provide specific information on the conventions of the research paper with APA style. 2. To sharpen your English writing skills through resume, autobiography and study plan writing. 3. To familiarize students with current information of overseas graduate schools and job market in Taiwan.			
Prerequisites	None			

Course Code	03024			
Course Name	Software Engineering	Credit	F	S
			3	
Course Objectives	This course describes steps of software development and computer aided tools of software engineering. It also investigates the development trend of software engineering and introduces three practical software cases. Finally, students must develop a software project as a homework.			
Prerequisites	None			

Course Code	07519			
Course Name	Special Topics on MIS (I)	Credit	F	S
			1	0
Course Objectives	By paper reading and expert speeches, this course will help students understand the main topics and research methodologies of each research area on information management.			
Prerequisites	None			

Course Code	07146			
Course Name	Special Topics on MIS (II)	Credit	F	S
			0	1
Course Objectives	This course focuses on applications and technique-oriented problems of information systems, including electronic commerce, mobile commerce, knowledge management, intelligent systems, data mining, Internet and network management. It hopes students can understand the theories and whole techniques of various topics and the trends of applications and development. From these, students can find related research topics and the professional areas which they want to participate.			
Prerequisites	None			

Course Code	07939			
Course Name	Advanced Database Management	Credit	F	S
			3	0
Course Objectives	Introduce development trends of current DBMS and various application examples and environments. Investigate the architectures and related theories and applications of distributed DBMS, OODBMS, Object-Relational DBMS and Client/Server as well as the differences between them and relational DBMS. The roles and importance of DBMS in current society are also discussed. Besides, the other important topics , such as Transaction Management, Concurrency Control, Query Processing, XML and Data Warehousing, will be included too.			
Prerequisites	Database Management			

Course Code	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
			0	3
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.			
Prerequisites	None			

Course Code	09640			
Course Name	International Investment and Management	Credit	F	S
			3	0
Course Objectives	Train students to have the knowledge and capability of related theories and on international investment and management.			
Prerequisites	Management			

Course Code	10849			
Course Name	Knowledge Management	Credit	F 0	S 3
Course Objectives	In this course, a comprehensive introduction to knowledge management will be covered. The importance of knowledge and the importance of knowledge management will be first emphasized. Technologies for knowledge management will also be covered. A very practical approach will be used to introduce knowledge management. Concepts and techniques widely used in the organizations such as benchmarking and best practice will be introduced. Basic knowledge management steps like, creating, transferring and measuring knowledge will be covered in this course, too.			
Prerequisites	Enterprise Management, Human Resource Management, Organizational Theories, Database Management, Programming Design, Data Communications and Networking			

Course Code	09639			
Course Name	Supply Chain Management	Credit	F 0	S 3
Course Objectives	This course provides fundamental ERP and SCM concepts and hands-on experience. Topics include ERP functions such as distribution, purchase, inventory management, manufacturing and planning. SCM issues such as bullwhip effect, risk pooling, supply chain integration and supply chain planning are also included. Workshops and experiments will provide the students hands-on experiences.			
Prerequisites	None			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F 3	S 0
Course Objectives	This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segment; customer value and customer attrition/retention management. The course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI			
Prerequisites	None			

Course Code	10850			
Course Name	Advanced Data Communication and Networks	Credit	F 3	S 0
Course Objectives	The main purpose of this course is to help students have complete knowledge about data communications and networking. The course tries to let students understand deeply and broadly the operating principles of enterprise data communications and networking. Therefore, besides teaching the theories of data communications and networking, this course requires students to investigate enterprise real cases and have ability to design some programs of data communications and networking in order to understand their operating principles.			
Prerequisites	None			

Course Code	11347			
Course Name	Case Studies of Decision Support Systems	Credit	F 3	S 0
Course Objectives	This curriculum focuses on the discussion of practical case studies once completing the introduction to the basic concept of decision support systems (DSS). Hence, the purpose of this course is to narrow the gap between academic and real works, and then stir up the combination of research and practices for increasing the business value of DSS. It is also designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today.			
Prerequisites	None			

Course Code	11804			
Course Name	Electronic Learning	Credit	F 0	S 3
Course Objectives	Understand the meaning of e-Learning from enterprise and school environment. Investigate the techniques and concepts for enterprise to build e-Learning environment. Understand the successful factors of e-Learning. Investigate related ideas and researches of virtual classrooms and virtual university. Analyze the problems and future of e-Learning as well as train students to learn voluntarily.			
Prerequisites	None			

Course Code	11806			
Course Name	Adaptive Systems	Credit	F 0	S 3
Course Objectives	Adaptive systems will cover methods of adaptation and learning in the context of dynamical systems embedded in the world. The purpose of the course is to introduce algorithmic techniques in the design of adaptive systems. These techniques will be taught in the context of a variety of tasks performed by currently deployed as well as research systems.			
Prerequisites	None			

Course Code	12224			
Course Name	Topics on Intelligent Systems	Credit	F 0	S 3
Course Objectives	<p>Intelligence systems have experienced tremendous growth and popularity since their commercial introduction in the early 1960s. It includes expert systems, neural networks, fuzzy networks, genetic algorithms, Robotics, and so on. Today, intelligence systems are used in business, science, engineering, manufacturing, medical, and many other fields.</p> <p>We want to educate students from undergraduate to graduate at the department of information management, Fu Jen Catholic University, to learn intelligence systems from aspects of principles, theory, and programming so that students can develop and use intelligence systems to make an informative and proper decision.</p> <p>This course will select useful and hot topics from intelligence systems to introduce and study at the class. Basically, we set the goals of introducing expert systems, neural networks, and fuzzy networks.</p>			
Prerequisites	BCC, Statistics, Calculus, Introduction to Information Management, Database Management, Programming Language, Probability(suggested), Discrete Mathematics(suggested).			

Course Code	13713			
Course Name	Seminars on Electronic Commerce	Credit	F 3	S 0
Course Objectives	Explore the business models and strategies and cultivate students' capability of conducting study on related issues through the analysis and discussion on the management and decision problems of electronic commerce.			
Prerequisites	None			

Course Code	14789			
Course Name	Topics on Logistic Information Systems	Credit	F 0	S 3
Course Objectives	This course provides fundamental concepts and case of Logistic Information System. Topics include demand management, procurement, supply management, transportation system, logistics information system, and information system of distribution center. It can shorten on job learning time in Logistic experience for student and make each students be able to become a manager specializing in Logistic information management.			
Prerequisites				

Course Code	15224			
Course Name	Service-Oriented Architectural Enterprise Information Systems	Credit	F 3	S 0
Course Objectives	The objective of this course is to provide the students with the concepts and skills of SOA and its application to enterprise information systems. The topics include Enterprise architecture, SOA concepts, Web services, service-oriented ERP systems, management functionalities overview, customization, supply chain management applications, business intelligence applications, and other value-added applications. A commercial service-oriented ERP system is used as the tools of demonstration, experimentation, and as the base of discussion. Students will have hands-on experience			
Prerequisites	None			

# MS Programs

- Evening and Weekend -

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- Accounting
- Applied Statistics
- Finance
- Information Management
- Technology Management



# Accounting

## ● Course list

MS Program in Accounting- evening and weekend		Code	classes	Credit hours
Required common credit hours of the graduate institute	Integrated Management	12486	2	1
	Financial Accounting Theory	12102	1	3
	Advanced Managerial Accounting	11756	1	3
	Advanced Auditing	11757	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Financial Statement Analysis	01982	1	3
	Seminar on Managerial Accounting	12105	1	3
	Independent Study	02152	2	6
	Research Methodology	01799	1	3
	Seminar in Empirical Tax Research	12104	1	1.5
	Forum on Emerging Accounting Issues	16257	1	1.5
	Industrial Analysis of Mainland China	12132	1	3
	Merger and Acquisition	013077	1	1.5
	The Supervision of Securities Market	13034	1	1.5





● Course objective and prerequisites

Course Code	12486			
Course Name	Integrated Management	Credit	F	S
			3	0
Course Objectives	To increase students' managerial ability through the cultivation of their visionary capability and the enhancement of their familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	12102			
Course Name	Financial Accounting Theory	Credit	F	S
			3	0
Course Objectives	The major purpose of this course is to study the contemporary accounting theories and methodologies. The topics covered will include efficient market hypothesis, information and measurement perspectives accounting research, positive accounting research, earnings management and regulations.			
Prerequisites	Accounting Principal			

Course Code	11756			
Course Name	Advanced Managerial Accounting	Credit	F	S
			3	0
Course Objectives	The purpose of this course is to make the students understand the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. more deeply. The topics include four most important management accounting knowledge fields: product costing, budgeting, control and performance evaluation and strategic cost management.			
Prerequisites	None			

Course Code	11757			
Course Name	Advanced Auditing	Credit	F	S
			0	3
Course Objectives	<p>Quality financial statement audits underlie the well functioning of capital market. This course attempts to investigate the demand for and the supply of quality financial statement audits.</p> <p>A quality financial statement audit depends upon three factors: (1) the incentives of auditors which are largely determined by the client-auditor relationship, the structure of audit market, and the governance structure of audit profession (e.g., self-regulation, government oversight and legal system); (2) the expertise of auditors which they have obtained from education, training and practicing experience. The professional rules (e.g., GAAP and GAAS) also constitute a standard set of requirements for audit expertise; (3) the ethic values of auditors which reflecting the outcome of socialization process of auditors through culture, education and the organizational influences of audit firms.</p> <p>By demonstrating how these three factors interact and determine the outcome of audit process, this course provides a framework to help the students understand and interpret audit phenomenon in practice.</p> <p>Besides, it helps the students develop the abilities to undertake an auditing research by exposing them to dimensions of contemporary research in auditing.</p>			
Prerequisites	Financial Accounting or Accounting Principle			

Course Code	00041			
Course Name	Thesis	Credit	F	S
			0	6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			
Prerequisites	None			

Course Code	01982			
Course Name	Financial Statement Analysis	Credit	F	S
			3	0
Course Objectives	<p>This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary focus is on equity (share) valuation. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, testing the quality of financial reports, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, analysis of risk, and the determination of price/earnings and market-to-book ratios.</p> <p>The course will be taught from the perspective of a security analyst – particularly the equity analyst – but much of the material covered in the course will also be relevant to the corporate financial analyst for evaluating acquisitions, restructurings and other investments, and for calculating the value generated by strategy scenarios. By the end of the course, the student should feel competent in writing a thorough, convincing equity research report.</p>			
Prerequisites	Financial Accounting or Accounting Principle			

Course Code	12105			
Course Name	Seminar on Managerial Accounting	Credit	F	S
			0	3
Course Objectives	<p>The purpose of this course is to introduce the graduate students to Strategic Cost Management (SCM) and the selective topics on the managerial accounting research. I select several managerial-accounting related research topics, including performance evaluation, EVA, compensation and incentive, R&amp;D etc. which may be applicable to the management accounting research, with a hope that students can extend them to address new research issues in management accounting.</p>			
Prerequisites	None			

Course Code	02152			
Course Name	Independent Study	Credit	F 3	S 0
Course Objectives	<p>The course focuses on the methodology of accounting research. It attempts let students learn how to : (1)undertake an empirical accounting research; (2)write a qualified thesis and academic paper; and (3) utilize statistical software (e.g., SAS) to analyze data and test theory.</p> <p>After finishing this course, it is anticipated that students should be able to answer the following questions:</p> <ul style="list-style-type: none"> <li>➤ How to find relevant and feasible research questions?</li> <li>➤ How to make an appropriate research design to validly test the questions raised?</li> <li>➤ How to propose a set of research hypotheses?</li> <li>➤ How to gather and structure the empirical data?</li> <li>➤ How to set up an empirical model?</li> <li>➤ How to take statistical analysis and hypotheses testing?</li> <li>➤ How to take statistical analysis and hypotheses testing by SAS software package?</li> <li>➤ How to interpret the empirical results?</li> <li>➤ How to write a thesis and academic paper?</li> </ul>			
Prerequisites	None			

Course Code	01799			
Course Name	Research Methodology	Credit	F 0	S 3
Course Objectives	<p>This course provides the solid foundation necessary for academic writing. Topics include formats, literature reviews, citations, problem statements, research proposals, research questions, hypotheses, critiques of journal articles, evaluation of dissertations and dissertation abstracts, and writing for journals. The course is completed when the student, after completing all prior assignments, submits a finished article to an academic journal.</p>			
Prerequisites	None			

Course Code	12104			
Course Name	Seminar in Empirical Tax Research	Credit	F 0	S 3
Course Objectives	<p>This seminar is intended to provide students with a broad understanding of the microeconomic tax research area. The emphasis is on the interactive role of taxes and non-tax factors in shaping business strategy. To broaden students' tax domain knowledge, the course materials will also incorporate a substantial portion of textbook for MBA tax course.</p>			
Prerequisites	Tax Laws, Econometrics I			

Course Code	16257			
Course Name	Forum on Emerging Accounting Issues	Credit	F 0	S 3
Course Objectives	<p>The accounting environment has been changing dramatically in Taiwan in these years. The pronouncement of new accounting standards, the development of new business models and technology, and the reform of legal and tax regulation have constituted great challenge for practicing accountants and students majoring in accounting. Accounting practitioners and students have to know how to deal with the changing environment with their knowledge and skills. This course provides a diverse and flexible arrangement of course lectures involving emerging issues of accounting by inviting academic scholars and experts from business world. It provides broad business perspectives and specific industrial knowledge for the students.</p>			
Prerequisites	Intermediate accounting, cost accounting (or managerial accounting)			

Course Code	12132			
Course Name	Industrial Analysis of Mainland China	Credit	F 0	S 3
Course Objectives	<p>The emerging and rapidly growing economy of mainland china has been too prominent to be ignored by all citizens across the world, particularly, for business school students in Taiwan. This course introduces the current development of emerging china's economy, capital market, law and administrative regulation and corporate governance structure. The course arrangements include two parts: (1) the invitation of academic scholars and experts from industry to make lectures about specific topics of china's economy; (2) the visit and tour of the business school of china's reputable university, academic institutions and the business units in china of Taiwan-based companies. This course will be helpful for students to leverage the opportunities in china's market and make them more competitive in the global market.</p>			
Prerequisites	None			

Course Code	013077			
Course Name	Merger and Acquisition	Credit	F	S
Course Objectives	<p>The businesses firms pursue external grow by M&amp;A. It needs to link up the knowledge of corporate finance, capital market, strategy management, financial accounting and related law. Therefore, the risk of M&amp;A is not less than internal grow. The course takes the theories of corporate finance as the foundation to strengthen the introduction and comments of M&amp;A cases, and corporate evaluations. The course includes: M&amp;A process, Risk Management, Case Studies, Due Diligence, M&amp;A Strategies, Corporate Valuation, Takeover and Antitakeover Tactics, and The Capital Plan for M&amp;A (including LBO).</p>			
Prerequisites	Financial Management or Corporate Finance			

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F 0	S 3
Course Objectives	This course provides a thorough grounding in the theory and practice of capital markets( including primary market and secondary market ). Students who are new to the capital market will be able to knowledge the operation of the market and have interests in learning and doing research.			
Prerequisites	None			



# Applied Statistics

## ● Course list

MS Program in Applied Statistics		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Seminar	06827	1	2
	Research Methodology	01799	1	3
	Integration Management	12486-A	1	3
	Integration Management	12486-B	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Business and Applied Statistic	06826	1	2
	Marketing Survey and Analysis	13575	1	3
	Database Administration	02490	1	3
	Marketing Research	01480	1	3
	Applied Multivariate Statistical Analysis	05947	1	3
	Customer Relationship Management	10985	1	3
	Data Mining	11502	1	3
	Statistical Forecasting Methods	08305	1	3
	Special Topics in Biostatistics	15530	1	1
	Special Topics in Risk Management	15531	1	1
	Special Topics in Marketing Research	15532	1	1
	Special Topics in Financial Management	15533	1	1
	Categorical Data Analysis	05967	1	3
	Special Topics in Data Mining	15534	1	1
	Special Topics in Quality Control	15535	1	1
Introduction to Statistics and Softwares with Application	15957	1	3	



● Course objective and prerequisites

Course Code	06826			
Course Name	Business and Applied Statistics	Credit	F 2	S 0
Course Objectives	The object of the course is to enhance the student's ability to analysis the business related data covering form micro to macro economic data.			
Prerequisites	Basic and advance statistics methodology.			

Course Code	06827			
Course Name	Seminar	Credit	F 0	S 2
Course Objectives	The main goals of the course are to improve the student's ability to read professional journals and articles. Students need to present the main idea in the articles as well as writing style. Each student will asked to write a short report related to the topic that he presented; all students are expected to preview the article before the class when it comes to the new topic.			
Prerequisites	D-7602-01483 Marketing Management D-7611-10772 Statistics II			

Course Code	01799			
Course Name	Research Methodology	Credit	F 3	S 0
Course Objectives	The objective of this course is to introduce the research methods. This course will delivered on the following topics: Concept of Scientific Methods, Type of Research, Research Plane, Design of research, Collection and presentation of data, Data Measurement. Four real world cases will be introduced.			
Prerequisites	None			

Course Code	13575			
Course Name	Marketing Survey and Analysis	Credit	F 3	S 0
Course Objectives	The objective of this course is to introduce methods of market survey. Course is designed as real world problems oriented and students should show the skills to use proper methods and the ability to use computer soft wares.			
Prerequisites	D-7611-10772 Advanced Statistics II D-7612-11219 Sampling Survey Theory and Practice			

Course Code	02490			
Course Name	Database Administration	Credit	F 3	S 0
Course Objectives	It is not uncommon that statistical data are stored in databases. Thus an understanding of principles of database is not just considered a necessity for statistical professionals but also a corner stone to facilitate career development. This course is designed to equip students with the knowledge for managing and designing an integrated database, and with the skills to implement the design. This course requires using DB2 as the database management tool.			
Prerequisites	Basic Computer Concepts (Suggested)			

Course Code	12486-A			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	The objective of the course is to enhance the student's ability of management. To broaden the student's fundamental knowledge, we not only offers the knowledge about economic environment, but every kinds of managerial tools, studies marketing, organization, human resources, electronic commerce, finance, and statistical software.			
Prerequisites	none			

Course Code	12486-B			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	The objective of the course is to enhance the student's ability of management. To broaden the student's fundamental knowledge, we not only offers the knowledge about economic environment, but every kinds of managerial tools, studies marketing, organization, human resources, electronic commerce, finance, and statistical software.			
Prerequisites				

Course Code	00041			
Course Name	Thesis	Credit	F	S
			6	6
Course Objectives	Writing paper.			
Prerequisites	none			

Course Code	05947			
Course Name	Applied Multivariate Statistics	Credit	F	S
			3	0
Course Objectives	In the real world, data sets are multivariate. Multivariate statistical methods is one of major methods to analyze random data. This course will present traditional multivariate statistical methods, for example, factor analysis. Some recently developed methods will also introduced.			
Prerequisites	D-7602-11835 Advanced Statistics II D-7613-09886 Multivariate Data Analysis			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> <li>1. Introduce the marketing concept of customer relationship management.</li> <li>2 Introduce the basic component which customer relationship management executes.</li> <li>3 By students' deliberation, discuss the present situation of customer relationship management in various professions.</li> <li>4. The course content about the concept of customer relationship management, market segment, brand construction, direct marketing, informative customer relationship management, the role in the customer relationship management.</li> </ol>			
Prerequisites	Marketing, Statistics			

Course Code	01480			
Course Name	Marketing Research	Credit	F 0	S 3
Course Objectives	This course is to introduce methods of marketing research. The goal is to emphasize how to apply statistical methods to make marketing position and marketing segment. Implications of marketing research methods to the solve problems will be the main subject of this course.			
Prerequisites	1. 7261-09932 The Method of Marketing Survey I 2. 7261-09933 The Method of Marketing Survey II			

Course Code	08305			
Course Name	Statistical Forecasting Methods	Credit	F 0	S 3
Course Objectives	Statistical forecasting methods are essential for today's world. Our objective is to develop competent skill in analyzing business and/or industrial data for description, explanation, and forecast. This skill combines knowledge of probabilistic models of stochastic processes, empirical comparisons of approaches, and computer software. The main topical coverage will be construction and interpretation of various statistical forecasting approaches. These approaches involve: regression modeling, time series regression, exponential smoothing, Box-Jenkins (ARIMA) methodology, and intervention analysis.			
Prerequisites	Introduction to Statistics			

Course Code	11502			
Course Name	Data Mining	Credit	F 0	S 3
Course Objectives	Understand DM concept Using DM Tools Understand DM methodology Understand DM application			
Prerequisites	Statistics and statistical dependence application curriculum			

Course Code	15530			
Course Name	Special Topics in Biostatistics	Credit	F 0	S 1
Course Objectives	The objective of this course is to provide the students with the core of the central idea and methods of bioinformatics that will be applied in the solution of problems in biology, genetics and medicine and application for further study. The main concepts will be illustrated by a variety of examples and exercises.			
Prerequisites	Calculus, statistics			

Course Code	15531			
Course Name	Special Topics in Risk Management	Credit	F 0	S 1
Course Objectives	Based on the theory of the risk management and the real case analysis, this course aims at training the students to know how to face the risk of the rapidly varying financial market in Taiwan. When the risks are not avoidable, students in this course are trained to understand how to manage these risks.			
Prerequisites	Risk Management			

Course Code	15532			
Course Name	Special Topics in Marketing Research	Credit	F	S
			0	1
Course Objectives	(1) Market research training through thesis preparation ° (2) Oral and written presentation practice.			
Prerequisites	The Method of Marketing Survey, Research Method, Multivariate Analysis			

Course Code	15533			
Course Name	Special Topics in Financial Management	Credit	F	S
			0	1
Course Objectives	The financial control manages in the management for the enterprise one of important functions, Fund raising continues forever the management with the utilization regarding the enterprise to have the extremely profound influence, How therefore goal of the this curriculum namely is discussing plans, or as well as the utilization fund, Causes efficiency of and the value the enterprise achieves in a big way.			
Prerequisites	None			

Course Code	15534			
Course Name	Special Topics in Data Mining	Credit	F	S
			0	1
Course Objectives	The objectives of this course 1. To supervise students independent learning. 2. To teach student how to write professional thesis. 3. To discuss difficult with students, and help them to solve it.			
Prerequisites	None			

Course Code	15535			
Course Name	Special Topics in Quality Control	Credit	F	S
			0	1
Course Objectives	Quality is one of the key factors in surviving tough competition. The main purpose of this course is to introduce engineering and management majors to the statistical techniques to quality control, design, and process improvement. This course will cover the foundation of modern approaches of quality control that can be applied to process industry, service industry, and business. Topical coverage will be: construction and interpretation of various control charts; rational sampling; specifications; tolerance limits; cumulative-sum (Cusum) control charts, exponentially weighted moving average (EWMA) control chart; process capability assessment; SAS in QC.			
Prerequisites	Introduction to Statistics			

Course Code	05967			
Course Name	Categorical Data Analysis	Credit	F	S
			0	3
Course Objectives	This course presents the most important methods for analyzing categorical data. It summarizes methods in the introductory level that has been applied widely and more recently developed. The major focus of this course is modeling of categorical response; i.e, the introduction of logistic regression and loglinear modeling techniques.			
Prerequisites	This course requires familiarity with two-semester statistical courses. This background should include estimation and hypothesis testing and exposure to regression modeling and the analysis of variance.			

Course Code	15957			
Course Name	Introduction to Statistics and Softwares with Application	Credit	F	S
			3	0
Course Objectives	This course aims to enhance students' understanding and appreciation of the core of the central idea and methods of statistics that will be applied in the solution of problems in a variety of applied science and application for further study, and the use of statistical software packages in manipulating data. One of the most widely used statistical software packages, SPSS, will be introduced in the class. The manipulation will be illustrated by a variety of examples and exercises.			
Prerequisites	Statistics			

# Finance

## ● Course list

MS Program in Finance- evening and weekend		code	classes	Credit hours
Required common credit hours of the graduate institute	Integration of Management	12486A	1	3
	Integration of Management	12486B	1	3
	Investment Decisions	10687	1	3
	Corporate Finance	10688	1	3
	Futures and Options	03408	1	3
	Fixed Income Securities	10458	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Economics	01855	1	3
	Business Forecasting	02058	1	3
	Securitization	08951	1	3
	Reading in Business Ethics for Managers	00292	1	3
	Risk management	07897	1	3
	Merger and Acquisition	08509	1	3
	Financial Crisis and Reform	14190	1	3
	Financial Engineering	06978	1	3
	Finance Forum	08247	1	3
	The Supervision of Securities Market	13034	1	3



- Course objective and prerequisites

Course Code	12486A			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	To increase students' managerial ability through the cultivation of their visionary capability and the enhancement of their familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	12486B			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	To increase students' managerial ability through the cultivation of their visionary capability and the enhancement of their familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	10687			
Course Name	Investment Decisions	Credit	F	S
			3	0
Course Objectives	<p>This course is designed to investigate investment decisions from a global perspective as well as a shareholder-value-maximization objective. Students will learn how to improve their investment decision making by:</p> <p>1. Having timely information on population, production, inflation, wealth measures, and capital market structure in both developed and emerging economies. 2. Using empirically tested investment analysis to build and maintain a diversified portfolio. 3. Focusing on the value their corporate and business-level strategies are creating.</p>			
Prerequisites	Background courses in finance			

Course Code	10688			
Course Name	Corporate Finance	Credit	F	S
			3	0
Course Objectives	<p>The course introduce the fundamentals of Corporate Finance and three policies of Financial Management: capital budgeting (long-term investment decision), financial policy and the working capital management. The course stress moving from theory to practice. By the handout complied by the instructor, the instructor explains the real situations and figures in Taiwan, and introduction new research papers. In addition, the course also includes the further issue of corporate finance: International Corporate Finance and Options and Corporate Securities.</p> <p>The characteristics of this course: 1. A clear conception of corporate finance 2. Introducing the real situation and figures in Taiwan 3. Moving from Theory to Practice 4. New related research.</p>			
Prerequisites	None			



Course Code	03408		
Course Name	Futures and Options	Credit	F S 0 3
Course Objectives	<p>The learning objectives of this course can be categorized as following subjects.</p> <ol style="list-style-type: none"> <li>1. The basic characteristics of derivative contracts.</li> <li>2. No arbitrage pricing bounds of futures and options.</li> <li>3. Trading strategies of options.</li> <li>4. Binomial tree pricing options.</li> <li>5. Black-Scholes model.</li> <li>6. Hedging when issue or buy an option.</li> <li>7. Structured note</li> <li>8. Exotic options.</li> </ol>		
Prerequisites	Options, Futures and other Derivatives, (2003), J.C.Hull		

Course Code	10458		
Course Name	Fixed Income Securities	Credit	F S 0 3
Course Objectives	<p>The course is to introduce the management and investment of fixed securities. Topics included are (1) introduction to fixed income products and innovation, (2) basic bond valuation techniques with risk and return analysis, (3) term structure of interest rates and their estimates, (4) pricing of fixed income securities and their derivatives, (5) bond immunization strategy, (6) bond portfolio management, (7) fixed income securities' risk management and innovation, and (8) finally bond related topics such as taxation of bonds, preferred stock, and real estate securitization.</p> <p>The student will learn how to calculate risk &amp; return of fixed income securities, how to price plain bond as well as option embedded bonds, how to analyze term structure of interest rate, and how to make investment strategy on all innovated bond derivatives. The students will also be asked to present designated articles with power point technique in the class. Discussions to the presented topic are necessary for all students. Thus, class participations are required. Several homework assignments will be given to students to enhance their analysis abilities with computer application.</p> <p>Finally, a term paper of case study will be required for student to finish the course.</p>		
Prerequisites	Financial Management		

Course Code	00041		
Course Name	Thesis	Credit	F S 0 3
Course Objectives	Train students to have the ability to do the research independently.		
Prerequisites	None		

Course Code	01855			
Course Name	Econometrics	Credit	F	S
			3	0
Course Objectives	The focus in teaching each topic should be on the application of the topic to a function area of business, the interpretation of results, the presentation of assumptions, the evaluation of the assumptions, and the discussions of what should be done if the assumptions are violated. These points are particularly important in regression and forecasting, and in hypothesis testing. Although the illustration of some computation is inevitable, the focus on computations should be minimized.			
Prerequisites	Statistics			

Course Code	02058			
Course Name	Business Forecasting	Credit	F	S
			0	3
Course Objectives	This course would provide a comprehensive and systematic introduction to financial time series models, the methodology of neural networks and their application to modeling and prediction of financial data. Upon course completion, the students could enhance their ability to explain the empirical regularities in the economy and to do the business forecasting.			
Prerequisites	None			

Course Code	08951			
Course Name	Securitization	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. Discuss the impact of securitization on the modern financial world.</li> <li>2. Discuss various products of asset backed securitization from the legal and financial perspectives.</li> <li>3. Discuss the latest development of securitization in Taiwan.</li> </ol>			
Prerequisites	None			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F	S
			3	0
Course Objectives	Introduction to the new academic discipline of International Business Ethics which attempts to develop key Ethical concepts in a truly international perspective. It encompasses the development of a better understanding of different methods of analysis of case studies. It strives to provide insights from an interdisciplinary subject, including economic, sociological and philosophical aspects. In addition, to develop student's English proficiency is one of main goals of the course.			
Prerequisites	The course will be held in English. Students must have a sufficient level of English in reading and speaking.			

Course Code	07897			
Course Name	Risk Management	Credit	F	S
			3	0
Course Objectives	<p>This course is all about the study of financial instruments called derivatives . The type of derivatives are options , forwards , futures , and swaps . After completion of this course , students can :</p> <ol style="list-style-type: none"> <li>1. Realize the characteristics of financial instruments .</li> <li>2. Learn how the financial instruments are priced .</li> <li>3. Learn how the financial instruments are used in strategies .</li> <li>4. Learn how to manage the risk .</li> </ol>			
Prerequisites	None			

Course Code	08509			
Course Name	Merger and Acquisition	Credit	F	S
			3	0
Course Objectives	<p>The business firms pursue external grow by M&amp;A. It need to link up the knowledge of corporate finance, capital market, strategy management, financial accounting and related law. Therefore, the risk of M&amp;A is not less than internal grow. The course takes the theories of corporate finance as the foundation to strengthen the introduction and comments of M&amp;A cases, and corporate evaluations. The course includes: M&amp;A process, Risk Management, Case Studies, Due Diligence, M&amp;A Strategies, Corporate Valuation, Takeover and Antitakeover Tractics, and The Capital Plan for M&amp;A (including LBO).</p>			
Prerequisites	Financial Management or Corporate Finance			

Course Code	14190			
Course Name	Financial Crisis and Reform	Credit	F	S
			3	0
Course Objectives	<p>The Asian financial crisis began in July 1997. It was followed by the Russian crisis in August 1998, the Brazilian crisis in January 1999, the Turkish crisis in February 2001 and the Argentine crisis in June 2001.</p> <p>All of the crisis-hit countries experienced devaluation of national currencies, sharp fall in share prices, decline in output, increase in unemployment, dramatic increase in short-term interest rate, high rate of inflation and decline in foreign trade. These crises also illustrate the problems of short-term capital movements and the international speculation in currency and securities markets.</p> <p>The enormous diversity of experiences with the financial crisis, the differences in causes and intensity of the crisis, and the approaches used to deal with it make it difficult to generalize a standardized prescription. Nevertheless, there are certain common features and lessons that can be learned from the crises.</p> <p>This course discusses various definitions, causes, and models of financial crises; explains how and why did it spread to other countries and regions; reviews the history of financial crisis; analyzes the effects of the crisis on economic growth, employment, consumer prices, foreign trade, exchange rates and share prices; describes the policy prescriptions by the IMF; examines the measures used to deal with the crisis, highlights the lessons learned from the crises and the importance of international and regional cooperation.</p> <p>It is hoped that the study of the theories and experiences of financial crises in various crisis-hit countries will provide useful data and reference for the policy makers, bankers, economic researchers and the general public.</p>			
Prerequisites	None			

Course Code	06978			
Course Name	Financial Engineering	Credit	F	S
			0	3
Course Objectives	<p>Introduces the conceptual framework and historical background of financial engineering to highlight the dynamic and persistent nature of financial innovation. Emphasis is placed on developing financial problem solving skills in a multi-faceted and changing business environment, such as lowering costs of raising capital, managing risk exposure, exploiting arbitrage opportunities, and coping with shifts in tax and regulatory regimes.</p>			
Prerequisites	Options and Futures			

Course Code	08247			
Course Name	Finance Forum	Credit	F	S
			0	3
Course Objectives	<ol style="list-style-type: none"> <li>1. To foster the student's interest in, and understanding of, contemporary finance and economics issues featured in the international news media.</li> <li>2. To bring finance and economics to life for students, integrating textbook theories with current business events.</li> <li>3. To enhance the student's English communication skills to meet the challenge of communicating in a global business environment. Communication skills include ability to make effective written and oral presentations and the ability to work with others in English.</li> </ol>			
Prerequisites	None			

Course Code	13034			
Course Name	The Supervision of Securities Market	Credit	F	S
			0	3
Course Objectives	<p>This course provides a thorough grounding in the theory and practice of capital markets ( including primary market and secondary market ) . Students who are new to the capital market will be able to knowledge the operation of the market and have interests in learning and doing research.</p>			
Prerequisites	None			

# Information Management

## ● Course list

MS Program in Information Management- evening and weekend		Code	classes	Credit hours
Required common credit hours of the graduate institute	Research Methodology	01799	1	3
	Integration Management	12486	1	3
	Management Information Systems	02631	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	International Investment and Management	09640	1	3
	General Topics on Electronic Commerce	09290	1	3
	Knowledge Management	10849	1	3
	Customer Relationship Management	10985	1	3
	Case studies in Decision Support Systems	11347	1	3
	Knowledge Discovery and Data Mining	09637	1	3
	Data Security	04623	1	3
	Special Topics on Intelligent System	12224	1	3
	Service-Oriented Architectural Enterprise Information Systems	15224	1	3
	Data Communication and Network	10681	1	3
	Supply Chain Management	09639	1	3

- Course objective and prerequisites

Course Code	01799			
Course Name	Research Methodology	Credit	F 3	S 0
Course Objectives	Understand the importance of research methodology on business decisions. Learn the procedures and strategies of research. Understand various tools and techniques of collecting data. Learn to solve problems of research and business applications by scientific methods.			
Prerequisites	None			

Course Code	00041			
Course Name	Thesis	Credit	F 0	S 6
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			
Course Materials	None			

Course Cod	02631			
Course Name	Management Information System	Credit	F 0	S 3
Course Objectives	Learn the principles and topics of management information systems, enterprise diagnosis and strategies and related researches of management on information industry techniques. From this training, it can serve as the theoretical foundation and application basis of enterprise and information center of information industries.			
Prerequisites	None			

Course Cod	11347			
Course Name	Decision Support Systems	Credit	F 0	S 3
Course Objectives	The course focuses on the application of computer systems to aid business decision making (i.e., semi- or un- structured problems). It is designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today.			
Prerequisites	None			

Course Cod	09640			
Course Name	International Investment and Management	Credit	F 3	S 0
Course Objectives	Train students to have the knowledge and capability of related theories and on international investment and management.			
Prerequisites	Management			

Course Cod	09290			
Course Name	General Topic on Electronic Commerce	Credit	F 3	S 0
Course Objectives	Introduce general topics of electronic commerce. Investigate the basic management concepts and techniques which are needed by organizations and individuals facing the era of electronic commerce. It will help students understand totally and broadly about the development, applications and management of electronic commerce.			
Prerequisites	None			

Course Cod	10849			
Course Name	Knowledge Management	Credit	F	S
			0	3
Course Objectives	In this course, a comprehensive introduction to knowledge management will be covered. The importance of knowledge and the importance of knowledge management will be first emphasized. Technologies for knowledge management will also be covered. A very practical approach will be used to introduce knowledge management. Concepts and techniques widely used in the organizations such as benchmarking and best practice will be introduced. Basic knowledge management steps like, creating, transferring and measuring knowledge will be covered in this course, too.			
Prerequisites	Enterprise Management, Human Resource Management, Organizational Theories, Database Management, Programming Design, Data Communications and Networking			

Course Cod	10985			
Course Name	Customer Relationship Management	Credit	F	S
			3	0
Course Objectives	This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segment; customer value and customer attrition/retention management. The course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.			
Prerequisites	None			

Course Cod	11347			
Course Name	Case Studies in Decision Support Systems	Credit	F	S
			3	
Course Objectives	This curriculum focuses on the discussion of practical case studies once completing the introduction to the basic concept of decision support systems (DSS). Hence, the purpose of this course is to narrow the gap between academic and real works, and then stir up the combination of research and practices for increasing the business value of DSS. It is also designed to foster a dissertation for decision support system (DSS) concepts and possibilities, impart practical DSS development skills, and point out the important role these systems play for individuals and organizations today.			
Prerequisites	None			

Course Cod	09637			
Course Name	Knowledge Discovery and Data Mining	Credit	F	S
			0	3
Course Objectives	This course teaches students basic concepts of knowledge discovery and data mining. By introducing various data mining algorithms, the course teaches students to understand how to analyze large volume of data in order to find knowledge and interesting patterns. Materials taught in this course include Data Mining Techniques, Data Warehouse and OLAP Technology for Data Mining, Mining Complex Types of Data, and Applications and Trends in Data Mining.			
Prerequisites	None			



Course Code	04623			
Course Name	Data Security	Credit	F 3	S 0
Course Objectives	1. Understand basic concepts of data security, 2. Learn principles and applications of cryptography and Internet security.			
Prerequisites	None			

Course Code	12224			
Course Name	Special Topics on Intelligent System	Credit	F 0	S 3
Course Objectives	This course is to introduce that the fundamentals and the applications of the evolutionary computation (EC), especially on the topics of the genetic algorithms (GA) and genetic programming (GP). You can learn both the theoretical information and the implementation details of these research topics. In addition, this course will be also to introduce some novel techniques, such as Interactive Evolutionary computation (IEC), human based genetic algorithms (HBGA), Fuzzy theory, grey theory, ant Extenics.			
Prerequisites	None			

Course Code	12224			
Course Name	Special Topics on Intelligent System	Credit	F 0	S 3
Course Objectives	This course is to introduce that the fundamentals and the applications of the evolutionary computation (EC), especially on the topics of the genetic algorithms (GA) and genetic programming (GP). You can learn both the theoretical information and the implementation details of these research topics. In addition, this course will be also to introduce some novel techniques, such as Interactive Evolutionary computation (IEC), human based genetic algorithms (HBGA), Fuzzy theory, grey theory, ant Extenics.			
Prerequisites	None			

Course Code	15224			
Course Name	Service-Oriented Architectural Enterprise Information Systems	Credit	F 3	S 0
Course Objectives	The objective of this course is to provide the students with the concepts and skills of SOA and its application to enterprise information systems. The topics include Enterprise architecture, SOA concepts, Web services, service-oriented ERP systems, management functionalities overview, customization, supply chain management applications, business intelligence applications, and other value-added applications. A commercial service-oriented ERP system is used as the tools of demonstration, experimentation, and as the base of discussion. Students will have hands-on experience			
Prerequisites	None			

Course Code	10681			
Course Name	Data Communication and Network	Credit	F	S
			3	0
Course Objectives	The main purpose of this course is to help students have complete knowledge about data communications and networking. The course tries to let students understand deeply and broadly the operating principles of enterprise data communications and networking. Therefore, besides teaching the theories of data communications and networking, this course requires students to investigate enterprise real cases and have ability to design some programs of data communications and networking in order to understand their operating principles.			
Prerequisites	Basic Concepts of Computers			

Course Code	09639			
Course Name	Supply Chain Management	Credit	F	S
			0	3
Course Objectives	This course provides fundamental ERP and SCM concepts and hands-on experience. Topics include ERP functions such as distribution, purchase, inventory management, manufacturing and planning. SCM issues such as bullwhip effect, risk pooling, supply chain integration and supply chain planning are also included. Workshops and experiments will provide the students hands-on experiences.			
Prerequisites				



# Technology Management

## ● Course list

MS Program in Technology Management- evening and weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Integration Management	12486	1	3
	Optoelectronic Industry Analysis	12587	1	3
	Management of Technology and Innovation	04161	1	3
	Introduction to Biotechnology Industry	11458	1	3
	Financial Management in Technology	12588	1	3
	Technology Organization and Human Resource Management	12589	1	3
	Intellectual Property Law and Science	11805	1	3
	Thesis	00041	1	6
Elective credit hours of the graduate institute in other sections	Innovation and Entrepreneurial Management	11313	1	3
	Marketing in Technology	12590	1	3
	Industry Analysis & Competitive Strategy	03132	1	3
	English in Finance and Technology	12593	1	3
	Merger and Acquisition	08509	1	3
	Research Methodology	01799	1	2
	Industry Analysis of Emerging Countries	16256	1	3

- Course objective and prerequisites

Course Code	12486			
Course Name	Integration Management	Credit	F	S
			3	0
Course Objectives	To increase students' managerial ability through the cultivation of their visionary capability and the enhancement of their familiarity with cross-functional specialties.			
Prerequisites	None			

Course Code	12587			
Course Name	Optoelectronic Industry Analysis	Credit	F	S
			3	0
Course Objectives	<p>Knowledge economics has become an increasingly hot and popular topic in 21 century. The development of new economics will also be led by high technology industry in the future. The employment market such as securities market, financial market, technology management, and technology law are interrelated to high technology industry.</p> <p>The characteristic of this course included industry analysis and technology. Moreover, all fields of industries now and in the future will be described. The simple contents of this course will lead all students without technology background to appreciate all high technology industries.</p>			
Prerequisites	None			

Course Code	04161			
Course Name	Management of Technology and Innovation	Credit	F	S
			3	0
Course Objectives	<p>1. Provides fundamental concepts and principles of technology innovation management. 2. Makes students learn the practice of Hi-tech firms technological innovation activities. 3. Increases students' analyzing and problem-solving capability from case study.</p> <p>Increases students' analyzing and presentation capability from Q&amp;A in the class.</p>			
Prerequisites	None			

Course Code	11458			
Course Name	Introduction to Biotechnology Industry	Credit	F	S
			0	3
Course Objectives	The objectives of this course are: (1) let students understand what is modern biotech/pharmaceutical industry, (2) why this industry is knowledge-based, (3) what are the keys to be successful and (4) what is the progress is Taiwan.			
Prerequisites	None			

Course Code	12588			
Course Name	Financial Management in Technology	Credit	F	S
			0	3
Course Objectives	This course is to provide students the skill of financial management in hi-tech industry. There are two main topics in this class. The first topic is related to investment decision, financing decision, and working capital management. The second topic covers technology valuation. In fact, the valuation plays very important role in technology industry, especially for venture capital and merge and acquisition.			
Prerequisites	None			

Course Code	12589			
Course Name	Technology Organization and Human Resources Management	Credit	F 0	S 3
Course Objectives	This course provides both theory and practical case discussion. After learning in this class, students should understand the evolution of management organization theory thoughts and contemporary management/Human Resources management challenges in technology organization. Students should be also learning the management problem solving skill through case studying practices.			
Prerequisites	None			

Course Code	11805			
Course Name	Intellectual Property Law and Science	Credit	F 0	S 3
Course Objectives	1. This course provides the concept of Intellectual Property (IP) and the content of the Law. 2. How to use IP well and develop the Competitive Intelligence.			
Prerequisites	None			

Course Code	11313			
Course Name	Innovation and Entrepreneurial Management	Credit	F 3	S 0
Course Objectives	The course provides students the basic concepts and theories of innovation management. By discussing on real cases across industries, students can improve their management skill in middle and small enterprises.			
Prerequisites	None			

Course Code	12590			
Course Name	Marketing in Technology	Credit	F 3	S 0
Course Objectives	As the development of high-technology industry grows, how to take advantages of digital technology and creative marketing strategies to provide picky customers high value added products and services has become an inevitable strategy for business to create sustainable competitive advantages. In view of the above, this course is designed with combination of theories and experiments so as to exploit these such as the dynamic environment of global technology marketing, the formation and implementing of technology marketing's operational strategies, the analysis of consumers' behavior, the product, price, promotion and channel strategies of technology marketing, e-marketing and e-commerce, technology marketing and customer relationship management, technology marketing of specific groups and the future of creative technology marketing as well as technology marketing. On the other hand, students are expected to have the ability of learning from doing and studying for application cultivated, and become marketing specialists of high technology products and services in the near future by case study and practical experiment of high-technology marketing.			
Prerequisites	None			

Course Code	03132			
Course Name	Industry Analysis & Competitive Strategy	Credit	F 3	S 0
Course Objectives	1. The primary objective will be familiarity and competence with the major frameworks and methods of industry analysis. 2. The second part of this course lays the analytical foundation for the development of competitive strategy, built on the analysis of industry structure and competitors.			
Prerequisites	None			

Course Code	12593			
Course Name	English in Finance and Technology	Credit	F 3	S 0
Course Objectives	1. To improve students' English listening and speaking ability through presentation, class activities and interview. 2. To encourage students to become involved in communicating- in pairs, small groups or as a class, about topics that are within their own personal experience.			
Prerequisites	None			

Course Code	08509			
Course Name	Merger and Acquisition	Credit	F 0	S 3
Course Objectives	The businesses firms pursue external grow by M&A. It needs to link up the knowledge of corporate finance, capital market, strategy management, financial accounting and related law. Therefore, the risk of M&A is not less than internal grow. The course takes the theories of corporate finance as the foundation to strengthen the introduction and comments of M&A cases, and corporate evaluations. The course includes: M&A process, Risk Management, Case Studies, Due Diligence, M&A Strategies, Corporate Valuation, Takeover and Antitakeover Tactics, and The Capital Plan for M&A (including LBO).			
Prerequisites	Financial Management or Corporate Finance			

Course Code	01799			
Course Name	Research Methodology	Credit	F 2	S 0
Course Objectives	The purpose of this course can establish the student correct research idea and ability of the raise paper research. Of research technique demand according to the correlation paper writing, separately from the establishment correct research manner, the paper form and the research technique performs to deliberate that, lets the student understanding as well as the research technique essence, the research significance, the process and the method, as well as research technique basic concept and characteristic; Then understood how carries on the research design, the material collection, the material analysis, and management research design and executive routine. The affiliation by this curriculum, urges the student to be able to apply each different statistical method and the statistical software analyzes social sciences domain correlation data and so on technical management, the study composes the research paper and the preparation oral report, raises the technical management research paper to compose, the explanation and evaluates various types memoir the ability.			
Prerequisites	None			

Course Code	16256			
Course Name	Industry Analysis of Emerging Countries	Credit	F 0	S 3
Course Objectives	The course provides students establish the student to grasp to the emerging market information and regarding the emerging market industry environment appraisal and the weight, analyzes the information and the research, does for the policy-making foundation.			
Prerequisites	None			

# Doctoral Program

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- Business Administration





# Business Administration

## ● Course list

Ph. D. Program in Business Administration		Code	classes	Credit hours
Required common credit hours of the graduate institute	Organization and Management Theory	02237	1	3
	Quantitative Method	02746	1	3
	Strategic Management	10383	1	3
	Information System Project	12050	1	3
	Seminar on Investment	15977	1	3
	Seminar on Artificial Intelligence	15974	1	3
	Seminar on Information Management	12191	1	3
	Research Methodology	01799	1	3
	Seminar on Corporate Finance	15660	1	3
	Reading in Business Ethics for Managers	00292	1	3
	Seminar in Futures and Options	15976	1	3
	Seminar in International Business	15975	1	3
	Thesis	00041	1	6

- Course objective and prerequisites

Course Code	02237			
Course Name	Organization and Management Theory	Credit	F 3	S 0
Course Objectives	The course intends to solidify the academic capability on constructing the organization and management theory and upgrading the system integration capability in business theory and practice.			
Prerequisites	None			

Course Code	02746			
Course Name	Quantitative Method	Credit	F 3	S 0
Course Objectives	The course intends to provide the training for learner's systemic thinking by strengthening their qualitative and quantitative analysis capability. It also encourage learner exploring the integration possibility between theory and practice and between qualitative and quantitative approach.			
Prerequisites	None			

Course Code	10383			
Course Name	Strategic Management	Credit	F 3	S 0
Course Objectives	This course is to teach the latest knowledge about strategy management. and discuss the relationship between strategic theory and practice by reading the case study.			
Prerequisites	None			

Course Code	12050			
Course Name	Information System Project	Credit	F 3	S 0
Course Objectives	Study the important IS Theory and research in the MIS scope, including Enterprise Information System, Decision Support System , Strategic Information System, Electronic Business, Electronic Commerce, Electronic Learning, and Knowledge Management .			
Prerequisites	None			

Course Code	15977			
Course Name	Seminar on Investment	Credit	F 3	S 0
Course Objectives	This course is aimed to give you an overview of theoretical and empirical contributions of modern corporate finance, and prepare you to conduct independent empirical research on corporate finance which could potentially lead to your dissertation. To achieve this goal, the course will begin with a brief overview of the financial markets and financial instruments, which include bonds, stocks, mutual funds, ETC, ADR, REITs, futures and options. The course next introduces students some of the most important and influential concepts of finance theory and their extending implications in the international aspect. Students will become familiar with the data and sources of economic and financial information in the context of an important quantitative tool for economic and financial modeling and analysis. Finally, we provide an introduction to mathematics utilized in the pricing models of derivative. The materials include Brownian motion, Ito calculus, Ito lemma, tree, PDE, probability transformation and martingale.			
Prerequisites	None			

Course Code	15974			
Course Name	Seminar on Artificial Intelligence	Credit	F 3	S 0
Course Objectives	The purpose of this course, in order to do a basic introduction to the theory of the artificial intelligence tool. Development along with information science and technology, the assistance of software and hardware force, the parameters are getting complicated, the artificial intelligence has already become the important research tool of social science gradually. In view of this, this course will be introduced this by the basic principle of paying attention to the tool, and use the question to discuss. Students of doctor's class are besides should understand the relevant theory of the artificial intelligence tooling, should be trained and utilize software to be engaged in analysis and study thesis ability.			
Prerequisites	None			

Course Code	12191			
Course Name	Seminars on Information Management	Credit	F 0	S 3
Course Objectives	Study the important MIS research articles in the MIS research scope, IT and organization, information economics, IT adoption, IS success and the related areas in order to enhance the research capability in conducting the MIS study by analysis and discussion.			
Prerequisites	None			

Course Code	01799			
Course Name	Research Methodology	Credit	F 0	S 3
Course Objectives	Students will learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports. They will know how to obtain the required information through appropriate approaches in writing research papers and solving management problems.			
Prerequisites	None			

Course Code	15660			
Course Name	Seminar on Corporate Finance	Credit	F 0	S 3
Course Objectives	This course is to provide students an overview of theoretical and empirical contributions of modern corporate finance, and prepare them to conduct independent studies that potentially connect to their dissertation.			
Prerequisites	None			

Course Code	00292			
Course Name	Reading in Business Ethics for Managers	Credit	F 0	S 3
Course Objectives	This course aims to introduce the most important concept of ethics which is applied to international business, especially emphasizing on the perspective on Asia and analyzing different cases.			
Prerequisites	None			

Course Code	15976			
Course Name	Seminar in Futures and Options	Credit	F	S
			0	3
Course Objectives	<p>The learning goals of this class can be summarized as following:</p> <ol style="list-style-type: none"> <li>1.the fundamental contracts of derivatives</li> <li>2.pricing of future</li> <li>3.pricing options by lattice tree</li> <li>4.derivation of Black-Sholes formula</li> <li>5.investment evaluation by real option</li> </ol> <p>After completing this course, students shall have the knowledge of derivatives' theories, especially quantitative algorithm of pricing derivatives by simulating time path of underlying variables.</p>			
Prerequisites	None			

Course Code	15975			
Course Name	Seminar in International Business	Credit	F	S
			0	3
Course Objectives	<p>This course is designed to familiarize students with an array of business theories that explain firms' international business behavior. At the completion of this course, students should have an in-depth knowledge about the theoretical grounding of international business (IB) literature, a broad knowledge about research streams in the IB field, and the skills to critically read and evaluate IB research.</p>			
Prerequisites	None			