

Yuan Ze University, College of Management
Master of Business Administration Program
List of Required Courses
(Academic Year 2012 Sep. ~)

101.05.10 agreed by Class Curriculum Development Committee
101.06.20 agreed by university Curriculum Development Committee

Academic Year	First Academic Year		Second Academic Year	
Semester	1 st	2 nd	1 st	2 nd
Subjects				
MBA Required Courses (24)	管理專題研討 I (Special Topics in Management I) CM580 (3)	管理專題研討 II (Special Topics in Management II) CM581 (3)	管理專題研討 III (Special Topics in Management III) CM640 (3)	管理專題研討 IV (Special Topics in Management IV) CM641 (3)
	組織行為 (Organization Behavior) CM503 (3)	管理財務 (Managerial Finance) CM647 (3)	策略管理 (Strategic Management) CM603 (3)	
	行銷管理 (Marketing Management) CM504 (3)			
Semester Credit Subtotal	9	6	6	3
Remarks	<p>1.MBA Programs include: MBA in Management and Service Science, MBA in Leadership, MBA in International Business, and MBA in Services Marketing.</p> <p>2. Graduation requirements: Students must take a minimum of 50 credits and complete a master thesis.</p> <p>3.MBA students must successfully pass 24 credits of MBA required courses, plus the credits of their program course requirement. Program course requirements including program compulsory courses and elective courses are listed in programs compulsory and elective course pages.</p> <p>4. Students must take Business English or Cross Country Business Communication arranged by the College (not lead to graduation credits). These courses can be waived if students reach TOEFL ITP/CBT/iBT 520/190/68, GMAT 70% or GRE 70%, IELTS 6, TOEIC 675, GEPT High-Intermediate Level. For students from the native English speaking countries of Australia, Canada, New Zealand, UK, and US or received bachelor degrees from listed countries, these courses can be waived.</p> <p>5..Besides major program in MBA, if students take three courses in another program as minor in college of MBA (all of the courses can be validated as only major or minor program), students can acquire a minor diploma certification issued by college of MBA.</p> <p>The courses which are not validated as minor program courses:</p> <ul style="list-style-type: none"> • MBA in Management and Service Science: Business Research Methods, Business Practices, Overseas Study, Marketing Research, Multivariate Data Analysis, Corporate Project Internship I, and Corporate Project Internship II. • MBA in Leadership: Research Methods in Organization Behavior, Advanced Statistical Analysis, Overseas Studies, Multivariate Data Analysis, Overseas Studies II, and Corporate Project Internship. • MBA in International Business: Business Research Methods, Overseas Study, Multivariate Data Analysis, Econometrics, Business Practice, and International Etiquette. • MBA in Services Marketing.: Corporate Project Internship I, and Corporate Project Internship II, Multivariate Data Analysis, Overseas Study, and Marketing Research. <p>6.MBA students should follow the regulations of their related MBA program courses exemption and exchange, and related minor course regulations.</p> <p>7. Students must choose a supervisor of their programs.</p> <p>8. Students must choose a supervisor before the end of the first semester and finish the required application process. Oral Examination of thesis needs to be completed according to regulations.</p> <p>9. Please refer to relevant regulations for further details.</p>			

Yuan Ze University, College of Management
MBA in Management and Service Science
List of Compulsory and Elective Courses
(Academic Year 2012 Sep. ~)

101.05.10 agreed by Class Curriculum Development Committee
101.06.20 agreed by university Curriculum Development Committee

■ **List of Compulsory Courses**

Academic Year Semester	First Academic Year		Second Academic Year	
	1 st	2 nd	1 st	2 nd
Subjects				
Major Compulsory Courses (12)	創新與技術管理 (Innovation and Technology Management) CM509 (3)	新產品管理 (New Product Management) CM628 (3)		
	作業管理 Operations Management CM508 (3)	企業研究方法 (Business Research Methods) CM511 (3)		
Semester Credit Subtotal	6	6	0	0

■ **List of Elective Courses**

Subjects	Course No	Course Title in Chinese	Course Title in English	Credits
Business Practices (6) Select one sequence (2 courses) from the three	CM604	企業研習(一): 科技與服務創新個案研究	Business Case Study (I) : Technology and Service Innovation	3
	CM605	企業研習(二): 科技與服務創新營運規劃	Business Case Study (II) : Business Planning for Technology and Service Innovation	3
	CM606	企業研習(一): 企業 e 化管理個案研究	Business Case Study (I) : e-Business Management	3
	CM607	企業研習(二): e 化服務營運規劃	Business Case Study (II) : Business Planning for e-Service	3
	CM608	企業研習(一): 服務行銷與整合溝通個案研究	Business Case Study (I) : Service Marketing and Integrated Communications	3
	CM609	企業研習(二): 服務行銷與整合溝通營運規劃	Business Case Study (II) : Business Planning for Service Marketing and Integrated Communications	3
Business Practices are divided into three modules and each module include a series of courses of Business Case Study (1) and Business Case Study (2).				
Elective	CM537	網絡分析	Network Analysis	3
	CM610	海外研習	Overseas Study	3
	CM535	行銷研究	Marketing Research	3
	CM513	多變量分析	Multivariate Data Analysis	3
	CM507	服務理論與實務	Service Theory and Practice	3
	CM510	管理資訊系統	Management Information Systems	3
	CM539	消費者行為	Consumer Behavior	3
	CM500	服務創新	Service Innovation	3
	CM584	企業資源規劃	Enterprise Resource Planning	3
	CM540	顧客關係管理	Customer Relationship Management	3
	CM541	專案管理	Project Management	3
	CM542	創業管理	Business Venturing	3
	CM543	產業分析	Industry Analysis	3
	CM544	供應鏈管理	Supply Chain Management	3
	CM546	企業專案實習 I	Corporate Project Internship I	3
	CM547	企業專案實習 II	Corporate Project Internship II	3
	CM622	高科技行銷	Marketing Management in Hi-Tech Industry	3
	CM579	企業 e 化專題	Special Topics in e-Business	3
CM582	創新經營專題	Special Topics in Innovation and Entrepreneurship	3	
Remarks	<p>Course requirements of MBA in Management and Service Science major:</p> <p>1. Course Requirement: MBA required courses : 24 credits; major compulsory courses : 12 credits; Business Practices : 6 credits; Elective courses : 6 credits; other elective courses from MBA 、 MS 、 Ph.D. programs: 3 credits.</p> <p>2. Pre-required courses: (1) Economics, and (2) Statistics. It is necessary to make up these credits If one has not finished these courses before. Students who has taken related courses (at least 3 credits) or chosen the subjects as their graduate entrance examination (scores above one-third) can be exempted from taking the courses.</p>			

Yuan Ze University, College of Management
MBA in Leadership
List of Compulsory and Elective Courses
(Academic Year 2012 Sep. ~)

101.05.10 agreed by Class Curriculum Development Committee
101.06.20 agreed by university Curriculum Development Committee

■ List of Compulsory Courses

Academic Year Semester Subjects	First Academic Year		Second Academic Year	
	1 st	2 nd	1 st	2 nd
Major Compulsory Courses (9)	組織行為研究方法 (Research Methods in Organization Behavior) CM515 (3)	進階統計分析 (Advanced Statistical Analysis) CM583 (3)	海外研修 (Overseas Studies) CM600 (3)	
Semester Credit Subtotal	3	3	3	0

■ List of Elective Courses

Subjects	Course No	Course Title in Chinese	Course Title in English	Credits
Elective	CM512	領導理論與實務	Leadership Theory and Practice	3
	CM513	多變量分析	Multivariate Data Analysis	3
	CM514	才能管理	Talent Management	3
	CM551	華人組織管理	Chinese Organization and Management	3
	CM552	領導才能發展	Leadership Competency Development	3
	CM554	團隊建立與管理	Team Building and Management	3
	CM557	人才生涯發展與管理	Career Development and Management	3
	CM559	海外研修 II	Overseas Studies II	3
	CM548	社交實務	Social Etiquette & Practice	3
	CM560	領導與決策	Leadership and Decision Making	3
	CM549	世界名著選讀	Appreciation of World Classic Literature	3
	CM550	藝文賞析	Art Appreciation	3
	CM562	人力資源測驗與評量	Psychological Testing and HR Assessment	3
	CM563	銷售人力發展與管理	Sales Person Development and Management	3
	CM565	國際人力資源管理	International Human Resource Management	3
	CM585	企業倫理與社會責任	Business Ethics and Community Responsibility	3
	CM651	實驗設計與調查方法	Experiment Design and Survey	3
	CM662	員工關係與薪酬管理	Employment Relations and Reward Management	3
	CM586	企業專案實習	Corporate Project Internship	4
	CM587	組織創新專題研討	Seminar in Organization Innovation	4
CM588	人力資源專題研討	Seminar on Human Resource Management	4	
CM663	組織管理專題研討	Seminar in Organization Management	4	
Remarks	Course requirements of MBA in Leadership: MBA required courses : 24 credits; major compulsory courses : 9 credits; Elective courses : 12 credits; other elective courses from MBA programs: 6 credits. °			

Yuan Ze University, College of Management
MBA in International Business
List of Compulsory and Elective Courses
(Academic Year 2012 Sep. ~)

101.05.10 agreed by Class Curriculum Development Committee
101.06.20 agreed by university Curriculum Development Committee

■ List of Major Compulsory Courses

Academic Year Semester Subjects	First Academic Year		Second Academic Year	
	1 st	2 nd	1 st	2 nd
Major Compulsory Courses (9)	跨國營運管理 (Transnational Management) CM620 (3)	全球企業個案研析 (Case Study of Global Business) CM589 (3)	企業研究方法 (Business Research Method) CM511 (3)	
Semester Credit Subtotal	3	3	3	0

■ List of Elective Courses

Subjects	Course No	Course Title in Chinese	Course Title in English	Credits
Quantitative Methods (3) Select one	CM513	多變量分析	Multivariate Analysis	3
	CM506	計量經濟學	Econometrics	3
Elective	CM590	動態競爭分析	Dynamic Competitive Analysis	3
	CM567	國際化策略	Internationalization Strategy	3
	CM626	策略聯盟	Strategic Alliance	3
	CM629	服務業管理	Service Industry Management	3
	CM591	高科技事業經營	High-Tech Business Management	3
	CM518	國際財務管理	International Financial Management	3
	CM592	全球產業與個案分析	Global Industrial Analysis & Case Study	3
	CM593	全球經營環境分析	The Global Environment of Business	3
	CM594	國際金融理論與實證	International Finance: Theory and Empirics	3
	CM595	全球創新思維	Global Innovation Thinking and Management	3
	CM509	創新與技術管理	Innovation and Technology Management	3
	CM610	海外研習	Overseas Study	3
	CM597	企業實習	Business Practice	3
CM630	國際禮儀	International Etiquette	3	
Remarks	<p>Course requirements of MBA in International Business :</p> <ol style="list-style-type: none"> Course Requirement: MBA required courses : 24 credits; major compulsory courses :9 credits; Quantitative Method (two select one) : 3 credits; Elective courses : 8 credits; other elective courses from MBA programs: 6 credits. MBA in International Business students must meet English language requirement for graduation: TOEFL ITP/CBT/iBT 520/190/68, GMAT 70% or GRE 70%, TOEIC 675, GEPT High-Intermediate Level. For students who cannot reach this level, they are required to submit two English test transcripts and take undergraduate level language courses (3 credits, marks must be over 80). For students coming from English speaking countries of Australia, Canada, New Zealand, UK, and US, or received bachelor degrees from these countries are exempted from taking language tests. 			

Yuan Ze University, College of Management
MBA in Services Marketing
List of Compulsory and Elective Courses
(Academic Year 2012 Sep. ~)

101.05.10 agreed by Class Curriculum Development Committee
101.06.20 agreed by university Curriculum Development Committee

■ **List of Major Compulsory Courses**

Academic Year Semester Subjects	First Academic Year		Second Academic Year	
	1 st	2 nd	1 st	2 nd
Major Compulsory Courses (12)	行銷管理個案研究 I (Marketing Management Case Study I) CM660 (3)	行銷管理個案研究 II (Marketing Management Case Study II) CM661 (3)	企業專案實習 II (Corporate Project Internship II) CM547 (3)	
		企業專案實習 I (Corporate Project Internship I) CM546 (3)		
Semester Credit Subtotal	3	6	3	0

■ **List of Elective Courses**

Subjects		Course No	Course Title in Chinese	Course Title in English	Credits
Marketing Analysis (3) Select one		CM513	多變量分析	Multivariate Data Analysis	3
		CM535	行銷研究	Marketing Research	3
Marketing Practices (3) Select one		CM652	行銷企劃與提案	Marketing Planning and Proposing	3
		CM653	簡報技巧	Presentation Skills	3
Marketing Knowledge (3) Select one		CM539	消費者行為	Consumer Behavior	3
		CM568	行銷傳播管理	Marketing Communication Management	3
		CM569	國際零售業管理	International Retailing Management	3
		CM627	服務創新策略	Innovation Strategy in Services	3
Professionals (6) Select two	Cultural Creativity and Fashion Marketing courses	CM599	文化創意行銷	Cultural Creativity Marketing	3
		CM654	流行行銷	Fashion Marketing	3
		CM655	品牌管理	Brand Management	3
	Leisure and Sports Marketing courses	CM656	休閒行銷	Leisure Marketing	3
		CM657	運動行銷	Sports Marketing	3
		CM658	網路行銷	Internet Marketing	3
Elective	CM610	海外研習	Overseas Study	3	
Remarks	Course requirements of Service Marketing: MBA required courses : 24 credits; major compulsory courses : 12 credits; Marketing Analysis:3 credits; Marketing Practices: 3 credits; Marketing Knowledge: 3 credits; Professionals: 6 credits				

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(Academic Year 2012 Sep. ~)

101.05.10 agreed by Class Curriculum Development Committee
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MBA Required Courses Exemption & Exchanged Subjects Regulations

1. Only the MBA required courses are exempted.
2. The courses, Organization Behavior, Marketing Management, Managerial Finance, and Strategic Management can be exempted if the students in this MBA program have ever taken these courses in college/university before. Courses exempted will not be counted toward graduation credits and the students should take exchange courses.
3. Students' major program committees will review and approve the application for course exemption and exchange.
4. Exempted and exchanged courses are limited to 3 courses (9 credits).
5. The application deadline for exemption and exchange course is August 30.
6. The above regulations are effective after class curriculum development committee approval, and so are the same after correction.