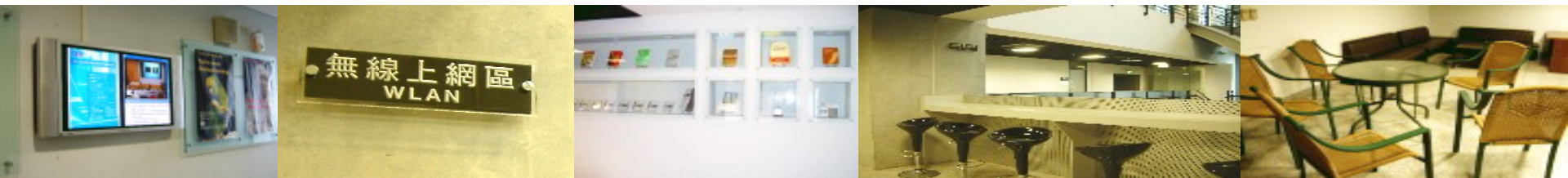


Earn your degree at YZU, Taiwan

International College of Management
(iCoM)

Yuan Ze University

May, 2015



Why YZU, Taiwan?





Fantastic Taiwan!

***Our heart to welcome you is as warm as Formosa
sunshine!!***

Coastline 1140 kilometer

Population 23 million

(Capital, 5 million)

Population density rank #2 in Asia

Motorcycle density rank #2 in Asia

Cellular phone density rank #1 in Asia

Major IC, LCD, IT export country

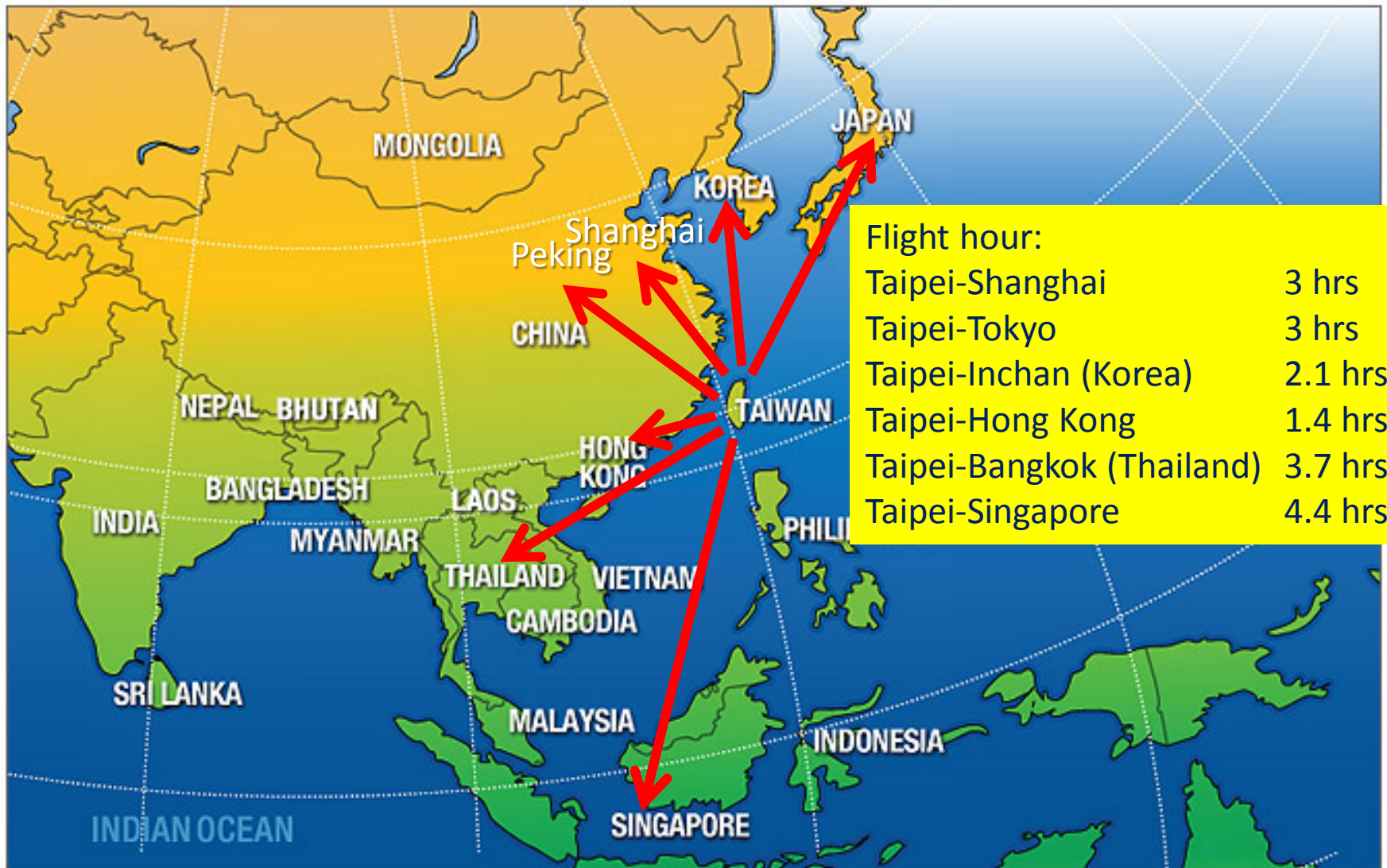
A High-tech manufacturer

Languages

Aboriginal specialty

Why Taiwan?

- Ideal place to learn Chinese language and study Chinese business
- Easy travel to China: 1 hour by air to Xiamen; 3 hours to Shanghai
- Pleasant climate, good food!
- Freedom of academic inquiry and expression
- Compared to China: Cleaner air, less crime, safer consumer products, polite and fair society.
- *Opportunity to work in Taiwan.*



Location: Nearby Taoyuan international airport!!

Taoyuan



Why YZU?

- More than ten years' record of teaching BBA and MBA courses in English
- Courses guaranteed to be taught in English
- Plus Seminar In Multiculturalism; Classes to improve your English and Chinese.
- More than 80 foreign students from 20 countries, 2015
- *Services and clubs-for foreign students. Friendly interaction with native students.*
- Scholarships available
- Diverse degree concentrations
- Internship (in Taiwan and overseas) and overseas study opportunities
- Ranked 71 in Times Higher Education Asia University top 100.
- Many awards for Teaching Excellence
- QS Times Higher Education Ranked Top 400 in the world.
- Earned AACSB and became the 7th approved university.
- The only university earned ISO 50001 globally.



Our funder: Far Eastern Group



石化能
源事业



纺织化
纤事业



水泥建
材事业



百货零
售事业



金融服
务事业



海陆运
输事业



通讯网
络事业



营造建
筑事业



观光旅
馆事业



社会公
益事业

Why YZU iCoM

(international College of Management)

- Internationalization
 - 84 international students from more than 20 countries (2015 Spring)
 - 62 degree students / 22 exchange students
- English Learning Environment
 - CMYZU provides various English-taught courses and programs
- Scholarship / Assistantship
 - CMYZU provides international students various types of economic assistance for international students
- Availability of International Student Internship
 - CMYZU provides international students local internship opportunities and career development counseling.
- Advanced Study Development
 - CMYZU provides students an opportunity for their further study at medium-to-top tier universities in around the world.





Vision & Mission

Vision

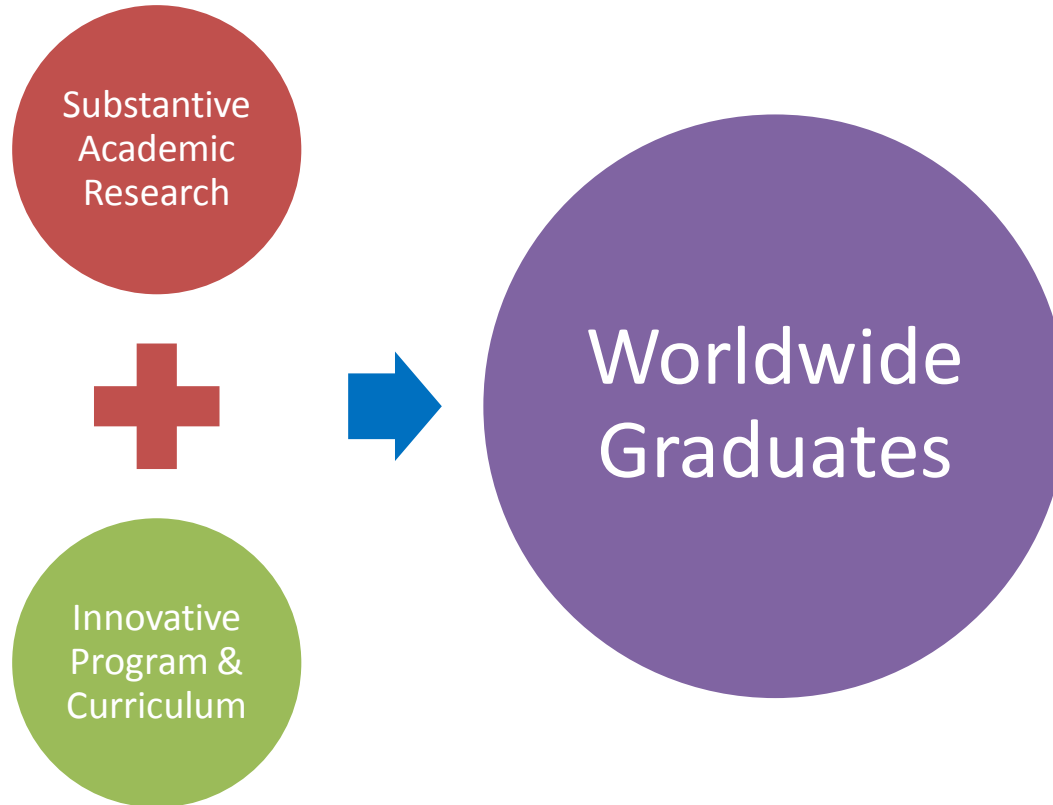
Founded on the motto “*Excellence, Thoroughness, Vision, Harmony, and Innovation*”, CM YZU aims to become one of Asia’s premier business schools, educating future business leaders through innovative curriculum grounded in substantive academic research.

Mission

To contribute to the knowledge and practice of management in the global business environment through the quality of our research, academic programs, and graduates.

Quality system

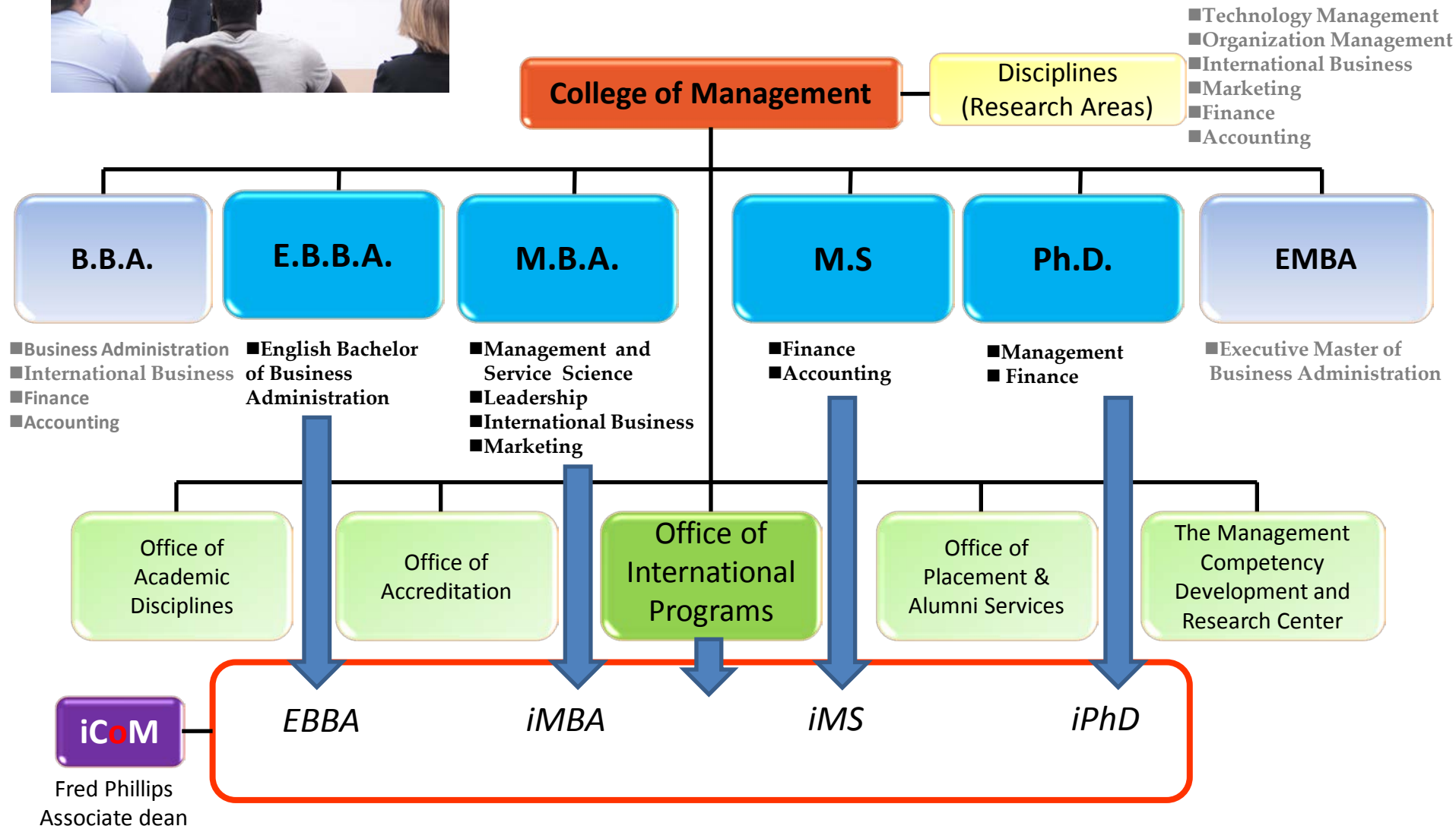
We are AACSB accredited





Organization

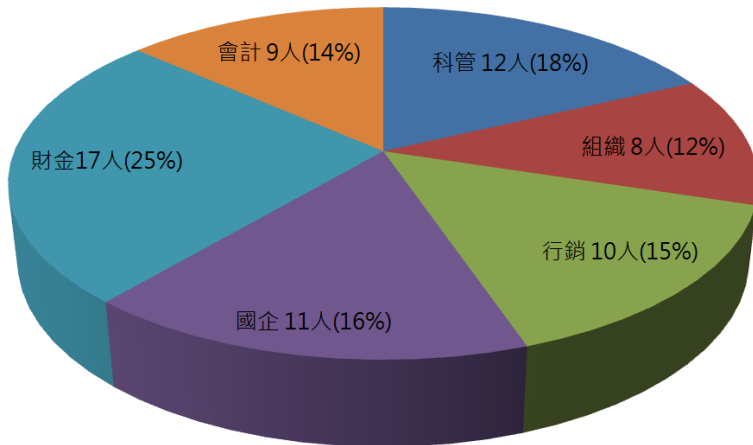
Diversify in many areas



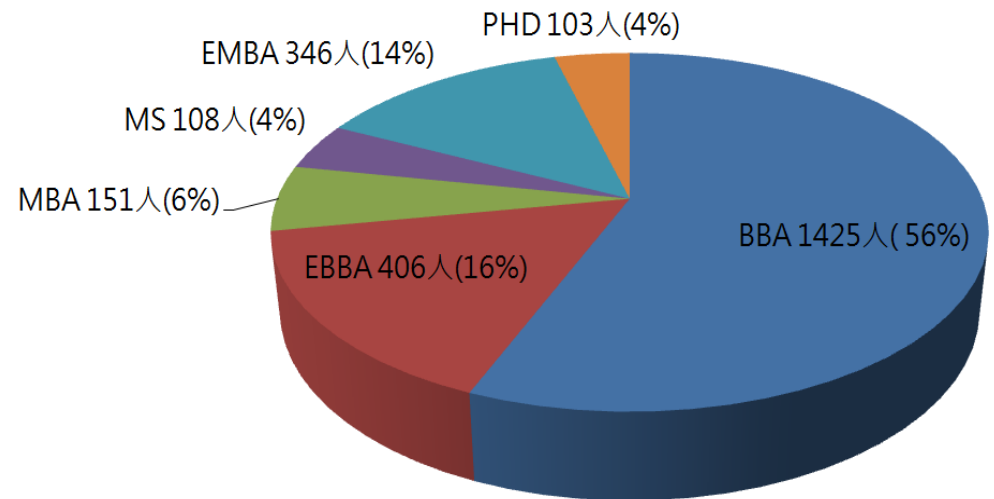
Faculty & Student



Faculty : 66+1



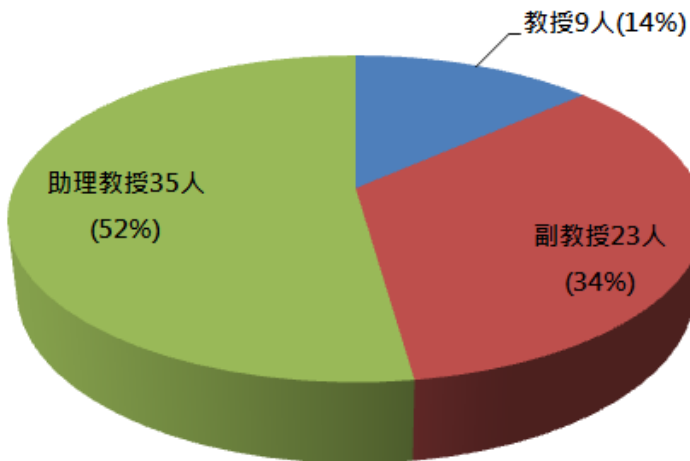
Students : 2563



■ BBA ■ EBBA ■ MBA ■ MS ■ EMBA ■ PhD



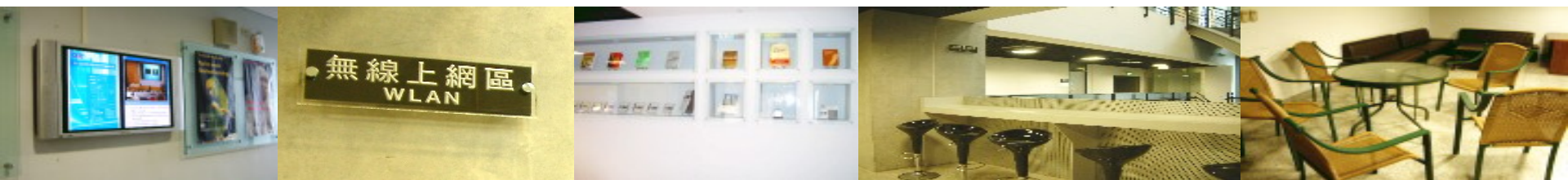
师生比 : 38.83



International networks



Visit <http://www.cm.yzu.edu.tw/> for more information on scholarship opportunities.



Curriculum



EBBA

Curriculum plan

-List of Required Courses (Academic Year 2015 Sep. ~)

Academic Year Semester Subject	First Academic Year		Second Academic Year		Third Academic Year		Fourth Academic Year	
	1 st	2 nd	1 st	2 nd		1 st	2 nd	1 st
(23) University Compulsory	(2) Chinese (I)	(2) Chinese(II)						
	(2) English (I)	(2) English(II)						
		(2) History		(2) Democracy, Ethics and Law				
	English (I) and English(II) are core curricula, total 4 credits for two semesters. English Camp : (Course Name) are camp curricula, total 6 credits for three semesters. Students need to take three different curricula before graduation and obtain the graduation qualification. (2) Fifty Canonized Books 、(2) English Testing 、(1) Service Learning							
	(0) All-Out Defense Education and Researching of Military - International Situations							
	(0) Physical Education	(0) Physical Education	(0) Physical Education	(0) Physical Education				
	Beside taking PE courses for 6 semesters (Years 1 to 3), students must pass both swimming and cardiopulmonary function tests.							
(10) General Education	4 areas for the General Education course: Social Science, Natural Science, Life Science, and Art and Humanity. Students need to take 2 credits from each aspect with a total of 8 credits. For the remaining 2 credits, students cannot choose from the Social Science aspect, students have to select a course amongst Life Science, Natural Science and Art and Humanity.							

EBBA

Curriculum plan

-List of Required Courses (Academic Year 2015 Sep. ~)

Academic Year Semester Subject	First Academic Year		Second Academic Year		Third Academic Year		Fourth Academic Year	
	1 st	2 nd	1 st	2 nd		1 st	2 nd	1 st
(44) College Compulsory	CM101 (3) Calculus (I)	CM102 (3) Calculus (II)	CM201 (3) Statistics (I)	CM202 (3) Statistics (II)				
	CM103 (3) Accounting Principle (I)	CM104 (3) Accounting Principle (II)	CM204 (3) Organization Behavior	CM203 (3) Marketing Management				
	CM105 (3) Economics (I)	CM106 (3) Economics (II)	CM205 (3) Financial Management					
	CM114 (3) Business Ethics and Community Responsibilit y	CM115 (3) Computer Software and Applications						
	CM108(3) Management	CM113 (2) The Commercial Law						

EBBA Curriculum plan

-List of Required Courses (Academic Year 2015 Sep. ~)

Academic Year Semester Subject	First Academic Year		Second Academic Year		Third Academic Year		Fourth Academic Year	
	1 st	2 nd	1 st	2 nd	1 st	2 nd	1 st	2 nd
(19) Concentration compulsory courses			CM206(3) Operations Management	CM211(3) Human Resources Management	CM321(3) International Financial Management	CM401(3) Strategic Management		國際研習 CM461(1) International integrated learning programs
			CM216(3) International Business Management					
	Notes: The course of “Strategic Management” is the capstone course.							
language width (8)			<u>Second foreign language curriculum (8), 8 credits for four semesters, one second foreign language for graduation.</u>					

EBBA

Curriculum plan

Remarks **(Academic Year 2015 Sep. ~)**

- Please refer to Yuan Ze University Common Required Course List for General Education courses information and regulations.
- University compulsory courses (23), General Education courses (10), College compulsory courses (44), concentration compulsory courses (19), language width (8), Program Subject (15) (either Global Business Management or International Finance)
- Students take other Program subject (9) or industrial program subject (12) as their minor should refer to the College of Management's BBA regulations for the list of selective courses.
 - Student's score of any course taking from either major Program subject, minor Program subject, or industrial program subject could not be double-counted.
 - Students taking courses from either major Program subject or minor Program subject will be noted in diploma; Credits earned by taking the courses from industrial program subject will be awarded the certificate.
- Please refer to College of Management's BBA regulations for the list of course prerequisites.
- For foreign students, please refer to General Education Courses Information and Regulations.
- 128 total credits for graduation.

EBBA Curriculum plan

- List of Elective Courses (Academic Year 2015 Sep. ~)

Academic Year Semester Subject		First Academic Year		Second Academic Year		Third Academic Year		Fourth Academic Year	
		上1 st	下2 nd	上1 st	下2 nd	上1 st	下2 nd	上1 st	下2 nd
(15) Concentration Subject	International Finance Concentration				CM223 (3) Corporate Finance	CM325 (3) Financial Statement Analysis	CM327 (3) Derivative Securities		
						CM318 (3) International Finance	CM324 (3) Financial Markets and Institutions		
	Global Business Management Concentration				CM219 (3) Global Industrial Analysis	CM313(3) Global Marketing Management	CM316 (3) Brand Management		
						CM350 (3) Global Logistics Management	CM304(3) Service Marketing and Management		

- List of Elective Courses (Academic Year 2015 Sep. ~)

Academic Year Semester Subject	First Academic Year		Second Academic Year		Third Academic Year		Fourth Academic Year	
	1 st	2 nd	1 st	2 nd	1 st	2 nd	1 st	2 nd
Workplace Competitiveness Selective					CM426(3) Seminar in Multi-culturalism	CM345(3) Seminar in Business Management	CM435(4) Internship (I)	CM436(4) Internship (II)
					CM441 (3) English for Business Professionals & Presentation Skill (3)		CM448(3) Summer internship	
					CM348 (3) Leadership competency development			
					CM229 (3) Business Communication and Social Etiquette			
Distinctive Elective					CM451 (3) Foreign Culture Study	CM340 (3) Overseas Study (I)	CM422 (3) Overseas Study(II)	
						CM376(3) Special topics in business administration	CM460(3) Topics in innovation management	

MBA Program

List of Required Courses (entrance in academic year 104)

Academic Year Semester Subjects	First Academic Year		Second Academic Year	
	1st	2nd	1st	2nd
MBA Required Courses (12)	Organization Behavior CM503 (3)	Managerial Finance CM647 (3)	Strategic Management CM603 (3)	
	Marketing Management CM504 (3)			
Semester Credit Subtotal	6	3	3	0
Remarks	<ol style="list-style-type: none"> Students must successfully pass 12 credits of MBA required courses, 6 credits of thesis, and 24 credits of electives credits for foreign students. Students must take “English for Business Professionals” arranged by the College (not lead to graduation credits). 			

MBA Program

List of Elective Courses 1-1 (entrance in academic year 104)

Subjects	Course No	Course Title	Credits
Elective Courses of Management and Service Science	CM509	Innovation and Technology Management	3
	CM508	Operations Management	3
	CM628	New Product Management	3
	CM511	Business Research Methods	3
	CM507	Service Theory and Practice	3
	CM584	Enterprise Resource Planning	3
	CM540	Customer Relationship Management	3
	CM541	Project Management	3
	CM542	Business Venturing	3
	CM543	Industry Analysis	3
	CM544	Supply Chain Management	3
	CM537	Network Analysis	3
Elective Courses of Leadership	CM565	International Human Resource Management	3
	CM662	Employment Relations and Reward Management	3
	CM585	Business Ethics and Community Responsibility	3

MBA Program

List of Elective Courses 1-2 (entrance in academic year 104)

Subjects	Course No	Course Title	Credits
Elective Courses of International Business	CM620	Transnational Management	3
	CM589	Case Study of Global Business	3
	CM511	Business Research Methods	3
	CM567	Internationalization Strategy	3
	CM591	High-Tech Business Management	3
	CM592	Global Industrial Analysis & Case Study	3
	CM678	Cross-cultural Management	3
	CM680	World Trade Market: Surveys and Analysis	3
	CM509	Innovation and Technology Management	3
	CM506	Econometrics	3
Elective Courses of International Business	CM539	Consumer Behavior	3
	CM568	Marketing Communication Management	3
	CM569	International Retailing Management	3
	CM627	Innovation Strategy in Services	3
	CM535	Marketing Research	3
General Elective	CM610	Overseas Study	3
	CM681	Advanced Research Methods	3

MS Curriculum plan

Required courses

Academic Year Semester Subjects	Finance Program		Accounting Program	
	1 st	2 nd	1 st	2 nd
Required Courses	Econometrics CM506 (3)	Empirical Finance CM524 (3)	Econometrics CM506 (3)	Advanced Auditing CM532 (3)
	Financial Management CM505 (3)	Economic Analysis CM671 (3)	Advanced Managerial Accounting CM529 (3)	
	Investments CM522 (3)	Corporate Finance CM525 (3)	Financial Accounting Theory CM530 (3)	
Semester Credit Subtotal	9	9	9	3

MS Curriculum plan

Elective courses

Subjects	Course No	Course Title in Chinese	Course Title in English	Credits
Elective Courses of Finance	CM520	數量方法	Quantitative Methods	3
	CM631	金融市場與機構	Financial Market and Institution	3
	CM526	衍生性金融商品	Derivative Securities	3
Elective Courses of Accounting	CM531	財務會計與資本市場	Financial Accounting and Capital Markets	3
	CM533	會計研究方法	Empirical Accounting	3

Ph.D. Programs – required courses

(Academic Year 2015 Sep. ~)

Academic year Semester Subject	First academic year		Second academic year	
	1st	2nd	1st	2nd
Basic compulsory (3)	企業研究方法 (Research Methodology for Social Sciences) CM511 (3)			
Other compulsory (6)	個體經濟分析 (CM671 economic Analysis) (3)	組織行為 (Organization Behavior)CM503 (3)		管理專題研討 (Seminar in Management)CM944 (0)
	策略管理 (Strategic Management) CM603 (3)	計量經濟學 (Econometrics) CM506 (3)		
credit	9	6	0	0
Remark	1. PhD students need to complete a minimum of 30 credits in the College of Management and a dissertation. 2. Other compulsory courses : -Management Major: Strategic Management (CM603) and Organization Behavior (CM503) - Finance Major : Microeconomic Analysis (CM521) and Econometrics (CM506) 1. Please refer to study guide for doctoral programs for regulations.			

Ph.D. Programs – elective courses ①

(Academic Year 2015 Sep. ~)

類別/班別	課號	中文課名	英文課名	學分數
Research Analysis Methodology	CM535/ CM681	行銷研究/進階研究方法	Marketing Research/ Advanced Research Methods	3
	CM921	財務研究方法	Empirical Finance	3
	Remark: Marketing Research is compulsory course for management major, Empirical Finance is compulsory course compulsory course for Finance Major			

Ph.D. Programs – elective courses ②

A Management	CM539	消費者行為	Consumer Behavior	3
	CM627	服務創新策略	Innovation Strategy in Services	3
	CM568C/M569 (二選一)	行銷傳播管理/國際零售業管理 (二選一)	Marketing Communication Management/ International Retailing Management(Choose 1 from 2)	3
	CM585	企業倫理與社會責任	Business Ethics and Community Responsibility	3
	CM565	國際人力資源管理	International Human Resource Management	3
	CM560	領導與決策	Leadership and Decision Making	3
	CM620	跨國營運管理	Transnational Management	3
	CM567	國際化策略	Internationalization Strategy	3
	CM589	全球企業個案研析	Case Study of Global Business	3
	CM509	創新與技術管理	Innovation and Technology Management	3
	CM628	新產品管理	New Product Management	3
	CM507	服務理論與實務	Service Theory and Practice	3
	Remark: 1. Choose totally 18 credits from above course. 2. Students should turn in their application to apply the thesis director within the first week of the third semester, and turn in the Ph.D. Foreign Student Course Sign Up Form approved by the thesis director.			

Ph.D. Programs – elective courses ③

B Finance	CM526	衍生性金融商品	Derivative Securities	3
	CM522	投資學	Investments	3
	CM525	公司理財	Corporate Finance	3
	CM926	投資管理專題	Special Topics on Investment Management	0
	CM927	公司理財專題	Special Topics on Corporate Finance	0
	Remark: above courses are doctoral professional courses, students must take all courses.			

PHD Programs – REMARK ①

- 1.** Students should hold an academic speech at least once in the special topics seminars before the doctoral oral defense.

PHD Programs – REMARK ②

2. Ph.D. students need to submit the Qualifying Examination by certain period of time and pass the examinations listed below:

Qualifying Examination		
Group	Timetable	Qualifying Examination Subject
Management	Held at least once per semester (a week before the starting date of the semester)	Research Methodology for Social Sciences (Business Research Methods)
Finance		Empirical Finance, Econometrics, Research Methodology for Social Sciences (Business Research Methods) (choose 1 from 3)
Remarks	<ol style="list-style-type: none"> 1. The passing grade for qualifying examination is 70 (including 70). 2. Students who fail the qualifying examination are required to retake the exam once only regardless of which course. The timetable of the retaken examination will be scheduled upon need. 3. Any withdrawal request of the qualifying examination before exam scheduled dates will be considered as a failure of this qualifying examination. If students can't have exam because of irresistible reasons, students need to withdraw the application one week prior the exam day. If students couldn't withdraw the application one week prior the exam day due to seriously irresistible reasons, students have to withdraw the application within one week after the exam day. After your application was evaluated by the Affair Council, the exam would be counted as fail, but students would only allow applying once. 	

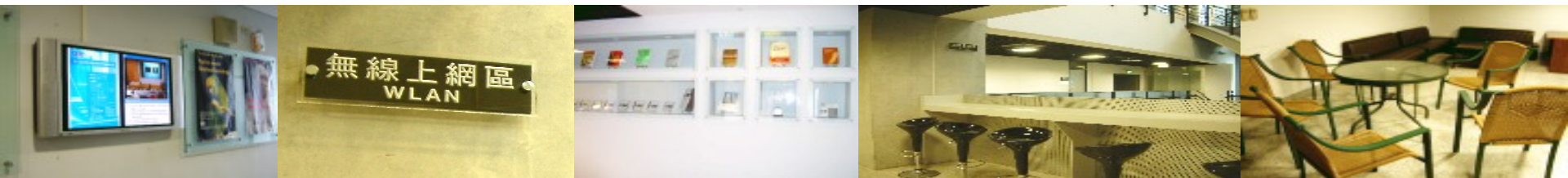
Ph.D. Programs – REMARK ③

3. Articles Published

Ph.D. students must meet published articles requirements to obtain the Ph.D. degree:

All research categories of the published articles should be relevant to the management professional field and the article needs to be audited and get approval from dissertation advisor before submitting for publication. The list of other anonymous peer review journals (and the point students can have), average-class international conference and domestic conference should be reviewed by the coordinator of each group in advance, and approved for reference in the Ph.D. Program Committee meeting.

Types of Publication		Points	Remarks
i. One journal paper (published or accepted)			
	SSCI class journals	8	
	SCI class journals	8	
	TSSCI class journals	6	
	FLI class journals	6	
	Lever II journals defined by each discipline	8	
	Lever III journals defined by each discipline	6	
	Other anonymous peer review journals	3-4	Case-by-case review
ii. One paper published in conference			
	Top class international conference	6	See the lists as below.
	Excellent class international conference	4	
	Average-class international conference	2	Case-by-case review and cannot exceed 2 points in total point
	Domestic conference	2	
iii. One published case study			
	Harvard Business School Publishing	8	
	Ivey Publishing, Richard Ivey School of Business Foundation	8	
	Kung-Hwa Management Cases Collections	2	Cannot exceed 4 points in total point
	Taiwan Management Case Center	2	



Living in YZU, Taiwan



In YZU campus

Students with restricted diets or food allergies can be comfortable in YZU

For most of restaurants:

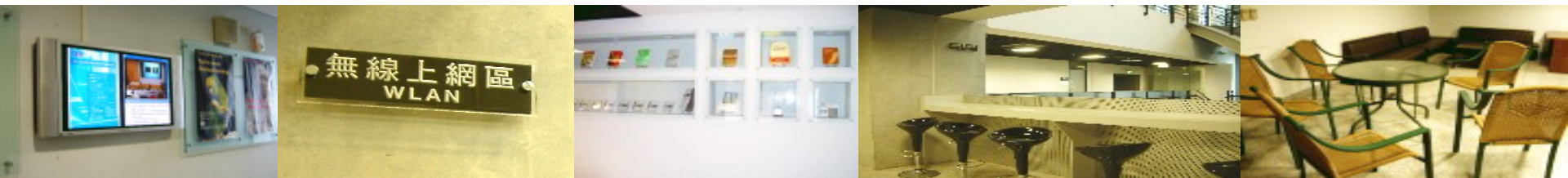
	Information available	N/A
• Is there pork in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Is there meat in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Are there peanuts in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Is there milk in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Are there shellfish in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

In Taiwan

Students with restricted diets or food allergies can be comfortable in Taiwan

For most of restaurants:

	Information available	N/A
• Is there pork in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Is there meat in this dish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Are there peanuts in this dish?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Is there milk in this dish?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Are there shellfish in this dish?	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Looking forward to seeing you @ YZU!!

Admissions:

<http://www.yzu.edu.tw/admin/oia/index.php/content/view/34/452/>

