

**Chung Hua University**  
**Department of Business Administration**  
**MS Curriculum for Class 106**

Required Course (21 credit hours)								
Research Methods (3) 、 Human Resource Management (3) 、 Financial Management (3) 、 Marketing Management (3) 、 Strategic management (3) 、 Special Topics (I) (0) 、 Special Topics (II) (0) 、 Thesis Seminar(I) (3) 、 Thesis Seminar(II) (3)								
Professional Elective Course								
<b>Focus on Marketing</b>	Global Marketing Management	3	Relationship Marketing	3	Special Topics on Advertising Creativity and Strategy	3	Original Marketing	3
	Service Marketing	3	Networking marketing	3	Green Marketing	3	Consumer Behavior	3
	Sales Management System	3	Advanced Marketing Management	3	Services Science	3	Brand Management	3
<b>Focus on Human Resources Management</b>	Topics in Organizational Behavior	3	Special topics on leadership development	3	Special topics of leadership	3	Positive Psychology	3
	Knowledge Management	3	Organization Theory	3				
<b>Focus on Finance</b>	Managerial Economics Analysis	3	Special Topics on Economics of Life and Management	3	Investment Topics	3	Financial Risk Management	3
	Special Topics in Financial statement Analysis	3	Financial Articles Discussion	3	International financial marketing	3	Topics on International Financial Management	3
<b>Focus on Strategic management</b>	Enterprise management	3	Entrepreneurship and New venture Creation	3	Venture Capital and Private Equity Funding	3	Strategies of management	3
	Case Study in Management	3	Business planning and control	3	Special Topics on Industrial Economics and Regional Study	3	Special Topics on Industrial Study and Management	3
	Industry Competitive Strategy Analysis	3	Ant colony Theory	3	The management philosophy of I Ching	3	Topics on Enterprise Management	3
<b>Focus on General Management</b>	Marketing Research Between Taiwan and Mainland	3	Special Topics of Cross-Strait Economic and Trade	3	Managerial Articles Discussion	3	Throughput accounting and management	3
	Special Topics in Electronic Commence	3	Special topics of Supply Chain Management	3	Business Ethics	3		
	Lectures on Industry Development(I)	3	Lectures on Industry Development(II)	3	Lectures on Business Management(I)	3	Lectures on Business Management(II)	3
	Special Topics on Total Quality Management	3	Special Topics on Business Consultation(I)	3	Special Topics on Business Consultation(II)	3	Communication Skills	3
	Business Counseling Internships	3	Special Topics of Innovation	3	Special Topic of ASEAN Countries Economic and Trade	3	ASEAN Countries Economic and Trade Practices	3
	Dynamic systems analysis	3	Techonology English	3				
<b>Analytical methods</b>	Econometrics	3	Multivariate Analysis	3	Business Decision Analysis	3		

**Graduation Requirement : 30 credits**

※Graduate student is required to pass the High-Intermediate Level of General English Proficiency Test (GEPT) or reach the score of 600 or above in TOEIC. Graduate student has to take and pass at least two All-English courses if he or she fails English proficiency test. Before taking these courses, graduate student has to provide the failing evidence in advance.

※**Regulations on Academic Research Ethics**

Graduate student is required to take the specific on-line course on the website of Research Ethics in Education (<http://ethics.nctu.edu.tw>) and receive certificate before applying for thesis oral defense.