

Chung Hua University Department of Business Administration MS Curriculum for Class 109

Passed during executive committee meeting April 6, 2020

Required Course(9credits)

First year		Second year	
First semester	second semester	First semester	second semester
Special Topic 0	Research Methods 3	Thesis seminar 3	Thesis seminar 3
0	3	3	3

Professional Elective Course

Marketing Management	Business management	Focus on Finance	Analytical method	ocus on Transportation logistics industr
Global Marketing Management 3	Human Resource Management 3	Special Topic in Financial statement 3	Business data analysis 3	Transportation Technology and Applications 3
Service Marketing 3	Knowledge management 3	Financial Management 3	Quantitative Analysis and Application 3	Logistics and Supply Chain Management 3
Marketing Management 3	Service Industry Management 3	Special Topics on Economics of Life and Management 3	Business Decision Analysis 3	Special Topics on Inventory Theory 3
Relationship Marketing 3	Enterprise management 3	Financial Articles Discussion 3	Introduction to Big Data Analytics 3	Network Models and Algorithms 3
Networking marketing 3	Case Study in Management 3	Investment Topics 3	Python big data analysis 3	Special Topics on Performance Evaluation and Management 3
International Management Practice 3	Special Topics on Total Quality Management 3	Managerial Articles Discussion 3	Python web crawler topic 3	Special Topics on Transportation Safety 3
Green Marketing 3	Small Business Management 3	Techonology English 3	Python artificial intelligence analysis 3	Traffic Control and Applications 3
Creative Marketing 3	Strategic management 3	Special topic of Supply Chain Management 3		Special Topics on Project Management 3
Brand Management 3	Entrepreneurship and New venture Creation 3	Management of Technological Innovation 3		Traffic Control and Applications 3
	Business planning and control 3	Internaitonal Economics and Trade Practice 3		Logistics System Simulation 3
	Nonprofit Corporation Management 3	Throughput accounting and management 3		Railway System Innovation 3
	Global management practices 3	Special Topics in Electronic Commence 3		Rail Transportation System 3
	Venture Capital and Private Equity Funding 3	Special Topics on Business Management 3		Virtual Reality 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 thesis course on the website of Research Ethics in Education (<http://ethics.nctu.edu.tw>) and pass the exam and get a certificate. Moreover, master's thesis topics needed to be referred for examination in advance, and after the advisor and the dean of the department approved before applying for oral examination.

※Thesis seminar counted at most 6 credits .

※The above courses, subject to the courses actually opened during the semester.