

Chung Hua University Department of Business Administration MS Curriculum for Class 108

Required Course(9credit hours)

First year		Second year	
Research Methods	Special Topic	Thesis seminar(I)	Thesis Seminar(II)
3		6	

Professional Elective Course

Focus on Marketing		Focus on Human Resources Management		Focus on Finance		Focus on Business strategy		Focus on Management		Analytical method	
Global Marketing Management	3	Topics in Organizational Behavior	3	Managerial Economics Analysis	3	Enterprise management	3	Marketing Research Between Taiwan and Mainland	3	Business data analysis	3
Service Marketing	3	Knowledge management	3	Special Topic in Financial statement Analysis	3	Case Study in Management	3	Special Topics in Electronic Commerce	3	Quantitative Analysis and Applica	3
Sales Management System	3	Leadership training	3	Financial Management	3	Industry Competitive Strategy Analysis	3	Lectures on Industry Development(II)	3	Business Decision Analysis	3
Marketing Management	3	special topic on leadership developr	3	Special Topics on Economics of Life and Managem	3	Small Business Management	3	Special Topics on Business Consultation(I)	3	Introduction to Big Data Analytics	3
Relationship Marketing	3	Organization Theory	3	Financial Articles Discussion	3	Strategic management	3	Special Topic of ASEAN Countries Economic and T	3		
Networking marketing	3	Human Resource Management	3	Investment Topics	3	Entrepreneurship and New venture Creation	3	Special Topic of Cross-Strait Economic and Trade	3		
Advanced Marketing Management	3	Specical topic of leadership	3	International financial marketing	3	Business planning and control	3	Special topic of Supply Chain Management	3		
International Management Practice	3	Business Model Innovation	3	Financial Risk Management	3	The management philosophy of I Ching	3	Lectures on Business Management (I)	3		
Special Topic on Advertising Creativity and Strat	3	Positive Psychology	3	Topic on International Financial Management	3	Nonprofit Corporation Management	3	Special Topics on Business Consultation(II)	3		
Green Marketing	3	Service Management Topics	3			Global management practices	3	ASEAN Countries Economic and Trade Practices	3		
Services Science	3					Venture Capital and Private Equity Funding	3	Managerial Articles Discussion	3		
Original Marketing	3					Special Topics on Industrial Economics and Regional S	3	Business Ethics Studies	3		
Consumer behavior analysis	3					Service Industry Management	3	Lectures on Business Management(II)	3		
Brand Management	3					Special Topics on Business Management	3	Communication Skills	3		
						Strategies of management	3	Techonology English	3		
						Special Topics on Industrial Study and Management	3	Throughput accounting and management	3		
						Management of Technological Innovation	3	Lectures on Industry Development(I)	3		
						Internaitonal Economics and Trade Practice	3	Special Topics on Total Quality Management	3		
						Business process Reengineering	3	Special Topics on Innovation	3		
								System Dynamics	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.