

Chung Hua University Department of Business Administration (Business Management Program) MS Curriculum for Class 111

Required Courses(9 credit)

First year			Second year			
First semester		Second semester	First semester		Second semester	
Research Methods	3		Thesis Seminar	3	Thesis Seminar	3
Special Topic	0					
	3			3		3

Required Elective Courses(3 credit)

	Lectures on Industry Development	3		
		3		

Professional Elective Course(21 credit)

Marketing Management		Business management			Focus on Finance		分析方法		運輸物流產業領域		
Global Marketing Management	3	Human Resource Management	3	Special Topic of ASEAN Countries	3	Special Topic in Financial statement Analy:	3	Business data analysis	3	Transportation Technology and	3
Service Marketing	3	Knowledge management	3	ASEAN Countries Economic and	3	Financial Management	3	Quantitative Analysis and	3	Logistics and Supply Chain	3
Marketing Management	3	Service Industry Management	3	Managerial Articles Discussion	3	Special Topics on Economics of	3	Business Decision Analysis	3	Special Topics on Inventory Theo	3
Relationship Marketing	3	Enterprise management	3	Marketing Research Between	3	Financial Articles Discussion	3	Introduction to Big Data Analytics	3	Network Models and Algorithms	3
Networking marketing	3	Case Study in Management	3	Special Topic of Cross-Strait	3	Investment Topics	3	Python big data analysis	3	Special Topics on Performance	3
International Management Practic	3	Special Topics on Total Quality	3	Managerial Articles Discussion	3			Python web crawler topic	3	Special Topics on Transportation	3
Green Marketing	3	Small Business Management	3	Techonology English	3			Python artificial intelligence	3	Traffic Control and Applications	3
Creative Marketing	3	Strategic management	3	Special topic of Supply	3					Special Topics on Project	3
Brand Management	3	Entrepreneurship and New venture	3	Management of Technological	3					Traffic Control and Applications	3
		Business planning and control	3	Internaitonal Economics and Trade	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 Elocronic Commence	3					Rail Transportation System	3
		Venture Capital and Private Equity	3	Special Topics on Business Management	3					Virtual Reality	3

Graduation Requirement : 30 credits

※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.