

Chung Hua University Department of Business Administration MS Curriculum for Class 114

Revised at the 2st Business Administration Curriculum Meeting of academic year 113 2nd semester, on May 13, 2025

Approved at the 2nd College Curriculum Meeting of academic year 113 2nd semester, on May 26, 2025

Approved at the 2nd temporary University Curriculum Meeting of academic year 113, on June 11, 2025

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	

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 Analysis	3	Business data analysis	3
Service Marketing	3	Knowledge management	3	ASEAN Countries Economic and	3	Financial Management	3	Quantitative Analysis and	3
Marketing Management	3	Service Industry Management	3	Managerial Articles Discussion	3	Special Topics on Economics of	3	Business Decision Analysis	3
Relationship Marketing	3	Enterprise management	3	Marketing Research Between	3	Financial Articles Discussion	3	Introduction to Big Data Analytics	3
Networking marketing	3	Case Study in Management	3	Special Topic of Cross-Strait	3	Investment Topics	3	Python big data analysis	3
International Management Practice	3	Special Topics on Total Quality	3	Managerial Articles Discussion	3			Python web crawler topic	3
Green Marketing	3	Small Business Management	3	Technology English	3			Python artificial intelligence	3
Creative Marketing	3	Strategic management	3	Special topic of Supply	3			Traffic Control and Applications	3
Brand Management	3	Entrepreneurship and New venture	3	Management of Technological	3			Special Topics on Project	3
Advertising Creativity and Strategy	3	Business planning and control	3	Internaitonal Economics and Trade	3			Traffic Control and Applications	3
		Nonprofit Corporation Management	3	Throughput accounting and management	3			Logistics System Simulation	3
		Global management practices	3	Special Topics in Electronic Commerce	3			Railway System Innovation	3
		Venture Capital and Private Equity	3	Special Topics on Business Management	3			Rail Transportation System	3
								Virtual Reality	3

Graduation Requirement : 30 credits

1.If a course has been passed previously, the grade will be recorded on the transcript and included in the calculation of the semester and graduation average. However, the course credits will only be counted once for graduation.

2.Second-year must choose a thesis seminar and engage in research in order to graduate. (Students on extended study must choose this course every year.)

3.Before applying for the thesis oral Presentation, students must complete an online course on the "Taiwan Academic Ethics Education Resource Center" website (<https://ethics.moe.edu.tw/>) and pass the test to obtain a certificate. They must also submit the Master's thesis research proposal evaluation form. The proposal will be reviewed and approved by the committee, and the application for the defense can be made one month later.

4.Before applying for the degree examination, the initial draft of the thesis must be checked using the thesis matching system provided by the school's Library and Information Center (the overall similarity must be <25%). Only then can the degree examination take place (the thesis matching information should be provided to the thesis examination committee during the degree examination). If revisions are deemed necessary by the examination committee, the thesis should be revised and checked again for similarity (the overall similarity must be <25%) and confirmed by the advisor.

5.A maximum of six credits will be recognized for "Thesis Seminar."

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