

Fu Jen imMBA

Course Introduction

Course Name	Course Objectives	Credits
Strategic Management: A Global Viewpoint 策略管理:全球觀點-英 G0N-60-22118	The objectives of this course are: 1. To build up a critical thinking ability for strategic analysis under dynamic environment. 2. To get familiar with the principles, theories of global strategic management from the top management teams' perspectives. 3. To explore insights of strategic decisions for directing and coordinating worldwide organization and operational actions.	(3,0)
International Business Management 國際企業管理-英 G0N-60-19710	1. To learn the structure and the essence of the strategic, organizational, and operational challenges confronting executives of MNCs. 2. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates. 3. To develop global strategies and manage across borders.	(3,0)
Supply Chain and Operations Management: A Global Viewpoint 供應鏈與作業管理:全球觀點-英 G0N-60-22115	This course focuses on effective supply chain strategies for companies that operate globally, with an emphasis on how to plan and integrate supply chain components into a coordinated system. Students are exposed to concepts and models important in supply chain planning with emphasis on key trade-offs and phenomena. The course introduces and utilizes key tactics such as risk pooling and inventory placement, integrated planning and collaboration, and information sharing. Lectures, case discussions introduce various models and methods for supply chain analysis and optimization.	(3,0)
Innovation and Product Management 創新與產品管理-英 G0N-60-22120	The objective of this course is to provide a framework of innovation and product management. This course elaborates how a firm can stay competitive by means of adequate innovation and product development, coupled with the up-to-date and accessible discussion of cases in this area, as well as a wealth of examples and illustrations.	(3,0)
Business Ethics 企業倫理-英 G0N-60-19065	To appreciate the essences of business ethics through five main facets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.	(2,0)

<p>Applied Professional Research (I)(II) 專業實務研究(一)(二)-英</p> <p>G0N-62-23279 G0N-62-23280 In conjunction with THESIS G0N-62-00041</p>	<ol style="list-style-type: none"> 1. To provide opportunities for students to integrate their knowledge with a wide variety of industries and settings. 2. To sharpen students capabilities of critical thinking and reasoning. 3. Students will learn how to formulate questions and find solutions. 	(3,3)
<p>Marketing Management: International Perspectives 行銷管理:國際視野-英</p> <p>G0N-60-22117</p>	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments. 2. To understand the process of forming and implementing global marketing strategies. 3. To learn the balance between global and local marketing activities. 	(0,3)
<p>Organization Design and Management: A Global Viewpoint 組織設計與管理:全球觀點-英</p> <p>G0N-60-22114</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Learn an approach to design and manage organization that comply with the firm's strategies. 2. Learn how firms tackle various challenges in the global business environment through organization design and management. 	(0,3)
<p>Human Resources and Knowledge Management: International Perspectives 人力資源與知識管理-英</p> <p>G0N-60-22119</p>	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To develop systematic understanding of human resources and knowledge management. 2. To enhance the capability to integrate theories and practices in the global working environment. 3. To provide practical cases for a better understanding of international human resource and knowledge management, including planning, recruiting, selecting, training, performance evaluation, salary system, intellectual capital, human capital and employee-company relations. 	(0,3)
<p>Financial Management: International Perspectives 財務管理:國際視野-英</p> <p>G0N-60-22116</p>	<ol style="list-style-type: none"> 1. To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. 2. To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms. 3. To explore issues of multiple currencies, volatility in exchange rate and inflation rate, multiple money markets, governmental exchange control, segmented capital market, political risk, international diversification, arbitrage potential, and international finance with a lower cost. 	(0,3)
<p>Research Methodology 研究方法-英</p> <p>G0N-62-21473</p>	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To provide students with the tools and skills required to undertake research; 2. To identify the types of methods best suited for investigating different types of problems and research questions; 3. To develop research questions based on and build upon a 	(2,0)

	<p>critical appraisal of existing research or field observations;</p> <ol style="list-style-type: none"> To design a research proposal; and To initiate preparations for embarking on a new research project. 	
<p>Leadership of New Business Development 新事業發展之領導統御-英 G0N-60-23281</p>	<p>The objective of this course is to expose students to the multiple aspects of developing a new business, along with providing them an understanding of the requirements to become a business leader. Students are expected to learn both the principles of business development and the skills of applying these principles to handle situated business problems as a leader. Special emphasis is given to understanding the leader's mental model and the way of strategic thinking, especially the difficulty of making business decision and meeting with customer's satisfaction when the product or service is new to market.</p>	(3,0)
<p>Business Communication 商業溝通-英 G0N-60-20298</p>	<p>The students will be able to:</p> <ol style="list-style-type: none"> successfully deliver written and oral communication in English in international situations; become adaptable to changes through being aware of cultural differences in people and being flexible in dealing with people from other parts of the globe; develop the art of making introductions, conversing at ease in business situations, making meeting worthwhile, and understanding the steps in negotiating; and develop skills needed for making effective oral presentation in English, including appropriate use of PowerPoint software. 	(2,0)
<p>Decision Analysis and Management 決策分析與管理-英 G0N-60-22121</p>	<p>This course aims to introduce the fundamental concepts of decision analysis for management judgment. It provides students with systematic and objective approaches such as Simple Multi-attribute Rating Technique (SMART), Analytic Hierarchy Process (AHP), and Decision Tree (DT) in order to make decisions under uncertainty. Imparting such knowledge via detailed instruction and in-class exercises to ensure that students can further understand the implications and intricate effects of decision analysis on aspects of business-related activities.</p>	(2,0)
<p>Brand Management 品牌管理-英 G0N-60-30205 *co-offered course</p>	<p>To learn brand building process and related matters of brand management and maintenance</p>	(3,0)
<p>Emerging Market Management 新興市場論壇-英 G0N-60-22122</p>	<ol style="list-style-type: none"> To discuss the core issues, themes and perspectives in emerging markets and learn the skill and knowledge to analyze the emerging markets. To explore cross-culture managerial issues and compare the differences of environment between developed countries and emerging markets. 	(0,2)

<p>Cross-Cultural Management 跨文化管理-英</p> <p>G0N-60-22123</p>	<p>The course participants will be able to:</p> <ol style="list-style-type: none"> 1. Familiarize with the theory of intercultural management. 2. Be sensitive to intercultural communication. 3. Analyze the relevance of cultural and inter-cultural issues in management, marketing, human resources as well as finance. 4. Enhance intercultural competence. 	<p>(0,2)</p>
<p>Business Elite Mentor 企業菁英導師-英</p> <p>G0N-60-22124</p>	<ol style="list-style-type: none"> 1. In this course, we invite senior executives with over 15 years work experience to serve as “business elite mentors”, who will interact with students to coach them outside the classroom. 2. This mentoring program aims to provide opportunities for selected students to learn from the mentors via close interactions with them, and thus to enhance students’ competitive advantages for their career. 	<p>(0,2)</p>
<p>Internship 產業實習-英</p> <p>G0N-60-23282</p>	<ol style="list-style-type: none"> 1. To provide students the opportunities of on-the-job training, acquainting them with an understanding of how the real world of business operates; 2. To equip students with practical working skills and knowledge; 3. To cultivate appropriate working attitude for students; and 4. To prepare students for future career planning. 	<p>(0,2)</p>
<p>Overseas Field Trip 國際專業參訪-英</p> <p>G0N-60-23396</p> <p>*Extra travel expenses needed</p>	<ol style="list-style-type: none"> 1. To provide chances to get insights about international business operations through invited guest speakers, taking courses overseas, visiting renowned multinational corporations. 2. To broaden international viewpoints via the versatile course contents. 	<p>(0,2)</p>
<p>International Financial Regulations 國際金融法規-英</p> <p>G0N-60or 62-19067</p> <p>*co-offered course</p>	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To provide the basic knowledge of U.S Financial Law; 2. To improve English skills. 	<p>(0,3)</p>
<p>Electronic Commerce 電子商務-英</p> <p>G0N-60-17559</p> <p>*co-offered course</p>	<p>The objective of this course is to provide students with strong conceptual foundations of e-commerce from the perspectives of business concerns, internet technology, and social and legal context of e-commerce. Topics may include e-commerce business models, internet technology and e-commerce Web sites, e-commerce marketing and advertising, security and payment, legal and ethical issues, customer relationship management and emerging technologies such as social media. Students can gain a strong e-commerce knowledge set and techniques via in-depth case studies, most current readings and experiences, most current and future technology exploration and the development of a project.</p>	<p>(0,3)</p>

<p>Globalization and Entrepreneurship 全球化與創業精神-英</p> <p>GON-60 or 61-30896 *co-offered course</p>	<p>The objective of this course is to provide students the concepts of globalization trend and the knowledge of business entrepreneurship that is the motive engine of producing driving power for business growth. The course provides the knowledge of the linkage and mutual impact between globalization and entrepreneurship. In addition to the above, the course is designed to provide the roundtable discussions for enhancing students' abilities to implement thinking, sharing and debating the relevant issues in global business development and international financial environment. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> 1. Realize the concepts of business entrepreneurship and globalization trend. 2. Understand the meanings and procedure of strategic innovations and how to start up a new business. 3. Understand the characteristics and evolution of world business development stages and industrial competitive structure for an entrepreneur. 4. Learn the management skill and management thinking for an entrepreneur in administering the innovative business in an effective manner. 	<p>(0,3)</p>
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