

## Fu Jen imMBA Course Introduction

Course Name	Course Objectives	Credits
International Business Management 國際企業管理-英  Absolutely required 19710	<ol style="list-style-type: none"> <li>1. To learn the structure and the essence of the strategic, organizational, and operational challenges confronting executives of MNCs</li> <li>2. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates</li> <li>3. To develop global strategies and manage across borders</li> </ol>	(3,0)
Business Ethics 企業倫理-英  Absolutely required 19065	To appreciate the essences of business ethics through five main faucets: 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)
Strategic Management: A Global Viewpoint 策略管理:全球觀點-英  5 out of 7 22118	The objectives of this course are: <ol style="list-style-type: none"> <li>1. To build up a critical thinking ability for strategic analysis under dynamic environment</li> <li>2. To get familiar with the principles, theories of global strategic management from the top management teams' perspectives</li> <li>3. To explore insights of strategic decisions for directing and coordinating worldwide organization and operational actions</li> </ol>	(3,0)
Human Resources and Knowledge Management: International Perspectives 人力資源與知識管理-英  5 out of 7 22119	The objectives of this course are <ol style="list-style-type: none"> <li>1. To develop systematic understanding of human resources and knowledge management</li> <li>2. To enhance the capability to integrate theories and practices in the global working environment</li> <li>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</li> </ol>	(3,0)
Innovation and Product Management 創新與產品管理-英  5 out of 7 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)

<p>Marketing Management: International Perspectives 行銷管理:國際視野-英</p> <p>5 out of 7 22117</p>	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments</li> <li>2. To understand the process of forming and implementing global marketing strategies</li> <li>3. To learn the balance between global and local marketing activities</li> </ol>	<p>(0,3)</p>
<p>Organization Design and Management: A Global Viewpoint 組織設計與管理:全球觀點-英</p> <p>5 out of 7 22114</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>1. Learn an approach to design and manage organization that comply with the firm's strategies</li> <li>2. Learn how firms tackle various challenges in the global business environment through organization design and management</li> </ol>	<p>(0,3)</p>
<p>Supply Chain and Operations Management: A Global Viewpoint 供應鏈與作業管理:全球觀點-英</p> <p>5 out of 7 22115</p>	<p>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.</p>	<p>(0,3)</p>
<p>Financial Management: International Perspectives 財務管理:國際視野-英</p> <p>5 out of 7 22116</p>	<ol style="list-style-type: none"> <li>1. To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed</li> <li>2. To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms</li> <li>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</li> </ol>	<p>(0,3)</p>
<p>Business Communication 商業溝通-英</p> <p>20298</p>	<p>The students will be able to:</p> <ol style="list-style-type: none"> <li>1. successfully deliver written and oral communication in English in international situations</li> <li>2. 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</li> <li>3. develop the art of making introductions, conversing at ease in business situations, making meeting worthwhile, and understanding the steps in negotiating; and</li> <li>4. develop skills needed for making effective oral presentation in English, including appropriate use of PowerPoint software</li> </ol>	<p>(2,0)</p>

<p>Leadership of New Business Development 新事業發展之領導統御-英</p> <p>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>	<p>(3,0)</p>
<p>Research Methodology 研究方法-英</p> <p>62-21473</p>	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. To provide students with the tools and skills required to undertake research</li> <li>2. To identify the types of methods best suited for investigating different types of problems and research questions</li> <li>3. To develop research questions based on and build upon a critical appraisal of existing research or field observations</li> <li>4. To design a research proposal and</li> <li>5. To initiate preparations for embarking on a new research project</li> </ol>	<p>(3,0)</p>
<p>International Business Negotiation 國際商務談判-英</p> <p>31310</p>	<p>This course is designed to help the students understand the fundamental issues of negotiation and international negotiations. The students will learn the knowledge and skills of negotiation through the practices of current issue-centered international negotiations in terms of group analyses, discussions, presentations, and simulations in various social interactions and contexts in the international arena nowadays. Upon successful completion of the course, students will learn how to:</p> <ol style="list-style-type: none"> <li>1. Prepare for negotiations</li> <li>2. Build the relationship</li> <li>3. Elicit information effectively</li> <li>4. Hold your ground when you need to</li> <li>5. Deal with the tough guys</li> <li>6. Make the best with your chips</li> <li>7. Negotiate with flair</li> <li>8. Close the deal</li> </ol>	<p>(3,0)</p>
<p>International Management Strategy 國際經營策略-英</p> <p>31311</p>	<ol style="list-style-type: none"> <li>1. The objective of the course covers the topics related to international management environment, international strategy and the characteristics of the emerging markets.</li> <li>2. To discuss the core issues, themes, and perspectives in emerging markets and learn how to analyze the markets.</li> <li>3. To explore cross-culture managerial issues and compare the differences in managerial issues between developed countries and emerging markets.</li> </ol>	<p>(0,3)</p>

<p>Cross-Cultural Management 跨文化管理-英</p> <p>22123</p>	<p>The course participants will be able to:</p> <ol style="list-style-type: none"> <li>1. Familiarize with the theory of intercultural management.</li> <li>2. Be sensitive to intercultural communication.</li> <li>3. Analyze the relevance of cultural and inter-cultural issues in management, marketing, human resources as well as finance.</li> <li>4. Enhance intercultural competence.</li> </ol>	<p>(0,2)</p>
<p>Global Green Energy and Business Environment 全球綠能與經營環境-英</p> <p>31312</p>	<p>The objective of this course is to cover various topics related to international green energy industry and management including globalization, environment management issue, international business strategy.</p> <p>In this course, we also invite senior executives with over 10 years work experience to share their working experiences, who will interact with students to coach them outside the classroom.</p> <p>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>	<p>(0,2)</p>

#### List of co-offered courses

<p>Business and Management Practice in Asia Pacific Region 亞太區域經營管理實務-英</p>	<p>The subject is designed to provide students with the conceptual tools to understand:</p> <ol style="list-style-type: none"> <li>1. The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific region</li> <li>2. The business activities and innovation systems across the economies in the Asia Pacific region, including Japan, Korea, China and ASEAN countries</li> <li>3. Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region</li> <li>4. The policy context of competitive advantage, dynamic learning and innovation in Asian businesses; the role of networks, market and non-market institutions</li> </ol>	<p>(3,0)</p>
<p>Brand management 品牌管理-英</p>	<p>Learning brand building process and related matters of brand management and maintenance.</p>	<p>(3,0)</p>
<p>Internet Marketing 網路行銷-英</p>	<p>The main objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. to investigate related knowledge and techniques of internet marketing;</li> <li>2. to cultivate the ability of conducting internet marketing project (i.e., Google Adwords / Analytics; SEO); and</li> <li>3. to articulate plans and strategies for internet marketing (i.e., Facebook; Micro Movie).</li> </ol>	<p>(3,0)</p>

<p>Introduction to Information System 資訊管理導論-英</p>	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. To understand the essentials of information-related capabilities and its role and influence in business and management.</li> <li>2. To study the five guides of Information System: IT in the organization, the Web revolution, organization applications, managerial and Decision Support Systems, and the implementing and managing of IT.</li> </ol>	<p>(0,3)</p>
<p>Family Business Management 家族企業管理-英</p>	<p>The course investigates the unique characteristics that allow family businesses to create inimitable competitive advantages that result in their outperformance of non-family businesses. The subject is designed to provide students to:</p> <ol style="list-style-type: none"> <li>1. Understand the qualities which typify family businesses</li> <li>2. Appreciate family businesses' unique capacities and potential for superior returns</li> <li>3. Understand developmental needs of family members at various stages of the businesses</li> <li>4. Develop the management and communication skills to build trust and understanding</li> <li>5. Identify and cope with foreseeable obstacles of family business internationalization</li> </ol>	<p>(0,3)</p>
<p>Globalization and Entrepreneurship 全球化與創業精神-英</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"> <li>1. Realize the concepts of business entrepreneurship and globalization trend</li> <li>2. Understand the meanings and procedure of strategic innovations and how to start up a new business</li> <li>3. Understand the characteristics and evolution of world business development stages and industrial competitive structure for an entrepreneur</li> <li>4. Learn the management skill and management thinking for an entrepreneur in administering the innovative business in an effective manner</li> </ol>	<p>(0,3)</p>
<p>International Financial Regulations 國際金融法規-英</p>	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. To provide the basic knowledge of U.S Financial Law</li> <li>2. To improve English skills</li> </ol>	<p>(0,3)</p>

<p>Fashion Business Management 時尚產業管理-英</p>	<p>The fashion industry is dynamic with its developments as reflected on the social, economic, and cultural changes. From both local and global contexts, this course introduces concepts and management principles with a fashion business focus. Coupled with case studies and discussions, students will gain a comprehensive understanding of fashion business management. Such understandings include concepts such as fashion history, aesthetics, marketing strategies, social media, visual merchandising, luxury goods, fast fashion and corporate social responsibility that involve ethical practices and sustainability.</p>	<p>(0,3)</p>
<p>Electronic Commerce 電子商務-英</p>	<p>Electronic Commerce evolved into Smart Store in the Mobile First Age. Smart store incorporates the newest technology in retail business. With A.I. (Artificial Intelligence), robot attendant in offline store and drone to deliver orders to customers at any location for online store.</p> <p>As for logistics, not to mention visual position system to track any item on the shelf and to sync inventory back to the warehouse.</p> <p>On the customer side, store visitors analyzed by facial recognition and user behavior with big data built-in to satisfy all the needs and wants.</p>	<p>(0,3)</p>

Graduation credits: 42, including thesis 6 credits.