

Fu Jen imMBA Course Structure

(Draft, would be effective from fall 2021)

一、Core Courses (23 credits)	
1. Mandatory	Business Ethics (2,0)
	International Business Management (3,0)
2. Optionally Required (choose 4 out of 6)	Financial Management: International Perspectives (3,0)
	Organization Design and Management: A Global Viewpoint (3,0)
	Marketing Management: International Perspectives (0,3)
	Supply Chain and Operations Management: A Global Viewpoint (0,3)
	Human Resources and Knowledge Management: International Perspectives (0,3)
	Strategic Management: A Global Viewpoint (0,3)
3. Master Thesis	6 Credits
二、Modules	
1. International Marketing Management	Internet marketing (3,0)
	Global Brand Management (3,0)
	International Business Negotiation (3,0)
	Business and Management Practice in Asia Pacific Region (3,0)
	Marketing Research(0,3)
	Customer Relationship Management and Service Marketing (0,3)
	International Consumer Behavior (0,3)
2. Business Analytics and Digital Innovation	Decision Analysis and Management (3,0)
	E-Commerce (3,0)
	Service Design (3,0)
	Research Methodology (3,0)
	Innovation and Product Management (0,3)
	Business Analytics (0,3)
三、Others	
	Corporate Government (1,0)
	Global Green Energy and Business Environment (0,2)

Graduation credits 42, including thesis 6 credits.