

## 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)
Financial Management: International Perspectives 財務管理:國際視野-英  4 out of 6, effective from fall 2021  22116	<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>	(3,0)
Organization Design and Management: A Global Viewpoint 組織設計與管理:全球觀 點-英  4 out of 6, effective from fall 2021  22114	Students will be able to: <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>	(3,0)
Marketing Management: International Perspectives 行銷管理:國際視野-英  4 out of 6, effective from fall 2021  22117	The objectives of this course are <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>	(0,3)

<p>Supply Chain and Operations Management: A Global Viewpoint          供應鏈與作業管理:全球觀點-英</p> <p>4 out of 6, effective from fall 2021</p> <p>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>	(0,3)
<p>Strategic Management: A Global Viewpoint          策略管理:全球觀點-英</p> <p>4 out of 6, effective from fall 2021</p> <p>22118</p>	<p>The objectives of this course are:</p> <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>	(0,3)
<p>Human Resources and Knowledge Management: International Perspectives          人力資源與知識管理:國際視野-英</p> <p>4 out of 6, effective from fall 2021</p> <p>22119</p>	<p>The objectives of this course are</p> <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>	(0,3)
<b>Module 1: International Marketing Management</b>		
<p>Internet marketing          網路行銷-英</p> <p>24497</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>	(3,0)
<p>Global Brand Management          全球品牌管理-英</p> <p>32152</p>	<p>This course is to prepare students to have a basic understanding of brand and brand management. Also the students, through case studies, will learn how different global brands strategically manage their own brand(s). Students are expected to learn relevant academic theories, models and marketing concepts and tools to appreciate others' or arrive at their own branding decision(s).</p>	(3,0)
<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</p>	(3,0)

	<p>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>Business and Management Practice in Asia Pacific Region 亞太區域經營管理實務-英 23503</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>	(3,0)
<p>Marketing Research 行銷研究-英 33162</p>	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To provides fundamental concepts and skills for conducting marketing research.</li> <li>2. To cover topics include research process and information collection methods, sampling, data and statistical analysis, forecasting and presenting results.</li> </ol>	(0,3)
<p>Customer Relationship Management and Service Marketing 顧客關係管理與服務行銷-英 33863</p>	<p>The objective of this course is to give an understanding of Customer Relationship Management (CRM) and its application in service marketing and sales. It contains the essential elements of the management and marketing of services, and serves as a broad introduction to marketing, human resources, and operations management. This course based on the textbook and case study will cover applying the 4Ps of marketing to service, managing the customer interface and developing customer relationships. The focus of this course will be application oriented, it emphasizes integration of concepts, frameworks, and real-world practice and therefore case study is a must in this course in handling real world problems in their final projects.</p>	(0,3)

<p>International Consumer Behavior 國際消費者行為-英 33862</p>	<p>Consumer behavior could understand why people buy the things they do. This marketing discipline applies knowledge from areas such as psychology, sociology, anthropology, and economics to describe and understand how consumers are likely to behave. Also, the formulation of effective marketing strategies must begin an understanding of consumers' preferences and needs. Furthermore, in today's environment, both globalization and international market occupy important parts in the field of consumer behavior.</p> <p>In this course, students will learn to examine global market segments and how to reach them. They will also understand the consumer buying process as well as psychological and sociological variables across different cultures. After completing this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Develop their knowledge about consumer behavior and applies the knowledge from the perspective of a marketing manager.</li> <li>2. Focus analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services under different cultures.</li> <li>3. Understand how make international marketing analysis with a cross-cultural perspective.</li> </ol>	<p>(0,3)</p>
<p>Module 2: Business Analytics and Digital Innovation</p>		
<p>Decision Analysis and Management 決策分析與管理-英 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. The course imparts 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>	<p>(3,0)</p>
<p>Electronic Commerce 電子商務-英 17559</p>	<p>Internet has been an indispensable part for the business in the new era, among which Electronic Commerce (EC) and cross-enterprise communication and coordination have become the keys of almost every industry.</p> <p>This course will help students to develop basic understanding of selected areas of electronic commerce, emphasize the use of management strategies in the networked environment and provide the students with potential research directions of electronic commerce.</p>	<p>(3,0)</p>
<p>Service Design 服務設計-英 33864</p>	<p>How to enhance customers' pleasurable shopping experience is a new challenge for stores. While experience is created by the interactions between customers and environment or users and online stores, enterprises could integrate communication, visual recognition, product presentation, web design, and new media to</p>	<p>(3,0)</p>

	create value for customer experience. The aim of this course is to let students understand basic concept of service design. This course includes three parts: First part is to introduce experience marketing. Second part is to learn personalized service. The last part is to practice in innovative service design.	
Research Methodology 研究方法-英 62-21473	The objectives of this course are: 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 critical appraisal of existing research or field observations 4. To design a research proposal and 5. To initiate preparations for embarking on a new research project	(3,0)
Innovation and Product Management 創新與產品管理-英 4 out of 6, effective from fall 2021 22120	The objective of this course is to provide a framework of knowledge in value creation, innovation, strategy, design, and the management of new products and services. We will explore how a firm can stay competitive by means of adequate innovation and the complex challenges organizations face in bringing innovative ideas to market. This course bridges management with marketing and branding to understand the value people give to the products and services they perceive and experience, and to examine the complex realities of go-to market strategies and implementations.	(0,3)
Business Analytics 商業分析-英 33543	Business analytics is the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions of organizations (whether they are businesses, non-profits, or governmental). It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Business analytics includes a range of quantitative methods, such as statistical analysis, data mining and machine learning techniques. The objectives of this course are 1. To gain an understanding for the use of business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply business analytics tools to solve business problems.	(0,3)
Other		

<p>Corporate Governance 公司治理-英</p> <p>31762</p>	<p>The objective of this course is to provide the students with the essential and fundamental concepts of comprehensive framework of the theory and practice of corporate governance. It attempts to demonstrate the close relationship between corporate governance and the value creation for shareholders and stakeholders.</p> <p>This course would contain the following subjects:</p> <ol style="list-style-type: none"> <li>1.The concept and essence of corporate governance</li> <li>2.The mechanism, methods and topics of corporate governance</li> <li>3.The updated development of corporate governance</li> </ol>	<p>(1,0)</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 issues, and 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>

Graduation credits: 42, including thesis 6 credits.