

College of Management

Fu Jen Catholic University

2017-2018 Course Catalog



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MBA Programs

- Full-Time -

- Management

Management

● Course list

MBA Program in Management - Full-Time -		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Financial Management	01983	1	3
	Research Methodology	01799	1	3
	Human Resources Management	01013	1	3
	Organization and Management Theory	02237	1	3
	Marketing Management	01483	1	3
	Production and Operations Management	01370	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Information Management- Course in English	23455	1	3
	Industry Analysis & Competitive Advantage	12723	1	3
	Management Accounting	02627	1	3
	Business Policy	01389	1	3
Elective credit hours by sections (3 select 1)	Operations Research	01559	1	3
	Multivariate Statistical Analysis-Course in English	19169	1	3
	Econometrics	01855	1	3
	Total Quality Management	03021	1	3
	Production Planning System	06186	1	3
	Seminar on Invest Management	08230	1	3
	Seminar on Human Resources Management	13227	1	3
	Management Psychology	03136	1	3
	Seminar on Marketing Management	03680	1	3
	Sociology of Organization	13220	1	3
	Topics of Strategic Management	14104	1	3
	Manpower planning and recruiting	20021	1	3
	Contemporary issues in Financial Markets	17823	1	3
	Seminar on Business Practice	18592	1	3
	Social Enterprise Management	19876	1	3
	Six Sigma Management and Innovation	22178	1	3
	Advanced English Conversation	02010	1	3
	Reading in Business Ethics for Management	00292	1	2
	Decision Analysis and Management	19716	1	3
	Social Media Marketing	23196	1	3
	Business and Management Practice in Asia Pacific Region- Course in English	23503	1	3
International Marketing Management-Course in English	19331	1	3	
Service Design	23502	1	3	
Labor Relationship and Compensation Management	24863	1	3	

	Family Business Management- Course in English	24339	1	0
	Thesis	00041	1	6

* English Conversation: Students need to read 2 hours per week.

● Course objective and prerequisites

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This course provides advanced treatment of corporate finance for graduate level finance majors. The primary objective of the course is to enhance student's understanding on the theory and application of corporate financial decisions. These decisions include choosing between competing investment opportunities, raising money on the financial markets and the issue of capital structure, how to manage operating cash flows with advanced financial arrangements, how to manage risk and return, what dividend policy to be made, and etc. Therefore, four major topics, namely capital budgeting, capital structure, working capital management and dividend policy will be emphasized in this course. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> 1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership. 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting. The concept of real option embedded in project investment is also emphasized. 3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element. 4. Possible arguments that dictate the optimal capital structure and dividend policy. Market frictions such as transaction cost or taxes are included into discussions step by step. 5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO). 			

Course Code	01799			
Course Name	Research Methodology	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce the basic concept of research methodology that applies in academic and practical research. 2.To learn the methods of conducting research processes, designing research strategies, collecting and analyzing research data, and preparing research proposals and reports. 3.To know how to obtain the required information through appropriate approaches in writing research papers and solving management problems. 			

Course Code	01013			
Course Name	Human Resources Management	Credit	F	S
Course Objectives	<p>The main purposes of this course are</p> <ol style="list-style-type: none"> 1.To develop systematic knowledge of human resources management 2.To enhance the capability of practicing theories into a real life 3.To provide practical cases for a better understanding of general human resources management, including planning, recruiting, selecting, training, performance evaluation, salary system, and labor-capital relations 4.To learn skills of teamwork and discussion. 			

Course Code	02237			
Course Name	Organization and Management Theory	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To understand the theories and meanings about management in practice through discussing and lecturing 2.To have theoretical perspectives about management. 3.To be able to analyze and solve practical problems 4.To explore new insights about business and management. 			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices. 2.To arouse learning interest in marketing 3.To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc. 4.To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing. 			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To introduce production and operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations. 2.To be problem-solving oriented in both the manufacturing and service sectors. 3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions. 			

Course Code	12255			
Course Name	Industrial Economics & Competitive Strategy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To emphasis the S-C-P analytical framework and their components. 2. To familiar with the major frameworks and methods of conducting industry analysis. 3. To be able to use the analytical foundation for the development of competitive strategy 			

Course Code	23455			
Course Name	Information Management-Course in English	Credit	F	S
Course Objectives	<p>This course is based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. The primary goal of this course is to offer an introduction to major enterprise applications and information technologies that are being used for achieving digital integration and enhancing global organization performance. It also calls attention to the need to demonstrate the business value of information system in the organization and provides students with additional projects for hands-on problem-solving.</p>			

Course Code	12723			
Course Name	Industry Analysis & Competitive Advantage	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build up basic methods for industry analysis 2.To understand basic concepts of strategy 3.To enhance competitive advantages of companies 4.To integrate theories regarding strategy 5.To combine theories with practices 			

Course Code	02627			
Course Name	Management Accounting	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To introduce the contemporary management accounting topics, including target costing, activity-based costing & management, balanced scorecard etc. 2.To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc. 			

Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide the opportunities to develop capability for strategic thinking. 2.To provide the opportunities to experience the organization learning. 3.To provide the opportunities to build up an integrated strategy concept. 4.To provide the opportunities to integrate related knowledge of business functions. 5.To provide the opportunities to observe the newly trends of business. 			

Course Code	01559			
Course Name	Operations Research	Credit	F	S
Course Objectives	<p>Operation research is one of the most important decision-making tools which use mathematical methods, computer software to help companies reach goals. This course emphasizes on mathematical models building and theories application. The main content of this course includes systematically introducing each chapter in operation research, explaining managerial implication of data, and using interactive teaching methods along with group discussion.</p>			

Course Code	19169			
Course Name	Multivariate Statistical Analysis - Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to give a brief introduction about multivariate statistical method. As the powerful computing facility and software are easily available nowadays, the focus of this course will be application oriented and detailed derivation of related theory will be omitted. The students are required to use either SPSS or SAS in solving real world problems after this course.</p>			

Course Code	03021			
Course Name	Total Quality Management	Credit	F	S
Course Objectives	<p>To know the quality management philosophies of Deming, Juran, and Crosby; total quality management, including the Malcolm Balding National Award and ISO 9000 system.</p> <p>To know the practice of quality management, including quality function deployment, benchmarking, and quality cost.</p> <p>To know the process of statistical quality control, including collecting data, constructing chart, and interpreting the results.</p>			

Course Code	06186			
Course Name	Production Planning System	Credit	F	S
Course Objectives	<p>Complete production planning can ensure factories to operate efficiently and rational scheduling is able to utilize company's resources. This course mainly helps students to have a whole picture of production planning system and teach students how to use it properly.</p>			

Course Code	08230			
Course Name	Seminar on Invest Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To discuss behaviors and rewards for various fund investment agents 2. To explore elements that drive fundamental and temporary change in market prices. 			

Course Code	13227			
Course Name	Seminar on Human Resources Management	Credit	F	S
Course Objectives	<p>The objective of this course is to enhance the understanding of human resources management practice.</p>			

Course Code	03136			
Course Name	Management Psychology	Credit	F	S
Course Objectives	<p>The objectives of this course provide students applications in Management Science of Management Psychology. The objectives of this course are</p> <ol style="list-style-type: none"> 1.To know each other and learn by team work. 2.To describe the meaning of Management Psychology 3.To know communication, socialization, decision and leadership style. 4.To describe the personal effectiveness of life. 5.To demonstrate the ability to adapt group and deal with conflict. 6.To explore topics of Management Psychology and Human Resource Management. 			

Course Code	03680			
Course Name	Seminar on Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To develop integration, data processing, analytic, connective, leading, and collaborative capability by seminar and integrated marketing cases. 2.To connect academics and business practices 3.To increase marketing knowledge by communicating important stakeholders 4.To develop students into a well-rounded marketing person 			

Course Code	13220			
Course Name	Sociology of Organization	Credit	F	S
Course Objectives	<p>The existence of “organization” is aimed to reflect the ideological trend of modern society, and show the characteristics of social structure and its transition. Sociology of Organization involves four parts, and the learning objective of such course is to enable students to conduct deeper analysis, including:</p> <ol style="list-style-type: none"> 1.Organization and market: such as exploring the connection between organizations and economic activities from the perspective of research into transaction cost economics; 2.Organization and system: such as the connection between a system and the operation of an organization; 3.Organization and social relation network, such as the connection between the various types of network relations and the operation of an organization; 4.Research into bounded rationality and organizational decision making; these views can promote people to reflect on all kinds of operations within an organization, and border on the consideration of social structure and atmosphere; moreover, it can be used as metaphysical thinking to control all kinds of management tools. <p>Thus, students shall have the ability to:</p> <ol style="list-style-type: none"> 1.Observe the division of social history horizontally, and measure the content of the instantaneous operational structure of a specific organization and society; 2.Make continuous inspections longitudinally in order to grasp the transition context of individual organizations and overall society; 3.Inspect the connection between organization and the social development process; 4.Inspect the influences of the current consequence on subsequent social patterns, as well as its response. 			

Course Code	14104			
Course Name	Topics of Strategic Management	Credit	F	S
Course Objectives	<p>This course provides the opportunities to discussion six processes Modules, Strategic Processes, Resource Allocation Processes, Decision Making Processes, Learning Processes, Managerial Processes, and Change Processes, Which focuses on implementation and the way that general managers get things done.</p>			

Course Code	20021			
Course Name	Manpower planning and recruiting	Credit	F	S
Course Objectives	<p>The learning objectives of the course are formulated as follows:</p> <ol style="list-style-type: none"> 1.To reinforce concepts, skill and knowledge of manpower planning and recruiting 2.To integrate the operating mechanism of management and human resource management 3. To learn problem-solving technique and to implement the goal of “learning by doing”. 4. To build-up competence of teamwork mentality, analysis capability and creativity. 			

Course Code	17823			
Course Name	Contemporary Issues in Financial Markets	Credit	F	S
Course Objectives	<p>This course provides a general introduction to some relevant issues in current financial markets. We first review few basic knowledge in this filed, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze few specific issues to understand how they work in a generalized framework. Related issues include the securities issuance, focusing on IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are required to investigate some current issues by means of articles in the press and cited reference and material. Every student must complete a term paper that forces on one particular topic in this field and make an oral presentation in the end of this class.</p>			

Course Code	18592			
Course Name	Seminar on Business Practice	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To explore various industries and the industrial trends. 2. To explore core competencies in various industries. 3. To explore strategic planning processes and implementations in various industries. 4. To provide the opportunities for students to directly interact with alumni. <p>To provide activity-based learning environment for forging the value of teamwork.</p>			

Course Code	19876			
Course Name	Social Enterprise Management	Credit	F	S
Course Objectives	<p>This course aims for students:</p> <ol style="list-style-type: none"> 1. To develop new business concepts with social goals, social value and managerial system which are distinct from the traditional business pursuing pure commercial objectives; 2. To recognize the existing social system and social contexts of social enterprise; 3. To provide concrete examples of social entrepreneurship, feasible operating techniques and management concepts; and 4. To establish metrics for the assessment of the social value in social enterprise business and technology performance. 			

Course Code	22178			
Course Name	Six Sigma Management and Innovation	Credit	F	S
Course Objectives	<p>The course involves discussion of issues related to development of Total Quality. Through the introduction to the theory and implementation of Six Sigma management students will be able to:</p> <ol style="list-style-type: none"> 1. Learn the the necessary skills to execute Six Sigma techniques and strategies at the Green Belt and Black Belt levels. 2. Learn the common Six Sigma tools, such as Six Sigma deployment, process mapping, QC 7 tools, New QC 7 tools, failure mode and effect analysis, capability and performance analysis, and measurement system. To understand lean Six Sigma and Six Sigma design. 3. Be familiar with topics in business innovation and the theory of TRIZ including a practical methodology, tool sets, a knowledge base. <p>Generate new ideas and solutions for various problems.</p>			

Course Code	02010			
Course Name	Advanced English Conversation	Credit	F	S
Course Objectives	This course is designed for advanced learners of English language. It aims to help students improve confidence and competence in speaking English, and communicate orally with expression, style and a growing vocabulary. Students will be expected to regularly attend class sessions, contribute to group discussions, and make oral presentations. Our class meetings will consist of both whole class and small group discussions and activities. Therefore, active and constant participation is required from everyone.			

Course Code	10985			
Course Name	Customer Relationship Management	Credit	F	S
Course Objectives	This course will cover analytical approaches for customer relationship management and customer valuation at each stage of the customer lifecycle, dealing with problems such as: identification of good prospects for customer acquisition; customer development via up-selling or cross-selling; customer segmentation; customer value and customer attrition/retention management. The course will introduce issues, techniques and terminology associated with database marketing, data warehouse, and data mining for analytical CRM. Techniques covered will include customer behavior analysis, RFM analyses, and response modeling using statistics and AI.			

Course Code	00292			
Course Name	Business Ethics	Credit	F	S
Course Objectives	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.			

Course Code	19716			
Course Name	Decision Analysis and Management	Credit	F	S
Course Objectives	This course aims to introduce the fundamental concepts of decision analysis for management judgment. It provides students with systematic and objective approaches in order to make decisions under uncertainty. Imparting such knowledge via detailed instruction and in-class exercises is to ensure that students can further understand the implications and intricate effects of decision analysis on aspects of business-related activities.			

Course Code	23196			
Course Name	Social Media Marketing	Credit	F	S
Course Objectives	The increased popularity of social media, such as YouTube, Facebook, LinkedIn, and Line, has opened opportunities for new business models for internet marketing, often referred to as social media marketing. The aim of this course is to let students understand the features of social media and how to leverage the effects of social network on marketing projects. This course includes three parts: First part is to introduce social media. Second part is to learn how to analyze the structures of a social network. The last part is to introduce the social commerce.			

Course Code	23503			
Course Name	Business and Management Practice in Asia Pacific Region -Course in English	Credit	F	S
Course Objectives	<p>The subject is designed to provide students with the conceptual tools to understand:</p> <ol style="list-style-type: none"> 1.The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific. 2.The business activities and innovation systems across the economies in the Asia Pacific Region, including Japan, Korea, China and ASEAN countries. 3.Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region. 4. The policy context of competitive advantage, dynamic learning and innovation in Asian businesses; the role of networks, market and non-market institutions. 			

Course Code	19331			
Course Name	International Marketing Management-Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to provide fundamental concepts and skills for global marketing management. The contents that will be covered in this course include</p> <ol style="list-style-type: none"> 1.regional trade organization, (EU, WTO, NAFTA, APEC, ASEAN, CIS, MERCOSUR), 2.international culture difference 3.business environment risk intelligence (BERI) 4.operation risk index (ORI) 5.remittance and repatriation factor (R Factor) 6.profit opportunity recommendation (POR), and 7.international marketing strategy. 			

Course Code	23502			
Course Name	Service Design	Credit	F	S
Course Objectives	<p>How to enhance customers' pleasurable experience of shopping 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 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.</p>			

Course Code	24863			
Course Name	Labor Relationship and Compensation Management	Credit	F	S
Course Objectives	<p>In work organizations, whether talent stays or leaves not only depends on the level of the compensation, but also is influenced by the interaction of the labors and employers. In terms of the social system, the values generate differentiation separation. Administrative authority gradually weaken. The authority of expert knowledge gradually has a real effect. In this course, it is hoped that students can understand the basic theory of compensation management and demand theory to have a deeper understanding of their social and psychological implications and explore the basis of compensation management, giving consideration to procedure fairness, organizational justice, and elastic mechanism. Another goal is to promote students to understand the theory of the labor relations, the qualitative and quantitative change of this relationship, and to be familiar with the processing</p>			

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Course Code	24339			
Course Name	Family Business Management- Course in English	Credit	F	S
Course Objectives	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: <ol style="list-style-type: none"> 1. Understand the qualities which typify family businesses 2. Appreciate family businesses' unique capacities and potential for superior returns 3. Understand developmental needs of family members at various stages of the businesses 4. Develop the management and communication skills to build trust and understanding Identify and cope with foreseeable obstacles of family business internationalization			

Course Code	00041			
Course Name	Thesis	Credit	F	S
Course Objectives	Train students how to solve problems, do researches and write a good thesis.			

