

# Business Administration

## ● Course list

Undergraduate Program in Business Administration		Code	Classes	Credit hours	
Required common credit hours of the department	Accounting	02412	3	6	
	Economics	02457	3	6	
	Calculus	02390	3	6	
	Introduction to Business	05201	3	3	
	Introduction to Programming*	24495	3	3	
	Statistics	02222	2	6	
	Statistics-Course in English*	30268	1	6	
	Commercial Law	02056	3	3	
	Management-Course in English	16534	3	3	
	Managerial Mathematics	02632	2	3	
	Managerial Mathematics-Course in English	20020	1	3	
	Human Resources Management	01013	2	3	
	Human Resources Management-Course in English	23505	1	3	
	Marketing Management	01483	3	3	
	Financial Management	01983	3	3	
	Production and Operations Management	01370	2	3	
	Production and Operations Management-Course in English	16533	1	3	
	Cost Accounting	01449	2	3	
	Management Accounting*	02629	2	3	
	Information Management	02502	2	3	
Information Management-Course in English	23455	1	3		
Seminar on Business Administration(I)	14212	22	2		
Seminar on Business Administration(II)	14213	20	2		
Business Policy	01389	3	3		
Elective credit hours by Integrating courses	Quality Management	03021	1	3	
	Global Supply Chain Management	15353	1	3	
	Discussion in Industrial Management	14211	1	3	
	Innovation Management -Course in English	19061	1	3	
	Financial Operating Management and Innovation	24869	1	3	
	Organization and Social Development	24864	1	3	
Elective credit hours by sections	Human resources management	Organization Development & Change	06935	1	3
		Performance Management and Talent Development	24862	1	3
		Manpower planning and recruiting	20021	1	3
		Organizational Behavior-Course in English	21046	1	3
		Organizational Learning and Social Inquiry	19664	1	2
		Organizational Leadership and Social Innovation Practices	19663	1	2

		Labor Relationship and Compensation Management	24863	1	3
		Social Enterprise Engagement	21048	1	3
		Family Business Management-Course in English	24339	1	3
		Introduction to Health Care Industry	30709	1	3
		Seminar of Healthcare Industry Management* 健康產業經營專題	31019	1	3
		Career Exploration and Planning* 職涯探索與規劃	31493	1	2
		Corporate Social Responsibility and *Sustainability 企業社會責任與永續發展	31494	1	3
	Financial management	Intermediate Accounting	01109	1	6
		Fixed Income Securities	10458	1	3
		International Financial Management	02093	1	3
		Investment	01579	1	3
		Macroeconomics	02891	1	3
		Financial Statement Analysis - Course in English*財務報表分析-英	23851	1	3
		Corporate Governance	15470	1	3
	Marketing management	Marketing Research	01480	1	3
		Consumer Behavior	01951	1	3
		Promotional Strategy	14210	1	3
		Social Media Marketing-Course in English* 社群媒體行銷-英	31496	1	3
		Creative Thinking and Marketing Innovation	24865	1	3
		E-Commerce & Internet Marketing*電子商務與網路行銷	10992	1	3
		Service Design	23502	1	3
		Project Management	02141	1	3
		Chain Store Business Management	02252	1	2
		Entrepreneurial Management	11178	1	3
		Brand Strategy and Management 品牌策略與管理	30711	1	3
		Effective Business Communication and Negotiation- Course in English* 商業溝通與談判-英	30884	1	3
		Fashion Business Management-Course in English* 時尚產業管理-英	30970	1	3
		Agricultural Marketing Management* 農業行銷管理	31937	1	3
	Operational management	Design of Operations Flow	24866	1	3
		Design of Operation Environment	24867	1	3
		Product/Service Design and Development	24868	1	3
		Introduction to Technology Management -Course in English	30007	1	3
		Business and Management Practice in Asia Pacific Region -Course in English	23503	1	3
		Introduction to Emerging Technology and Digital Business* 新興科技產業概論	31495	1	3
	Elective credit hours of	International Industry Analysis 國際產業分析	04060	1	3

the department in other sections	Internship (I)*	25125	1	3
	Internship (II)*	25126	1	3
	Internship Capability Cultivation program* 產業實習能力培養	32175	1	2

\*new courses in 2018

● Course objective and prerequisites

Course Code	02412			
Course Name	Accounting	Credit	F	S
Course Objectives	<p>The objective of this course is to introduce the basic processes of accounting information system, the principle and rules of accounting measurement and reporting, and how to analyze and interpret accounting information to help internal and external business users making economic decisions in order to create value for business enterprises and enhance the fairness and efficiency of the capital market. It emphasizes the dual roles of accounting in valuation and contracting. Specifically, this course aims to help students:</p> <ol style="list-style-type: none"> <li>1. To understand the functioning of accounting in the business world as well as the governmental units, non-profit organizations and the society in general;</li> <li>2. To understand the basic recording and reporting processes of accounting information system;</li> <li>3. To understand the concepts and standards underlying the measurements used in accounting to develop the financial statements of businesses;</li> <li>4. To understand how to analyze and interpret accounting information to help investors, creditors and business managers to make economic decisions;</li> <li>5. To understand how to resolve the ethical dilemma and make ethical professional judgment; and</li> <li>6. To understand how to develop and make planning of an accounting career.</li> </ol>			

Course Code	02457			
Course Name	Economics	Credit	F	S
Course Objectives	<p>The objective of this course is to provide students with basic Microeconomic concepts and to improve students' abilities to analyze individual consumer, household, and firm's behavior. Upon course completion, the students should be able to:</p> <p>Realize the basic concepts of Microeconomics.</p> <ol style="list-style-type: none"> <li>2. Understand the meanings of supply and demand functions.</li> <li>3. Realize the meaning of elasticity and its application.</li> <li>4. Realize how individual consumer, household, and firm make decision.</li> <li>5. Understand various types of industry organizations and their characteristics.</li> <li>6. Use Microeconomics theories to analyze the effects of public policy.</li> <li>7. Realize the basic concepts of macroeconomics.</li> <li>8. Understand the meanings and measuring of Nation's income.</li> <li>9. Realize the meaning of production, saving, and investment.</li> <li>10. Understand the monetary system.</li> <li>11. Understand the meanings of aggregate demand and aggregate supply.</li> <li>12. Use macroeconomics theories to analyze the effects of macroeconomic policy.</li> </ol>			

Course Code	02390			
Course Name	Calculus	Credit	F	S
Course Objectives	<p>This is a one-year introductory course in Calculus intended for students with background in high school mathematics. The contents of this course include basic concepts and theory in calculus and their applications. In the first semester, topics in one-variable differential calculus such as limit, continuity, derivative, chain rule, implicit differentiation, and applications of the derivative will be introduced. In the second semester, topics in the fundamental theorem of calculus, techniques in integration, multivariate differential and integral calculus such as partial derivatives and multiple integrals will be covered. The objectives</p>			

	<p>of this course are</p> <ol style="list-style-type: none"> <li>1.To provide the core of the central idea and methods of calculus that will be applied in the solution of problems in a variety of applied science and application for further study;</li> <li>2.To illustrate the main concepts by a variety of examples and exercises; and</li> <li>3.To have an overall understanding in calculus.</li> </ol>
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Course Code	05201			
Course Name	Introduction to Business	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers;</li> <li>2.To introduce business functions, including marketing, finance, human resources, production &amp; operation, information, and R&amp;D;</li> <li>3.To introduce management functions, including analysis, planning, organizing, leading, and controlling;</li> <li>4.To integrate the factors of environment, management functions and business functions; and</li> <li>5.To combine theory and practice.</li> </ol>			

Course Code	24495			
Course Name	Introduction to Programming 程式設計概論	Credit	F	S
Course Objectives	<p>The objective of this course is to let the students learn to use a programming language to solve problems. The main contents of the course is the Python programming language, covering basic concepts of variables, expressions, data types, command structures, conditions, loops, functions, as well as listings. Courses will also use some simple tools so that students can master the logics and problem solving ability as soon as possible.</p>			

Course Code	02222、30268			
Course Name	Statistics Statistics-Course in English	Credit	F	S
Course Objectives	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course is designed to stress an intuitive understanding of statistical procedures and logical principles behind the formula. A wide selection of real problems and examples from many various fields are introduced. It emphasizes that Statistics is used as a tool in decision-making in virtually all areas of management sciences.</p> <p>This course will cover:</p> <ol style="list-style-type: none"> <li>1.Statistics methods and concept and its relevance to the real world.</li> <li>2.Descriptive Statistics.</li> <li>3.Basic notions of probability, random variable, and discrete and continuous probability distribution.</li> <li>4.Sampling methods.</li> <li>5. Statistical inference – interval estimation.</li> </ol>			

Course Code	02056			
Course Name	Commercial Laws	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To learn the fundamental concepts of commercial laws, including company law, negotiable instrument, and insurance; and</li> <li>2.To build the basis of further legal studies and examination skills on the</li> </ol>			

	commercial laws.
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Course Code	16534			
Course Name	Management- Course in English	Credit	F	S
Course Objectives	The objectives of this course are 1.To know the basic knowledge of management 2.To know how to use planning, organizing, leading, and controlling in management practices.			

Course Code	02632			
Course Name	Managerial Mathematics	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector; 2.To develop mathematical models for problem solving and decision making; and 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Foresting.			

Course Code	20020			
Course Name	Managerial Mathematics-Course In English	Credit	F	S
Course Objectives	The objectives of this course are 1.To provide fundamental concepts and skills to solve the decision-making problems that confound managers in both the public and the private sector; 2.To develop mathematical models for problem solving and decision making; and 3.Topics that will be covered include Linear Programming models, Network Flow models, Project Management, Queuing Analysis and Foresting.			

Course Code	01013 、 23505			
Course Name	Human Resources Management Human Resources Management-Course in English	Credit	F	S
Course Objectives	The main purposes of this course are: 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; and 4.to learn skills of teamwork and discussion.			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objective of this course is to provide students with basic marketing concepts and to improve students' abilities to implement marketing related activities. Upon course completion, the students should be able to: 1. Realize the basic concepts of marketing. 2. Understand the meanings and procedure of marketing plan. 3. Realize the meaning of segmenting, targeting, and positioning (STP). 4. Understand the meaning and scopes of marketing mix 4P. 5. Utilize marketing theory to analyze firm's marketing activities. 6. Learn the skill of marketing planning and apply Marketing Management in an effective manner.			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	<p>This objective of this course is to provide a basic understanding of corporate financial decisions. These decisions include choosing between competing investment opportunities, how much debt and equity to issue, how to manage operating cash flows, how to measure risk and return, what level of dividend to payout, and etc. Therefore, we will pay a visit to the four major decisions covered by corporate finance, namely capital budgeting, capital structure, working capital management and dividend policy. Students enrolled the course are expected to familiar with the followings upon course completion.</p> <ol style="list-style-type: none"> <li>1. The possible types and control mechanism of agency problems</li> <li>2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting</li> <li>3. The concept of weighted average cost of capital</li> <li>4. Possible arguments that dictate the optimal capital structure and dividend policy.</li> <li>5. working capital management</li> </ol>			

Course Code	01370			
Course Name	Production and Operations Management	Credit	F	S
Course Objectives	<p>Production is an essential function of a business unit. The objective of this course is to help students understand the whole concepts of production management and to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>2. Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology to solve the real problems,</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			

Course Code	16533			
Course Name	Production and Operations Management-Course in English	Credit	F	S
Course Objectives	<p>Production is an essential function of a business unit. The objective of this course is to help students understand the whole concepts of production management and to improve the students' ability to plan and control resources in a company. Upon course completion, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Realize the basic concepts and theoretical knowledge of Operations Management,</li> <li>2. Understand how to integrate the resource in business with information systems to achieve the goals of organization and use the relative technology to solve the real problems,</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			

Course Code	01449			
Course Name	Cost Accounting	Credit	F	S
Course Objectives	<p>The purpose of this course is to introduce the contemporary cost accounting tools used in the nowadays business world. The related topics include product costing system, cost-volume-profit analysis, target costing, activity-based costing &amp; management, balanced scorecard, life-cycle costing, etc.</p>			

Course Code	02629			
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Course Name	Management Accounting 管理會計	Credit	F	S
Course Objectives	<p>本課程目的在於使學生瞭解現代管理會計工具如何在現代企業世界運作。相關主題包括成本數量利潤分析、決策攸關分析、平衡計分卡目標成本制、產品成本、目標成本制、生命週期成本制等。</p> <p>The objectives of this course are:</p> <ol style="list-style-type: none"> <li>1. To introduce the contemporary management accounting topics, including target costing, activity-based costing &amp; management, balanced scorecard, and etc; and</li> <li>2. To explore the selective topics for conducting research on the managerial accounting research, including performance evaluation, EVA, compensation and incentive, etc.</li> </ol>			

Course Code	02502			
Course Name	Information Management	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	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	14212			
Course Name	Seminar on Business Administration (I)	Credit	F	S
Course Objectives	<p>The goals of the course are</p> <ol style="list-style-type: none"> <li>1.To implement the goal of “learning by doing”;</li> <li>2.To integrate all the knowledge of business administration;</li> <li>3.To be problem-solving orientated;</li> <li>4.To build competence of teamwork, communication, analysis, leading, and creation; and</li> <li>5.To be responsible for completing one’s own work.</li> </ol>			

Course Code	14213			
Course Name	Seminar on Business Administration (II)	Credit	F	S
Course Objectives	<p>The goals of the course are</p> <ol style="list-style-type: none"> <li>1.To implement the goal of “learning by doing”.</li> </ol>			



	2.To integrate all the knowledge of business administration. 3.To be problem-solving orientated 4.To build competence of teamwork, communication, analysis, leading, and creation 5.To be responsible for completing one's own work.
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Course Code	01389			
Course Name	Business Policy	Credit	F	S
Course Objectives	The objectives of this course are 1. To observe new trends and business models; 2. To develop strategic thinking ability; 3. To cultivate organizational learning ability; 4. To build up a comprehensive concept of strategic management; and 5. To integrate knowledge in relevant academic fields.			

Course Code	03021			
Course Name	Quality Management	Credit	F	S
Course Objectives	This course embraces the fundamental principles and historical foundations of total quality and provides a foundation for understanding and applying Six Sigma. The will help students develop the concept of quality management from managerial and technical point of views.			

Course Code	15353			
Course Name	Global Supply Chain Management 全球供應鏈管理	Credit	F	S
Course Objectives	The main objectives of this course are to : 1.Enable students to recognize and understand the global economic environment. 2.Understand what the global supply chain management is and how the global supply chain management operate. 3.Learn the globalization thinking based logistics, enterprise resource planning, and supply chain management. 4.Learn the design, control, operation, and management of the global supply chain management			

Course Code	14211			
Course Name	Discussion in Industrial Management	Credit	F	S
Course Objectives	The objectives of this course are 1.To explore various industries and the trends of them; 2.To explore competitions in various industries; 3.To explore the processes of strategic planning and implementing in various industries; and 4.To provide the contact opportunities for students and alumni.			

Course Code	19061			
Course Name	Innovation Management - Course in English 創新管理-英	Credit	F	S
Course Objectives	The objectives of this course are: 1.to cover the major sources of innovation, the analytical models and the empirical explorations (verifications); 2.to concentrate on the principles and methodologies of designing and promoting innovation as well as policies within an international industrial economics context for high technology industries; 3.to provide a state-of-the-art-overview of innovation studies within micro and			

	<p>macroeconomic frameworks;</p> <p>4.to draw benefits from overlaps with neighboring disciplines such as systems theory, clinometric and institutionalism; and</p> <p>5.to apply the analyses of the interactions of innovation, strategy, market structure, competition intensity and speed of technology change in major high technology, network and increasing returns industries</p>
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Course Code	24869			
Course Name	Financial Operating Management and Innovation 金融經營管理與創新	Credit	F	S
Course Objectives	<p>The recent development of internet, social media, mobile technology, big-data analysis, and cloud computing has greatly reshaped the business models and realm of the banking industry. As indicated by Brett King (2012), banking is no longer a place you go, but something you do. Bank 3.0 was officially announced by the Financial Supervision Committee (FSC) in June 2014 as the most important endeavor in the future.</p> <p>The course will cover the following issues.</p> <p>1.How could the traditional banking businesses (such as saving &amp; loans, wiring, and payment) be transformed into digitized and mobilized?</p> <p>2.The change in banking personnel.</p> <p>3.The strategies and thinking of banking industry.</p> <p>4.The trend of international banking industry.</p> <p>On top of these, the course aims to invite practitioners sharing their practices and experiences so as to give students a better understanding of the future banking industry and its requirement for persons aiming at this industry.</p>			

Course Code	24864			
Course Name	Organization and Social Development 組織與社會發展	Credit	F	S
Course Objectives	<p>The course starts with an overview of the concepts and history of the academic field of social development. The course enhances students' understanding of the role and impact of organization in the development of a society. Through analysis of selected cases, students gain knowledge about how businesses, nonprofit organizations, and social enterprises embedded in the civil society. The course explores the pressing issues on sustainability. Students are encouraged to apply systems thinking and critical thinking to those issues. The goals of this course are</p> <p>1.To familiarize students with the theories and models of social development;</p> <p>2.To familiarize students with various types of organizations and their distinct role and function in the development of a society;</p> <p>3.To expose students to the pressing issues on sustainability; and</p> <p>4.To encourage students to explore theory of change at the organizational level.</p>			

Course Code	06935			
Course Name	Organization Development & Change	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <p>1. To understand the knowledge scope of OD/OC;</p> <p>2. To familiar with the factors which lead organization change;</p> <p>3. To be able to handle the principle, method and model to adjust the organization;</p> <p>4. To study the case and induce the principle;</p> <p>5. To establish the skill in solving the OD/OC problems; and</p> <p>6. To set up the open mentality to face changes.</p>			

Course Code	24862			
Course Name	Performance Management and Talent	Credit	F	S

	Development 績效管理與人才發展			
Course Objectives	<p>The current 21st century is now focused on talent development and integration plans aimed at organizational goals and work tasks as well as the goals of organizational members. Organizational members require a certain ability in the current period when a new task is planned. Moreover, supervisors make plans on members' personal growth and cultivation according to their planned ability in order to further assist organizational members to plan and develop their own ability assessment method. Thus, supervisors can indirectly cultivate the ability of organizational members systematically and effectively, and the interaction between supervisors and organizational members can be used to develop one's own goals. Therefore, the training and talent cultivation regards organizational goals as a guide and performance management as a feedback that can echo with each other. As a result, the learning goals of this course include the following.</p> <ol style="list-style-type: none"> <li>1.To distinguish differences among knowledge, skills, competencies, and critical development experience;</li> <li>2.To understand the formulation of organizational goals and the operation of talent cultivation;</li> <li>3.To realize short-term and long-term talent cultivation to form a habit of planning;</li> <li>4.To explore the evaluation model of human resource effectiveness;</li> <li>5.To be familiar with the implementation of succession planning.</li> </ol>			

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"> <li>1.To reinforce concepts, skill and knowledge of manpower planning and recruiting</li> <li>2.To integrate the operating mechanism of management and human resource management</li> <li>3.To learn problem-solving technique and to implement the goal of "learning by doing".</li> <li>4.To build-up competence of teamwork mentality, analysis capability and creativity.</li> </ol>			
Prerequisites	Introduction of management 、 Organization theory and management 、 Human resource management			

Course Code	21046			
Course Name	Organizational Behavior-Course in English	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To understand the basic knowledge of OB;</li> <li>2.To learn the concept of individual behavior, group behavior, organization system, and other OB related issues; and</li> <li>3.To learn and practice the OB knowledge and skills through examples in real business world.</li> </ol>			

Course Code	19664			
Course Name	Organizational Learning and Social Inquiry	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To be able to internalize the spirit of autonomous learning;</li> <li>2.To be able to build a team and cooperate with each other within the team;</li> <li>3.To be able to handle the implement process of a project;</li> <li>4.To be able to manage the group dynamic of an organization; and</li> <li>5.To be able to implement the selected project and achieve the set goals.</li> </ol>			

Course Code	19663			
Course Name	Organizational Leadership and Social Innovation Practices	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. Be able to internalize the spirit of autonomy learning.</li> <li>2. Be able to build a team and cooperate with each other within the team.</li> <li>3. Be able to manage the group dynamic of an organization.</li> <li>4. Be able to implement the selected project and achieve the set goals.</li> <li>5. Be able to run an organization to have high performance.</li> <li>6. Be able to have the vision and capacity to be a leader.</li> </ol>			

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 procedure and cases of conflict management between labors and employers.</p>			

Course Code	21048			
Course Name	Social Enterprise Engagement	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To adopt service learning pedagogy to provide students with hands-on, field experiences engaging in social enterprise operations and management;</li> <li>2. To explore how social enterprises effectively balancing economic and social goals, and the strategies of managing multiple stakeholders to achieve the goals; and</li> <li>3. To offer students the opportunity to work as a team and to apply managerial knowledge and tools to adequately address specific issues of social enterprises.</li> </ol>			

Course Code	24339			
Course Name	Family Business Management-Course in English 家族企業管理-英	Credit	F	S
Course Objectives	<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>			

Course Code	30709			
Course Name	Introduction to Health Care Industry 健康管理產業概論	Credit	F	S
Course Objectives	<p>本課程主要目標為：</p> <ol style="list-style-type: none"> <li>1. 瞭解健康產業的定義、常用之專有名詞與政府政策。</li> <li>2. 介紹醫療機構與健康產業的現況、運作實務和未來發展趨勢。</li> <li>3. 提供健康產業新組織/企業/機構的實務個案與專家演講。</li> <li>4. 發展一個健康產業新組織/企業/機構的商業計畫。</li> </ol> <p>The main purposes of this course are:</p> <ol style="list-style-type: none"> <li>1. To understand the definition, terminology and industry policy of health industry.</li> <li>2. To introduce industry scenario, operation practices, future opportunities in medical institution and health industry.</li> <li>3. To provide practical cases of new ventures development in health industry.</li> <li>4. To develop a business plan for new venture in health industry.</li> </ol>			

Course Code	31019			
Course Name	Seminar of Healthcare Industry Management 健康產業經營專題	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. 具備對健康產業之系統、經營環境以及經營管理議題等知識</li> <li>2. 能善用實證基礎方法進行經營管理相關議題之決策</li> <li>3. 整合其他課程所學的技能，完成小組的健康產業應用研究計畫</li> <li>4. 能夠有效溝通，善用影響力以行動達成團隊目標</li> </ol> <p>Upon successfully completing this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of the healthcare system, environment, business and management issues within health sector.</li> <li>2. To be able to make evidence-based decisions toward relevant business administration issues</li> <li>3. Integrate the skills learnt over other courses of study to produce team-based applied pieces of research in healthcare contexts.</li> <li>4. Communicate effectively and influence individuals to take action in the pursuit of team goals</li> </ol>			

Course Code	31493			
Course Name	Career Exploration and Planning 職涯探索與規劃	Credit	F	S
Course Objectives	<p>本課程主要目的乃是培育學生對於職涯發展相關理論之解析與壓力預防之探究，促使學生知悉職業世界發展、了解職業關聯度、規劃職涯發展軌跡與認知新進入者調適過程。透過本課程的養成過程，協助學生自我職涯反思與適應壓力，進而有助於學生未來職涯發展與規劃。</p> <p>The purpose of this course is to cultivate student's inquiry into the analysis of related theories of career development and stress prevention. Therefore, the goal of this course is to facilitate students to be aware of occupational networking, plan career development track, and cognitive new entrants' adjustment process. Through this course, we look forward to assisting students in self-career reflection and stress adjustment, which in turn will contribute to the career development for students.</p>			

Course Code	31494			
Course Name	Corporate Social Responsibility and Sustainability 企業社會責任與永續發展	Credit	F	S
Course Objectives	本課程目的在建構學生對於企業社會責任與永續發展的瞭解。關於企業社			

	<p>會責任與永續發展的重要議題，均會在本課程中討論。學生修習過本課程後，預期可以：</p> <ol style="list-style-type: none"> <li>1.瞭解 CSR 的意義與涵蓋的層面</li> <li>2.解釋各種不同型態的 CSR 活動</li> <li>3.評估 CSR 活動的效益與成本</li> <li>4.瞭解聯合國所發佈的永續發展目標及其可能的達成方式</li> <li>5.瞭解影響力商業模式</li> <li>6.評估 B corps 的影響與衝擊</li> </ol> <p>The course aims to develop an understanding of corporate social responsibility (CSR) and sustainability in students. A number of important issues relating to CSR and sustainability will be discussed. After taking this course, students are expected to:</p> <ol style="list-style-type: none"> <li>1.Understand the meaning of CSR</li> <li>2.Explain the various types of CSR activities</li> <li>3.Evaluate the benefits and costs associated with CSR activities</li> <li>4.Understand the Sustainable Development Goals set by the United Nations and the ways of achieving these goals</li> <li>5.Understanding the impact business model</li> <li>6.Evaluate the impact of B Corps</li> </ol>
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Course Code	01109		
Course Name	Intermediate Accounting 中級會計學	Credit	F S
Course Objectives	<p>This course examines issues in financial reporting from both preparer and user perspectives. The basic objectives of the course are:</p> <ol style="list-style-type: none"> <li>1.To learn and evaluate current principles of financial accounting;</li> <li>2.To apply generally accepted accounting principles to situations involving the recording of transactions and the preparation of financial statements;</li> <li>3.To read and critically evaluate financial statements; and</li> <li>4.To consider the larger context of financial reporting.</li> </ol>		

Course Code	10458		
Course Name	Fixed Income Securities	Credit	F S
Course Objectives	<p>The objective of this course is to introduce the management and investment of fixed securities. Topics that will be covered include:</p> <ol style="list-style-type: none"> <li>1. introduction to fixed income products and innovation</li> <li>2. basic bond valuation techniques with risk and return analysis</li> <li>3. term structure of interest rates and their estimates</li> <li>4. pricing of fixed income securities and their derivatives</li> <li>5. bond immunization strategy</li> <li>6. bond portfolio management</li> <li>7. fixed income securities' risk management and innovation</li> <li>8. bond related topics such as taxation of bonds, preferred stock, and real estate securitization.</li> </ol>		

Course Code	02093		
Course Name	International Financial Management	Credit	F S
Course Objectives	<p>The objectives of this courses are</p> <ol style="list-style-type: none"> <li>1.To provide an analytical framework for understanding international financial market</li> <li>2.To enhance the capability of conducting research in the field of international financial management.</li> <li>3.To explore the operation of international capital markets, currency and</li> </ol>		

	derivative markets, and the related theory of currency risk and foreign direct investment.
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Course Code	01579		
Course Name	Investment	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To explore the operation of capital markets and the related theory about investment.</li> <li>2.To introduce the fundamental rationale of financial investment theory, financial market and investment instruments, the evaluation and management of portfolio's risk and return, the concept and pricing analysis of debt and equity securities, derivative and risk management, etc.</li> </ol>		

Course Code	02891		
Course Name	Macroeconomics	Credit	F S
Course Objectives	<p>The key objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To understand how the macro-economy works and, more specifically, how monetary and fiscal policy might be able to reduce the frequency and severity of nationwide business fluctuations.</li> <li>2.To give a sense of macroeconomics as an applied science--a science that deals with complex and often urgent issues.</li> <li>3.To discuss some key issues of macroeconomics: short-run economic variations in output and employment, how the quantity of money affects output and inflation rate, the role of expectations, long-run economic growth, and the effects of macroeconomic policies.</li> <li>4.To learn about classical and traditional macroeconomic theory and also about the most modern macroeconomic theories that economists use today.</li> </ol>		

Course Code	01982、23851		
Course Name	Financial Statement Analysis Financial Statement Analysis - Course In English	Credit	F S
Course Objectives	<p>The objectives of the course are</p> <ol style="list-style-type: none"> <li>1.To understand the financial performances from six important dimensions, including short-term liquidity, return on invested capital, asset utilization analysis, operating performance analysis, cash flow analysis, capital structure and solvency; and</li> <li>2.To introduce ratio analysis, trend analysis, comparative financial statements, common-size financial statements, charts analysis to analyze the financial statements and the related information.</li> </ol>		

Course Code	15470		
Course Name	Corporate Governance	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To illustrate the differences between corporate governance and management from the perspective of locus of control, ownership structure, and board structure;</li> <li>2.To introduce the nature, principles and mechanism of corporate governance;</li> <li>3.To portray the international trends of corporate governance and shareholder activism;</li> <li>4.To cover the related theories of corporate governance;</li> <li>5.To introduce the corporate governance rating system and to provide evidence the influence of corporate governance on corporate performance and value;</li> <li>6.To know how the listed companies adopt corporate governance and risk</li> </ol>		

	management in practices; and 7. To cover the issue of risk management and corporate governance in financial holding companies.
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Course Code	01480		
Course Name	Marketing Research	Credit	F S
Course Objectives	<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 of problem definition, secondary data research, survey research, questionnaire design, sampling design, etc.</li> </ol>		

Course Code	01951		
Course Name	Consumer Behavior	Credit	F S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To discuss the process of consumer decision;</li> <li>2.To understand the factors that influence the decision process, including personal factors, social factors, cultural factors, and situational factors; and</li> <li>3.To focuses on the applications of consumer behavior theory to marketing activities.</li> </ol>		

Course Code	14210		
Course Name	Promotional Strategy	Credit	F S
Course Objectives	<p>This objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To discuss the fundamental theories and practices of promotional strategies.</li> <li>2. To explore the concept and applications of integrated marketing communication (IMC).</li> <li>3. To cultivate creativity and application abilities via an IMC project.</li> </ol>		

Course Code	23196、31496		
Course Name	Social Media Marketing Social Media Marketing-Course in English	Credit	F S
Course Objectives	<p>The increased popularity of social media, such as YouTube, Facebook, LinkedIn, and Line, has opened opportunities for new business models for the Internet marketing, often referred to as social media marketing. The aim of this course is to help students understand the features of social media and how to leverage the effects of social network on marketing projects. This course includes three parts: The first part is to introduce social media. The second part is to learn how to analyze the structures of a social network. The last part is to introduce the social commerce.</p>		

Course Code	24865		
Course Name	Creative Thinking and Marketing Innovation 創意思考與行銷創新	Credit	F S
Course Objectives	<p>This is a course about the theory of creativity and innovation. Through activities and evaluations, students will enhance their creativity in marketing fields. Also, discussions and practices will make students have a better understanding of the process and models of creativity. The curricular design helps students know how to manage teams with creativity. It is a foundation for them to engage in advanced jobs or research in marketing fields.</p>		

Course Code	10992		
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Course Name	E-Commerce & Internet Marketing 電子商務與網路行銷	Credit	F	S
Course Objectives	<p>從企業經營與策略的角度，分別以理論、實務、個案方式探討電子商務與網路行銷，首先由電子商務基礎開始，探討包括電子商務的基本概念、商業模式、基礎建設、付費系統、安全機制、倫理與法律議題；然後以電子商務策略著眼根據不同企業型態之網路經營策略；最後以實際案例探討網路行銷的基本概念與網路行銷規劃。</p> <p>From the business management and strategy perspectives, the course explores e-commerce and Internet marketing in theoretical, practical and case-based point of view. First, the course starts at the basics of e-commerce and discuss basic concepts including e-commerce, business model, infrastructure, payment system, security mechanism, ethics and legal issues; and then second to focus on e-commerce strategy based on different types of business; finally, using successful cases to explore the e-commerce strategy and Internet marketing mix.</p>			

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	02141			
Course Name	Project Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To understand the definition and process of project management;</li> <li>2.To learn the technique and tool of project management; and</li> <li>3.To possess the capability of project management.</li> </ol>			

Course Code	02252			
Course Name	Chain Store Business Management	Credit	F	S
Course Objectives	<p>The objective of this course is to train chain's professional manager and high-order executive</p>			

Course Code	11178			
Course Name	Entrepreneurial Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To organize all the prerequisites to formulate a good business plan</li> <li>2.To achieve the functions of getting funding &amp; pooling resources.</li> </ol>			

Course Code	30711			
Course Name	Brand Strategy and Management 品牌策略與管理	Credit	F	S
Course Objectives	<p>1. Understand brand concept, brand position, brand strategy, brand management and best practice</p>			

	2. Practice brand tool, and discuss brand cases.
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Course Code	30884			
Course Name	Effective Business Communication and Negotiation- Course in English 商業溝通與談判-英	Credit	F	S
Course Objectives	The purpose of this course is to (1) explore the major concepts, theories and dynamics of business communication and negotiation; and to (2) develop practical skills applicable to a broad range of contexts. This involves training in communication skills like active listening to others, formulating and delivering messages, engaging and influencing audience, and in creating advantageous negotiation outcomes.			

Course Code	30710、30970			
Course Name	Fashion Business Management Fashion Business Management-Course in English 時尚產業管理	Credit	F	S
Course Objectives	<p>時尚產業的發展，受到社會、經濟、文化的變遷影響甚鉅。本課程將分別從在地與全球的情境，介紹以時尚產業為主之管理的觀念與原則。透過個案研究與討論，學生將對時尚產業管理有全面的認識。我們將探討時尚產業的歷史，如何欣賞時尚美學，分析市場行銷策略，包括時尚產業如何運用社群媒體與視覺進行銷售，課程也會涵蓋精品與快時尚，並討論時尚產業之企業社會責任。</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>			

Course Code	31937			
Course Name	Agricultural Marketing Management 農業行銷管理	Credit	F	S
Course Objectives	<p>農產品不同於一般商品，需要獨特的行銷方式，而數位時代的來臨與台灣政府的支持亦為農業行銷帶來更多機會。本課程融合行銷理論與經營農產品實務，讓學生了解農業行銷之基本概念以及如何運用資訊科技行銷農產品。</p> <p>課程內容包含：  (1)農產品的特性介紹  (2)農業行銷組合  (3)體驗行銷  (4)農產品定價分析  (5)農業電子商務及網路行銷  (6)智慧農業  (7)精緻農業  (8)休閒產業簡介</p> <p>Agricultural products are different from goods and require different ways of marketing. The advent of digital age and the support from Taiwanese government have brought about more opportunities for agricultural marketing. This course intends to equip students with a basic understanding of key concepts of agricultural marketing management and how to harness the power of digital technology to market agricultural products by integrating marketing theories and practices of agricultural marketing. Main subjects we will cover in</p>			

	<p>this course include:</p> <p>(1)The unique features of agricultural products</p> <p>(2)Agricultural marketing mix</p> <p>(3)Experiential marketing</p> <p>(4)Pricing analysis of agricultural products</p> <p>(5)E-commerce and e-marketing of agricultural products</p> <p>(6)Intelligent Agriculture</p> <p>(7)Quality Agriculture</p> <p>(8)Introduction to leisure industry</p>
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Course Code	24866			
Course Name	Design of Operations Flow 作業流程設計	Credit	F	S
Course Objectives	<p>The objective of this course is to teach operations flow design and management in various production system. The production systems include:</p> <p>1.project production, 2.job shop production, and 3.flow shop production.</p> <p>In addition, with the distinctive characteristics of the production system, comprising:</p> <p>1.just in time, 2.automation, and 3.computer integrated manufacturing.</p>			

Course Code	24867			
Course Name	Design of Operation Environment 作業環境設計	Credit	F	S
Course Objectives	<p>The objective of this course is to teach students how to design, plan, and manage individual working space in operation station. The topics being covered in this course include:</p> <p>1.The selection of facilities</p> <p>2.The design of man-machine interface</p> <p>3.The design and plan of working space</p> <p>4.The design and plan of working environment (light, color, and music...)</p>			

Course Code	24868			
Course Name	Product/Service Design and Development 產品/服務設計與發展	Credit	F	S
Course Objectives	<p>The objective of this course is to teach the complete processes of product/service design and development. The processes include: customer requirement investigation, product/service idea generation, product/service prototype producing and testing, product/service groups development, and product/service upgrades and revision. In addition, through various learning management skills, the process design and development improve in terms of to achieve shorter duration, fewer mistakes, and lower costs.</p>			

Course Code	11279、30007			
Course Name	Introduction to Technology Management Introduction to Technology Management -Course in English	Credit	F	S
Course Objectives	<p>The purpose of the course is to:</p> <p>1.Develop an understanding on issues and concepts for managing technological innovation to firms.</p> <p>2.Understand the structure and dynamics of high-tech businesses, including foundations of technological innovation, acquisition and application of technology, technological innovation strategy, high-tech industry development and entrepreneurship, and etc.</p>			

Course Code	23503			
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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"> <li>1.The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific.</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>			

Course Code	31495			
Course Name	Introduction to Emerging Technology and Digital Business 新興科技產業概論	Credit	F	S
Course Objectives	<p>Information Technology is fast changing the world around us. This course will provide students an understanding of IT-enabled changes in the business environment, and how we should harness the power of technology to create value and be competitive in the digital economy. Main subjects we will cover in this course include</p> <ol style="list-style-type: none"> <li>1)History of technology, how technology impact business, society, and consumer behavior, and how technology will lead us to a different future</li> <li>2)Understanding new technology , modern digital business concept and empirical example</li> <li>3)Understanding how to use technology to create value for organization, innovate business model, and ultimately build competitive advantage</li> </ol>			
Prerequisites	Marketing			

Course Code	04060			
Course Name	International Industry Analysis	Credit	F	S
Course Objectives	<p>The purpose of this class is to let the students have chances to get know more insights about international business operations through invited guest speakers, taking courses in Mainland China, as well as visits of renowned Taiwanese enterprises and multinational corporations. The students are expected to broaden their international viewpoints after the versatile course contents. The related topics are summarized as follows:</p> <ol style="list-style-type: none"> <li>1. The Introduction of Mainland China investment environment.</li> <li>2. The Macroeconomic of Mainland China</li> <li>3. The management control system in Mainland China</li> <li>4. The development of high-tech industry in Mainland China</li> <li>5. The operation of Taiwan-investment enterprise in Mainland China</li> <li>6. The operations of enterprise in Mainland China</li> </ol>			

Course Code	25125			
Course Name	Internship (I)	Credit	F	S
Course Objectives	<p>The main purpose of this course is to provide senior students internship opportunities. The course is developed to give students a better application of what they have learned in classes to practices, and to allow them to have a good feedback of what they have experienced in practical training through the classroom dialogues.</p>			

Course Code	25126			
Course Name	Internship (II)	Credit	F	S
Course Objectives	The main purpose of this course is to provide senior students internship opportunities. The course is developed to give students a better application of what they have learned in classes to practices, and to allow them to have a good feedback of what they have experienced in practical training through the classroom dialogues.			

Course Code	32175			
Course Name	Internship Capability Cultivation program 產業實習能力培養	Credit	F	S
Course Objectives	The main purpose of this course is to provide internship capability cultivation for sophomore and senior students. The course is developed to give students well understanding of their potential career and provide pre-training courses for internship to cultivate their internship capability. Tis course requires students to feedback what they have experienced and impression in pre-training of internship courses to the classroom dialogues.			