

College of Management

Fu Jen Catholic University

2019-2020 Course Catalog



510, Chung-Cheng Rd. Hsinchung, Taipei Hsien 24205, Taiwan, R.O.C.

Tel : 886-2-29052651 Fax : 886-2-29052186

<http://www.management.fju.edu.tw>

MBA Programs

- Evening and Weekend -

- Management
- Global Entrepreneurial Management and Business Administration

Management

● Course list

MBA Program in Management –Evening and Weekend		Code	Classes	Credit hours
Required common credit hours of the graduate institute	Management Paradigm and Organization Theories	11173	1	3
	Integration Management	12486	2	3
	Business Research Methods and Case Study	11174	1	3
	Systematic Thinking & Method	13110	1	3
	Strategic Management	10383	1	3
Elective credit hours of the graduate institute in other sections	Financial Management	01983	1	3
	International Marketing	02084	1	3
	Marketing Management	01483	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	1	3
	Knowledge and Talent Management	24154	1	3
	International Business Management	02083	1	3
	Topics of Strategic Management	14104	1	3
	Human Resources Management	01013	1	3
	Channel & Retail Management	11826	1	3
	International Financial Management	02093	1	3
	Business Information Strategies	14013	1	3
	Management Psychology	03136	1	3
	Seminar on Servant Leadership	12307	1	3
	Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission	30043	1	3
	Operations Strategy and Management	30044	1	3
	Smart Manufacturing and Service	30042	1	3
	Customer Relationship Management	30041	1	3
	Social Innovation and Entrepreneurship management	20022	1	3
Corporate Social Responsibility and Sustainability	31494	1	3	

● Course objective and prerequisites

Course Code	11173			
Course Name	Management Paradigm and Organization Theories	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To facilitate understanding and learning of “management paradigm” and “organization theory” 2.To exercise the management practices by case study and experience learning. 3.To cultivate the mentality and human skill of management professionalism. 			

Course Code	12486			
Course Name	Integration Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To increase managerial ability through the cultivation of their visionary capability 2.To enhance familiarity with cross-functional specialties. 			

Course Code	11174			
Course Name	Business Research Methods and Case Study	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build-up a normative concept about business consultation and a social science oriented diagnostic study methodology. 2.To learn the attitude and method of case study, also the collection and treatment of qualitative data. 3.To practice the diagnostic process including: problems analysis, root-causes identifying, and consulting suggestion proposing and enhancing. 			

Course Code	13110			
Course Name	Systematic Thinking & Method	Credit	F	S
Course Objectives	<p>The purpose of this course is to provide fundamental capability for EMBA students in research training and thesis writing. As the majority of the students are not undergraduate business majors, the focus of this course will be threefold.</p> <ol style="list-style-type: none"> 1.To briefly overview statistics 2.To be able to collect, analyze, and familiar related quantitative methods 3.To further discuss some qualitative research methods 4.To be able to prepare a draft proposal for theses. 			

Course Code	10383			
Course Name	Strategic Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To build up a complete concept of strategic management. 2.To integrate knowledge in relevant academic fields. 3.To explore new insights about strategic management and business trends through class discussions 			

Course Code	01983			
Course Name	Financial Management	Credit	F	S
Course Objectives	This course provides advanced treatment of corporate finance for graduate level			

	<p>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).
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Course Code	02084			
Course Name	International Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To explore the external issues that affect international marketing activities including the economic, social/cultural and political/legal environments. 2.To understand and simulate the process of implementing global marketing strategies. 3.To adapt marketing activities to specific market needs. 			

Course Code	07161			
Course Name	Strategic Marketing Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To provide fundamental concepts and principles of marketing management. 2.To cultivate analytical and problem-solving capability via case study. 3.To enhance analytical and communication skills via in-class Q & As. 4.To cultivate self-learning capability through data collection and analysis. 			

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	03000			
Course Name	Consumer Behavior Research	Credit	F	S

Course Objectives	<p>The objectives of this courses are:</p> <ol style="list-style-type: none"> 1.To provide the knowledge and skills for understanding markets and developing effective marketing strategies. 2.To introduce the Wheel of Consumer Analysis, a tool that helps understand the components affecting consumer affection, cognition, behavior, consumption environment, and the market. 			

Course Code	10211			
Course Name	Internet Marketing	Credit	F	S
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To establish a solid foundation of marketing concepts. 2.To understand the theories, practices and special issues in Internet marketing (eg. B2B, B2C, dynamic pricing, virtual channels and auctions). 3.To enhance capability of oral communication and reading capability in English. 4. To understand the methodologies used in Internet marketing research. 			

Course Code	24154			
Course Name	Knowledge and Talent Management	Credit	F	S
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1.To comprehensively introduce knowledge and talent management 2.To emphasize the importance of knowledge and talent management 3.To introduce the theories for knowledge and talent management 4.To introduce the concepts and techniques widely used in the organizations such as benchmarking and best practice 5.To cover the basic interaction of knowledge management and talent management. 			

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To learn the structure and the essence of the strategic, organizational & operational challenges confronting executives of MNCs. 2. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates. 3. By adopting the perspective of the MNC executive, to practice the development of global strategy and cross-broder management and to study the potential organizational & managerial impact of intended changes. 			

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	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.
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Course Code	11826			
Course Name	Channel & Retail Management	Credit	F	S
Course Objectives	<p>The power of marketing has moved from manufacturers to middlemen. Channel has become an important strategic issue, and an opportunity to gain profit. It is necessary to control and manage channels effectively. The objectives of this course are:</p> <ol style="list-style-type: none"> 1.To understand the importance of channel and retail management. 2.To effectively manage channels for attracting customers and gaining profits. 3.To learn how to manage non-store shops, electronic channels, and integrate multi-channels. 			

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"> 1.To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. 2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms. 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. 			

Course Code	14013			
Course Name	Business Information Strategies	Credit	F	S
Course Objectives	<p>It is very important to align Information System Strategy and Information Technology Strategy to the Business Strategy for business. This course will emphasize on the importance of the alignment among these strategies. This course will introduce Business strategy, Information System strategy, and Information Technology strategy and how to develop IS strategy to align with business strategy and to develop IT strategy to align with IS strategy and IT governance related methodologies and standards.</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.
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Course Code	12307			
Course Name	Seminar on Servant Leadership	Credit	F	S
Course Objectives	The purpose of this course is to guide students to have an understanding of the concept of serve leading through paper reading, discussions, and sharing. Furthermore, the course tries to explore the characteristics, capability, and role of being a service leader and to find the influence of these characteristics on its team members. Updated materials regarding organization and service leading will be covered in the course. Students enrolled in this course are expected to apply the concept into the disciplinary studies of service leading, organizational learning, and human resources. The pedagogical approaches used in this course include lecture, group discussion, book reading, and sharing of what have learned from the reading.			

Course Code	01483			
Course Name	Marketing Management	Credit	F	S
Course Objectives	The objectives of this course are 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	30043			
Course Name	Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission	Credit	F	S
Course Objectives	Social entrepreneurs have emerged dramatically worldwide and they are at the vanguard of creating new business models for social venture. The vast impoverished areas have prompted social entrepreneurship to take off. This course is designed as a seminar for students interested in topics on social entrepreneurship and it commences by introducing the landscape social entrepreneurship. The objectives include : (1) to facilitate students to befriend Fu Jen’s social mission and social entrepreneurial spirit (2) to provide students with practical knowledge and experience in social entrepreneurship, governance of social enterprise, and social impact creation and measurement, (3) to enhance the connection and interaction between students and professionals for social value, and (4) to encourage students to think critically about how business can make social impact			

Course Code	30044			
Course Name	Operations Strategy and Management	Credit	F	S
			3	0
Course Objectives	<p>Operations Strategy and Management have become global and shifted towards process management, and .inconceivable without modern information technology. The content includes both theory and practice of Operations Management. The objective of this course is 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"> 1. Realize the theoretical knowledge of Operations Management; 2. To think systemically about a company, its resources allocated, economic scale, product and service design, process design, quality management, and operations scheduling for gaining a sustainable competitive advantage; and 3. Obtain the ability for the further study and research. 			

Course Code	30042			
Course Name	Smart Manufacturing and Service	Credit	F	S
Course Objectives	<p>In the era of “smart”, it is crucial to convert the mindset of managers from product innovation into value creation as well as from selling products into selling services. In order to expand corporate values and sustain the profit, organizations make a great effort on building up a worry-free production environment and optimizing the products through R&D. Above all, they have to identify customers’ unseen and/or unaware needs and create supporting services or products through mining huge amount of data. This course will introduce how to use Internet of Things and big data analysis to realize the smart manufacturing, management and service. The important concept of transforming manufacturing into service innovation will also be provided. In addition to the cases study and discussion, this course will invite industry experts to present and arrange business visits so that students can master the essence of smart manufacturing and service.</p>			

Course Code	10985 · 30041			
Course Name	Customer Relationship Management	Credit	F	S
			0	3
Course Objectives	<p>The objectives of this course is to give an overview about different aspects of customer relationship management (CRM) and data mining (DM) as well as the methodologies and applications of CRM and DM. 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 focus of this course will be application oriented and therefore how to use related techniques in handling real world problems is a must in this course. Therefore the students are required to use relevant data mining techniques in handling real world problems in their final projects.</p>			

Course Code	20022			
Course Name	Social Innovation and Entrepreneurship management	Credit	F	S
			3	0
Course Objectives	<ol style="list-style-type: none"> 1. To help students enter in the society and experience the unsatisfied needs in real living, which are always ignored by mainstream social groups; 2. To analyze and assess the legitimacy and emergency of unsatisfied social needs; 3. To stimulate innovative design base on local intelligence by adopting the managerial technologies. To accomplish the design of practical social “products/ process”; and 4. To learn the social-entrepreneurship related knowledge about micro-firm management and micro-financing. 			

Course Code	31494			
Course Name	Corporate Social Responsibility and Sustainability	Credit	F	S
			3	0
Course Objectives	<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"> 1. Understand the meaning of CSR 2. Explain the various types of CSR activities 3. Evaluate the benefits and costs associated with CSR activities 4. Understand the Sustainable Development Goals set by the United Nations and the ways of achieving these goals 5. Understanding the impact business model 6. Evaluate the impact of B Corps 			