

# **College of Management**

# **Fu Jen Catholic University**

**2021-2022 Course Catalog**



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# **MBA Programs**

- Evening and Weekend -

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- 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
	Marketing Management	01483	1	3
	Industrial Economics & Competitive Strategy	12255	1	3
	Consumer Behavior Research	03000	1	3
	Internet Marketing	10211	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
	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
	International Industry Analysis	04060	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"> <li>1.To facilitate understanding and learning of “management paradigm” and “organization theory”</li> <li>2.To exercise the management practices by case study and experience learning.</li> <li>3.To cultivate the mentality and human skill of management professionalism.</li> </ol>			

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"> <li>1.To increase managerial ability through the cultivation of their visionary capability</li> <li>2.To enhance familiarity with cross-functional specialties.</li> </ol>			

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"> <li>1.To build-up a normative concept about business consultation and a social science oriented diagnostic study methodology.</li> <li>2.To learn the attitude and method of case study, also the collection and treatment of qualitative data.</li> <li>3.To practice the diagnostic process including: problems analysis, root-causes identifying, and consulting suggestion proposing and enhancing.</li> </ol>			

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"> <li>1.To briefly overview statistics</li> <li>2.To be able to collect, analyze, and familiar related quantitative methods</li> <li>3.To further discuss some qualitative research methods</li> <li>4.To be able to prepare a draft proposal for theses.</li> </ol>			

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"> <li>1.To build up a complete concept of strategic management.</li> <li>2.To integrate knowledge in relevant academic fields.</li> <li>3.To explore new insights about strategic management and business trends through class discussions</li> </ol>			

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"> <li>1. The possible types and control mechanism of agency problems that originates from modern corporate structure separating management from shareholder's ownership.</li> <li>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.</li> <li>3. The concept of weighted average cost of capital (WACC) is emphasized with special focus on possible approaches to estimate each cost element.</li> <li>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.</li> <li>5. Students are asked to develop the ability to find and solve the financial problems like an Executive Financial Manager (CFO).</li> </ol>
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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"> <li>1.To provide fundamental concepts and principles of marketing management.</li> <li>2.To cultivate analytical and problem-solving capability via case study.</li> <li>3.To enhance analytical and communication skills via in-class Q &amp; As.</li> <li>4.To cultivate self-learning capability through data collection and analysis.</li> </ol>			

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"> <li>1. To emphasis the S-C-P analytical framework and their components.</li> <li>2. To familiar with the major frameworks and methods of conducting industry analysis.</li> <li>3. To be able to use the analytical foundation for the development of competitive strategy</li> </ol>			

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"> <li>1.To provide the knowledge and skills for understanding markets and developing effective marketing strategies.</li> <li>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.</li> </ol>			

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"> <li>1.To establish a solid foundation of marketing concepts.</li> <li>2.To understand the theories, practices and special issues in Internet marketing (eg. B2B, B2C, dynamic pricing, virtual channels and auctions).</li> <li>3.To enhance capability of oral communication and reading capability in English.</li> <li>4. To understand the methodologies used in Internet marketing research.</li> </ol>			

Course Code	02083			
Course Name	International Business Management	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> <li>1. To learn the structure and the essence of the strategic, organizational &amp; operational challenges confronting executives of MNCs.</li> <li>2. To understand the interplay between the MNC, the countries in which it does business, and the competitive environment in which it operates.</li> <li>3. 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 &amp; managerial impact of intended changes.</li> </ol>			

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"> <li>1.To develop systematic knowledge of human resources management.</li> <li>2.To enhance the capability of practicing theories into a real life.</li> <li>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.</li> <li>4.To learn skills of teamwork and discussion.</li> </ol>			

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"> <li>1.To understand the importance of channel and retail management.</li> <li>2.To effectively manage channels for attracting customers and gaining profits.</li> <li>3.To learn how to manage non-store shops, electronic channels, and integrate multi-channels.</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 a conceptual framework within which the key financial decisions of the multinational firm can be analyzed.</li> <li>2.To use the technique of financial analysis and reasoning in solving international financial problems inherent in multinational firms.</li> <li>3.To explore issues of multiple currencies, volatility in exchange rate and inflation rate, multiple money markets, governmental exchange control, segmented capital market, political risk, international diversification, arbitrage potential, and international finance with a lower cost.</li> </ol>			
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Course Code	12307			
Course Name	Seminar on Servant Leadership	Credit	F	S
Course Objectives	<p>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.</p>			

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"> <li>1. To provide a platform for reviewing and discussion of the essential issues related to marketing management, including theories and practices.</li> <li>2. To arouse learning interest in marketing</li> <li>3. To introduce some hottest issues such as e-commerce, marketing decision-making, management in China market etc.</li> <li>4. To explore the emerging concept of “Holistic Marketing” that broadly covers internal marketing, integrated marketing, relationship marketing, and socially responsible marketing.</li> </ol>			
			0	3

Course Code	30043			
Course Name	Seminar on social entrepreneurship and innovation in alignment with Fu Jen Catholic University mission	Credit	F	S
Course Objectives	<p>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 :</p> <ol style="list-style-type: none"> <li>(1) to facilitate students to befriend Fu Jen’s social mission and social entrepreneurial spirit</li> <li>(2) to provide students with practical knowledge and experience in social entrepreneurship, governance of social enterprise, and social impact creation and measurement,</li> <li>(3) to enhance the connection and interaction between students and professionals for social value, and</li> <li>(4) to encourage students to think critically about how business can make social impact</li> </ol>			
			3	0

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"> <li>1. Realize the theoretical knowledge of Operations Management;</li> <li>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</li> <li>3. Obtain the ability for the further study and research.</li> </ol>			

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

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"> <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>			

Course Code	04060			
Course Name	International Industry Analysis	Credit	F	S
Course Objectives	<p>This course is designed in a way of intensive speeches delivered by practitioners running business in China and other countries or scholars who know industrial evolutions of China and other countries as well. After completing this course, we hope that students have fundamental concepts of regulations of the authority, operations, managements and strategies of food, electronics, service, and other industries in China and other countries.</p>			