

# 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            |
|  | Operations Management*                                    | 11822                  | 2       | 3            |
|  | Operations Management-Course in English*                  | 30647                  | 1       | 3            |
|  | Cost Accounting   | 01449                  | 3       | 2            |
|  | Management Accounting                                     | 02629                  | 3       | 2            |
|  | Elective credit hours by Integrating courses              | Information Management | 02502   | 2            |
| Information Management-Course in English         |   | 23455                  | 1       | 3            |
| Seminar on Business Administration(I)            |   | 14212                  | 24      | 2            |
| Seminar on Business Administration(II)           |   | 14213                  | 25      | 2            |
| Business Policy                                  |   | 01389                  | 4       | 3            |
| Quality Management                               |   | 03021                  | 1       | 3            |
| Global Supply Chain Management                   |   | 15353                  | 1       | 3            |
| Elective credit hours by sections                | Discussion in Industrial Management                       | 14211                  | 1       | 3            |
|  | Innovation Management -Course in English                  | 19061                  | 2       | 3            |
|  | Financial Operating Management and Innovation             | 24869                  | 1       | 3            |
|  | Organization and Social Development                       | 24864                  | 1       | 3            |
|  | Organization Development & Change                         | 06935                  | 1       | 3            |
|  | Performance Management and Talent Development             | 24862                  | 1       | 3            |
|  | Manpower planning and recruiting                          | 20021                  | 1       | 3            |
| Human resources management                       | 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            |

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|  |                        | 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<br>健康產業經營專題  | 31019 | 1 | 3 |
|  |                        | Career Exploration and Planning  | 31493 | 1 | 2 |
|  |                        | Corporate Social Responsibility and Sustainability   | 31494 | 1 | 3 |
|  |                        | Management of Occupational Health and Safety- Course in English 職場健康與安全管理-英  | 33296 | 1 | 3 |
|  | Financial management   | Fixed Income Securities  | 10458 | 1 | 3 |
|  |                        | International Financial Management   | 02093 | 1 | 3 |
|  |                        | Investment   | 01579 | 1 | 3 |
|  |                        | Macroeconomics   | 02891 | 1 | 3 |
|  |                        | Corporate Governance   | 15470 | 1 | 3 |
|  |                        | Strategic Management of Financial Institutions   | 32544 | 1 | 2 |
|  |                        | Introduction to Impact Investing<br>影響力投資概論  | 33154 | 1 | 3 |
|  |                        | Cotemporary Issues in Financial Markets 金融市場分析研討   | 17823 | 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   | 31496 | 1 | 3 |
|  |                        | Creative Thinking and Marketing Innovation   | 24865 | 1 | 3 |
|  |                        | E-Commerce & Internet Marketing  | 10992 | 1 | 3 |
|  |                        | Service Design   | 23502 | 1 | 3 |
|  |                        | Project Management-Course in English 專案管理-英  | 34086 | 1 | 3 |
|  |                        | International Marketing Management   | 06037 | 1 | 3 |
|  |                        | Entrepreneurial Management   | 11178 | 1 | 3 |
|  |                        | Brand Strategy and Management  | 30711 | 1 | 3 |
|  |                        | Agricultural Marketing Management<br>農業行銷管理  | 31937 | 1 | 3 |
|  |                        | Smart Retailing Management<br>智慧零售管理   | 33939 | 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   | 31495 | 1 | 3 |
|  |                        | Application of artificial intelligence and big data analytic in marketing and customer relationship management 人工智慧及大數據在行銷及顧客關係管理之應用 | 34087 | 1 | 3 |
| Elective credit hours of the department in other |                        | Global Business Strategy Management & Practices  | 32822 | 1 | 2 |

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| sections | International Business Management - Course In English       | 19710 | 1 | 3 |
|          | Seminar on Industry Management - Course in English 產業管理專題-英 | 33744 | 1 | 3 |
|          | International Industry Analysis 國際產業分析                      | 04060 | 1 | 3 |
|          | Internship (I)  | 25125 | 1 | 3 |
|          | Internship (II)   | 25126 | 1 | 3 |
|          | Internship (III)  | 25127 | 1 | 3 |

● Course objective and prerequisites

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|-------------------|--|--------|---|---|
| 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> |        |   |   |

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|-------------------|---|--------|---|---|
| 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> |        |   |   |

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| 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> |        |   |   |

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|  | <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> |        |   |   |

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| Course Code       | 24495   |        |   |   |
| Course Name       | Introduction to Programming   | 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> |        |   |   |

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| Course Code       | 02222 、 30268  |        |   |   |
| Course Name       | Statistics<br>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> |        |   |   |

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| 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> |        |   |   |

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|  | 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<br>1.To know the basic knowledge of management<br>2.To know how to use planning, organizing, leading, and controlling in management practices. |        |   |   |

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

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

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| Course Code       | 01013 、 23505   |        |   |   |
| Course Name       | Human Resources Management<br>Human Resources Management-Course in English  | Credit | F | S |
| Course Objectives | The main purposes of this course are:<br>1.to develop systematic knowledge of human resources management;<br>2.to enhance the capability of practicing theories into a real life;<br>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<br>4.to learn skills of teamwork and discussion. |        |   |   |

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|-------------------|---|--------|---|---|
| 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:<br>1. Realize the basic concepts of marketing.<br>2. Understand the meanings and procedure of marketing plan.<br>3. Realize the meaning of segmenting, targeting, and positioning (STP).<br>4. Understand the meaning and scopes of marketing mix 4P.<br>5. Utilize marketing theory to analyze firm's marketing activities.<br>6. Learn the skill of marketing planning and apply Marketing Management in an effective manner. |        |   |   |

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| 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> |        |   |   |

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| Course Code       | 11822、30647  |        |   |   |
| Course Name       | Operations Management<br>Operations Management-Course in English   | Credit | F | S |
| Course Objectives | <p>Operations 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 objectives of this course are</p> <ol style="list-style-type: none"> <li>1.To introduce operations management, including the concepts and techniques related to the design, planning, control, improvement and challenge of both manufacturing and service operations;</li> <li>2.To be problem-solving oriented in both the manufacturing and service sectors; and</li> <li>3.To provide opportunities of factory visiting trips so as to enhance the understanding in running the real world manufacturing and related functions.</li> </ol> |        |   |   |

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| 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> |        |   |   |

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| Course Code       | 02629  |        |   |   |
| Course Name       | Management Accounting  | 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> |        |   |   |

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|-------------------|--|--------|---|---|
| Course Code       | 02502  |        |   |   |
| Course Name       | Information Management   | Credit | F | S |
| Course Objectives | 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 |        |   |   |

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| Course Code       | 23455  |        |   |   |
| Course Name       | Information Management-Course in English   | Credit | F | S |
| Course Objectives | 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 |        |   |   |

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|-------------------|---|--------|---|---|
| Course Code       | 14212   |        |   |   |
| Course Name       | Seminar on Business Administration (I)  | Credit | F | S |
| Course Objectives | The goals of the course are<br>1.To implement the goal of “learning by doing”;<br>2.To integrate all the knowledge of business administration;<br>3.To be problem-solving orientated;<br>4.To build competence of teamwork, communication, analysis, leading, and creation; and<br>5.To be responsible for completing one’s own work. |        |   |   |

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|-------------------|---|--------|---|---|
| Course Code       | 14213   |        |   |   |
| Course Name       | Seminar on Business Administration (II)   | Credit | F | S |
| Course Objectives | The goals of the course are<br>1.To implement the goal of “learning by doing”.<br>2.To integrate all the knowledge of business administration.<br>3.To be problem-solving orientated<br>4.To build competence of teamwork, communication, analysis, leading, and creation<br>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<br>1. To observe new trends and business models;<br>2. To develop strategic thinking ability;<br>3. To cultivate organizational learning ability; |        |   |   |



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|  | 4. To build up a comprehensive concept of strategic management; and<br>5. To integrate knowledge in relevant academic fields. |
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|-------------------|--|--------|---|---|
| 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. |        |   |   |

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

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

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|-------------------|---|--------|---|---|
| Course Code       | 19061   |        |   |   |
| Course Name       | Innovation Management - Course in English<br>創新管理-英   | Credit | F | S |
| Course Objectives | The objectives of this course are:<br>1.to cover the major sources of innovation, the analytical models and the empirical explorations (verifications);<br>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;<br>3.to provide a state-of-the-art-overview of innovation studies within micro and macroeconomic frameworks;<br>4.to draw benefits from overlaps with neighboring disciplines such as systems theory, clinometric and institutionalism; and<br>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 |        |   |   |

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|-------------------|--|--------|---|---|
| Course Code       | 24869  |        |   |   |
| Course Name       | Financial Operating Management and Innovation<br>金融經營管理與創新   | Credit | F | S |
| Course Objectives | 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 |        |   |   |

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|  | <p>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> <ol style="list-style-type: none"> <li>1.How could the traditional banking businesses (such as saving &amp; loans, wiring, and payment) be transformed into digitized and mobilized?</li> <li>2.The change in banking personnel.</li> <li>3.The strategies and thinking of banking industry.</li> <li>4.The trend of international banking industry.</li> </ol> <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> |
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| Course Code       | 24864   |        |   |   |
| Course Name       | Organization and Social Development<br>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> <ol style="list-style-type: none"> <li>1.To familiarize students with the theories and models of social development;</li> <li>2.To familiarize students with various types of organizations and their distinct role and function in the development of a society;</li> <li>3.To expose students to the pressing issues on sustainability; and</li> <li>4.To encourage students to explore theory of change at the organizational level.</li> </ol> |        |   |   |

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| Course Code       | 06935   |        |   |   |
| Course Name       | Organization Development & Change   | Credit | F | S |
| Course Objectives | <p>The objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To understand the knowledge scope of OD/OC;</li> <li>2. To familiar with the factors which lead organization change;</li> <li>3. To be able to handle the principle, method and model to adjust the organization;</li> <li>4. To study the case and induce the principle;</li> <li>5. To establish the skill in solving the OD/OC problems; and</li> <li>6. To set up the open mentality to face changes.</li> </ol> |        |   |   |

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|-------------------|--|--------|---|---|
| Course Code       | 24862  |        |   |   |
| Course Name       | Performance Management and Talent Development<br>績效管理與人才發展   | Credit | F | S |
| 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> |        |   |   |

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|  | <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> |
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| 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   |        |   |   |

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| 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> |        |   |   |

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| 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> |        |   |   |

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| 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> |        |   |   |

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| Course Code | 24863                               |        |   |   |
| Course Name | Labor Relationship and Compensation | Credit | F | S |

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|                   | Management  |  |  |  |
| Course Objectives | 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. |  |  |  |

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| 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> |        |   |   |

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| Course Code       | 24339   |        |   |   |
| Course Name       | Family Business Management-Course in English<br>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> |        |   |   |

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| Course Code       | 30709  |        |   |   |
| Course Name       | Introduction to Health Care Industry<br>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> </ol> |        |   |   |

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|  | <p>2. To introduce industry scenario, operation practices, future opportunities in medical institution and health industry.</p> <p>3. To provide practical cases of new ventures development in health industry.</p> <p>4. To develop a business plan for new venture in health industry.</p> |
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| Course Code       | 31019  |        |   |   |
| Course Name       | Seminar of Healthcare Industry Management<br>健康產業經營專題  | Credit | F | S |
|                   |  |        |   |   |
| Course Objectives | <p>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</p> <p>2.能善用實證基礎方法進行經營管理相關議題之決策</p> <p>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</p> <p>4.能夠有效溝通，善用影響力以行動達成團隊目標</p> <p>Upon successfully completing this course, students will be able to:</p> <p>1.Demonstrate knowledge of the healthcare system, environment, business and management issues within health sector.</p> <p>2.To be able to make evidence-based decisions toward relevant business administration issues</p> <p>3.Integrate the skills learnt over other courses of study to produce team-based applied pieces of research in healthcare contexts.</p> <p>4.Communicate effectively and influence individuals to take action in the pursuit of team goals</p> |        |   |   |
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| Course Code       | 31493  |        |   |   |
| Course Name       | Career Exploration and Planning<br>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> |        |   |   |
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| Course Code       | 31494   |        |   |   |
| Course Name       | Corporate Social Responsibility and Sustainability<br>企業社會責任與永續發展   | Credit | F | S |
|                   |   |        |   |   |
| Course Objectives | <p>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> <p>1.瞭解 CSR 的意義與涵蓋的層面</p> <p>2.解釋各種不同型態的 CSR 活動</p> <p>3.評估 CSR 活動的效益與成本</p> <p>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</p> <p>5.瞭解影響力商業模式</p> <p>6.評估 B corps 的影響與衝擊</p> <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</p> |        |   |   |
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|  | <p>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       | 33296、33745  |        |   |
| Course Name       | Management of Occupational Health and Safety-<br>Course in English   | Credit | F |
|                   | Management of Occupational Health and Safety<br>職場健康與安全管理-英、職場健康與安全管理  |        | S |
| Course Objectives | <p>As issues of occupational health and safety management have received international attention in recent decades, these issues have become increasingly important in Taiwan as well. The goal of this course is to explore occupational health and safety management-related issues from the perspective of organizational management and human resources. The course aims to provide students with a basic understanding of the concepts of occupational health and safety management by investigating the current academic and practical issues in this area and how to apply the knowledge they have learned to practical situations in future workplaces. The main subjects to be covered in this course include:</p> <p>Introduction to management of occupational health and safety</p> <ol style="list-style-type: none"> <li>1)Introduction to management of occupational health and safety</li> <li>2)Occupational health and safety management issues in Taiwan and internationally</li> <li>3)Occupational injury</li> <li>4)Workplace stress</li> <li>5)Employee motivation</li> <li>6)Occupational health and leadership</li> <li>7)Occupational health promotion and employee well-being</li> <li>8)Occupational health and safety interventions</li> </ol> |        |   |

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| 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> |        |   |

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| 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 derivative markets, and the related theory of currency risk and foreign direct investment.</li> </ol> |        |   |   |

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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> |        |   |   |

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| 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> |        |   |   |

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| 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 management in practices; and</li> <li>7. To cover the issue of risk management and corporate governance in financial holding companies.</li> </ol> |        |   |   |

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| Course Code       | 32544   |        |   |   |
| Course Name       | 金融業策略管理<br>Strategic Management of Financial Institutions   | Credit | F | S |
| Course Objectives | <p>本課程的目的是幫助學生瞭解台灣金融業。本課程將涵蓋主要的金融機構, 包括保險、銀行、證券和資產管理等。它將深入探討產業環境、公司、產品、通路等。</p> <p>The purpose of this course is to help the student to have the overall understandings about Taiwan financial industry. The course will cover the major pillars of financial institutions, which include Insurance, Banking, Security and Asset Management etc. It investigates the market landscape, player, product, channel, and so on.</p> |        |   |   |

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| Course Code       | 33154   |        |   |   |
| Course Name       | Introduction to Impact Investing<br>影響力投資概論   | Credit | F | S |
| Course Objectives | <p>This course aims to help learners prepare for Impact Investing. To achieve this goal, the class will provide a basic understanding of Impact Investing, from its origin to world-wide development, from its purpose to methodology, and from its theory to practice.</p> <p>Few key topics addressed in this class include:</p> <ol style="list-style-type: none"> <li>1. discussing how business should and can deliver social impact alongside profits.</li> <li>2. exploring the development and obstacles of Impact Investing in Taiwan.</li> <li>3. examining real business cases of Impact Investing internationally and locally.</li> </ol> |        |   |   |

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| Course Code       | 17823  |        |   |   |
| Course Name       | Contemporary Issues in Financial Markets<br>金融市場分析研討   | Credit | F | S |
| Course Objectives | <p>This course provides a general introduction to some relevant issues in current financial markets. We first review a few basic concepts in this field, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze a 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 references and materials. Every student must complete a term paper that focuses on one particular topic in this field and make an oral presentation at the end of this class.</p> |        |   |   |

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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 provide 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> |        |   |   |

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| 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> </ol> |        |   |   |



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|  | 3.To focuses on the applications of consumer behavior theory to marketing activities. |
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| 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> |        |   |   |

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| Course Code       | 23196、31496   |        |   |   |
| Course Name       | Social Media Marketing<br>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 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.</p> |        |   |   |

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| Course Code       | 24865   |        |   |   |
| Course Name       | Creative Thinking and Marketing Innovation<br>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> |        |   |   |

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| Course Code       | 10992  |        |   |   |
| Course Name       | E-Commerce & Internet Marketing<br>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> |        |   |   |

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| Course Code       | 23502   |        |   |   |
| Course Name       | Service Design  | Credit | F | S |
| Course Objectives | How to enhance customers' pleasurable experience of shopping is a new |        |   |   |

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|  | 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. |
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| Course Code       | 02141、34086  |        |   |   |
| Course Name       | Project Management、Project Management-Course in English  | Credit | F | S |
| Course Objectives | The objectives of this course are<br>1.To understand the definition and process of project management;<br>2.To learn the technique and tool of project management; and<br>3.To possess the capability of project management. |        |   |   |

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| Course Code       | 06037、19331   |        |   |   |
| Course Name       | International Marketing Management、International Marketing Management-Course in English   | Credit | F | S |
| Course Objectives | 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<br>1.regional trade organization,( EU, WTO, NAFTA, APEC, ASEAN, CIS, MERCOSUR),<br>2.international culture difference<br>3.business environment risk intelligence ( BERI)<br>4.operation risk index ( ORI)<br>5.remittance and repatriation factor (R Factor)<br>6.profit opportunity recommendation (POR), and<br>7.international marketing strategy. |        |   |   |

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| Course Code       | 11178  |        |   |   |
| Course Name       | Entrepreneurial Management   | Credit | F | S |
| Course Objectives | The objectives of this course are<br>1.To organize all the prerequisites to formulate a good business plan<br>2.To achieve the functions of getting funding & pooling resources. |        |   |   |

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| Course Code       | 30711   |        |   |   |
| Course Name       | Brand Strategy and Management<br>品牌策略與管理  | Credit | F | S |
| Course Objectives | 1.學習品牌概念、品牌定位、品牌策略、品牌管理與實務<br>2.練習品牌分析工具，並探討學習品牌案例<br>1. Understand brand concept, brand position, brand strategy, brand management and best practice<br>2. Practice brand tool, and discuss brand cases. |        |   |   |

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| Course Code       | 31937  |        |   |   |
| Course Name       | Agricultural Marketing Management<br>農業行銷管理                      | Credit | F | S |
| Course Objectives | 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 |        |   |   |

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|  | <p>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：</p> <p>(1)農產品的特性介紹</p> <p>(2)農業行銷組合</p> <p>(3)體驗行銷</p> <p>(4)農產品定價分析</p> <p>(5)農業電子商務及網路行銷</p> <p>(6)智慧農業</p> <p>(7)精緻農業</p> <p>(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 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       | 33939   |        |   |   |
| Course Name       | Smart Retailing Management<br>智慧零售管理  | Credit | F | S |
| Course Objectives | <p>本課程的目的在於：</p> <p>1.讓學生認識智慧零售的發展與挑戰，包括多重通路、多元支付及顧客體驗等。</p> <p>2.了解智慧零售之實務應用，包括商圈門市之經營管理。</p> <p>3.透過行銷與資訊科技的跨領域整合，以及學術與實務教師之合作，培養未來智慧零售人才。</p> <p>The purpose of this course is to:</p> <p>1. Let students understand the development and challenges of smart retail, including multiple channels, multiple payments and customer experience.</p> <p>2. Understand the practical applications of smart retail, including the operation and management of retail stores.</p> <p>3. Cultivate future smart retail human resources through the integration of marketing and information technology, as well as the cooperation of academic and practical teachers.</p> |        |   |   |

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| Course Code       | 24866  |        |   |   |
| Course Name       | Design of Operations Flow<br>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> |        |   |   |

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| Course Code       | 24867  |        |   |   |
| Course Name       | Design of Operation Environment<br>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> <ol style="list-style-type: none"> <li>1.The selection of facilities</li> <li>2.The design of man-machine interface</li> <li>3.The design and plan of working space</li> <li>4.The design and plan of working environment (light, color, and music...)</li> </ol> |        |   |   |

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| Course Code       | 24868   |        |   |   |
| Course Name       | Product/Service Design and Development<br>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> |        |   |   |

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| Course Code       | 11279、30007  |        |   |   |
| Course Name       | Introduction to Technology Management<br>Introduction to Technology Management -Course<br>in English   | Credit | F | S |
| Course Objectives | <p>The purpose of the course is to:</p> <ol style="list-style-type: none"> <li>1.Develop an understanding on issues and concepts for managing technological innovation to firms.</li> <li>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.</li> </ol> |        |   |   |

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| Course Code       | 23503  |        |   |   |
| Course Name       | Business and Management Practice in Asia<br>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> |        |   |   |

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| Course Code       | 31495   |        |   |   |
| Course Name       | Introduction to Emerging Technology and Digital<br>Business<br>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</p> |        |   |   |

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|               | value and be competitive in the digital economy. Main subjects we will cover in this course include<br>1)History of technology, how technology impact business, society, and consumer behavior, and how technology will lead us to a different future<br>2)Understanding new technology , modern digital business concept and empirical example<br>3)Understanding how to use technology to create value for organization, innovate business model, and ultimately build competitive advantage |
| Prerequisites | Marketing  |

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| Course Code       | 34087   |        |   |   |
| Course Name       | 人工智慧及大數據在行銷及顧客關係管理之應用<br>Application of artificial intelligence and big data analytic in marketing and customer relationship management   | Credit | F | S |
| Course Objectives | 由於資訊科技的快速發展，近幾年來行銷及顧客關係管理的重點及相關策略的擬定，有了相當幅度的改變。有鑑於此，本課程透過人工智慧及大數據分析的理論介紹，輔以個案分析及實際操作，幫助同學們瞭解這兩個日漸受到重視之分析工具於行銷及顧客關係管理的應用。<br>Due to the fast development of information technology, the focus points and strategies of marketing and customer relationship management have changed dramatically in the past decade. The purpose of this course is to provide basic knowledge of artificial intelligence and big data analytic through case studies and project implementation to help our students get a better picture of applications using artificial intelligence and big data analytic in marketing and customer relationship management. |        |   |   |

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| Course Code       | 32822  |        |   |   |
| Course Name       | Global Business Strategy Management & Practices<br>全球企業策略管理實務  | Credit | F | S |
| Course Objectives | 1.了解目前全球產業變化、全球營運中心架構和管理實務<br>2.介紹台灣經濟發展第三波革命與台灣面臨全球產業鏈之重構<br>3.培養全球化的視野的管理專才<br>This course objectives are as fellow: (1).provide students to know contemporary industry change, enterprise operation framework, and managerial practices under global context. (2). introduce students know the third wave evolution of economic development in Taiwan and the challenge role of Taiwan in the global supply chain. (3).provide students learn to be a professional managers with global view. |        |   |   |

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| Course Code       | 19710   |        |   |   |
| Course Name       | International Business Management - Course In English   | Credit | F | S |
| Course Objectives | International investment and industrial environment have been more capricious than ever before since 21st century when globalization, digitalization, and liberalization came to be the trend. In order to fertilize outstanding international-level talents with overall thinking, the objectives of this course are:<br>1. To profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management;<br>2. To broaden international views;<br>3. To synchronize with changes and development of the world; and<br>4. To strengthen international competence. |        |   |   |

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| Course Code       | 33743、33744   |        |   |   |
| Course Name       | Seminar on Industry Management<br>Seminar on Industry Management - Course in English<br>產業管理專題、產業管理專題-英   | Credit | F | S |
|                   |   |        |   |   |
| Course Objectives | <p>產業管理專題的目的是幫助學生能運用所學之企業管理知識(包含生產管理、行銷管理、人力資源管理、研發管理、財務管理及策略管理)及產業分析技巧和工具，以了解產業結構、產業競爭情勢及產業發展趨勢。尤其是產業分析方法不僅可協助企業進行重要決策，更可幫助個人對於不同產業產生自身見解。因此，本課程將運用企業管理知識及產業分析技巧及工具，並且透過實務案例分析，讓學生了解產業管理之基本概念並實際應用於日常生活中。</p> <p>課程內容包含：</p> <ol style="list-style-type: none"> <li>1)產業管理介紹</li> <li>2)產業分析應用工具介紹</li> <li>3)產業管理案例介紹(如高科技產業)</li> <li>3)企業外部環境分析</li> <li>4)競爭者分析</li> <li>5)新興產業競爭策略</li> </ol> <p>The primary goal of the seminar on industry management is to help students utilize knowledge of business management in general (e.g., operations, marketing, human resources, research and development, finance, and strategy management) and industry analytic instruments to attain a deeper understanding of industry structure, competitive situation, and trend. Particularly, industry analysis can assist enterprises in making important decisions and helping individuals to develop their own insights into different industries. This course aims to use business management knowledge and industry analytic techniques to enable students to understand the basic concepts of industry management through practical case study analysis and applications to daily life. The main subjects to be covered in this course include:</p> <ol style="list-style-type: none"> <li>1) Introduction to industry management</li> <li>2) Introduction to application tools of industry analysis</li> <li>3) Case study of industry management (e.g., high-tech industry)</li> <li>3) External environment analysis</li> <li>4) Competitor analysis</li> <li>5) Competitive strategy in emerging industries</li> </ol> |        |   |   |

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| Course Code       | 04060  |        |   |   |
| Course Name       | International Industry Analysis  | Credit | F | S |
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| 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> |        |   |   |

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| Course Code | 25125 |  |  |  |
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| Course Name       | Internship (I)  | 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. |        |   |   |

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| 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. |        |   |   |

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|-------------------|---|--------|---|---|
| Course Code       | 25127   |        |   |   |
| Course Name       | Internship (III)  | 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. |        |   |   |