

## Fu Jen imMBA

### Course Introduction

Course Name	Course Objectives	Credits
<b>International Business Management</b> 國際企業管理  Absolutely required 02083	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: 1. To profoundly probe into certain oversea investment environments, entry modes into international market, global strategic planning and implementation, and transnational operation management; 2. To broaden international views; 3. To synchronize with changes and development of the world; and 4. To strengthen international competence.	3
<b>Business Ethics</b> 企業倫理  Absolutely required 00292	To appreciate the essences of business ethics through five main faucets: recognizing socially acceptable business conduct from the global perspectives, embedding good business in treating people nice and fair, reengineering corporate image, enhancing professional ethics, and investing in sustainable and socially responsible corporations.	2
<b>Financial Management</b> 財務管理  Optionally required Take 4 out of 6  01983	The objective of this course is to address logics embodied in corporate financial decisions. Relevant issues include principles of capital investments, pricing for bond and equity, measurement of returns and risks, and exchange rate valuation. We introduce two major decisions covered by corporate finance, namely capital budgeting and valuation. In addition, we extend the scope of these two issues to the field of international finance. Students enrolled the course are expected to be familiar with the followings upon course completion. 1. The possible types and control mechanism of agency problems; 2. Valuation approaches, cash flow estimation, and risk aspect relating to capital budgeting; 3. Methods in measuring returns and risks; 4. The concept of weighted average cost of capital; and 5. The framework of exchange rate valuation.	3
<b>Organization Design and Management</b> 組織設計與管理  Optionally required Take 4 out of 6  36642	Students will be able to: 1. Learn an approach to design and manage organization that comply with the firm's strategies 2. Learn how firms tackle various challenges in the global business environment through organization design and management	3

Marketing Management 行銷管理  Optionally required Take 4 out of 6  01483	The objectives of this course are 1. To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments 2. To understand the process of forming and implementing global marketing strategies 3. To learn the balance between global and local marketing activities	3
Supply Chain and Operations Management 供應鏈與作業管理  Optionally required Take 4 out of 6  36644	This course focuses on effective supply chain strategies for companies that operate globally, with an emphasis on how to plan and integrate supply chain components into a coordinated system. Students are exposed to concepts and models important in supply chain planning with emphasis on key trade-offs and phenomena. The course introduces and utilizes key tactics such as risk pooling and inventory placement, integrated planning and collaboration, and information sharing. Lectures, case discussions introduce various models and methods for supply chain analysis and optimization.	3
Strategic Management 策略管理  Optionally required Take 4 out of 6  10383	The objectives of this course are: 1. To build up a critical thinking ability for strategic analysis under dynamic environment 2. To get familiar with the principles, theories of global strategic management from the top management teams' perspectives 3. To explore insights of strategic decisions for directing and coordinating worldwide organization and operational actions	3
Human Resources and Knowledge Management 人力資源與知識管理  Optionally required Take 4 out of 6  36643	The objectives of this course are for students: 1. To develop systematic understanding of human resources and knowledge management 2. To enhance the capability to integrate theories and practices in the global working environment 3. To provide practical cases for a better understanding of international human resource and knowledge management, including planning, recruiting, selecting, training, performance evaluation, salary system, intellectual capital, human capital and employee-company relations	3
Module 1: International Marketing Management		
Internet marketing 網路行銷  10211	The main objectives of this course are: 1. To investigate related knowledge and techniques of internet marketing; 2. To cultivate the ability of conducting internet marketing project (i.e., Google Adwords / Analytics; SEO); and 3. To articulate plans and strategies for internet marketing (i.e., Facebook; Micro Movie).	3

Global Brand Management 全球品牌管理 21656	This course is to prepare students to have a basic understanding of brand and brand management. Also the students, through case studies, will learn how different global brands strategically manage their own brand(s). Students are expected to learn relevant academic theories, models and marketing concepts and tools to appreciate others' or arrive at their own branding decision(s).	3
Business and Management Practice in Asia Pacific Region 亞太區域經營管理實務 35563	The subject is designed to provide students with the conceptual tools to understand: 1. The dynamic interaction between markets and state intervention guiding the behavior of multinational and domestic enterprises within the Asia-Pacific region. 2. The business activities and innovation systems across the economies in the Asia Pacific region, including Japan, Korea, China and ASEAN countries. 3. Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region. 4. The policy context of competitive advantage, dynamic learning and innovation in Asian businesses; the role of networks, market and non-market institutions.	3
International Business Negotiation 國際商務談判 35584	This course is designed to help the students understand the fundamental issues of negotiation and international negotiations. The students will learn the knowledge and skills of negotiation through the practices of current issue-centered international negotiations in terms of group analyses, discussions, presentations, and simulations in various social interactions and contexts in the international arena nowadays. Upon successful completion of the course, students will learn how to: 1. Prepare for negotiations 2. Build the relationship 3. Elicit information effectively 4. Hold your ground when you need to 5. Deal with the tough guys 6. Make the best with your chips 7. Negotiate with flair 8. Close the deal	3
Marketing Research 行銷研究 01480	The objectives of this course are 1. To provide fundamental concepts and skills for conducting marketing research. 2. To cover topics include research process and information collection methods, sampling, data and statistical analysis, forecasting and presenting results.	3

Customer Relationship Management and Service Marketing 顧客關係管理與服務行銷 35585	<p>The objective of this course is to give students an understanding of Customer Relationship Management (CRM) and its applications in service marketing and sales. It contains the essential elements of the management, service marketing, human resources, and operations management. This course based on the textbook and case study will cover the applications of the 4Ps in marketing to service, the management of customer interface, and the development of customer relationships. The focus of this course will be application oriented, emphasizing integration of concepts, frameworks, and real-world practices. Case study is a must in this course, and with that students can handle real world problems in their final projects.</p>	3
International Buyer's Behavior 國際消費者行為 24969	<p>Consumer behavior studies the motives why people buy things. This marketing discipline applies knowledge from areas such as psychology, sociology, anthropology, and economics to describe and understand how consumers are likely to behave. Also, the formulation of effective marketing strategies must begin an understanding of consumers' preferences and needs. Furthermore, in today's environment, both globalization and international market occupy important parts in the field of consumer behavior.</p> <p>In this course, students will learn to examine global market segments and how to reach them. They will also understand the consumer buying process as well as psychological and sociological variables across different cultures. After completing this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Develop their knowledge about consumer behavior and apply the knowledge from the perspective of a marketing manager;</li> <li>2. Focus analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services under different cultures; and</li> <li>3. Understand how to make international marketing analysis with a cross-cultural perspective.</li> </ol>	3
Module 2: Business Analytics and Digital Innovation		
Electronic Commerce 電子商務 09514	<p>Internet has been an indispensable part for the business in the new era, among which Electronic Commerce (EC) and cross-enterprise communication and coordination have become the keys for most industries.</p> <p>This course will help students develop basic understanding of selected areas of electronic commerce, emphasize the use of management strategies in the network environment, and provide the students with potential research directions of electronic commerce.</p>	3
Service Design 服務設計 23502	<p>How to enhance customers' pleasurable shopping experience is a new challenge for stores. While experience is created by the interactions between customers and environment or users and online stores, enterprises could integrate communication, visual recognition, product presentation, web design, and new media to create value for customer experience. The aim of this course is to let students understand basic concept of service design. This course includes three parts: (1) introduction of experience marketing; (2)</p>	3

	personalized service; and (3) innovative service design.	
Research Methodology 研究方法 01799	The objectives of this course are: 1. To provide students with the tools and skills required to undertake research 2. To identify the types of methods best suited for investigating different types of problems and research questions 3. To develop research questions based on and build upon a critical appraisal of existing research or field observations 4. To design a research proposal and 5. To initiate preparations for embarking on a new research project	3
Introduction to Graduate Research 基礎論文寫作 36856	The purpose of this course is to provide introductory experiences and fundamental knowledge in conducting graduate research. Students will learn how to organize research, how to communicate research results, and develop ability to search for and analyze pertinent literature. The course emphasizes active learning such as discussions, working with peers, writing, other forms of student participation in and out of class rather than lectures. Students will develop a research plan and develop several modes of presenting that research plan to others, including proposals and talks. The course is directed toward those in the beginning or early stages of their graduate research.	2
Innovation and Product Management 創新與產品管理 35586	The objective of this course is to provide a framework of knowledge in value creation, innovation, strategy, design, and the management of new products and services. We will explore how a firm can stay competitive by means of adequate innovation and the complex challenges organizations face in bringing innovative ideas to market. This course bridges management with marketing and branding to understand the value people give to the products and services they perceive and experience, and to examine the complex realities of go-to market strategies and implementations.	3
Business Analytics 商業分析 35587	Business analytics is the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions of organizations (whether they are businesses, non-profits, or governmental). It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Business analytics includes a range of quantitative methods, such as statistical analysis, data mining and machine learning techniques. The objectives of this course are 1. To gain an understanding for the use of business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply business analytics tools to solve business problems.	3

<p>Database Foundations for Business Analytics 資料庫與商業分析</p> <p>36605</p>	<p>For various reasons, business automation and analysis are ongoing practices for business development in this digital society. As a result, statistical data is often stored in databases. Not surprisingly, an understanding of database design principles and experience in database administration is fundamental for statistical professionals and an advantage in facilitating career development. This course covers Structured Query Language (SQL) and NoSQL databases and will focus on how to query SQL and NoSQL databases effectively. Throughout this course, SQLite, DBeaver and MongoDB will be chosen as the learning tools to equip students with hands-on experience in database administration. The contents of this course are designed around three major topics: (1) Basic SQL and no SQL,(2) Advanced SQL, and (3) Database System Administration. Students are required to work on exercises after each lecture.</p>	3
Other		
<p>Corporate Governance 公司治理</p> <p>15470</p>	<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>	1
<p>Financial Accounting 財務會計</p> <p>12585</p>	<p>This course is about introducing the concepts of financial statements, how to utilize the information in financial statements, and emphasizing the interpretation of financial statements. The fundamental analysis methods will be examined and applied in cases and projects involving listed companies. The primary objectives of this course are</p> <ol style="list-style-type: none"> <li>1. To obtain a basic understanding of financial accounting concepts.</li> <li>2. To Conduct fundamental financial ratio analysis.</li> <li>3. To Discuss how financial accounting information is used to make business decisions.</li> </ol>	3

Graduation credits: 42, including thesis 6 credits.