

I-SHOU UNIVERSITY
International Master of Business Administration
Curriculum for Students Admitted in Academic Year 2023

*** Credits Required for Graduation at the IMBA: 38**

1. Required Credits: **26**
2. Elective Credits: **12**
3. Master Thesis: **0**
4. Academic Research Ethics: **0**

First-Year (AY 112)

Category	Code	Course	Fall	Spring	R/ E	Remarks
Required Courses	M85101	Business Statistics	2		R	
	M85103	Organizational Behavior	2		R	
	M85131	Accounting for Decision-Making	2		R	
	M85135	International Marketing	2		R	
	M85102	Business Research Methods		2	R	
	M85105	International Strategic Management		2	R	
	M85230	Leadership and Human Resource		2	R	
Elective Courses	M85133	Smart Knowledge Strategy	2		E	
	M85134	Risk Intelligence and Optimization	2		E	
	M85136	Consumer Experience Analysis	2		E	
	M85138	Strategic Marketing	2		E	
	M85139	Corporate Finance	2		E	
	M85142	Leisure Management	2		E	
	M85144	Customer Relationship Management	2		E	
	M85146	ESG and Sustainable Tourism	2		E	
	M85153	Cultural Nexus Management	2		E	
Total Required credits for this year			14			

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Second-Year (AY 113)

Category	Code	Course	Fall	Spring	R/E	Remarks
Required Courses	M85901	Thesis I	3		R	
	M85902	Thesis II		3	R	
	M85140	Financial Management	2		R	
	M85148	Business Analytics	2		R	
	M85234	E-Commerce		2	R	
	M85M00	Master Thesis	0		R	
	M85M01	Academic Research Ethics	0		R	
Elective Courses	M85104	Organizational Dynamics and Innovation	2		E	
	M85137	Service Marketing	2		E	
	M85232	Global Logistics Management	2		E	
	M85233	Branding and Advertising Insights	2		E	
	M85236	Investment Management	2		E	
	M85239	Analytics in Finance	2		E	
	M85241	Entrepreneurship and Business Model Practice	2		E	
	M85244	Business Practice and Internship	2		E	
	M85245	Operational Innovation	2		E	
	M85246	Business Law	2		E	
Total Required credits for this year			12			

Third-Year (AY 114)

Category	Code	Course	Fall	Spring	R/E	Remarks
Required Courses	M85301	Thesis III	0		E	
	M85302	Thesis IV		0	E	
Total Required credits for this year			0			

Forth-Year (AY 115)

Category	Code	Course	Fall	Spring	R/E	Remarks
Required Courses	M85303	Thesis V	0		E	
	M85304	Thesis VI		0	E	
Total Required credits for this year			0			