

I-SHOU UNIVERSITY International Master of Business Administration Curriculum for Master's Students

Admitted in Academic Year 2025

Category	First Year (2025)	Second Year (2026)
Required Professional Courses (30 Credits)	M85101 Business Statistics [2]1 st M85107 Organizational Behavior [3]1 st M85132 Accounting for Decision-Making [3]1 st M85135 International Marketing [2]1 st M85106 Business Research Methods [3]2 nd M85105 International Strategic Management [2] 2 nd M85230 Leadership and Human Resources [2]2 nd	M85901 Thesis I [3] 1 st M85902 Thesis II [3] 2 nd M85140 Financial Management [2] 1 st M85148 Business Analytics [2] 1 st M85253 E-Commerce [2] 2 nd M85903 Master Thesis [2] 1 st or 2 nd M85904 Academic Research Ethics [2] 1 st or 2 nd
Elective Professional Courses (≥10 Credits)	M85133 Smart Knowledge Strategy [2]1 st or 2 nd M85135 Risk Intelligence and Optimization [2]1 st or 2 nd M85136 Consumer Experience Analysis [2]1 st or 2 nd M85138 Strategic Marketing [2]1 st or 2 nd M85141 Corporate Finance [3]1 st or 2 nd M85142 Leisure Management [2]1 st or 2 nd M85144 Customer Relationship Management [2]1 st or 2 nd M85146 ESG and Sustainable Tourism [2]1 st or 2 nd M85153 Cultural Nexus Management [2]1 st or 2 nd	M85104 Organizational Dynamics and Innovation [2] 1 st or 2 nd M85143 Service Marketing [3] 1 st or 2 nd M85232 Global Logistics Management [2] 1 st or 2 nd M85233 Branding and Advertising Insights [2] 1 st or 2 nd M85236 Investment Management [2] 1 st or 2 nd M85239 Analytics in Finance [2] 1 st or 2 nd M85241 Entrepreneurship and Business Model Practice [2] 1 st or 2 nd M85244 Business Practice and Internship [2] 1 st or 2 nd M85245 Operational Innovation [2] 1 st or 2 nd M85246 Business Law [2] 1 st or 2 nd
Category	Third Year (2027)	Fourth Year (2028)
Elective Professional Courses	M85301 Thesis III [0]1 st M85302 Thesis IV [0]2 nd	M85303 Thesis V [0]1 st M85304 Thesis VI [0]2 nd
Thesis	Thesis required courses without credits (capstone courses)	
Credits required for graduation from the Program	40 Credits	
Note	1. Elective professional courses, <u>0</u> credits from other programs may be recognized with approval from the Program. 2. Students are required to meet the requirements set by the Program for <u>IMBA</u> in addition to earning the required number of credits to be eligible for graduation.	