

International Master of Business Administration
Curriculum for Students Admitted in Academic Year 2024

*** Credits Required for Graduation at the IMBA: 39**

1. Required Credits: **27**
2. Elective Credits: **12**
3. Master Thesis: **0**
4. Academic Research Ethics: **0**

First-Year (AY 113)

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	
	M85106	Business Research Methods		3	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			15			

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Second-Year (AY 114)

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	
	M85143	Service Marketing		3	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 115)

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 116)

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			