

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	企業統計 Business Statistics	2		R	
	M85103	組織行為 Organizational Behavior	2		R	
	M85131	管理會計學 Accounting for Decision-Making	2		R	
	M85135	國際行銷管理 International Marketing	2		R	
	M85106	企業研究方法 Business Research Methods		3	R	
	M85105	國際策略管理 International Strategic Management		2	R	
	M85230	領導與人力資源 Leadership and Human Resource		2	R	
Elective Courses	M85133	知識管理 Smart Knowledge Strategy		2	E	
	M85134	危機管理 Risk Intelligence and Optimization		2	E	
	M85136	消費者行為 Consumer Experience Analysis		2	E	
	M85138	策略行銷 Strategic Marketing		2	E	
	M85139	公司理財 Corporate Finance		2	E	
	M85142	休閒管理 Leisure Management		2	E	
	M85144	顧客關係管理 Customer Relationship Management		2	E	
	M85146	ESG 與永續觀光 ESG and Sustainable Tourism		2	E	
	M85153	跨文化管理與行銷 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	論文指導 (一)Thesis I	3		R	
	M85902	論文指導 (二)Thesis II		3	R	
	M85140	國際財務管理 Financial Management	2		R	
	M85148	商業分析 Business Analytics	2		R	
	M85234	電子商務 E-Commerce		2	R	
	M85M00	碩士論文 Master Thesis	0		R	
	M85M01	學術研究倫理 Academic Research Ethics	0		R	
Elective Courses	M85104	組織理論與創新 Organizational Dynamics and Innovation	2		E	
	M85143	服務行銷 Service Marketing	3		E	
	M85232	全球物流管理 Global Logistics Management	2		E	
	M85233	品牌管理與行銷 Branding and Advertising Insights	2		E	
	M85236	投資管理 Investment Management	2		E	
	M85239	財務分析 Analytics in Finance	2		E	
	M85241	創業與企業模式實務 Entrepreneurship and Business Model Practice	2		E	
	M85244	企業實習 Business Practice and Internship	2		E	
	M85245	營運管理與創新 Operational Innovation	2		E	
	M85246	商事法 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	論文指導 (三)Thesis III	0		E	
	M85302	論文指導 (四)Thesis IV		0	E	
Total Required credits for this year			0			

Forth-Year (AY 116)

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Category	Code	Course	Fall	Spring	R/ E	Remarks
Required Courses	M85303	論文指導 (五)Thesis V	0		E	
	M85304	論文指導 (六)Thesis VI		0	E	
Total Required credits for this year			0			