

I-SHOU UNIVERSITY
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 | |
| | M85903 | Master Thesis | 0 | | R | |
| | M85904 | 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 | | | |

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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 | | | |

