

Shih Chien University Department of Business Administration (Master's Program) (Master's Program-Day school)
List of Required and Elective Courses Academic Year 2021Sept.~

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Course Type/Semester		1st Academic Year	2nd Academic Year
General Required	1st		
	2nd		
College Required	1st		
	2nd		
Dept. Required	1st	Managerial Economics [2] A Designated Topic for Service Management [2] Academic Integrity & Ethics [00] Seminar in Marketing Management [2] Seminar in Human Resource Management [2] Organization Theory and Management [2] Business Research Method [2]	Seminar in Strategic Management [2] Seminar in Management Accounting [2]
	2nd	Seminar in Financial Management [2] Seminar in Applied Statistics [2] Seminar in Innovation Management [2]	Special Topics on Business Ethics and Relevance [2]
Dept. Elective	1st	Strategic service innovation & business model research [3] Creative Design and Management [3] Strategy for New Business Development [3] Managerial English(I) [1]	International Exchange Study [1] Problem Solving and Decision Making [3] Organizational Behavior [3] Sales Promotion Management [3] Services Marketing [3] Business Communication and Negotiations [2]
	2nd	Oversea Studies [2] Managerial English(II) [1] Seminar in Consumer Behavior [3] Information Management [3]	Knowledge and Innovation Management [3] Topics on Cross-Boundary Innovation and Entrepreneurship [3] Seminar in Brand Management [3] Seminar in Marketing Research [3] Seminar in Project Management [3]

Notes:

Required for graduation : 39 credits(General Required : 0,Required : 24 , Elective : 15)