

Shih Chien University Department of Business Administration (Master's Program for Working Professionals) (Graduate-Continuing education department)

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]<br>Seminar in Financial Management [2]<br>Academic Integrity & Ethics [00]<br>Business Research Method [2]  | Seminar in Strategic Management [2]   |
|                      | 2nd | A Designated Topic for Service Management [2]<br>Organization Theory and Management [2]<br>Seminar in Marketing Management [2]<br>Seminar in Applied Statistics [2]<br>Seminar in Human Resource Management [2]<br>Seminar in Innovation Management [2]  | Special Topics on Business Ethics and Relevance [2]<br>Seminar in Management Accounting [2]   |
| Dept. Elective       | 1st | Aesthetic Economics: Fine Arts, Design and Humanistic Arts [3]<br>Strategy for New Business Development [3]<br>Information Management [3]<br>Managerial English(I) [1]   | International Exchange Study [1]<br>Consumer Behavior [3]<br>Seminars in special marketing issues [3]<br>A Designated Topic for Entrepreneurship Management [3]<br>Independent Study of Internet Innovation Entrepreneurship [3]<br>Seminar in Executive Leadership [3]<br>Brand Management [3]<br>Statistic method and data analysis [3]<br>Professional English (I) [2]   |
|                      | 2nd | Investment [3]<br>Oversea Studies [2]<br>Cultural Creativity [3]<br>Seminar in Business Management for Executives [3]<br>Network Economy and Business Strategy [3]<br>Strategic service innovation & business model research [3]<br>創造力訓練專題 [3]<br>Managerial English(II) [1]<br>Corporate Innovation and Case Study [3] | Topics on Cross-Boundary Innovation and Entrepreneurship [3]<br>The Study of Innovation and Entrepreneurial Management [3]<br>Problem Solving and Decision Making [3]<br>Organizational Behavior [3]<br>Organizational Culture and Innovation [3]<br>Corporate Governance and Securities Regulation [3]<br>Organisational change and innovation [3]<br>Professional English (II) [2]<br>Seminar in Project Management [3] |

Notes:

Required for graduation : 36 credits(General Required : 0,Required : 24 + Elective : 12)