

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 2022Sept.~

Page : 1 / 1

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

Notes:

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