

Class Schedule of Master Program for Department of Business Management

The minimum total graduation credit : 30 credits ; Required credit : 3 credits ; Elective course : 24 credits ;

The remaining 3 credits open optional.

credit Year/Semester	First Year			Second Year		
	Course	Fall	Spring	Course	Fall	Spring
		Credit/Hour	Credit/Hour		Credit/Hour	Credit/Hour
Required course	Thesis discussion	3/3				
	Subtotal	3/3		Subtotal	-	-
Methodology course (Elective course, At least 6 credits)	Business research methods	3/3				
	Quantity method	3/3				
	Optimization method	3/3				
	Multivariate analysis		3/3			
	Multi-objective decision-making method		3/3			
	Subtotal	9/9	6/6	Subtotal	-	-
main core elective course	Common elective	Seminar on Financial Management	3/3	Seminar on Strategic Management	3/3	
		Seminar on Human Resources Management and Organizational Behavior		Industry analysis	3/3	
				Investment management		3/3
	operations	Total Quality Management	3/3	Operations Strategy and Case Study	3/3	
		Operations Performance Evaluation		Seminar on Ergonomics Issues in Management		3/3
	Marketing	Customer Relationship Management	3/3	Seminar on Service Marketing	3/3	
		Seminar on Marketing Management	3/3	Seminar on International Marketing	3/3	
		Consumer Behavior Analysis	3/3	Digital Marketing		3/3
		Seminar on E-Commerce	3/3			
	Innovation	Seminar on Entrepreneurship Management	3/3	Research and Development Management	3/3	
		Technology Entrepreneurship and Operational Practice		Business Model Innovation		3/3
		Subtotal	24/24	Subtotal	27/27	18/18
Remark	※Program Core Competencies : 1. Business analysis and problem-solving. 2. Communication, expression, and teamwork. 3. Management knowledge and independent research.					
	※Graduation conditions : 1. Methodology courses at least elective 6 credits 2. Students must attend at least one academic conference and present a research paper before graduation. 3. The master's class students must write a master's thesis, and pass oral defense. 4. Graduation minimum credits are 30 credits (excluding master's thesis), of which Required course 3 credits, the main core elective course 24 credits, and the remaining 3 credits open optional. 5. Students must complete the academic research ethics education course in accordance with the regulations outlined in the 'Implementation Guidelines for the Academic Research Ethics Education Course at National United University.					