

I-SHOU UNIVERSITY DEPARTMENT OF BUSINESS ADMINISTRATION Curriculum for Master's Students

Admitted in Academic Year 2025

Category	First Year (2025)		Second Year (2026)	
Required Professional Courses (11 Credits)	M21070 Business Research [3] 1st M21004 Introduction of Business and Ethics Topic I [1] 1st M21006 Introduction of Business and Ethics Topic II [1] 2nd M21M01 Research Ethics [0] 2nd		M21026 Thesis I [3]1st M21028 Thesis II [3]2 nd M21M00 Thesis [0]2nd	
	M21003 Organization Theory and Management [3] M21007 Organizational Behavior [3] M21008 Marketing Management [3] M21009 Operations Management [3] M21012 Human Resource Management [3] M21013 Financial Management [3] M21024 Environment Risk and Management [3] M21038 Patent and Copy Rights [3] M21053 Seminar in Management [3] M21058 Recruiting and Selection [3] M21069 Seminar in Marketing Practice [3] M21073 Organizational Marketing [3] M21161 Cases in Service Industry [3] M21162 Trends in Tourism and Hospitality Industry [3]		M21016 Multivariate Analysis [3] M21198 Managerial Statistics and Application Software [3] M21054 Multiple Criteria Decision Making [3] M21010 Consumer Behavior [3] M21017 International Business Management [3] M21019 Product Strategies and Management [3] M21022 Marketing for Nonprofit Organization [3] M21055 Technology Management [3] M21056 Performance Evaluation [3] M21407 Workplace intern [3] M21025 Qualitative Research [3] M21014 Logistics Planning and Management [3] M21057 Entrepreneurial Management [3]	
Elective Professional Courses (≥25Credits) <small>(Elective courses “Independent Study” will not be included.)</small>	M21029 Strategic Management [3] M21271 Special Group and Leisure Patterns [3] M21030 Seminar in Strategic Human Resources [3] M21033 Brand Management [3] M21031 Service Marketing [3] M21046 Derivatives Analysis [3] M21036 Analysis of Industry and Competition [3] M21047 Game Theory [3] M21021 Advertising Management [3] M21020 Channels Strategic & Management [3] M21270 Business Management in Service industries [3]			
Category	Third Year (2027)		Fourth Year (2028)	
Elective Professional Courses	M21049 Thesis III [1]1st M21050 Thesis IV [1]2nd		M21051 Thesis V [1]1st M21052 Thesis VI [1]2nd	
Thesis	Thesis required courses without credits (capstone courses)			
Credits required for graduation from the Program	36 Credits			
Note	1. Elective professional courses, _6_ credits from other programs may be recognized with approval from the Program. 2. Students are required to meet the requirements set by the Program for_____in addition to earning the required number of credits to be eligible for graduation.			



