

I-SHOU UNIVERSITY

DEPARTMENT OF BUSINESS ADMINISTRATION

Curriculum for Master's Students Admitted in Academic Year 2024

Made in 2024/04/30

*** Credits required for graduation from the Program: 36, including:**

- I. Required professional courses: 14 credits, including academic + practical courses: 8 credits, academic courses: credits, and practical courses: 6 credits
- II. Elective professional courses: 22 credits (Elective courses "Independent Study" will not be included.)
 1. Academic courses: 22 credits; taking 22 credits out of 105 edits
 2. Practical courses: 6 credits; taking 6 credits out of 6 credits
 3. Other electives: 6 edits (6 credits from other programs may be recognized with approval from the Program)
- III. Thesis: required courses without credits (capstone courses)
- IV. Research Ethics: required courses without credits

Note: 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.

First Year (2024)

Second Year (2025)

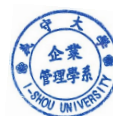
Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
Required Professional Courses	M21001	Managerial Statistics	3		Required	Academic
	M21070	Business Research	3		Required	Academic
	M21004	Introduction of Business and Ethics Topic I	1		Required	Common
	M21006	Introduction of Business and Ethics Topic II		1	Required	Common
	M21M01	Research Ethics		0	Required	Academic
Elective Professional Courses	M21003	Organization Theory and Management	3		Elective	Academic
	M21007	Organizational Behavior	3		Elective	Academic
	M21008	Marketing Management	3		Elective	Academic
	M21009	Operations Management	3		Elective	Academic
	M21010	Consumer Behavior	3		Elective	Academic
	M21024	Environment Risk and Management	3		Elective	Academic
	M21073	Organizational Marketing	3		Elective	Academic
Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
Required Professional Courses	M21026	Thesis I	3		Required	Common
	M21028	Thesis II		3	Required	Common
	M21M00	Thesis		0	Required	Capstone
Elective Professional Courses	M21029	Strategic Management	3		Elective	Academic
	M21030	Seminar in Strategic Human Resources	3		Elective	Academic
	M21031	Service Marketing	3		Elective	Academic
	M21036	Analysis of Industry and Competition	3		Elective	Academic
	M21021	Advertising Management	3		Elective	Academic
	M21270	Business Management in Service Industries	3		Elective	Academic
	M21271	Special Group and	3		Elective	Academic



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							Leisure Patterns			
M21038	Patent and Copy Rights	3	Elective	Academic		M21033	Brand Management	3	Elective	Academic
M21161	Cases in Service Industry	3	Elective	Academic		M21046	Derivatives Analysis	3	Elective	Academic
M21162	Trends in Tourism and Hospitality Industry	3	Elective	Academic		M21047	Game Theory	3	Elective	Academic
M21012	Human Resource Management	3	Elective	Academic		M21020	Channels Strategic & Management	3	Elective	Academic
M21013	Financial Management	3	Elective	Academic						
M21014	Logistics Planning and Management	3	Elective	Academic						
M21016	Multivariate Analysis	3	Elective	Academic						
M21017	International Business Management	3	Elective	Academic						
M21018	Softwares for Management Research	3	Elective	Academic						
M21019	Product Strategies and Management	3	Elective	Academic						
M21022	Marketing for Nonprofit Organization	3	Elective	Academic						
M21025	Qualitative Research	3	Elective	Academic						
M21053	Seminar in Management	3	Elective	Academic						
M21054	Multiple Criteria Decision Making	3	Elective	Academic						
M21055	Technology Management	3	Elective	Academic						
M21056	Performance Evaluation	3	Elective	Academic						
M21057	Entrepreneurial Management	3	Elective	Practical						
M21058	Recruiting and Selection	3	Elective	Academic						
M21069	Seminar in Marketing Practice	3	Elective	Practical						
M21407	Workplace intern	3	Elective	Off-campus						
Total Required Credits for this Academic Year		8				Total Required Credits for this Academic Year		6		



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Third Year (2026)

Fourth Year (2027)

Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
Elective Professional Courses	M21049	Thesis III	1		Elective	Academic
	M21050	Thesis IV		1	Elective	Academic
Total Required Credits for this Academic Year			0			

Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
Elective Professional Courses	M21051	Thesis V	1		Elective	Academic
	M21052	Thesis VI		1	Elective	Academic
Total Required Credits for this Academic Year			0			

