

I-SHOU UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
Curriculum for Master's Students Admitted in Academic Year 2020

Made in 2020/05/12

*** 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 106redits
 2. Practical courses: 10redits; taking 10redits out of 10 credits; at least 3 credits from off-campus internships
 3. Other electives: 9 credits (9 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 (2020)

Second Year (2021)

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
	M21071	Thesis Writing and Methodology		1	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	M21072	International Abilities	1		Elective	Practical
	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
	M21260	Business Practice	3		Elective	Off-campus
	M21270	Business Management	3		Elective	Academic

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								in Service Industries					
	M21038	Patent and Copy Rights	3		Elective	Academic		M21271	Special Group and Leisure Patterns			Elective	Academic
	M21161	Cases in Service Industry	3		Elective	Academic		M21033	Brand Management		3	Elective	Academic
	M21162	Trends in Tourism and Hospitality Industry		3	Elective	Academic		M21046	Derivatives Analysis		3	Elective	Academic
	M21012	Human Resource Management		3	Elective	Academic		M21047	Game Theory		3	Elective	Academic
	M21013	Financial Management		3	Elective	Academic		M21020	Channels Strategic & 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		8					Total Required Credits for		6				

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for this Academic Year

this Academic Year

Third Year (2022)

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			

Fourth Year (2023)

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			