

I-SHOU UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
Curriculum for Master's Students Admitted in Academic Year 2023

Made in 2023/04/24

*** 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: 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 (2023)

Second Year (2024)

Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark	Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark	
Required Professional Courses	M21001	Managerial Statistics	3		Required	Academic	Required Professional Courses	M21026	Thesis I	3		Required	Common	
	M21070	Business Research	3		Required	Academic		M21028	Thesis II		3	Required	Common	
	M21004	Introduction of Business and Ethics Topic I	1		Required	Common		M21M00	Thesis			0	Required	Capstone
	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	Elective Professional Courses	M21072	International Abilities		1	Elective	Practical	
	M21071	Thesis Writing and Methodology		1	Elective	Academic		M21029	Strategic Management		3	Elective	Academic	
	M21007	Organizational Behavior		3	Elective	Academic		M21030	Seminar in Strategic Human Resources		3	Elective	Academic	
	M21008	Marketing Management		3	Elective	Academic		M21031	Service Marketing		3	Elective	Academic	
	M21009	Operations Management		3	Elective	Academic		M21036	Analysis of Industry and Competition		3	Elective	Academic	
	M21010	Consumer Behavior		3	Elective	Academic		M21021	Advertising Management		3	Elective	Academic	
	M21024	Environment Risk and Management		3	Elective	Academic		M21260	Business Practice		3	Elective	Off-campus	
	M21073	Organizational Marketing		3	Elective	Academic		M21270	Business Management		3	Elective	Academic	



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for this Academic Year

this Academic Year

Third Year (2025)

Fourth Year (2026)

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			

