

**I-SHOU UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Curriculum for Master's Students Admitted in Academic Year 2021**

Made in 2021/04/28

**\* 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 (2021)**

**Second Year (2022)**

Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
<b>Required Professional Courses</b>	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
<b>Elective Professional Courses</b>	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 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
<b>Required Professional Courses</b>	M21026	Thesis I	3		Required	Common
	M21028	Thesis II		3	Required	Common
	M21M00	Thesis		0	Required	Capstone
<b>Elective Professional Courses</b>	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					
<b>M21038</b>	Patent and Copy Rights	<b>3</b>		Elective	<b>Academic</b>		<b>M21271</b>	Special Group and Leisure Patterns			Elective	<b>Academic</b>	
<b>M21161</b>	Cases in Service Industry	<b>3</b>		Elective	<b>Academic</b>		<b>M21033</b>	Brand Management		<b>3</b>	Elective	<b>Academic</b>	
<b>M21162</b>	Trends in Tourism and Hospitality Industry		<b>3</b>	Elective	<b>Academic</b>		<b>M21046</b>	Derivatives Analysis		<b>3</b>	Elective	<b>Academic</b>	
<b>M21012</b>	Human Resource Management		<b>3</b>	Elective	<b>Academic</b>		<b>M21047</b>	Game Theory		<b>3</b>	Elective	<b>Academic</b>	
<b>M21013</b>	Financial Management		<b>3</b>	Elective	<b>Academic</b>		<b>M21020</b>	Channels Strategic & Management		<b>3</b>	Elective	<b>Academic</b>	
<b>M21014</b>	Logistics Planning and Management		<b>3</b>	Elective	<b>Academic</b>								
<b>M21016</b>	Multivariate Analysis		<b>3</b>	Elective	<b>Academic</b>								
<b>M21017</b>	International Business Management		<b>3</b>	Elective	<b>Academic</b>								
<b>M21018</b>	Softwares for Management Research		<b>3</b>	Elective	<b>Academic</b>								
<b>M21019</b>	Product Strategies and Management		<b>3</b>	Elective	<b>Academic</b>								
<b>M21022</b>	Marketing for Nonprofit Organization		<b>3</b>	Elective	<b>Academic</b>								
<b>M21025</b>	Qualitative Research		<b>3</b>	Elective	<b>Academic</b>								
<b>M21053</b>	Seminar in Management		<b>3</b>	Elective	<b>Academic</b>								
<b>M21054</b>	Multiple Criteria Decision Making		<b>3</b>	Elective	<b>Academic</b>								
<b>M21055</b>	Technology Management		<b>3</b>	Elective	<b>Academic</b>								
<b>M21056</b>	Performance Evaluation		<b>3</b>	Elective	<b>Academic</b>								
<b>M21057</b>	Entrepreneurial Management		<b>3</b>	Elective	<b>Practical</b>								
<b>M21058</b>	Recruiting and Selection		<b>3</b>	Elective	<b>Academic</b>								
<b>M21069</b>	Seminar in Marketing Practice		<b>3</b>	Elective	<b>Practical</b>								
<b>M21407</b>	Workplace intern		<b>3</b>	Elective	<b>Off-campus</b>								
<b>Total Required Credits</b>		<b>8</b>					<b>Total Required Credits for</b>		<b>6</b>				

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**Third Year (2023)**

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

**Fourth Year (2024)**

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