# **The Course Structure in the International MBA Program (IMBA)(for School year 2020)**

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| **Category** | **Credit** |
| Required Courses | 14 |
| Elective courses | 21 |
| Total | 35 |
| Remark：  1.Graduation Credit：35 credits at least  2.Selection Credit：Maximum 15 credits for each semester  3.Length of Studying：2~4 year  4.Credit waive：In accordance with the NTCU and IMBA policy, if a student has taken the courses in this IMBA program before, the courses can be waived at most as 12 credits.  5.Course structure：  (1)Required Courses: 5 courses (14 credits)  (2)Elective courses: 7 courses (21 credits) at least | |

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| **I. Required courses 14 credits** | | | | | | | |
| Course code | Course Name | Credit | | Hour | | Grade | |
| BIM00010 | Business Research Methods | 3 | | 3 | | 1 | |
| BIM00020 | Multinational Corporation Management | 3 | | 3 | | 1 | |
| BIM00040 | Managerial Economics | 3 | | 3 | | 1 | |
| BIM00070 | International Strategic Management | 3 | | 3 | | 1 | |
| BIM00050 | Independent Study | 2 | | 2 | | 2 | |
| **II.Elective courses 21 credits** | | | | | | | |
| BIM10260 | Asia-Pacific Economics and Trade Policy Analysis | | 3 | | 3 | | 1 |
| BIM10270 | International Financial Management | | 3 | | 3 | | 1 |
| BIM10030 | Corporate Governance and Entrepreneur Services | | 3 | | 3 | | 1 |
| BIM10280 | Marketing Management | | 3 | | 3 | | 1 |
| BIM10290 | Human Resource Management | | 3 | | 3 | | 1 |
| BIM10200 | Dynamic Competition and Strategic Analysis | | 3 | | 3 | | 1 |
| BIM10080 | International Exhibition Management | | 3 | | 3 | | 1 |
| BIM10300 | Statistics and Data Analysis | | 3 | | 3 | | 1 |
| BIM10310 | Special Topic on Tourism and Recreation Industry | | 3 | | 3 | | 1 |
| BIM10320 | Operation Strategy and Management | | 3 | | 3 | | 2 |
| BIM10330 | Cross-Cultural Management in Multinational Corporation | | 3 | | 3 | | 1 |
| BIM10060 | Global Supply Chain Management | | 3 | | 3 | | 1 |
| BIM10130 | Innovation Management | | 3 | | 3 | | 2 |
| BIM10150 | International Human Resource Management | | 3 | | 3 | | 2 |
| BIM10160 | Case Study of Taiwanese Culture Industries | | 3 | | 3 | | 2 |
| BIM10340 | Special Topics on Business Practices | | 1 | | 2 | | 2 |
| BIM10190 | International Industrial environment and Global Market Analysis | | 3 | | 3 | | 2 |
| BIM10020 | International Marketing Strategy and Research | | 3 | | 3 | | 2 |
| BIM10220 | Project Management | | 3 | | 3 | | 2 |