# **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 semester3.Length of Studying：2~4 year4.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 |