

The Course Structure in the International MBA

Program (IMBA) (for School year 2021)

Category	Credit
Required Courses	<u>11</u>
Elective Courses	<u>24</u>
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 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: 11 credits
 - (2)Elective Courses: 24 credits at least

1.Required courses : <u>11</u>credits						
Subject Codes	Course Catalogname	Course Type	Credits	Hours	Timetabling	Footnote
BIM00010	Business Research Methods	Required	3	3	Freshmen 、 Sphomores	
BIM00080	Strategic Management	Required	3	3	Freshmen 、 Sphomores	
BIM00090	Qualitative and Quantitative Analysis	Required	3	3	Freshmen 、 Sphomores	
BIM00050	Independent Study	Required	2	2	Sphomores	
2.Elective Courses : 24Credits						
BIM10350	Financial Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10380	Corporate Governance	Elective	3	3	Freshmen 、 Sphomores	
BIM10280	Marketing Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10290	Human Resource Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10080	International Exhibition Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10310	Special Topic on Tourism and Recreation Industry	Elective	3	3	Freshmen 、 Sphomores	
BIM10360	Technology Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10340	Special Topics on Business Practices	Elective	3	3	Freshmen 、 Sphomores	
BIM10220	Project Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10070	Information Technology and Business Intelligence	Elective	3	3	Freshmen 、 Sphomores	
BIM10390	Organization Theory and Behavior	Elective	3	3	Freshmen 、 Sphomores	
BIM10400	Innovation and Entrepreneurial Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10410	Small and Medium Enterprise Management	Elective	3	3	Freshmen 、 Sphomores	
BIM10420	Corporate Social Responsibility	Elective	3	3	Freshmen 、 Sphomores	
BIM10430	Non-Profit Organization Management	Elective	3	3	Freshmen 、 Sphomores	

BIM10440	Industry Competition Analysis	Elective	3	3	Freshmen 、 Sophomores	
BIM10450	Consumer Behavior	Elective	3	3	Freshmen 、 Sophomores	
BIM10460	Industry-University Cooperation Practices Seminar	Elective	3	3	Freshmen 、 Sophomores	
BIM10370	Education Industry Management	Elective	3	3	Freshmen 、 Sophomores	
BIM10470	Tourism Industry Management	Elective	3	3	Freshmen 、 Sophomores	
BIM10480	New Product Development Management	Elective	3	3	Freshmen 、 Sophomores	
BIM10490	Cultural Industry Management	Elective	3	3	Freshmen 、 Sophomores	
BIM00500	Management Economics	Elective	3	3	Freshmen 、 Sophomores	
BIM00510	International Business Management	Elective	3	3	Freshmen 、 Sophomores	