

The Course Structure in the IMBA Program for the attendances of Fall Semester, 2024 and Spring Semester, 2025.

Category	Credit
Required Courses	11
Elective courses	24
Total	35

Remark :

1. Graduation Credit : 35 credits at least

2. Selection Credit : Maximum 15 credits for each semester

3. Length of Studying : According to NTCU's regulations

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: 4 courses (11 credits)

(2) Elective courses: 8 courses (24 credits) at least

I. Required courses 11 credits

Course code	Course Name	Credit	Hour	Grade
BIM00010	Business Research Methods	3	3	1 or 2
BIM00080	Strategic Management	3	3	1 or 2
BIM00090	Qualitative and Quantitative Analysis	3	3	1 or 2
BIM00050	Independent Study	2	2	2

II. Elective courses 24 credits

BIM10350	Financial Management	3	3	1 or 2
BIM10380	Corporate Governance	3	3	1 or 2
BIM10280	Marketing Management	3	3	1 or 2
BIM10290	Human Resource Management	3	3	1 or 2
BIM10080	International Exhibition Management	3	3	1 or 2
BIM10310	Special Topic on Tourism and Recreation Industry	3	3	1 or 2
BIM10360	Technology Management	3	3	1 or 2
BIM10500	Special Topics on Business Practices	3	3	1 or 2
BIM10220	Project Management	3	3	1 or 2
BIM10510	Artificial Intelligence in Business Application	3	3	1 or 2
BIM10390	Organization Theory and Behavior	3	3	1 or 2
BIM10400	Innovation and Entrepreneurial Management	3	3	1 or 2
BIM10410	Small and Medium Enterprise Management	3	3	1 or 2
BIM10520	ESG Corporate Sustainability	3	3	1 or 2

BIM10430	Non-Profit Organization Management	3	3	1 or 2
BIM10440	Industry and Competitive Analysis	3	3	1 or 2
BIM10450	Consumer Behavior	3	3	1 or 2
BIM10460	Industry-University Cooperation Practices Seminar	3	3	1 or 2
BIM10370	Education Industry Management	3	3	1 or 2
BIM10470	Tourism Industry Management	3	3	1 or 2
BIM10480	New Product Development Management	3	3	1 or 2
BIM10490	Cultural Industry Management	3	3	1 or 2
BIM00500	Management Economics	3	3	1 or 2
BIM00510	International Business Management	3	3	1 or 2
BIM10530	Brand Management	3	3	1 or 2
BIM10540	International Marketing Management	3	3	1 or 2