

Business and Chinese Language Course Outline

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Business and Chinese Language Course Outline

English for Global Communication (I)

Credits: 3

Hours: 6

Semester: Fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

This is the first semester of a two semester program designed to help students get ready for studying abroad. Students will work on improving their academic speaking, listening, reading and writing skills.

Course Outline

Speaking

- Pair work and small group discussions which focuses on specific IELTS test questions
- Extensive practice expressing, explaining and giving reasons for opinions and preferences
- Oral presentations that teach students how to organize topics
- Simulated IELTS speaking tests

Listening

- Real life listening practices which teach students to listen for context
- Timed listening practices where students practice listening for main ideas and details
- Practice listening to lectures (5+ minutes)
- Learning to listen for signaling in lecture language
- Simulated IELTS listening tests

Reading

- Intensive reading of medium-length academic passages
- Training in skimming and scanning
- Training in reading strategies such as surveying, predicting, and summarizing
- Training in how to recognize unknown vocabulary from context
- Simulated reading tests

Writing

- General grammar instruction
- Training on thought development in order to be able to logically express an opinion in writing
- Instruction and practice on describing graphs, charts, tables, maps, and diagrams in written English
- Practice writing in a timed atmosphere
- Frequent writing homework assignments

Business and Chinese Language Course Outline

- Simulated IELTS writing tests

Business and Chinese Language Course Outline

Taiwan and the World

Credits:3

Hours: 3

Semester: Fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course is meant to promote students' cross-cultural competence as well as critical thinking skills by introducing them diverse across-cultural topics and having them compare and contrast the customs and cultures of people from Taiwan and the world.

Course Outline

By reading the text of and discussing in class and online the target topics, such as country images, family system and roles, marriage styles, and work-life balance, students will gain the opportunities to increase their knowledge of language usages related to the topics, compare/contrast Taiwanese culture and other cultures, reflect their own cultures, and deepen/expand their understanding of their own culture as well as other cultures.

Appreciation of Western Classical Music

Credits: 3

Hours:3

Semester: Fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

An introduction to the major periods of western classical music, including works of well-known composers, and an introduction to some of the theoretical elements of music, to help give students tools to describe and analyze and enjoy music.

Course Outline

The course will include an introduction to representative instrumentation, works, and composers from Western Classical Music, and briefly discuss theoretical elements of music.

Business and Chinese Language Course Outline

Accounting (I)

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

The objective of the course emphasizes the construction of the basic financial accounting statements – the income statement, balance sheet, and cash flow statement – as well as their interpretation. We identify, explain and conduct the steps in the accounting cycle. We also explain the nature of a merchandising company and prepare all related entries for it. This course covers the topics in Financial Accounting, with a focus on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, PPE, and intangibles.

Course Outline

The course will cover the following important topics:

1. Accounting in Business
2. Analyzing and Recording Transactions
3. Adjusting Accounts and Preparing Financial Statements
4. Completing the Accounting Cycle
5. Accounting for Merchandising Operations
6. Inventories and Cost of Sales
7. Accounting Information Systems
8. Cash and Internal Controls
9. Accounting for Receivables
10. Long-Term Assets

Business and Chinese Language Course Outline

Economics (I)

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Economics is the study of how society manages its scarce resources. It includes several key subjects, such as how people make decisions, how people interact, and how the economy as a whole works. In this semester, we will focus on microeconomics that studies how households and firms make decisions and how they interact in markets. The basic concepts and analytic tools will be introduced in the class, so that students can understand the related issues and applications in their daily lives.

Course Outline

1. Basic principles of Economics
2. Opportunity cost and comparative advantages
3. Demand, Supply and Market Equilibrium
4. Price Elasticity
5. Consumer Choice
6. Cost and Production Decision
7. Competitive Market
8. Imperfect Competitive Market
9. Market and Government Intervention

Business and Chinese Language Course Outline

Computers and Programming

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Being the most-up-to-date technology in an ever-changing discipline, this course emphasizes an in-depth understanding of why computers are essential in business and society. Students will have a solid understanding of computers and how to use computers. Specifically, students will be taught to understand the fundamentals of and terms associated with computers and mobile devices, the Internet, and digital security.

Course Outline

1. Digital Literacy
2. The Internet
3. Computers and Mobile Devices
4. Programs and Apps
5. Digital Safety and Security
6. Inside computers and Mobile Devices

Business and Chinese Language Course Outline

Introduction to Business

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course is an introduction to the many facets of the private enterprise system and of the businesses that operate within its framework. Your experience in this course will enable you to gain a better understanding of what business arena is all about, how a business operates and which business functions are needed in any business enterprise.

The course will focus on business systems, workforce demographics, social responsibility, business ethics, forms of business organizations, entrepreneurship, small business and franchise systems, management processes, human resource management, marketing management, business finance, business decision-making, MIS and quantitative tools used in business, international business and the future dimensions of business opportunities in a global economy

Course Outline

The course will cover the following important topics:

Part 1: Today's Business Environment

Ethics & Social Responsibility; Economics; Globalization

Part 2: Starting & Growing a Successful Business

Forms of Ownership; The Entrepreneurial Spirit

Part 3: Management

Management & Leadership; The Effective Organization; Operations Management

Motivating Employees; Human Resource Management

Part 4: Marketing

Product & Pricing Strategies; Distribution & Promotion Strategies

Part 5: Financial Resources

Accounting & Financial Statements; Financial Management; Securities Markets

Business and Chinese Language Course Outline

Contemporary Western Philosophy

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

How did we get to where we are today? Why has the world changed so much in the last 400 years? What were people thinking? What were their ideas?

The world of modern philosophy influences and is influenced by the science of Copernicus, Galileo and Newton. These men had a huge effect on everyone and everything that was to follow. It is with their questioning of nature and truth that was to lead to the revolutions in all areas of thought to the present day, and Nietzsche's declaration: "God is dead."

Course Outline

Starting with Descartes' Cogito, movements such as Rationalism, Empiricism and Transcendental Idealism will be discussed. The effects of the Enlightenment and Existentialism will lead us into more contemporary dialogues of Animal Rights, the skin of Language and Love.

Business and Chinese Language Course Outline

Physical Education (III)

Credits: 1

Hours: 2

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Through the freshman year, nine progresses of implementation in PE are:

- (1) Aerobic dance
- (2) Swimming
- (3) Badminton
- (4) Table tennis
- (5) Tennis
- (6) Softball
- (7) Basketball
- (8) Qerobic Yoga
- (9) Volleyball

Course Outline

- (1) Aerobic dance—Understand the content of the advanced aerobic dance and the progress
- (2) Swimming—Understanding of lifesaving and self-rescue methods in water
- (3) Badminton
 - I. Warm-up before starting in order to reduce injuries.
 - II. Demonstration on forehand and backhand grips as well as serve.
 - III. Key points on serving.
 - IV. Introduction on hitting methods and footwork.
- (4) Table tennis—Arise hand-eye coordination and agility, foster basic leisure ability
- (5) Tennis
 - I. Introduction of grip
 - II. Introduction of basic movement
 - III. Forehand and back hand + Net volley
 - IV. Forehand and back hand + Net volley+ Smash
- (6) Softball—Advance explosive ability, hand-eye coordination, and mutual assistance in peers
- (7) Basketball—Expand mutual cooperation personality, introduce and cultivate basic movements in basket, and learn leisure activity skills
- (8) Qerobic Yoga—
- (9) Volleyball—Cultivates muscle coordination through the whole body and develop the concept of teamwork

Business and Chinese Language Course Outline

Statistics(I)

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course is Introduction to Statistics for undergraduate students in finance. The objective of this course is to lay a foundation on statistical methods and time series analysis for undergraduate students. After the course, students are expected to be familiar with important concepts and develop basic skills in statistical methods and time series analysis. In particular, the course pays special attention to applications in Economics and Finance and thus methods and examples covered are relevant in Economics and Finance.

Course Outline

As shown by the syllabus, the course consists of 15 lectures. The first half of the course focuses on introducing Mathematical Statistics; two computer workshops allow students to be familiar with important distributions and to practice maximum likelihood estimation using Excel or Matlab. The second half of the course covers stochastic processes and time series data; the frequently used ARMA models will be introduced along with some relevant issues in dealing with time series data. Formation and manipulation of time series data as well as MLE estimation of ARMA model will be practiced in two computer workshops. The final lecture gives a brief review of the course and one hour of which is saved for students to present their coursework.

Business and Chinese Language Course Outline

International Trade Practice

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course aims to students who need to cover the concepts that are important to managers actively exporting or importing goods or are otherwise involved in international trade operations. Aspects in international trade including documentation, terms of payment, terms of trade, Customs clearance, agency and distributorship sales contracts, packing, transportation, and security issues and so forth are to be introduced and discussed.

The topics are carefully selected and the order in which the material will be introduced will be arranged logically so that the students can understand a concept without having to refer to material that is presented later in the sequence. Students also need to familiarize basic communication skills in international trade, which will be demonstrated by various correspondent letters such as inquiry, price quote, bargaining, ordering, shipping notice, etc.

Course Outline

A. Introduction of International Trade

1. The Style of International Trade
2. Subject and Object of International Trade
3. The Development of Taiwan's International Trade

B. Trade Terms

1. The Construction of Trade Terms
2. The Rules for the Interpretation of Trade Terms
3. Incoterms 2000

C. The Import-Export Procedure

1. Payment Method of International Trade
2. Export Procedure
3. Import Procedure

Business and Chinese Language Course Outline

D. The Terms and Conditions of Transaction

E. Price Calculation of Import/Export

1. The Factor Structure of Export
2. The Factor Structure of Import

F. Offer / Acceptance

1. Inquiry
2. Offer
3. Counter Offer
4. Acceptance

G. The International Sale Contract

1. The Contents of International Sale Contract
2. The Illustration of International Sale Contract

H. Letter of Credit

1. The Definition of Letter of Credit
2. The Parities of Letter of Credit

Business and Chinese Language Course Outline

Business Calculus

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Business Calculus is based on the concept of limits, covering differentiation and integration of functions of one variable with applications. This course is designed for the students of business and economics with an emphasis on applications of calculus.

Course Outline

1. Preliminaries
2. Functions, Graphs, and Limits
3. Differentiation: Basic Concepts
4. Additional Applications of the Derivative
5. Exponential and Logarithmic Functions
6. Integration
7. Additional Topics in Integration

Business and Chinese Language Course Outline

Introduction of Civil Law

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

The common law and civil law systems are the products of two fundamentally different approaches to the legal process. In civil law, the main principles and rules are contained in codes and statutes. In the common law system, on the other hand, the law has been dominantly created by judicial decisions. This course will mainly focus on the introduction and comparison between Civil Law and Common Law, specifically Taiwanese and American legal system.

This course is designed to give students an overview of these two distinct legal systems. Students will learn most fundamental principles, procedures, cases and current disputes in civil/common law including contracts and corporations. Class participation is required. Students will be expected to read assigned material prior to class and be able to respond to questions in class.

Course Outline

The course will cover the following important topics:

1. introduction to Civil Law and Common Law
2. formation of a contract: offer, acceptance and contractual negotiation
3. contract terms and performance
4. breach of contract
5. remedies for breach of contract
6. case summary and analysis

Business and Chinese Language Course Outline

Human Resource Management

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Drawing from human resource management (HRM) theories and cases, this course emphasizes on learning practical personnel management and hands-on experiences. Specifically, students will be taught to understand human resource practices, policies, and outlook in Taiwan and beyond. Using international businesses as discussion bases, this course provides HRM knowledge and skills from employee hiring to compensation planning, to essential performance evaluation administration, and strategic reward management (motivation) in the enterprises.

Course Outline

The course will cover the following important topics:

1. Strategy and Human Resource Management.
2. Organizational Design.
3. Job Analysis.
4. Human Resource Planning, Recruitment, and Selection.
5. Training and Development.
6. Performance Evaluation.
7. Strategic Reward Management.
8. Business Ethics in Human Resources.
9. Employee Motivation and Disciplinary Management.
10. Leading Employees (Leadership).
11. International Human Resources Management.

Business and Chinese Language Course Outline

Production and Operations Management

Credits: 3

Hours: 3

Semester: fall

Program: International Business/ GMBA

Level: Undergraduate/Graduate

Course Description and Objectives

The objective of this course is to introduce students the principles and concepts of operations management. Questions and discussions are welcome in the class.

Course Outline

Topics for this course include, but not limited to:

1. Introduction
 - a. Operations management
 - b. Competitiveness, strategy, and productivity
2. Forecasting
3. System design
 - a. Product & service design
 - b. Capacity planning
 - c. Facilities planning
 - d. Work measurement
 - e. Location selection
4. Quality
 - a. Quality management
 - b. Quality control
5. Inventory management & Scheduling
 - a. Inventory management
 - b. MRP and ERP
 - c. JIT and Lean production
 - d. Scheduling
6. Supply chain management
7. Project management
8. Waiting lines

Business and Chinese Language Course Outline

Strategic Management

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Strategic Management is a capstone course that requires a lot of effort by students. This is intended to be a big-picture course where you will learn main strategic concepts integrating the knowledge you have gained in the core business curriculum.

Course Outline

1. Strategic Management and Strategic Competitiveness
2. The External Environment Analysis
3. The Internal Environment Analysis
4. Business-Level Strategy
5. Competitive Rivalry and Competitive Dynamics
6. Corporate-Level Strategy
7. Acquisition and Restructuring Strategies
8. International Strategy
9. Cooperative Strategy
10. Corporate Governance
11. Organizational Structure and Controls
12. Strategic Leadership
13. Strategic Entrepreneurship

Business and Chinese Language Course Outline

Investment

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

The major areas of investment can be summarized into two categories: corporate investment and personal investment. This course will mainly focus on personal investment. Further, personal investment can be divided into two parts: the real assets investment and financial products investment.

Investment will introduce the characteristics of financial products, related financial institutions, classification of financial markets, the market trading norms, the skills of investment, and various risks. Investment management also means planning, organizing, and directing the invest activities that investors can make the right and appropriate investment decisions.

This course is to equip students with the knowledge and capability to make investment decisions.

Investment decisions include capital allocation, investment in fixed assets, investment opportunity selection, risk and return evaluation, etc. This course also will equip students to engage invest related work in the future.

Course Outline

The course will cover the following important topics:

1. General conception
2. Return and Risk
3. Financial products – equity securities
4. Financial products – fixed incomes securities
5. Investment market analysis.
6. Industry Analysis.
7. Underlying asset analysis.
8. Credit and Debit market.
9. New financial instruments.

Business and Chinese Language Course Outline

Marketing Research

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

Marketing Research addresses the practice how to systematically and logically gather and analyze the information that is relevant to the objective of making marketing decisions. The main objective of this course is to equip students with the key concepts and methods of marketing research, and allow student to understand how to apply those tools to solve real-life business problems. Both qualitative and quantitative research methods are covered through the lectures. We also discuss real life application through various mini-cases. A small-scale project report demonstrating students' learning at this course is required where students identify and solve a real business problem using marketing research methods.

Course Outline

The course will cover the following important topics:

1. Introduction to Marketing Research
2. Research Process and Problem Formulation
3. Basic research process and four major steps of a marketing research project
4. Marketing research in the social media, TV industry, In-store shopper, and brand perception
5. The Marketing 4-Ps: pricing, promotion, product design, positioning
6. Exploring company competitive advantages using M. Porter's Five Forces Analysis.
7. Introducing process of marketing quantitative research
8. Sampling, questionnaires, survey design, and data analysis
9. Making conclusion and marketing suggestions.

The course will conclude with student presentations of their group-based marketing research project.

Business and Chinese Language Course Outline

Seminar on Service Management

Credits: 3

Hours: 3

Semester: fall

Program: International Business

Level: Undergraduate

Course Description and Objectives

The primary purpose of this course is to provide marketers with a framework for effectively growing, managing and marketing service companies, including the policies, strategies and processes for marketing in a service organization.

Course Outline

Introduction to Services Management

Part 1 (Foundations)

Chapter 2: Conceptual framework of the book (Gaps model of service quality) Chapter 1 : Introduction to Service

Part 2 (Focus on the Customer)

Chapter 3 : Customer Behavior in Service Chapter 4 : Customer Expectations of Service Chapter 5 : Customer Perceptions of Service Part 3(Understanding customer requirements)

Chapter 6 : Listening to Customer through research (Marketing Research) Marketing Research(STP, MDS)

Chapter 7 : Building Customer Relationships Middle exam Chapter 8 : Service Recovery

Part 4(Aligning Service Design and Standards)

Chapter 9 : Service Development and Design Chapter 10 : Customer-Defined Service Standards Chapter 11 : Physical Evidence and Servicescape

Part 5(Delivering and Performance Service)

Chapter 12 : Employees' Roles IN Service Delivery Chapter 13 : Customer' Roles in Service Delivery Chapter

14 : Delivering Service Through Intermediaries and Electronic Channels Chapter 17 : Pricing of Services

Chapter 15 16 18

Business and Chinese Language Course Outline

Elementary Mandarin Conversation

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

1. Students are able to study basic Mandarin language structures.
2. Students are able to apply Mandarin to their daily life.
3. Students are able to use Mandarin to communicate with Taiwanese.
4. Students can complete reports by cooperating with other group members.

Course Outline

1. Titles of food and drinks
2. Numbers and Shopping
- 3 Studying Chinese with Chinese songs
- 4 Exchanging Currencies in a bank
- 5 Time and date
- 6 Making phone calls and appointment
- 7 Locations and positions
- 8 Chinese characters in daily life

Business and Chinese Language Course Outline

English for Global Communication (II)

Credits: 3

Hours: 6

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This is the first semester of a two semester program designed to help students get ready for studying abroad. Students will work on improving their academic speaking, listening, reading and writing skills.

Course Outline

Speaking

- Pair work and small group discussions which focuses on specific IELTS test questions
- Extensive practice expressing, explaining and giving reasons for opinions and preferences
- Oral presentations that teach students how to organize topics
- Simulated IELTS speaking tests

Listening

- Real life listening practices which teach students to listen for context
- Timed listening practices where students practice listening for main ideas and details
- Practice listening to lectures (5+ minutes)
- Learning to listen for signaling in lecture language
- Simulated IELTS listening tests

Reading

- Intensive reading of medium-length academic passages
- Training in skimming and scanning
- Training in reading strategies such as surveying, predicting, and summarizing
- Training in how to recognize unknown vocabulary from context
- Simulated reading tests

Writing

- General grammar instruction
- Training on thought development in order to be able to logically express an opinion in writing
- Instruction and practice on describing graphs, charts, tables, maps, and diagrams in written English
- Practice writing in a timed atmosphere
- Frequent writing homework assignments
- Simulated IELTS writing tests

Business and Chinese Language Course Outline

EQ Development and Gender Relations

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course will be a broad survey of Western history and culture with a focus on EQ and the origin and development of gender roles. We will look at how gender roles have been assigned, and the role of media in disseminating images of gender and interpersonal relations. This will include drama, literature, short stories, film and television. Students will be required to discuss these topics in class, and their analytical skills will finally be put into execution in the final two regular classes, in which students will be required to make presentations about related topical issues in Taiwanese culture and media.

Course Outline

Although theoretically a course in social relations, a main focus of the course will be English comprehension and communication. Students will read articles and excerpts from plays and stories as well as watching English-only television and media clips. Each class will have lecture and teacher presentation, but will ultimately require student response and input. There will be small group work as well as presentation preparation and delivery.

Business and Chinese Language Course Outline

Physical Education

Credits: 1

Hours:2

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

Through the freshman year, eight progresses of implementation in PE are:

- (1) Fitness
- (2) Basketball
- (3) Archery
- (4) Badminton
- (5) Soccer
- (6) Table Tennis
- (7) Volleyball
- (8) Softball

Course Outline

- (1) Fitness –Develop students’ basic physical fitness (cardiovascular, muscle strength, muscle endurance, power, flexibility, Body Mass Index (BMI)
- (2) Basketball—Expand mutual cooperation personality, introduce and cultivate basic movements in basket, and learn leisure activity skills
- (3) Archery—Develop hand-eye coordination and basic abilities in leisure activity.
- (4) Badminton--Improve instant shifting ability and cultivate basic exercise abilities.
- (5) Soccer—Develop foot agility and cultivate the idea of teamwork.
- (6) Table Tennis—Arise hand-eye coordination and agility, foster basic leisure ability
- (7) Volleyball—Cultivates muscle coordination through the whole body and develop the concept of teamwork
- (8) Softball—Advance explosive ability, hand-eye coordination, and mutual assistance in peers

Business and Chinese Language Course Outline

Management

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course serves as an introduction to the discipline of management. It is designed to integrate the accepted theories in the area with real world applications to provide students with the basic knowledge and skills needed for managing others. This course begins with a discussion of the current issues in management and then proceeds to cover the traditional functions of management: planning, organizing, leading, and controlling. Lecture and class assignments given in the course are intended to help students understand the needs of modern public and private organizations, including emerging national and international trends.

Course Outline

- 1 Introduction
- 2 CH1 Management
- 3 CH2 Western Management Theories
- 4 CH2 Chinese Management Theories
- 5 CH3 Business Environment
- 6 CH6 Decisions Making
- 7 CH7 Planning
- 8 Review
- 9 Midterm Exam
- 10 CH8 Organizing
- 11 CH9 New Organizational Forms
- 12 CH11 Motivation
- 13 CH12 Leadership
- 14 CH14 Controlling
- 15 Case Study (1)
- 16 Case Study (2)
- 17 Final Exam

Business and Chinese Language Course Outline

Accounting (II)

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course continues the topics covered in Financial Accounting I, with a focus on the liabilities and equities. We identify the nature of liabilities and prepare all entries required for short-term and long-term liabilities. We emphasize the concepts of liabilities, equity issuance, dividends, share repurchases, and basic financial statement analysis of cash flows. This course also identifies and calculates financial ratios to assist in the analysis of the financial position of a company.

Course Outline

The course will cover the following important topics:

1. Current Liabilities
2. Accounting for Partnerships
3. Accounting for Corporations
4. Long-Term Liabilities
5. Investments and International Operations
6. Statement of Cash Flows
7. Analysis of Financial Statements

Business and Chinese Language Course Outline

Economics (II)

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

The course will examine the economy-wide phenomena including inflation, unemployment, economic growth and international trade. In addition to macroeconomic measures, related economic models will be developed to explain the performance of the economy both in the long run and in the short run. Furthermore, we are going to discuss the related policy tools used by the government to influence the economy as a whole.

Upon completion of the course, the students shall be capable of achieving the following objectives:

1. To be able to understand the important macroeconomics fundamentals.
2. To be able to effectively identify the macroeconomic problems or issues and look for appropriate solutions in the practical setting.
3. To be able to actively acquire new knowledge regarding development of the economy.
4. To be able to develop the interpretation and communication skill for macroeconomic data.

Course Outline

The course will cover the following important topics:

1. Measuring output: GDP
2. Measuring costs of living: CPI
3. Wage and employment
4. Economic growth in the long run
5. Saving, investment and financial market
6. Monetary system, money supply and inflation
7. Economic fluctuation in the short run
8. Fiscal policy and financial policy
9. Aggregate demand and aggregate supply
10. International economics

Business and Chinese Language Course Outline

Computer Application

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

Being the most-up-to-date technology in an ever-changing discipline, this course emphasizes an in-depth understanding of why computers are essential in business and society. Students will have a solid understanding of computers and how to use computers. Specifically, students will be taught to understand the fundamentals of and terms associated with computers and mobile devices, the Internet, and digital security.

Upon completion of the course, the students shall be capable of achieving the following objectives:

1. To be able to understand the fundamentals of computers and mobile devices.
2. To be able to understand the terms associated with computers and mobile devices.
3. To be able to understand how to use computers and how to access information on the Web.
4. To be able to effectively identify the computer-related problems or issues and look for appropriate solutions.
5. to teach students programming concepts and how to do logical analysis.

Course Outline

The course will cover the following important topics:

1. Input and Output
2. Digital Storage
3. Operating Systems
4. Communications and Networks
5. Information and Data Management
6. Information Systems and Program Development

Business and Chinese Language Course Outline

History and Culture

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course is designed to introduce topics, concepts and issues related to contemporary U.S. history and culture through a wide range of media, primary source material and literature in order to promote awareness and understanding of how important key events and cultural phenomena in the 20th century have shaped our world today.

Course Outline

Through primary source material, excerpts from secondary sources, official documents, and a variety of other media students will realize the effects of key events, such as World War I and the Cold War, as well as popular cultural features such as music, sports and movies. The goal of this course is to foster discussion as well as to allow students to do their own research into key figures of the 20th century. Through class discussions, readings, mass media and their own PPT presentations it is hoped that students will have a greater appreciation for U.S. history and culture.

Business and Chinese Language Course Outline

Scientific Reasoning and methods

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

In your career, you will often come across the situation that you have to convince your colleague, your boss, your customers, or that other people try to convince you. How do you present solid argument to support your statement, or how do you discern whether other people offer valid argument to convince you? How do I know whether the information I receive from the mass media or the internet is correct? How do you apply these principles to construct and analyze your business models?

This course aims to provide solutions to these questions by introducing the basic notions of logic and scientific methods. The goals include

- 1.to equip the you with the power of reasoning, forming and discerning arguments, and critical thinking.
- 2.to learn the basic scientific methods, as a foundation to your further study and future career.

Course Outline

A.Scientific Reasoning

- 1.Basic concept of logic
- 2.Analyzing arguments: elements and types of arguments
- 3.Evaluating arguments: inductive/deductive reasoning, and fallacies
- 4.Puzzle analysis and solving

B.Scientific Methods

- 1.Causal reasoning
- 2.Probability
- 3.Statistical reasoning
- 4.Hypothesis and scientific reasoning

Business and Chinese Language Course Outline

Physical Education (IV)

Credits: 1

Hours: 2

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

Through the freshman year, nine progresses of implementation in PE are:

- (1) Aerobic dance
- (2) Swimming
- (3) Badminton
- (4) Table tennis
- (5) Tennis
- (6) Softball
- (7) Basketball
- (8) Qerobic Yoga
- (9) Volleyball

Course Outlines

Divided into individual interesting options

(2) Aerobic dance—Understand the content of the advanced aerobic dance and the progress

(2) Swimming—Understanding of lifesaving and self-rescue methods in water

(3) Badminton

V. Warm-up before starting in order to reduce injuries.

VI. Demonstration on forehand and backhand grips as well as serve.

VII. Key points on serving.

VIII. Introduction on hitting methods and footwork.

(4) Table tennis—Arise hand-eye coordination and agility, foster basic leisure ability

(5) Tennis

V. Introduction of grip

VI. Introduction of basic movement

VII. Forehand and back hand + Net volley

VIII. Forehand and back hand + Net volley+ Smash

(6) Softball—Advance explosive ability, hand-eye coordination, and mutual assistance in peers

(7) Basketball—Expand mutual cooperation personality, introduce and cultivate basic movements in basket, and learn leisure activity skills

(8) Qerobic Yoga—

(9) Volleyball—Cultivates muscle coordination through the whole body and develop the concept of teamwork

Business and Chinese Language Course Outline

Statistics (II)

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course is Introduction to Statistics for undergraduate students in finance. The objective of this course is to lay a foundation on statistical methods and time series analysis for undergraduate students. After the course, students are expected to be familiar with important concepts and develop basic skills in statistical methods and time series analysis. In particular, the course pays special attention to applications in Economics and Finance and thus methods and examples covered are relevant in Economics and Finance.

Course Outline

1. Random variables: expectation, conditional probability & independence
2. Some special distributions
3. Some special distributions & computer workshop 1
4. The properties of an estimator, Law of Large Numbers (LLN) & Central Limit Theorem (CLT)
5. Statistical inference & hypothesis testing
6. Maximum likelihood methods
7. Computer workshop 2
8. Stochastic processes: stationarity, autocorrelation & uncorrelated processes
9. AR(1) process & unit-root test
10. MA(1) process & computer workshop 3
11. ARMA models
12. Regression with time series errors
13. Computer workshop 4
14. Summary & coursework presentation

Business and Chinese Language Course Outline

Financial Management

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

The major areas of finance can be summarized into three categories: corporate finance, investment, and financial institutions. This course will mainly focus on corporate finance. Financial management includes the administration and maintenance of financial assets. Besides, financial management covers the process of identifying and managing risks. Financial Management also means planning, organizing, directing and controlling the financial activities such as procurement and allocation of funds of the enterprise.

This course is to equip students with the knowledge and capability to make financial decisions and investment decisions. Financial decisions include issues regarding financial planning, capital raising, cost of financing, capital structure, etc. Investment decisions include capital allocation, investment in fixed assets, investment opportunity selection, risk, and return evaluation, etc.

Course Outline

The course will cover the following important topics:

1. Financial statement and analysis: using financial ratios to understand the financial situations of a firm
2. Financial planning: developing financial forecasts and evaluating future financial needs
3. Time value of money: calculating future value, present value, and annuity
4. Risk and return: diversification, portfolio, and CAPM
5. Capital budgeting: introducing payback period, NPV, and IRR
6. Cost of capital: weighted average cost of capital (WACC)
7. Leverage: breakeven analysis, operating and financial leverage
8. Capital Structure and Dividend Policy

Business and Chinese Language Course Outline

Marketing Management

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

The objectives are to help students developing four competencies of marketing career :

1. Understanding the market and consumers.
2. Designing a customer-driven marketing strategy and marketing mix.
3. Measuring and managing return on marketing
4. Harnessing new marketing technologies in digital age

Course Outline

The course will cover the following important topics:

- Part 1: Defining marketing and the marketing Process
- Part 2: Understanding the Marketplace and Consumers
- Part 3: Designing a Customer-Driven Strategy and Mix
- Part 4: Extending Marketing

Business and Chinese Language Course Outline

Money and Banking

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course is to provide a comprehensive introduction of basic features in the monetary mechanism and banking system. The modern money system plays a pivotal role in shaping the proper general price level which can ease price inflation's pressure and even infuse growth momentum into the economy. The central bank, whose money policies bring great impacts on interest rates which can cause changes in asset prices, is the central agent of this field.

This course will focus the intense intentions on the contents of various money policies as well as their possible influences on key variables of economy, including general price level, foreign exchange rate, enterprise productivity, economy growth. The details of this course can be categorized into several subgroups which contain the functions of money, the role of the central bank, money creation process and money supply, money demand theories, AD/AS model, etc.

Course Outline

The course will cover the following important topics:

1. Functions of money
2. Evolution of payments system
3. Term structure of interest rates
4. Concept of international financial markets
5. Banking industry and regulation
6. The central bank and money policies
7. Money creation process
8. Process of money supply
9. Money demand theory
10. Aggregate supply and aggregate demand model

Business and Chinese Language Course Outline

Business Ethics

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

"Business Ethics" studies the critical, structured examination of how employees and institutions should behave in the world of commerce. It involves examining appropriate constraints on the pursuit of firms' profits.

The objectives of this course include: (1) equipping students with the concept of ethics, moral, and values, (2) helping students to establish a positive business values, (3) helping students to develop an appropriate rules and establish the concept of professional ethics through case discussion.

Course Outline

The course will cover the following important topics:

1. Foundations of Business Ethics
2. The Stakeholder Approach to Business, Society, and Ethics
3. Corporate Social Responsibility
4. Employee Stakeholders
5. Consumer Stakeholders
6. The Natural Environment as Stakeholder
7. Gender Equity

Business and Chinese Language Course Outline

International Business Management

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course offers an introduction to understand the operating environment, managerial framework, and relevant empirical issues of international business. One term paper is required each group to encourage students to cooperate with classmates by communication, negotiation, and to enhance abilities of information integration and oral presentation.

Course Outline

1. Globalization
2. National Differences in Political Economy
3. Differences in Culture
4. Mid-term Examination
5. International Trade Theory
6. The Political Economy of International Trade
7. Final Examination

Business and Chinese Language Course Outline

International Finance

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course presents International Monetary Economics theory and applies it towards gaining an understanding of recent events and current policy issues. The theory covers topics including exchange rate determination, balance of payment crises, the choice of exchange rate systems, and international debt.

Course Outline

The course will cover the following important topics:

1. Introduction to international finance.
2. Foreign exchange market and exchange rate.
3. National Income Accounting and the Balance of Payments.
4. Foreign derivative commodity market.
5. Purchasing power parity.
6. Interest rate parity.
7. The International Monetary System.
8. Open economics.
9. Fixed Exchange Rates and Foreign Exchange Intervention.

Business and Chinese Language Course Outline

Corporate Finance

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

This course provides analyses of important theories in the corporate finance. It mainly focuses on how the CFOs apply the financial theories to make the appropriate financial decisions and then their companies achieve the best performances.

Course Outline

1. Analysis of Financial Statements
2. Security Valuation
3. Capital Budgeting
4. Financial Decisions
5. Dividend Policy
6. Working Capital Management

Business and Chinese Language Course Outline

Organizational Behavior

Credits: 3

Hours: 3

Semester: spring

Program: International Business

Level: Undergraduate

Course Description and Objectives

Organizational behavior studies the influence that individuals, groups, and structure have on behavior within organizations. In today's increasingly competitive and demanding workplace, managers can't succeed on their technical skills alone. They also have to have good people skills. This course is intended for helping both managers and potential managers to develop those people skills. By the end of the semester you will:

1. be able to understand the basic theories of Organizational Behavior
2. be able to analyze human behavior in practice by using the theoretical model in Organizational Behavior.
3. be able to present behavior analysis results in a way that decision makers who may not know Organizational Behavior can understand easily.
4. be able to transfer the human behavior analysis into information and to develop corporate managerial decisions

Course Outline

Week1 Introduction (Syllabus and DSS Overview)

Week2 DSS demonstration, Introduction of Organizational Behavior

Week3 Chapters 2,1 Ability and Attitudes

Week4 Chapter 2.3 Job Satisfaction

Week5 Chapter 2.4 Learning

Week6 Chapters 3.1 Personality

Week7 Chapter 3.2 Major Personality Attributes

Week8 Chapter 3.3 Values

Week9 Mid-term EXAM

Week10 Chapter 4.3 Attribution Theory

Week11 Chapter 4.4 The link Between Perception and Individual Decision Making

Week12 Chapters 4.5 Decision Making

Week13 Chapter 4.6 How Do Organization Actually Make decisions?

Week14-18 Final Report Presentation

Business and Chinese Language Course Outline

Enterprise Resource Planning

Credits: 3

Hours: 3

Semester: spring

Program: International Business/GMBA

Level: Undergraduate/Graduate

Course Description and Objectives

This course provides basic concepts of enterprise resource planning (ERP). ERP helps an organization manage and integrate internal resources/processes to run business more efficiently. ERP systems integrate business processes across all functional areas, including sales, marketing, manufacturing, finance, and human resources. Modern business people should understand what ERP systems can do for an organization. Students will also gain experiences on using ERP software.

Course Outline

1. Introduction to ERP
2. Business Process Management
3. Introduction to ERP Modules
4. Key Success Factors for Implementing ERP
5. Steps for Implementing ERP
6. Evaluation of ERP

Business and Chinese Language Course Outline

Managerial Economics

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

1. To be able to understand basic analytical methods of business administration
2. To be able to analyze international business and economic data
3. To be able to integrate economic theories with business managerial practices
4. To be able to use economic methods to evaluate business projects

Course Outline

Week1: grading policy and course introduction

Week2: Part 1-introduction and goals of the firm and the fundamental economic concepts

Week3: demand analysis

Week4: estimating demand

Week5: business and economic forecasting

Week6: managing in the global economy

Week7: production economics

Week8: cost analysis

Week9: midterm examination

Week10: prices, output and strategy

Week11: price and output determination-monopoly and dominant firms

Week12: price and put determination-oligopoly

Week13: best practice tactics-game theory

Week14: pricing techniques and analysis

Week15: contracting, governance and organizational form

Week16: government regulation

Week17: long term investment analysis

Week18: performance evaluation

Business and Chinese Language Course Outline

Practice of International Trade

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

1. To be able to understand the process of international trade
2. To be able to apply knowledge of international trade to practical trade
3. To be able to use business English to correspond with customers
4. To be able to show key points of international trade effectively

Course Outline

A. Introduction of International Trade

1. The Style of International Trade
2. Subject and Object of International Trade
3. The Development of Taiwan's International Trade

B. Trade Terms

1. The Construction of Trade Terms
2. The Rules for the Interpretation of Trade Terms
3. Incoterms 2000

C. The Import-Export Procedure

1. Payment Method of International Trade
2. Export Procedure
3. Import Procedure

D. The Terms and Conditions of Transaction

E. Price Calculation of Import/Export

1. The Factor Structure of Export
2. The Factor Structure of Import

F. Offer / Acceptance

1. Inquiry
2. Offer
3. Counter Offer
4. Acceptance

G. The International Sale Contract

1. The Contents of International Sale Contract
2. The Illustration of International Sale Contract

H. Letter of Credit

1. The Definition of Letter of Credit
2. The Parities of Letter of Credit

Business and Chinese Language Course Outline

Financial Market

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

1. To be able to understand types, functions, and risk of financial intermediaries
2. To be able to understand the characteristics of financial instruments
3. To be able to integrate related financial knowledge into analyzing and solving problems of financial practices
4. To be able to analyze and express systematically, and establish correct financial concepts and attitudes

Course Outline

Introduction of financial markets

Financial institutions

Financial system

Money market

Stock market

Bond market

Foreign market

Business and Chinese Language Course Outline

Investment

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

1. To be able to understand risk and return in financial markets
2. To be able to understand methods of investment analysis
3. To be able to integrate every investment method into financial transactions
4. To be able to evaluate and manage portfolio effectively

Course Outline

- 1.General conception
- 2.Return and Risk
- 3.Investment market analysis.
- 4.Industry Analysis.
- 5.Underlying asset analysis.
- 6.Credit and Debit market.
- 7.New financial production.

Business and Chinese Language Course Outline

Intermediate Accounting (I)

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

This class would basically follow the guideline and contents of the selected textbook “Intermediate Accounting: IFRS Edition (Wiley)” written by Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield. The Lecturer would also facilitate this class with real case and illustrations in order to help students to know how to practice their knowledge in the real world. We will dig deep about the background and reasons of accounting rules, standards, and principles. We will go through all the details about the financial statements, and then study how to analyze the information and assess the quality of the business performance and financial status.

In addition, we will also learn how to evaluate companies, estimate allowance or contingent items. Eventually, we will know how to present all the assessments and valuations in financial reports.

Course Outline

1. Financial Reporting and Accounting Standards
2. Conceptual Framework for Financial Reporting
3. The Accounting Information System
4. Income Statement and Related Information
5. Statement of Financial Position and Statement of Cash Flows
6. Accounting and the Time Value of Money
7. Cash and Receivables
8. Valuation of Inventories (cost basis)
9. Additional Valuation of Inventories
10. Acquisition and Disposition of Property, Plant, and Equipment
11. Depreciation, Impairments, and Depletion
12. Current Liabilities, Provisions, and Contingencies
13. Non-Current Liabilities
14. Equity
15. EPS and Dilutive EPS
16. Investments
17. Revenue Recognition
18. Accounting for Income Tax
19. Accounting for Leases
20. Accounting Changes and Error Analysis
21. Presentation and Disclosure in Financial Reporting

Business and Chinese Language Course Outline

Bond Markets

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

This course provides a basic analysis of important concepts in the bond markets, including pricing, yield measuring, risks of bond, features of bonds with embedded options, and interest rate derivatives etc.

Course Outline

- 1.The Fundamental Features of Bonds
- 2.Pricing of Bonds
- 3.Measuring Yield of Bonds
- 4.Bond Price Volatility
- 5.The Term Structure of Interest Rates
- 6.The Features of Treasury Securities and Corporate Debt Instruments Markets
- 7.Analysis of Bonds with Embedded Options
- 8.Bond Portfolio Management Strategies
- 9.Interest-Rate Futures and Options Contracts

Business and Chinese Language Course Outline

Financial Statement Analysis

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

To teach some important issues of financial statement analysis, including some basic definitions of financial statement analysis's terminologies.

Course Outline

- 1.Introduction
- 2.Objectives of Financial Statement Analysis
- 3.Tools and Techniques of Financial Statement Analysis
- 4.Analysis of Current Assets
- 5.Analysis of Noncurrent Assets
- 6.Analysis of Liabilities
- 7.Analysis of Stockholders' Equity
- 8.Analysis of the Income Statement-I
- 9.Analysis of the Income Statement-II
- 10.Earnings Per Share - Computation and Evaluation
- 11.Statements of Cash Flows
- 12.The Auditor's Opinion - Meaning and Significance
- 13.Analysis of Short-Term Liquidity
- 14.Analysis of Capital Structure and Long-Term Solvency
- 15.Analysis of ROI and of Asset Utilization
- 16.Comprehensive Analysis of Financial Statements

Business and Chinese Language Course Outline

Derivatives

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

1. To be able to understand basic structure of derivative financial instruments
2. To be able to understand relationship between value of derivatives and financial markets
3. To be able to understand trading practices of derivative financial instruments
4. To be able to use derivative financial instruments to form portfolio of risk management

Course Outline

READING-1 Introduction (Options, Futures, and Other Derivatives)

READING-2 Mechanics of Futures Markets

READING-3 Hedging Strategies Using Futures

READING-4 Interest Rates

READING-5 Determination of Forward and Futures Prices

READING-6 Interest Rate Futures

READING-7 Swaps

READING-8 Mechanics of Options Markets

READING-9 Properties of Stock Options

READING-10 Trading Strategies Involving Options

READING-11 Exotic Options

READING-12 Commodity Forwards and Futures

READING-13 Foreign Exchange Risk

READING-14 Introduction (Central Counterparties)

READING-15 Exchanges, OTC Derivatives, DPCs and SPVs

READING-16 Basic Principles of Central Clearing

READING-17 Risks Caused by CCPs: Risks Faced by CCPs

READING-18 Corporate Bonds

READING-19 Mortgages and Mortgage-Backed Securities

READING-20 The Rating Agencies

Business and Chinese Language Course Outline

Risk Management

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

1. Learning how to identify financial risk
2. Learning how to evaluate financial risk
3. Learning how to mitigate financial risk
4. Understanding the financial supervisory regulations

Course Outline

1. Quantitative Analysis
2. Capital Markets
3. Market Risk Mgmt.
4. Credit Risk Mgmt.
5. Liquidity Risk Mgmt.
6. Operational and Integrated Risk Management

Business and Chinese Language Course Outline

Review on CFA Level 1

Credits: 3

Hours: 3

Semester: fall

Program: International Finance

Level: Undergraduate

Course Description and Objectives

To help students prepare CFA level 1 by reviewing core study areas and by enhancing students' English reading abilities. The course therefore will be given in English whenever possible.

Course Outline

1. Quantitative Methods: discounting cash-flows, basic statistics and testing
2. Economics: micro-economics, monetary and fiscal policies, international finance
3. Financial Reporting: the three statements, assets and liabilities, financial report assessment
4. Corporate Finance: cost of capital, leverage and dividend, working capital and governance
5. Equity Analysis: security market, industry and firm analysis, equity evaluation
6. Fixed-income Analysis: fixed-income market, evaluation and credit risk analysis
7. Derivatives: forwards contract, futures contract and options
8. Portfolio Management: diversification
9. Professional Standards

Teaching hours may be extended or reduced for each study topics.

Business and Chinese Language Course Outline

Insurance

Credits: 3

Hours: 3

Semester: spring

Program: International Finance

Level: Undergraduate

Course Description and Objectives

This course is to build up some comprehensive concepts of insurance. We will focus on Taiwan's insurance market, including products and laws.

Course Outline

Lecture 1: Introduction to Insurance

Lecture 2: Elements of a Valid Contract

Lecture 3 Insurance Contracts

Lecture 4 Basic Principles of Insurance

Lecture 5 Basic Concepts of Insurance Premium

Lecture 6 Life Insurance Fundamentals

Business and Chinese Language Course Outline

Intermediate Accounting(II)

Credits: 3

Hours: 3

Semester: spring

Program: International Finance

Level: Undergraduate

Course Description and Objectives

This class would basically follow the guideline and contents of the selected textbook “Intermediate Accounting: IFRS Edition (Wiley)” written by Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield. The Lecturer would also facilitate this class with real case and illustrations in order to help students to know how to practice their knowledge in the real world.

We will dig deep about the background and reasons of accounting rules, standards, and principles. We will go through all the details about the financial statements, and then study how to analyze the information and assess the quality of the business performance and financial status.

In addition, we will also learn how to evaluate companies, estimate allowance or contingent items. Eventually, we will know how to present all the assessments and valuations in financial reports.

Course Outline

1. Financial Reporting and Accounting Standards
2. Conceptual Framework for Financial Reporting
3. The Accounting Information System
4. Income Statement and Related Information
5. Statement of Financial Position and Statement of Cash Flows
6. Accounting and the Time Value of Money
7. Cash and Receivables
8. Valuation of Inventories (cost basis)
9. Additional Valuation of Inventories
10. Acquisition and Disposition of Property, Plant, and Equipment
11. Depreciation, Impairments, and Depletion
12. Current Liabilities, Provisions, and Contingencies
13. Non-Current Liabilities
14. Equity
15. EPS and Dilutive EPS
16. Investments
17. Revenue Recognition
18. Accounting for Income Tax
19. Accounting for Leases
20. Accounting Changes and Error Analysis
21. Presentation and Disclosure in Financial Reportin

Business and Chinese Language Course Outline

Business Research Methods

Credits: 3

Hours: 3

Semester: spring

Program: GMBA

Level: Graduate

Course Description and Objectives

To learn how to identify and solve problem such that choose a research topic, conduct a literature review, learn the skills of evaluating potential solutions, set up a theoretical framework, design questionnaires, analyzing data statistically, and write a research report. The students will join a team to practice a research project.

Course Outline

1. Human Inquiry and Science.
2. Paradigms, Theory, and Research.
3. The characteristics of Casual Relationship.
4. Research Design: identify and solve problem such that choose a research topic, learn the skills of evaluating potential solutions, set up a theoretical framework.
5. Conceptualization and Measurement.
6. Operationalization and Questionnaire Design.
7. Index, Scales, and Typpologies.
8. Sampling.
9. Experiments.
10. Survey Research.
11. Qualitative Field Research.
12. Quantitative Data Analysis.
13. Social and Behavioral Statistics.
14. The Ethics of Social and Behavioral Research

Business and Chinese Language Course Outline

Corporate Governance and Business Ethics

Credits: 3

Hours: 3

Semester: Spring

Program: GMBA

Level: Graduate

Description:

Corporate governance and business ethics have become important issues in modern business society. This course will broadly discuss the processes, customs, policies, legal arrangements, institutions, and mechanisms affecting the way a corporation is directed and controlled. The three most significant players in the corporate process: shareholders, employees (especially the senior managers) and board directors, will be the focuses of discussion. On each of the three focuses, major related issues regarding corporate governance will be addressed and followed by a case study.

On successful completion of this course, students are expected to be able to:

1. Have a broad view regarding the major issues of corporate governance and business ethics;
2. Understand the role, the interests, the authority and the limitation or constrains of, and the complex inter-relationship among, the major players in the corporate process;
3. Analyze and evaluate the mutual influence among business policy, information disclosure, and dynamics of capital markets;
4. Understand the future trend of corporate governance and business ethics.

Course Outline

Week 1 : Introduction: Opening case discussion

Week 2 : Separation of Ownership and Control: Major governance and ethics issues

Week 3 : Internal Governance Management : CEO & high-rank managers

Week 4 : Executive compensation

Week 5 : Case Study (I): Gerstner's Pay Package at IBM

Week 6 : Internal Governance: Boards of Directors: Board Composition and Operations

Week 7 : Board-Management Relationship

Week 8 : Board Structure, Ownership and Control

Week 9 : Case Study (II): Sears, Roebuck & Co.

Week 10 : External Governance: Proxy Contests and Markets

Week 11 : CPA firms & auditors

Week 12 : Case Study (III): Arthur Anderson

Week 13 : Stakeholders and Shareholders

Week 14 : Block holders and Institutional Shareholders

Week 15 : The governance of Family firms

Week 16 : Comprehensive Case Study

Week 17 : Conclusion Remark

Week 18 : Final Exam

Business and Chinese Language Course Outline

Culture Involvement

Credits: 1

Hours: 1

Semester: Spring

Program: GMBA

Level: Graduate

Course Description and Objectives

The objective of this course is to develop international experience of students through participating in various multi-culture activities of society. It encourages students to expand their understanding and appreciation of culture in its diverse forms and enhance the interaction with society.

Course Outline

The objective of this course is to develop international experience of students through participating in various multi-culture activities of society. Students are required to attend various on campus or off campus activities during their study in GMBA program. The activities include the following by not limited to:

Member or representative of student societies such as international student association,

Attendance or presenting paper at an international conference,

Class representative,

Teaching/research assistance of a course,

Attendance of competitions,

Attendance of social services,

At most one social activity.

During the studying years, students are required to participate at least four of the above activities. Each student is required to keep a log of all activities with attendance proves on each activity, and submit the document at once in the course semester.

Business and Chinese Language Course Outline

Human Capital Management and Development

Credits: 3

Hours: 3

Semester: Fall

Program: GMBA

Level: Graduate

Course Description

The subject aims to provide students an in-depth lucid review of essential human resources concepts and theories. It will facilitate students to discuss and analyze contemporary issues in the management of human capital in business industry in both macro-and micro-perspectives.

1. To understand the context in which business decisions as they relate to Human Capital Management are made, to develop levels of analysis applicable to each situation, and to recognize the building blocks of each organization
2. To understand the context in which business decisions as they relate to Human Capital Management are made, to develop levels of analysis applicable to each situation, and to recognize the building blocks of each organization
3. To concern how to manage human resources effectively in the dynamic legal, social, and economic environment currently constraining organizations.
4. To concern how to manage human resources effectively in the dynamic legal, social, and economic environment currently constraining organizations.

Course Outline

1. Strategic Human Capital Management
2. Organizational culture and its impacts on human capital
3. Chinese Culture – by Faculty of Humanity
4. Corporate Creativity and Employee Creativity
5. Job Satisfaction & Organizational Commitment in the Hospitality Industry
6. Strategic Downsizing, Separation and Outsourcing International Human Capital Management and Expatriate Management.
7. Training and Development – Experiential Learning and Facilitation Techniques
8. Career Development in Human Capital: Assessments and Structure of Succession Planning
Contemporary Issues and Challenges facing Human Capital Management in the Business Industry

Business and Chinese Language Course Outline

International Business Management

Credits: 3

Hours: 3

Semester: Spring

Program: GMBA

Level: Graduate

Course Description and Objectives

This course provides advanced level coverage of the application of international business management theory to deal with current and emerging issues and challenges faced by managers operating in the international business environment including: the role of the institutional and cultural environments; international strategy; market selection and market entry methods; international organization and control; and management leadership and motivation in international business contexts.

1. What is International Business?
2. Globalization of Markets and the Internationalization of The Firm.
3. The cultural environment of International Business.
4. The International Monetary and Financial Environment.
5. Ethics and International Business.
6. Human Resource Management in the Global Firm.

Course Outline

The course will cover the following important topics:

- I: BACKGROUND FOR INTERNATIONAL BUSINESS
- II: COMPARATIVE ENVIRONMENTAL FRAMEWORKS
- III: THEORIES AND INSTITUTIONS: TRADE AND INVESTMENT
- IV: WORLD FINANCIAL ENVIRONMENT
- V: GLOBAL STRATEGY, STRUCTURE, AND IMPLEMENTATION
- VI: MANAGING INTERNATIONAL OPERATIONS

Course content will vary to meet the needs of the students in specific sections

Business and Chinese Language Course Outline

Management Information System

Credits: 3

Hours: 3

Semester: Fall

Program: GMBA

Level: Graduate

Course Description and Objectives

This course is designed to make the students knowledgeable of the fundamentals underlying the design, implementation, control, evaluation and strategic use of modern, computer-based information systems for business data processing, office automation

1. Terminology.

The student will be able to explain the meaning of terms used to describe common techniques and concepts in business information systems.

2. Skill.

The student will successfully use a microcomputer database management system and a Web page editor.

3. Advanced Information Systems Concepts.

The student will be able to describe the ways in which computers are and will be used in business and management. These concepts include telecommunications, electronic commerce, data warehousing and mining, artificial intelligence, and future directions of computer-based information systems.

4. Systems Development.

The students will be involved in a small-scale Web site development project and experience team working.

5. Behavioral and Organizational Issues.

The student will be able to identify and suggest appropriate responses to managerial and organizational issues stemming from development, implementation, and use of computer-based information systems.

Course Outline

Ch1: Business Information Systems: An Overview

Ch4: Information Technology in Business: Hardware

Ch5: Information Technology in Business: Software

Ch6: Information Technology in Business: Telecommunications and Networks

Ch7: E-Commerce: The Internet, Intranets, and Extranets

Ch8: Data and Knowledge Management

Ch11: Supply Chain Management and Global Information Systems

Ch12: Decision Support Systems

Ch13: Artificial Intelligence and Expert Systems

Ch14: Planning Information Systems

Business and Chinese Language Course Outline

Managerial Accounting

Credits: 3

Hours: 3

Semester: Spring

Program: GMBA

Level: Graduate

Course Description and Objectives

This course wants to help students (1) Understand the functions of management accounting information systems;(2) Gain insight into the applications of the management accounting techniques to managerial decisions; and (3) Understand how management accounting functions add value to organizations. (4) Able to clearly identify the management problem, find alternative solutions and evaluate feasible solutions to solve the problem. The course will be conducted by mixing instructors' lecture, case discussion, and project presentation. Students are strongly encouraged to participate in the class discussion.

Course Outline

1. Managerial Accounting in the Information Age.
2. Job-Order Costing for Manufacturing and Service Companies.
3. Process Costing.
4. Cost-Volume-Profit Analysis.
5. Variable Costing.
6. Cost Allocation and Activity-Based Costing.
7. The Use of Cost Information in Management Decision Making.
8. Pricing Decisions, Analyzing Customer Profitability, and Activity-Based Pricing.
9. Capital Budgeting and Other Long-Run Decisions.
10. Budgetary Planning and Control.
11. Standard Costs and Variance Analysis.
12. Decentralization and Performance Evaluation.
13. Analyzing Financial Statements: A Managerial Perspective.
14. Business Ethic in Managerial Accounting

Business and Chinese Language Course Outline

Managerial Economics

Credits: 3

Hours: 3

Semester: Spring

Program: GMBA

Level: Graduate

Course Description and Objectives

This course will cover two parts –topics of Taiwan’s industrial development and subjects related managerial economics. The first part will introduce the economic development in Taiwan, while the second part will discuss the topics such as basic economics concepts and maximization/minimization techniques, demand and supply, elasticity and its application, production and cost, market structure, game theory, principal and agent theory, etc.

Course Outline

1. Introduction
2. Overview of the Economic Environment in Taiwan
3. Industrial Development and Policy Strategies in Taiwan
4. Review of basic economics concepts and their applications in management
5. Demand, elasticity and its application in business practice
6. Production, cost, and economies of scale
7. Market Structures (I): perfect competition and monopolistic competition.
8. Market Structures (II): monopoly and price discrimination
9. Game Theory
10. The Economics of Information - principal and agent theory

Business and Chinese Language Course Outline

Organization and Leadership

Credits: 3

Hours: 3

Semester: Fall

Program: GMBA

Level: Graduate

Course Description and Objectives

Managers need to develop their interpersonal or people skills if they are going to be effective in their jobs. Organizational behavior (OB) is a field of study that investigates the impact that individuals, groups, and structure have on behavior within an organization, and then applies that knowledge to improve an organization's effectiveness. Because OB is concerned with employment-related situations, it emphasizes behavior on the job, absenteeism, employment turnover, productivity, human performance and management. Organizational behavior offers both challenges and opportunities for managers. It recognizes differences and helps managers to see the value of workforce diversity and practices that may need to be changed when managing in different countries.

Course Outline

- A. Introduction to organizational behavior
- B. Foundations of Individual Behavior: ability, attitudes, job satisfaction, learning.
- C. Personality and Values
- D. Perception and Individual Decision Making
- E. Motivation Concepts
- F. Emotions and Moods

For each of the above topic professor will give you the assignments then all of the students have to group themselves, take group discussions and cooperate with each other to identify and create solutions to the problems in the assignments then each group needs to deliver appropriate languages to execute oral presentations and communication to the other students to enhance their communication ability.

Business and Chinese Language Course Outline

Seminar in Financial Management

Credits: 3

Hours: 3

Semester: fall

Program: GMBA

Level: Graduate

Course Description and Objectives

By introducing financial theories and practices, this course is to help corporation management making appropriate financial decisions to maximize the corporate market value. Students are able to identify and analyze the financial issues happening in their daily works, and apply the techniques to make appropriate decisions to solve their problems.

Course Outline

- 1.Introduction to Corporate Finance
- 2.Bond Valuation and Stock Valuation
- 3.Risk and Return
- 4.Cost of Capital
- 5.Investment Criteria
- 6.Capital Budgeting
- 7.Capital Structure
- 8.Dividend Policy
- 9.Short-term Financial Planning
10. Business Ethic in Financial Management

Business and Chinese Language Course Outline

Statistical Methods

Credits: 3

Hours: 3

Semester: Fall

Program: GMBA

Level: Graduate

Course Description and Objectives

This course is the first part of a sequence of statistical data analysis courses: “Basic Statistical Data Analytic Methods”, and “Advanced Statistical Data Analytic Methods”. Materials covered in the sequence consist of “univariate” statistical methods, and “multivariate” statistical methods.

These courses are to help students, primarily from business and social sciences, learn the application of the basic and advanced data analytic techniques. We will emphasize the concept of every given technique and its use, and will help students learn to interpret the resulting output obtained from the widely used statistical packages: SPSS(Statistical Package for Social Sciences), and AMOS(Analysis of moment structures).

The application of each statistical method in solving managerial problem will be demonstrated by examples. Exercises are then given for practices in class; students will be asked to interpret analysis results in group discussions. Assignments are given after classes; students are requested to produce SPSS outputs and answer research questions via oral or written presentations.

Course Outline

After finishing this course, students are expected to be able to

1. understand the classification of types of statistical methods and their usages in data analysis,
2. identify the appropriate statistical method when encountering a managerial problem, and learn to use it correctly,
3. recognize the importance of applying statistical methods correctly and rigorously,
4. transfer the data into information and to develop managerial decisions,
5. analyze managerial data in practice using statistical methods,
6. apply SPSS on statistical data analysis and to interpret its output properly,
7. present data analysis results in a way that decision makers who don't know statistics can also understand.

1. Introduction

(1) Types of Measurement Scales

(2) Types of Data

Business and Chinese Language Course Outline

- (3) Classification of Data Analytic Methods
- 2. Hypothesis Testing
- 3. Assumptions Checking
 - (1) Homogeneity
 - (2) Normality
- 4. Analysis of Variance (ANOVA)
- 5. Correlation Analysis
- 6. Regression Analysis
- 7. Chi-Square Tests of Independence
- 8. Analysis of Data for Multiple Choices
- 9. Exploratory Factor Analysis (EFA)
- 10. Reliability and Validity Analysis

Business and Chinese Language Course Outline

Seminar on Customer Relationship Management

Credits: 3

Hours: 3

Semester: Spring

Program: GMBA

Level: Graduate

Course Description and Objectives

This subject is intended to provide students with an understanding of Customer Relationship Management (CRM) and its application in marketing and sales. We use textbook、journal papers and case studies to do the assignment and discussion.

We hope students can understand the concept and development of CRM、Data, Information and Technology of CRM, and how to build up a good customer relationship management. Final, let students can to evaluation on CRM performance.

Course Outline

The course will cover the following important topics:

- 1.The Concept and Development of CRM
- 2.Data, Information and Technology of CRM
- 3.The impact of CRM on Selling and Marketing Strategy
- 4.Evaluation on CRM Performance

Business and Chinese Language Course Outline

Statistical data analysis

Credits: 3

Hours: 3

Semester: Spring

Program: GMBA

Level: Graduate

Course Description

This course is the second part of a sequence of statistical data analytic courses: “Multivariate Data Analysis (MDA)”, and “Structural Equation Modeling (SEM)”. Materials covered in the sequence consist of multivariate statistical methods, and structural equation models. SEM is often referred to as the second generation of MDA. These courses are to help students, primarily from business and social sciences, learn the application of the basics of the SEM. We will emphasize the concept of every given technique and its use, and will help students learn how to interpret the resulting output obtained from the widely used statistical package SPSS (Statistical Package for Social Sciences) and AMOS (Analysis of moment structures).

The application of each statistical method in solving managerial problem will be demonstrated by examples. Exercises and assignments are then given for practices; students will be asked to produce computer outputs and interpret analysis results.

Course Outline

Section I: Introduction

1. Structural Equation Models: The Basics
2. Using the AMOS Program
3. Assessing the Fit of the Model: Goodness-of-fit Indices

Section II: Single-group Analyses

4. Confirmatory Factor Analysis (CFA)
 - First-order CFA model
 - Second-order CFA model
5. Full Latent Variable Model (Full SEM)
 - Path Analysis (Causal Structure) for Latent Variables

Section III: Multiple-group Analyses

6. Confirmatory Factor Analysis (CFA)
 - Testing the Invariance of a CFA Model
 - Testing the Invariance of Latent Mean Structures
7. Full Latent Variable Model (Full SEM)
 - Testing the Invariance of a Causal Structure

Section IV: Other Important Topics

8. Non-normality
 - Use of Bootstrapping in Addressing Nonnormal Data

9. Missing Data

Section V: Other Important Applications

10. Moderation Analysis (Supplementary)
11. Mediation Analysis (Supplementary)

Business and Chinese Language Course Outline

Strategic Management

Credits: 3

Hours: 3

Semester: Fall

Program: GMBA

Level: Graduate

Course Description and Objectives

This course emphasizes on the concept of strategy formulation and implementation by integrating and aligning various business functions to achieve a long-term competitive advantage. It serves as an opportunity to develop knowledge and skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students learn about business planning and the implementation of organizational change through structures, systems and people. The teaching approaches adopted are lecture, case studies, and guest speaking.

Course Objective (Upon completion of the course, the students shall be capable of achieving the following objectives:)

1. To be able to demonstrate an understanding of business strategy and the essential terminology and concepts such as the strategic management process, the macro-environment of business, industry competition, etc.
2. To have basic knowledge of how and why managers allocate resources directed at long-term firm survival and success.
3. To be able to integrate knowledge and skills learned in earlier classes (e.g., finance, accounting, operations, marketing) for identifying and solving business problems.
4. To be able to appreciate why ethical principles and socially responsible management practices matter greatly while conducting a business strategically.
5. To be able to enhance presentation and communication skills in an academic or a business environment.

Course Outline

1. Mastering Strategy: Art and Science
2. Leading Strategically
3. Evaluating the External Environment
4. Managing Firm Resources
5. Selecting Business-Level Strategies
6. Supporting the Business-Level Strategy: Competitive and Cooperative Moves
7. Competing in International Markets
8. Selecting Corporate-Level Strategies
9. Executing Strategy through Organizational Design
10. Leading an Ethical Organization: Corporate Governance, Corporate Ethics, and Social Responsibility

Business and Chinese Language Course Outline

Spoken Chinese(1B)

Credits: 2

Hours: 2

Semester: Spring

Program: GMBA

Level: Graduate

Course Description and Objectives

In this course, students will work on building vocabulary and listening skills in exercises relevant to the daily life topic. Various kinds of activities are conducted to enhance learners' listening and speaking abilities. The course would be helpful for students to get used to living in Taiwan by practicing pronunciation and Mandarin grammar. Furthermore, students can learn to recognize some Chinese characters and to know part of Taiwan culture as well. Course design will be subject to change according to learners' level and situation.

Course Outline

1. titles of food and drinks
2. numbers and buy things
- 3 studying Chinese with Chinese songs
- 4 exchanging currencies in a bank
- 5 Time and date
- 6 making phone calls and appointment
- 7 locations and positions
- 8 Chinese characters in daily life
- 9 applied Chinese

Business and Chinese Language Course Outline

Supply Chain Finance

Credits: 3

Hours: 3

Semester: spring

Program: GMBA

Level: Graduate

Course Description and Objectives

Supply chain finance is a set of solutions that optimizes cash flow by allowing businesses to lengthen their payment terms to their suppliers while providing the option for their large and SME suppliers to get paid early. This course introduces the latest practice and development of supply chain finance, and trains students' basic ability to engage in this business in the future.

Course Outline

- 1 Introduction to Supply Chain Finance
- 2 Factoring and Supply Chain Finance
- 3 Different Types in Factoring Business
- 4 Benefit to Supplier under Supply Chain Finance
- 5 Benefit to Anchor Buyer under Supply Chain Finance
- 6 Benefit to Bank/Financial Institution under Supply Chain Finance
- 7 Market Practice in Supply Chain Finance
- 8 Apply SCF in New Southbound Policy
- 9 Working Capital to Supplier and Anchor Buyer, Case Study
- 10 Syndication to Supplier and Anchor Buyer, Case Study
- 11 Mortgage loan, Equipment Finance and Leasing to Supplier and Anchor Buyer, Case Study
- 12 Project Finance and Case Study
- 13 Trade Finance, Forfaiting and Standby Letter of Credit (L/C)
- 14 Merge & Acquisition, and Case Study

Business and Chinese Language Course Outline

Technology and Innovation Management

Credits: 2

Hours: 2

Semester: spring

Program: GMBA

Level: Graduate

Course Description and Objectives

The purpose of this course is to enable students to understand the technological innovation-related issues that affect a firm's management activities. The students enrolled in this course will acquire the knowledge about how to identify technological opportunities and understand organizational conditions that influence firms profit from those opportunities. Several business cases will be also introduced to help students to bridge the gap between theoretical and practical understandings of technological innovation activities.

Course Outline

1. Industry dynamics of technological innovation
 - sources of innovation
 - types and patterns of innovation
 - standards battles and design dominance
 - timing of entry
2. Formulating technological innovation strategy
 - defining the organization's strategic direction
 - choosing innovation projects
 - collaboration strategies
 - protecting innovation
3. Implementing technological innovation strategy
 - organizing for innovation
 - managing the new product development process
 - managing new product development teams
 - crafting a deployment strategy
4. Innovation, business ethics, and sustainable development

Business and Chinese Language Course Outline

Seminar in International Marketing

Credits: 3

Hours: 3

Semester: fall

Program: GMBA

Level: Graduate

Course Description and Objectives

This Marketing Management course provided our international students with an Asian perspective, introducing Asian marketing concepts and applications such as Islamic marketing, Guanxi and Chaelbol to the course. Case Study Teaching Method will guide students in better learning the course. With a balanced mix of Asian and International case studies, Global MBA (GMBA) students are able to better relate to the marketing concepts helping them learn faster and better. To keep abreast of crucial developments in the field of marketing and business ethics, the course will also explore both the theoretical and the applied aspects of the role ethics plays in marketing. Articles on Marketing Ethics in the topics such as consumer ethics, morality in marketing and corporate social responsibility are covered with breadth and depth to paint a current and comprehensive picture of the field today.

Course Outline

I : UNDERSTANDING MARKETING MANAGEMENT

1 Defining Marketing for the 21st Century

2 Developing Marketing Strategies and Plans

Marketing Ethics: The General Theory of Marketing Ethics: The Consumer Ethics and Intentions Issues

II : CAPTURING MARKETING INSIGHTS

3 Gathering Information and Scanning the Environment

4 Conducting Marketing Research and Forecasting Demand

Marketing Ethics What Drives Ethics Education In Business Schools? Studying Influences On Ethics In The MBA Curriculum

III : CONNECTING WITH CUSTOMERS

5 Creating Customer Value, Satisfaction, and Loyalty

6 Analyzing Consumer Markets

7 Analyzing Business Markets

8 Identifying Market Segments and Targets

Marketing Ethics A Review of Ethical Decision-Making Models in Marketing

Business and Chinese Language Course Outline

IV: BUILDING STRONG BRANDS

9 Creating Brand Equity

10 Crafting the Brand Positioning

11 Competitive Dynamics

Marketing Ethics The Ethical Imperative of Constructive Engagement in a World Confounded by the Commons Dilemma, Social Traps and Geopolitical Conflicts

V: SHAPING THE MARKET OFFERINGS

12 Setting Product Strategy

13 Designing and Managing Services

14 Developing Pricing Strategies and Programs

Marketing Ethics The Influence of Ethics Institutionalization on Ethical Decision Making in Marketing

Business and Chinese Language Course Outline

Spoken Chinese(1A)

Credits: 2

Hours: 2

Semester: Fall

Program: GMBA

Level: Graduate

Course Description and Objectives

This course will work on building vocabulary and listening skills in exercises relevant to daily life topics. Various kinds of activities are conducted to enhance learners' listening and speaking abilities. Besides, TOCFL listening tests will be introduced.

Course Outline

- 1 Pronunciation practice
- 2 Self introduction
- 3 Greetings
- 4 I like to see a movie
- 5 How much is the pen?
- 6 My family
- 7 I would like to buy a new camera
- 8 Your French really sounds nice
- 9 This is our newly purchased television
- 10 Where is your school?

Business and Chinese Language Course Outline

Financial Analysis

Credits: 3

Hours: 3

Semester: fall

Program: GMBA

Level: Graduate

Course Description and Objectives

This course will provide students with both concepts of financial fundamental concept to analyze and exploit information for understanding and forecasting corporate financial statements. The ultimate purpose is as the follows:

- 1.To present and advance students' understanding of how to use financial statement information for firm valuation and other decisions.
- 2.To introduce related knowledge about business practices and financial reporting for students to equity valuation.

The main purpose of this course is to help you to learn useful financial knowledge by many fun ways.

Course Outline

1. Introduction to Financial Analysis
2. The Financial Statements
3. The Interpretation of Financial Statements
4. TEJ dataset
5. Financial Forecasting
6. Financial forecasting simulation
7. Capital Structure Analysis
8. Managing Financial Growth
9. Financial Instruments and Markets
10. The Financing Decision
11. Discounted Cash Flow Techniques
12. Risk Analysis in Investment Decisions
13. Business Valuation and Corporate Restructuring
14. The Sum Up Activity of Financial forecasting simulation
15. Financial Analysis Report