



**國際經營管理
英語碩士學位學程
110學年度課程手冊**

**IMBA Program
Curriculum Guide**

Business Ethics
Globalization
Professionalism
Innovation
Impact
Engagement

The International Master of Business Administration (IMBA) is a premier business program offered by the College of Commerce at National Chengchi University (NCCU). NCCUC is the first business school in Taiwan to be accredited by both the Association to Advance Collegiate Schools of Business (AACSB) and the European Quality Improvement System (EQUIS). The IMBA is also the first fully accredited English-taught MBA program in Taiwan.

The IMBA program's goal is to give students an international business perspective with a special focus on the Asia-Pacific region. The program offers students from around the world an opportunity to gain an international perspective and at the same time learn more about Taiwan and the Asian business environment. English is the official language of instruction and the student body is balanced between 50% International Students and 50% Taiwan Nationals. The program has a vast network of student exchange partners (over 140 partner schools around the world) and students can spend up to 2 semesters studying abroad. Students can also apply for the IMBA's dual degree program with one of our 9 partner schools in Europe (Germany, France and Austria) and the USA.

Application requirements:

As an advanced business education program, the IMBA requires its applicants to possess a minimum of two years of full-time post-baccalaureate work experience (in addition to a bachelor degree with satisfactory academic achievements).

Course Description

Students require a total of 42 Credits for completion of the IMBA Degree. These are made up of a mix of required core courses and elective classes. IMBA core courses build students' foundational knowledge in general management functions such as accounting, finance, marketing and international business. Based on the students' preference, they can also pursue a more focused concentration in Marketing, Management in Asia, Finance or Entrepreneurship.

The program stresses student-centered curriculum, leadership and multicultural team building. Team work is encouraged and many of the courses teach based on case studies from the business world.

Class time and attendance:

The program is designed for both working professionals and full time students. The flexible design of courses allows working candidates to plan their workload and schedule to accommodate their busy careers.

IMBA courses are offered weekday evenings from 7:10pm – 10:00pm, intensive classes are held on the weekends, between 9AM and 5PM. Attendance is mandatory and students shall receive a failing mark if they are absent more than once for a one (1) credit course, more than two times for a two (2) credit course, and more than three times for a three (3) credit course.

Graduation Requirements

In order to graduate students must complete:

1. A minimum of 42 credits is required for graduation (required courses+ elective courses).
2. 45 community service hours (no credit).
3. Master Thesis - The Ministry of Education (MOE) rules stipulate that IMBA students shall write a thesis to qualify for receiving a master’s degree. There is no credit granted for the thesis. A thesis can be a research based paper, case study or business plan.

Curriculum Planning

Program duration:

The recommended time to complete the program is 4 semesters (2 years). Students can extend their studies up to 4 years in case they need to balance their work load. Students can also defer their studies for up to 2 years.

Required courses:

Students have to complete 10 required core courses comprising 25 credits. These courses are meant to build students’ foundational knowledge in general management functions and students are encouraged to complete the required courses as early as possible. The table below shows a suggested time frame required courses.

(Required Courses: 25 credits / Elective Courses: 17 credits)

First year		Second year	
Fall	Spring	Fall	Spring
Accounting (3 credits)	Management Information Systems (3 credits)	Strategic Management (3 credits)	

Managerial Economics (3 credits)	Marketing Management (3 credits)		
Business Quantitative Methods (3 credits)	Financial Management (3 credits)		
Leaders Forum (1 credit)	Leadership and Team Building (2 credits)		
Corporate Social Responsibility and Ethics (1 credit)			

✓ To take *International Business Management* and *Strategic Management*, students need to take 3 out of the following 4 courses:

- Accounting (3 credits)
- Financial Management (3 credits)
- Marketing Management (3 credits)
- Strategic Talent Management (3 credits)

Elective courses and concentrations:

Elective courses allow students to pursue their personal and professional interests in a more focused manner. Students can obtain a concentration certificate if they accumulate at least 9 credits in any of the following concentrations:

- ✓ Management in Asia: 9 credits
- ✓ Entrepreneurship: 9 credits
- ✓ Marketing: 9 credits
- ✓ Finance: 9 credits

Course Title	Credit	Management in Asia	Entrepreneurship	Finance	Marketing
Chinese Business in Global Perspective	3	V			
Confucianism and Leadership	3	V			
Co-Opetition: A Game Theoretic Approach to Business Practices	2	V			V
Cross Culture Business Negotiation	1	V	V		V
International Business Management	3	V			V
Small and Medium Size Enterprises	3	V	V		
Strategic Leadership	2	V	V		
Strategic Talent Management	3	V			
Strategy and Business Modeling	3		V		V
Supply Chain Management	2		V		
Venture Capital and Entrepreneurship	3		V		
Bond Market Analysis	2			V	
International Finance	2			V	
Investments	3			V	
Investments for Personal Finance	2			V	
Special Topics on Profit Models	2			V	
Consumer Behavior	3				V
Global and Cross Cultural Marketing	3				V

Taking Courses outside of the IMBA:

The IMBA will admit English taught courses provided by ETP Program (English Taught Program) at the College of Commerce as electives.

Waivers:

Waiver exams will be allowed for Accounting, Managerial Economics, Marketing Management, Management Information Systems, and Financial Management. Students who are successfully at the exemption exams will be relieved from taking that course(s); however, they will be required to select elective course(s) to cover the requisite credits (42 credits).

Course Overview**Accounting (3 credits)**

The course introduces to students how both financial and non-financial information is developed across all management functions – finance, marketing, operations, information technology, and human resources. Students can expect to develop an understanding of the applications of strategic cost management principles for business and not-for-profit organizations, and to develop skills in applying these principles through problems and cases.

Business Quantitative Methods (3 credits)

The course emphasizes applications through the use of case analysis/data sets and presentations, and computer exercises. The focus of the course is as much on modeling and presenting solutions to business problems as it is on understanding statistical methods.

Corporate Social Responsibility and Ethics (1 credit)

This course is designed to train and equip students with the means to be responsible and ethical business leaders. In recent years, the impact of financial scandals, changes in the financial environment, and globalization have called attention to the importance of CSR and sustainability. This course incorporates social responsibility in different areas of study, including supply chain management, international operations, and information security management.

Financial Management (3 credits)

This course provides students with the basics of financial management and a taste of how financial analysts manage financial resources in the real world. The goal is to enable students to understand and appreciate:

1) the fundamentals of finance and the factors that contribute in maximizing shareholder wealth;

- 2) the concepts and knowledge a finance manager should possess; and,
- 3) the tools of financial analysis and control.

Leaders Forum (1 credit)

This course includes a series of speeches by top executives. Students will have the opportunity to interact with real world business leaders face to face, making it a great learning and networking opportunity.

Leadership and Team Building – LTB (2 credits)

This course requires students' active participation in group activities, discussion, and sharing of assigned materials to develop students' abilities to recognize the duty and responsibility of individual and organizational effectiveness and prepare them to be able to determine when and where to apply leadership, creativity, and team building in business.

Managerial Economics (3 credits)

The objective of this course is to enable efficient management of customers, suppliers, competitors, employees, and the regulatory environment. This course will introduce basic microeconomic theories and then develop principles of cost, strategic, and organizational analysis. Managerial economics provides fundamental building blocks for various related disciplines such as cost accounting, marketing, corporate finance, and business strategy.

Management Information Systems (3 credits)

This course aims to enhance students' relevant awareness, survival, sustainability, competitiveness, productivity, and creativity in the acquisition of wisdom in the digital age. It first discusses the role of information and communication technology (ICT) in corporate strategy, use of ICT in corporate strategy, and on the ability of the firm to successfully manage its technology. The course covers critical issues in managing technology as a strategic asset.

Marketing Management (3 credits)

This course focuses on the fundamental aspects of marketing management with case studies in the areas of distribution and marketing information systems.

Strategic Management (3 credits)

This course is the capstone of the IMBA program and is designed to train students to analyze business situations from the vantage point of a practicing General Manager. Students will learn how to make business decisions that take into consideration the company as a whole by

incorporating issues discussed from functional management courses such as marketing, financial management, and strategic talent management.

Bond Market Analysis (2 credits)

This course is to provide students with fundamental understanding on the fixed-income securities in the U.S. capital market. This course also describes the concept and methodology of credit ratings of corporate bonds and asset-backed securities. In addition, it provides a description of a variety of fixed income securities market participants, including issuers, underwriters, and investors.

Chinese Business in Global Perspective (3 credits)

This is a course on the transformation of Chinese business in the era of globalization. The course is organized around sixteen seminars, covering structural, urban, and industrial transformation of Chinese business and the Chinese economy.

Confucianism and Leadership (3 credits)

For more than 2,500 years, Confucianism has had a strong impact on the philosophy, culture, society, economy, and politics of China as well as Japan, Korea, and Vietnam. Its core values are also deeply rooted in overseas Chinese communities around the world. With China, and Asia in general, becoming more influential in the world, there is renewed interest in understanding Confucianism and its relevance to economic success. Confucianism provides a useful framework to re-examine our understanding of leadership and reflect on our personal leadership behaviors. The course is designed to help participants understand Confucianism and its relevant concepts and principles on leadership that fit multinational organizations in the 21st century.

Co-opetition: A Game Theoretic Approach to Business Practices (2 credits)

This course enables students to employ Game Theory to analyze business practices and make strategic decisions by moving the players within the game through simulated business scenarios. It also emphasizes the factors deriving the change of supply and demand in business market, negotiation and further introduces the importance of networking to one's career with a practical networking event.

International Business Management (3 credits)

This course is designed to enhance students' understanding of the knowledge and skills needed for international management, evaluate the impact of environmental changes on international business and derive strategies to respond to these changes. The format of class sessions includes lecture

materials supplemented by cases for illustrating certain topics as well as current events in international media that affect business.

Small and Medium Size Enterprises (3 credits)

This course is designed to allow students to understand the development and growth of the robust SME environment of Taiwan. After taking this course, students should have a middle-to-upper management perspective on the holistic operations of a small to medium sized business.

Strategic Leadership (2 credits)

In today's vibrant environment, leaders are compelled to acquire strategic orientation and the competencies to ensure the sustainability of any initiative. The course aims to provide learners with in-depth understanding of leadership and its role in strategic development of the organization through pedagogical learning of business processes and strategies for ensuring the sustainability of business initiatives. Furthermore, through the in-class experiential learning, the course will also focus on developing the learners' strategic marketing orientation and self-efficacy in building business models based on the core competencies of the organization.

Strategic Talent Management (3 credits)

Designed to explore the key concepts and principles in leadership, organization development and strategic talent management in the context of building and leading a high performance organization. The focus will be on managing people as the most important assets, so as to create competitive differentiation for organizations facing intense competition in the 21st century knowledge-based new economy.

Faculty Introduction

The IMBA faculty is made up of core faculty members from NCCU, visiting international scholars and practice faculty, instructors with significant industry experience who teach specialized courses in their fields. All the professors have extensive teaching experience and obtained their degrees from universities abroad.

Here is a short list of the distinguished visiting educators that have helped make our program outstanding:

Prof. Glen H. Brodowsky, California State University, USA

Prof. David Ta-wei Chang, Chairman of Zhong Zheng Co., Ltd., Taiwan

Prof. David Y. Chang, General Manager of Harvard Business Review Complex Chinese Edition, Taiwan

Prof. Joseph Teyu Chou, former Chairman of Taipei Financial Center Corp (TAIPEI 101), Taiwan

Prof. Chester Ho, Chairman and Founder, Taipei Angels, Taiwan

Prof. Foo-Ni Ho, San Francisco State University, USA

Prof. Jason Hsu, Director of Research and Investment Management, Research Affiliates LLC and Professor of UCLA, USA

Prof. Joseph Hu, former Managing Director of Standard & Poor's, USA

Prof. S.H. Lee, former Vice President of Human Resources Dep., Taiwan Semiconductor Manufacturing Company (TSMC), Taiwan

Prof. Sandra Liu, Purdue University, USA

Prof. Konrad Young, Director, North America, TSMC

Dual Degree Program:

IMBA students could apply for the IMBA's dual degree program with one of our 9 partner schools in Europe (Germany, France and Austria) and the USA. In this program students spend one year in Taiwan and one year in Europe or the USA and receive 2 Master Degrees, one from each university. Students will pay NCCU tuition and are exempted from tuition fees at the host university in Europe. Students participating in the double degree program at Purdue will pay Purdue prevailing credit fees corresponding to the Purdue credits taken by students. The immediate benefits to IMBA students are to enhance international competitiveness through earning two degrees simultaneously, as well as saving time and relative cost to attaining these degrees.

Dual-Degree Partners Include:

- ESCP Europe, Paris / France: Master in Management Grande École
- emlyon Business School / France: Master of Science in Management
- Grenoble Ecole de Management / France: Master of Science in Management
- Audencia Business School / France: Master in Management Grande École
- IESEG School of Management, Paris - Lille / France: Master of Science in Management
- HHL Leipzig Graduate School of Management / Germany: Master of Science in Management & MBA
- University of Mannheim Business School / Germany: Master of Science; Program: Mannheim Master in Management

- WU (Vienna University of Economics and Business) / Austria: Master of Science (WU); Program: Master in Strategy, Innovation and Management Control
- Purdue University, Krannert School of Management/ USA: Master of Science in Global Supply Chain Management

Details relevant to IMBA Dual Degree Program are available at:

<https://dualdegree.nccu.edu.tw/>

