



**IMBA
CURRICULUM
GUIDE**

The International Master of Business Administration (IMBA) is a premier business program offered by the College of Commerce at National Chengchi University (NCCU).

NCCU is the first and only 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 more learn 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 120 partner schools around the world) and Students can spend up to 2 semesters studying abroad.

Dual Degree Program:

Students can also apply for the IMBA's dual degree program with one of our 7 partner schools in Europe (Germany and France). In this program students spend one year in Taiwan and one year in Europe and receive 2 Master Degrees, one from each university.

Dual-Degree Partners Include:

- Audencia Nantes School of Management / France: Master in Management
- Grande École ESCP Europe, Paris / France: Master in Management
- 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 in Management
- Grenoble Ecole de Management / France: Master of Science in Management
- EMLYON Business School / France: Master of Science in Management

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 Credit Hours 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 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 9 and 5 PM. 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 to receive 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: 29 credits / Elective Courses: 13 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) | | |
| Leadership and Team Building (2credit) | | | |
| Leaders Forum (1 credit) | | | |
| 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 | Entrepreneurship | Finance | Management in Asia | Marketing |
|----------------------------------------|--------|------------------|---------|--------------------|-----------|
| Brand Management and Entrepreneurship | 2 | V | | | V |
| Global Leadership | 3 | V | | | |
| Small and Medium Size Enterprises | 3 | V | | V | |
| Strategy and Business Modeling | 3 | V | | | V |
| Venture Capital and Entrepreneurship | 3 | V | | | |
| Chinese Business in Global Perspective | 3 | | | V | |
| Confucianism and Leadership | 3 | | | V | |
| Consumer Behavior | 3 | | | | V |
| Corporate Finance | 3 | | V | | |

| | | | | | |
|-------------------------------------|---|--|---|---|---|
| Finance and Assessment | 3 | | V | | |
| Global and Cross Cultural Marketing | 3 | | | | V |
| International Business Management | 3 | | | V | V |
| Investment | 3 | | V | | |
| Special Topics on Profit Models | 2 | | V | | |
| Strategic Talent Management | 3 | | | V | |

Taking Courses outside of the IMBA:

IMBA students may take English taught courses provided by other departments 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

Business Quantitative Methods (3 credits)

The course emphasizes business applications of statistics 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 on understanding statistical methods.

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:

The fundamentals of finance and the factors that contribute in maximizing shareholder wealth; The concepts and knowledge a finance manager should possess; and, The tools of financial analysis and control.

Accounting (3 credits)

This course is aimed at developing an understanding of the applications of strategic cost management principles for business and not-for-profit organizations, and to provide an opportunity to develop skills in applying these principles through problems and cases. 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.

Managerial Economics (3 credits)

The objective of this course is to enable managers to manage more efficiently in relation to 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, further the use of ICT in corporate strategy depends on an appropriate technological infrastructure 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. After finishing functional management courses such as marketing, financial management and strategic talent management, students will study this course to learn how to integrate these functional courses and make business decisions that take into consideration the company as a whole.

Leadership and Team Building – LTB (2 credit)

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

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.

Corporate Social Responsibility and Ethics (1 credit)

Corporate social responsibility (CSR) and business ethics have become important recently. Business schools around the world have made CSR related courses required courses, in the hope that students will learn the challenges how to lead the organizations profitably and responsibly. Students will learn the basic concept of CSR and business ethics through case discussion. Students will understand the difficulty from sustainable and ethical perspectives. As a result, they may be inspired by how different decisions may lead to different consequences that result in various risk management and corporate competitiveness.

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.

Strategic Talent Management (3 credits)

Designed to help participants understand the key concepts and principles in leadership and organizational development in the context of building a high performance organization. Participants will become effective people managers focusing on both know-how and know-why through exposure to varied learning experiences, including action learning, reflective learning, and interactive experiential learning.

Investment (3 credits)

This course is designed as an intermediate level course of investments. The aim of this course is to familiarize students with the operations of financial markets and the basic ideas and techniques of investments.

Global Leadership (3 credits)

The objective of this course are to get familiar with style, process, and priority of global leadership. To gain experience and learn leadership skills via case study, role play, game/quiz competition, and team activities and to be ready for a global leadership role by personal assessment and self-development.

Small and Medium Size Enterprises (3 credits)

At the completion of this course, students should be able to: Understand the definitions and features of small and medium enterprise (SME). Understand the key success factors of running SMEs and to learn various SME issues through case studies and company visits.

Strategy and Business Modeling (3 credits)

The course aims to provide learners with 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.

Innovation and Entrepreneurship Forum (1 credit)

This course is a combination of a series of lectures in innovation/entrepreneurship with guest speakers to share their first-hand knowledge and entrepreneurial experiences with our IMBA students.

Brand Management and Entrepreneurship (2 credits)

The ultimate objective of the course is to help students to define and create their own brand business by utilizing the tools learn about in the class.

This class covers a wide range of brand knowledge, including brand definition, brand modeling and brand action development. Furthermore, students will also learn the laws of brand building to avoid the pitfalls and to improve the opportunities of success in brand building stage. Additionally, the skill of brand audit will be taught to fully understand the brand assets.

Consumer Behavior (3 credits)

Marketing begins and ends with the consumer -- from determining consumer needs to providing consumer satisfaction. Thus, a clear understanding of consumers is critical in successfully managing the marketing function in any organization, whether profit or nonprofit. The purpose of this course is to introduce you to the study of consumer behavior. Principles from various disciplines will be integrated as they relate to understanding consumption experiences and consumption meanings.

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 Chang, President of China Credit Information Service Ltd., Taiwan
Prof. Andrew C. Chu, California State University, USA
Prof. Chester Ho, former Secretary General, Monte Jade Science & Technology Association, Taiwan
Prof. Foo-Ni Ho, San Francisco State University, USA
Prof. Joseph Hu, former Managing Director of Standard & Poor's, USA and Visiting Professor at Cheung Kong Graduate School of Business, China
Prof. S.H. Lee, former Vice President of Human Resources Dep., Taiwan Semiconductor Manufacturing Company (TSMC), Taiwan
Prof. Lynn Y.S. Lin, President of Lynn Y.S. Lin Consulting, Inc. U.S.A. and Visiting Professor at Haas School (Berkeley-Columbia MBA and EWMBA), UC-Berkeley, USA
Prof. Sandra Liu, Purdue University, USA
Prof. William Reinfeld, CEIBS and Fudan University, China
Prof. Kwei Tang, Dean of the College of Commerce, Taiwan