

EXPERTISE AND FOCUS ON ASIA

EXPERTISE AND FOCUS ON ASIA

The international aspect of each and every area of the IMBA, including the courses, student body, and faculty, make this program truly unique. What further differentiates the IMBA from other MBA programs is the Asian expertise delivered through the Management in Asia concentration. Our program is the perfect conduit to gain a global view of business trends while learning all about the growing Asian region.

Chinese Business in Global Perspective

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

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
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.

Entrepreneurship and New Venture Development

This is a challenging, instructive, and valuable class for students who are considering a career in entrepreneurship. The course covers topics ranging from evaluating potential opportunities and their broader context, assessing risks in pursuing such opportunities, organizing founding teams, and managing new ventures. Students will gain a deeper understanding of the entrepreneurial process, including how value can be maximized (or destroyed) across different aspects of a business.

Cross Cultural Business Negotiation

This course provides both theoretical and practical cross-culture negotiation techniques and communication skills in real-life workplaces. It also utilizes the advantage of the combination of local and international students from IMBA program by encouraging them to share their culture background with each other during negotiation simulations. Through practical assignments, students could further explore and develop their own skills and ways of handling negotiation process.

International Business Management

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

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 Talent Management

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.

Digital Marketing

This course will discuss theories and practices in digital marketing in Web 1.0, 2.0 and 3.0. Through this course, students will be able to design an effective campaign for digital marketing, matching with clear and achievable goals, to reach desirable outcomes including word-of-mouth and earned media. Moreover, students will be able to understand and employ innovative technology such as virtual reality, augmented reality and social media for greater customer engagement and conversion.

Entrepreneurship and New Venture Development

This is a challenging, instructive, and valuable class for students who are considering a career in entrepreneurship. The course covers topics ranging from evaluating potential opportunities and their broader context, assessing risks in pursuing such opportunities, organizing founding teams, and managing new ventures. Students will gain a deeper understanding of the entrepreneurial process, including how value can be maximized (or destroyed) across different aspects of a business.



English Taught Program

As part of our continuous quality improvements, the IMBA program has allowed the incorporation of English Taught Program (ETP) courses for all IMBA students. The ETP curricula at NCCUC is a platform that allows NCCUC students to build and excel in their English language communication skills while focusing on management topics. The platform is the first of its kind in Taiwan and is akin to the advanced, elite programs across all departments within NCCUC.

For more information, please visit English Taught Program:
<http://etp.nccu.edu.tw/>

International Exchange Programs

NCCUC's international recognition has made it possible for us to establish reciprocal exchange programs. The program hosts students from its partner schools annually as IMBA students are encouraged to enrich their studies among 90 prestigious schools worldwide by preparing themselves for varied challenges in the international business environment by exposing themselves to short-term exchange programs at leading universities in the Americas, Asia, Europe and the Pacific.

For more information, please visit
<https://iep.nccu.edu.tw/>



Language Program

Many of our IMBA students interested in the Chinese language also apply for Mandarin Studies offered by our university. The program attracts a diverse group of students making it an ideal and conducive platform for international students to accelerate their language studies.

Regular courses are designed to enhance listening, speaking, reading, and writing skills at different levels; elective courses are also available for those interested in learning Classical Chinese, Taiwanese, or Cantonese calligraphy. IMBA students may take a class which meets twice a week.

For more information, please visit the NCCU Chinese Language Center website at:
<https://mandarin.nccu.edu.tw/index.php>



Career Development and Placement Services

IMBA graduates are highly employable and sought after by local and international business communities. They perform outstandingly in business sectors, the academic realm, and in government offices. Our commitment to career development drives us to diligently prepare students with resources and techniques to conduct successful post academic employment searches and act as a facilitator in making employment connections through a range of programs and services.

The full array of IMBA services is as follows:

Career Development Counseling:

IMBA provides services and resources that support students in their candidacy for dual graduation and employment. This counseling also promotes networking and collaborative thinking that prepares students to potential job opportunities.

Industry Academia Collaboration:

IMBA seeks internship and project opportunities from various enterprises to enable students to apply learned business concepts and methods. IMBA is keen on developing relationships with bona fide employers who provide part-time, summer, temporary, developmental, and professional employment opportunities to students and graduates.

Alumni Services:

IMBA alumni host regular social events where current students and graduates exchange ideas, promote opportunities, and collaborate on job placement initiatives. The alumni office directs connections to employers and business groups that current students greatly benefit from.

In addition to the IMBA program Career Development and Placement Services, the College of Commerce also offers the Office of Student Affairs and Alumni Association (OSAAS) as a college wide, unified platform for career development. Formerly established in 2004, OSAAS is charged with combining the alumni service offerings of the collective department bodies of NCCU with an organized and professional manner to leverage and maximize the career development opportunities available to students within the greater alumni body of the college spanning more than 60 years.

