

## Implementation Rules for IMBA (International Management & Business Administration) Certificate Program of NYCU

1. The program is specified particularly in order to provide University System of Taiwan , UST graduate students of the school with knowledge and ability in internationally competitive business management field.
2. All University System of Taiwan, UST students with agreement of the teacher are allowed to take the program course.
3. The University will issue a program study certificate to students who complete the 18 credits of courses stipulated by the IMBA program.
4. The courses are opened by various departments/institutes in College of Management cooperatively. The courses in IMBA program are planned as the following table. All courses are taught in English.

### Planning Table for Credit Program Courses

1. Program Name: IMBA (International Management & Business Administration) Program

2. Course Names and Tuition Departments/Institutes:

No.	Course Name	Credit	Semester
Class One: Financial Accounting			
1.	Revenue Management	3	Fall/Spring
2.	Financial Accounting	3	Fall
3.	Financial Management	3	Fall
4.	Financial Econometrics	3	Spring
5.	Corporate Financial Accounting Research	3	Spring
6.	Financial Time Series Analysis	3	Fall
7.	Intermediate Accounting	3	Fall
8.	Accounting	3	Fall
9.	Enterprise Accounting	3	Fall
10.	Financial Statement Analysis	3	Spring
Class Two: Marketing Management			
11.	Marketing Management	3	Fall/Spring
12.	Consumer Psychology	3	Fall
13.	Technology Marketing	3	Spring/ Fall
14.	Global Business Management	3	Spring
15.	International Marketing	3	Fall
16.	Retailing	3	Fall
17.	Integrated Marketing Communication	3	Fall
18.	Branding and Integrated Marketing Communications	3	Spring
19.	Product & Service Design in Subsistence Marketplaces	3	Spring
20.	Modern Marketing Perspectives	3	Fall
21.	International Business Management	3	Fall
22.	Strategic Thinking in the Era of Knowledge Economy	3	Spring
23.	Consumer Decision Science	3	Spring

24.	Consumer Behavior	3	Spring
Class Three: Organization and Strategic Management			
25.	Effective Presentations for Business and Conferences	2	Fall
26.	Organizational Behavior	3	Fall
27.	Organization Theories	3	Fall
28.	Business Ethics	3	Spring
29.	Strategic Management	3	Spring
30.	Enterprise growth and M&A	3	Spring
31.	Industry Competition Analysis and Strategy	3	Fall
32.	Human Resource Management	3	Fall
33.	Network Strategies : Method and Application	3	Fall
34.	Research Methodology for Social Science	3	Spring
35.	Statistical Methods and Data Analysis	3	Spring
Class Four: Information Management			
36.	Information Management	3	Fall
37.	Business Intelligence	3	Fall
38.	Business Data Communications	3	Spring
39.	Information (Network) Security	3	Fall
40.	Business Analytics	3	Fall
41.	Research Methods (Doctoral)	3	Fall
42.	Artificial Intelligence	3	Spring
43.	Data Science	3	Spring
44.	Research Methods	3	Fall
45.	Machine Learning and FinTech	3	Fall
46.	Digital Content and Machine Learning	3	Fall
Class Five: Innovation and Technology Management			
47.	Entrepreneurship Venture Capital	3	Fall
48.	Creativity and Innovation Management	3	Fall
49.	Strategy and Technology	3	Fall
50.	Global Technology Strategy	3	Fall/Spring
51.	Entrepreneurship & Global Business Competition	3	Fall
52.	Semiconductor Manufacturing Management	3	Fall
53.	Gamification and Entrepreneurship and Business Network Development	3	Fall
54.	Creativity, Innovation and Entrepreneurship Research	3	Fall
55.	Entrepreneurship and New Product Development	3	Spring
56.	Technology Entrepreneurship	3	Fall /Spring
57.	Technology Innovation and Entrepreneurship Seminar	3	Spring
58.	Development Strategy for High-Tech Industry	3	Spring
59.	Fundamentals of Patent Analytics and Technological Forecast	3	Spring

60.	Customer-Driven Entrepreneurship Strategy	3	Fall
61.	Science & Technology Industry Analysis	3	Fall
62.	Literature Analysis on Technology Management	3	Fall
63.	Patent and Innovation Strategy	3	Fall
64.	Cross-Disciplinary Innovation	3	Fall
65.	Industrial Analysis and Innovation	3	Spring
Class Six: Transportation and Industry 4.0			
66.	Linear Programming	3	Fall
67.	Managerial Statistics	3	Fall
68.	Business Statistics	3	Fall
69.	Productions and Operations Management	3	Fall/Spring
70.	Intelligent Transportation Systems	3	Fall
71.	Logistics System Modeling	3	Fall
72.	Metaheuristic Computing	3	Fall
73.	Algorithmic Decision & Learning	3	Fall
74.	Stochastic Process	3	Fall
75.	The Application of Econometrics in Transportation Data	3	Fall
76.	Revenue Management And Principle Optimization	3	Fall
77.	Queueing Theory with Applications	3	Spring
78.	The Theory and Application of Scheduling	3	Fall
79.	Stochastic Programming	3	Spring
80.	Qualitative Research Methods	3	Spring/ Summer
81.	Operations Research (III)	3	Spring
Class Seven: Law			
82.	WTO Laws	3	Fall
83.	Global IP Management	3	Fall/Spring
84.	Global IP Management and Business Laws	3	Fall

1. Convener Name: Professor Jin-Su Kang

Unit: College of Management

2. Contact Name: Chia-Fen Liu

Unit: College of Management