# 2026 Curricula for the Master's Program in Department of Business Administration

| Course Category | | | 1st Academic Year | | | | | | 2nd Academic Year | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Semester 1 | | | Semester 2 | | | Semester 1 | | | Semester 1 | | |
| | | | Course Name | Credits | Hours | Course Name | Credits | Hours | Course Name | Credits | Hours | Course Name | Credits | Hours |
| Departmental Professional Courses | Required | Credits Needed 26 | Marketing Management | 3 | 3 | Operations Management | 3 | 3 | Financial Management | 3 | 3 | Thesis | 6 | 6 |
| | | | Organizational Behavior | 3 | 3 | Human Resource Management | 3 | 3 | Strategic Management | 3 | 3 | Business Ethics Case Study Discussion | 1 | 1 |
| | | | | | | | | | Case Studies in Taiwan's Business | 1 | 1 | | | |
| | Elective | Credits needed 21 | Business Research Method | 3 | 3 | Managerial Accounting | 3 | 3 | International Business Management | 3 | 3 | International Marketing Management | 3 | 3 |
| | | | Managerial Economics | 3 | 3 | Consumer Behavior | 3 | 3 | Management of Innovation and Technology | 3 | 3 | Supply Chain Management | 3 | 3 |
| | | | Management Information System | 3 | 3 | Enterprise Resource Planning | 3 | 3 | Customer Relationship Management | 3 | 3 | Electronic Commerce | 3 | 3 |
| | | | | | | Statistical Methods and Data Analysis | 3 | 3 | | | | English Reading and Writing for Academic Paper | 3 | 3 |
| | | | | | | Summer Intern | 2 | 2 | | | | | | |

**Notes:**

1. Minimum credit required to graduate: 47.
2. Required coursess: 26 credits; elective courses:21 credits.
3. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated department's professional courses. However, credits earned from interdisciplinary courses offered either by their college or by other colleges will be accepted as credits earned from departments outside their own.
4. Departmental requirements (Ex: programs, certifications, licenses, recognition of external department credits and other requirements):
   (1) Elective courses from other departments: Students must submit an application in advance and obtain approval from the department chair. However, the number of credits from elective courses offered by other departments that can be recognized and counted towards graduation is limited to 3 credits.
   (2) Statistics requirement for new students: Students who have not taken "Statistics" must take the course at the undergraduate level before the end of the summer of their first year of the master's program, for at least 2 credits. However, these credits will not count towards graduation requirements.
   (3) EMI course requirement:Students must complete at least two EMI (English as a Medium of Instruction) courses before graduation.
   (4) The dual-degree program and international students are exempt from this requirement, subject to approval by their department or institute.
   (5) Listed elective courses: These are planned courses and will be offered based on actual needs each semester.
   (6) International students taking non-departmental English-taught courses (including online courses): International students must submit an application to the department office in advance, and upon approval by the department chair, these courses can be counted towards graduation credits. Furthermore, they are not subject to the limit on the number of credits from other departments.