

# Curriculum of the Master's Program of International Business Administration

for 2025 students

| Item      | Course                                             | Total Credits | Total Hours | Credit and Hour |      |              |      |              |      |              |      | Remark                     |
|-----------|----------------------------------------------------|---------------|-------------|-----------------|------|--------------|------|--------------|------|--------------|------|----------------------------|
|           |                                                    |               |             | Year 1          |      |              |      | Year 2       |      |              |      |                            |
|           |                                                    |               |             | 1st Semester    |      | 2nd Semester |      | 1st Semester |      | 2nd Semester |      |                            |
|           |                                                    |               |             | Credit          | Hour | Credit       | Hour | Credit       | Hour | Credit       | Hour |                            |
| Required  | BUSINESS MANAGEMENT                                | 2             | 2           | 2               | 2    |              |      |              |      |              |      |                            |
|           | INNOVATION AND ENTREPRENEURSHIP                    | 3             | 3           |                 |      | 3            | 3    |              |      |              |      |                            |
|           | RESEARCH METHODOLOGIES                             | 2             | 2           |                 |      |              |      | 2            | 2    |              |      |                            |
|           | ETHICS, DECISION AND LEADERSHIP                    | 2             | 2           |                 |      |              |      |              |      | 2            | 2    |                            |
|           | THESIS (I)                                         | 2             | 2           |                 |      |              |      | 2            | 2    |              |      |                            |
|           | THESIS (II)                                        | 2             | 2           |                 |      |              |      |              |      | 2            | 2    |                            |
|           | TOTAL                                              | 13            | 13          | 2               | 2    | 3            | 3    | 4            | 4    | 4            | 4    |                            |
| Selective | CORPORATE FINANCE                                  | 3             | 3           | 3               | 3    |              |      |              |      |              |      |                            |
|           | DOING BUSINESS WITH TAIWAN                         | 3             | 3           | 3               | 3    |              |      |              |      |              |      |                            |
|           | CROSS-NATIONAL MANAGEMENT                          | 3             | 3           | 3               | 3    |              |      |              |      |              |      |                            |
|           | INTERNATIONAL INTEGRATED MARKETING AND PR          | 3             | 3           |                 |      | 3            | 3    |              |      |              |      |                            |
|           | CASE STUDIES FOR INTERNATIONAL BUSINESS MANAGEMENT | 3             | 3           |                 |      |              |      | 3            | 3    |              |      |                            |
|           | INTERNATIONAL BUSINESS STRATEGY                    | 3             | 3           |                 |      |              |      |              |      | 3            | 3    |                            |
|           | BRAND MARKETING IN CULTURAL INDUSTRIES             | 3             | 3           | 3               | 3    |              |      |              |      |              |      | opened by<br>CA dept.      |
|           | POPULAR CULTURE & CONSUMERISM                      | 3             | 3           |                 |      | 3            | 3    |              |      |              |      |                            |
|           | TOPICS IN COMMERCIAL AUDIO-VISUAL TOPIC WORKS      | 3             | 3           |                 |      |              |      | 3            | 3    |              |      |                            |
|           | PRACTICAL PROJECTS FOR SMART RETAIL                | 3             | 3           | 3               | 3    |              |      |              |      |              |      | opened by<br>DCAM<br>dept. |
|           | PRINCIPLES AND APPLICATIONS OF INFORMATION DESIGN  | 3             | 3           |                 |      | 3            | 3    |              |      |              |      |                            |
|           | E-COMMERCE IN PRACTICE                             | 3             | 3           |                 |      |              |      | 3            | 3    |              |      |                            |
|           | INDEPENDANT STUDY I                                | 2             | 2           |                 |      |              |      | 2            | 2    |              |      |                            |
|           | INDEPENDANT STUDY II                               | 2             | 2           |                 |      |              |      |              |      | 2            | 2    |                            |
|           | OVERSEAS (DOMESTIC) STUDY                          | 1             | 1           |                 |      |              |      | 1            | 1    |              |      |                            |
|           | TOTAL                                              | 41            | 41          | 15              | 15   | 9            | 9    | 12           | 12   | 5            | 5    |                            |

## Notes :

1. The minimum credits for graduation is 34 credits, including: (1) 13 credits in required courses; (2) elective courses of at least 21 credits (including the selected elective courses at least 18 credits).
2. Master's Thesis Writing is the requirements for graduation.
3. Students who participate Tripartite Program need to fulfill the minimum 34 credits for graduation, including: (1)20 credits in Tripartite Program; (2)required and the selected elective courses of at least 14 credits.
4. The course of the elective is for reference only and is subject to the courses of the current year.
5. Students must take and pass the academic ethics education course according to the “Regulations Governing the Implementation of the Academic Research Ethics Education Course” prior to applying for the final oral defense.