

MCU Department of Business Administration
Ming Chuan University 2024-2025 IMBA Curriculum

Course				Credits	Hours	1 st Year		2 nd Year		Notice
						Fall	Spring	Fall	Spring	
先修課程 Prerequisite Courses		Accounting	會計學	2	2					碩士班研究生於提出論文計畫書前須具備先修課程學分 Students required to get the credits before apply for the thesis proposal.
		Statistics	統計學	2	2					
校定必修 MCU-Required Courses	B0109	Business Chinese (1)	商業中文 (一)	2	2	2				
	B0110	Business Chinese (2)	商業中文 (二)	2	2		2			
院定必修 SOM-Required Courses	M2202	Business Ethics	企業倫理與永續發展	2	2			2		
	M2101	Marketing Management	行銷管理	3	3	3				
	M2102	Corporate Finance	公司理財	3	3	3				
	M2103	Human Resource Management	人力資源管理	3	3		3			
	M2104	Operations Management	作業管理	3	3		3			
專業必修 Required Courses	B0230	Management Practice	管理實務講座	2	2	2				
專業選修 Elective Courses	專業必選 Professional Courses	B0160	Strategy Management	策略管理	3	3			3	2 門專業必選課程中至少選修 1 門。 Students are required to take at least 1 of the 2 courses.
		B0137	E-Business	電子化企業	3	3			3	
	研究方法課程 Management Research Methods Courses	B0112	Statistic Methods and Data Analysis	統計方法與資料分析	3	3	3			1. 2 門管理研究方法課程中至少選修 1 門。 2. 統計方法與資料分析可抵免先修課程統計學。 1. Students are required to take at least 1 of the 2 courses. 2. The course of "Statistic Methods and Data Analysis" can be claim for Statistics of Prerequisite Courses.
		B0120	Research Methods	研究方法	3	3		3		
	管理專業課程選修 Management Professional Courses (Elective Courses)	B0125	Consumer Behavior	消費者行為	3	3		3		
		B0167	New Product and Brand Management	新產品與品牌管理	3	3		3		
		B0146	Marketing Communication Management	行銷溝通管理	3	3			3	
		B0196	Strategic Marketing	策略行銷	3	3		3		
		B0228	Inspiration and Leadership	激勵與領導	3	3		3		
	B0222	Organizational Theory and Management	組織理論與管理	3	3				3	

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	B0135	Organizational Behavior	組織行為	3	3	3			
	B0223	International Financial Management	國際財務管理	3	3			3	
	B0224	Managerial Accounting	管理會計	3	3		3		管理會計可抵免先修課程會計學。 The course of "Managerial Accounting" can be claim for Accounting of Prerequisite Courses.
	B0139	Supply Chain Management	供應鏈管理	3	3	3			
	B0238	Electronic Commerce	電子商務	3	3	3			
	11M02	Enterprise Sustainability Management	企業永續管理					3	
總計 Total Required Course Credits	校定必修 MCU-Required Courses			4					
	院定必修 SOM-Required Courses			14					
	系專業必修 Required Courses			2					
	系專業必選課程至少應選修學分 Minimum Credits required for Professional Courses			3					
	系管理研究方法課程至少應選修學分 Minimum Credits required for Management Research Methods Courses			3					
	系專業選修 Elective Courses			17					
	合計 Total			43					

備註：

- 碩士班研究生於提出論文計畫書前應修會計學、統計學等先修課程，並獲及格，上開課程得以大學學分抵免。
IMBA students for graduation should pass oral defense and meet professional capability requirements. To apply for Thesis Proposal, students should get credits (with scored of higher than 70) of the following pre-required courses: Accounting, and Statistics, these courses can be waiving from collegial course.
- 國際生英文能力檢定比照校定英文門檻辦理，學生於畢業前若未能達到英語檢定標準，須修習 4 學分「實務應用英文一」及「實務應用英文二」課程及格後，始得畢業。
IMBA students according to the school's regulations, students who need to achieve more than 650 (listening and reading are both higher than 275) on their TOEIC test or the one who pass the oral exam on GEPT High-Intermediate Test, etc. Any student who does not reach the standard is required to complete two 2-credit Applied English courses.
- 其他本校碩博士班所開設之管理相關課程均可選修。
Students can be approvable to choose any management related elective courses provided by other MCU graduate and doctoral program.
- 本系碩士班必須修滿及格必修暨選修課程達 43 學分以上，通過本校研究生學位考試規則規定之各項考試及符合本所碩士班研究生進修實施細則之規定，始可畢業。
Students must complete a minimum of 43 credit hours required and elective courses, pass qualifying tests, and satisfy the requirements stipulated in the regulations for students in the program prior to graduation.
- 「學生於提計畫書口試前須符合本校學術倫理教育修業實施要點」
Students should meet the requirements of Ming Chuan University Guidelines for Taking Academic Ethics Education Course prior applying for the Oral Examination for Thesis Plan.
- 本必選修科目表之選修課程，可追溯至 113 學年度以前入學學生適用。
This course outline can be applied retroactively to students who entered from 2024 academic year.