

《系範本》

DEPARTMENT OF BUSINESS ADMINISTRATION

Degrees Offered: B.B.A., M.B.A., EMBA, Ph.D.

Chair: Hung, Ying-cheng (洪英正)

Department

This department currently offers Bachelor of Business Administration (BBA), Master of Business Administration (MBA), and Executive Master of Business Administration (EMBA). The BBA requires at least 139 semester credit hours, and each student must have a grade-point average of at least 2.00 for each course. The bachelor's program was started in 1966, master's program in 2001, and EMBA program in 2003.

The purpose of the bachelor's program is to provide students with a broad background in general business and management, and to give them adequate preparation to pursue graduate school and to assume responsible jobs including banking, management, marketing, human resources, sales, purchasing, and manufacturing in business, industry, government, or nonprofit institutions. Based on the undergraduate courses, many advanced and contemporary courses have been provided to graduate students, such as Organization Theory, Research Methodology, Strategic Management, Knowledge Management, Cross-cultural Management, Seminars in Business Functions, and Seminars in Industries.

A close relationship between the department and the business community generates a mutually beneficial understanding of the needs of business and development. Many educational facets including field trips, experiential learning, case studies, and contact with business executives as lecturers and mentors provide students opportunity to improve their skills for greater contributions to businesses where they are employed.

Faculty

Professors

Liu, Tsann-liang (劉燦樑); Wang, Chu-ching (王居卿); Wu, Kun-shan (吳坤山)

Associate Professors

Huang, Man-chin (黃曼琴); Hung, Ying-cheng (洪英正); Lee, Ya-ting (李雅婷);
Lee, Yueh-hua (李月華); Lo, Hui-chiung (羅惠瓊); Pai, Di-ching (白滌清);
Shen, Chang-mao (沈景茂); Wu, Shu-hua (吳淑華); Zhao, Mu-fen (趙慕芬);
Lee, Ching-fen (李青芬); Pan, Tse-weio(潘志偉)

Assistant Professors

Ho, Giin-Tarng (何錦堂); Yang, Li-Ren (楊立人); Chang, Wei-Lun(張瑋倫)

Course Descriptions

Undergraduate Courses

M0405 Management (0/3) The course offers students not only theoretical frameworks that guide managerial activities but also illustrations and examples of how and when those theories do and do not work in both small and large businesses as well as in nonprofit organizations.

B0302 Economics (3/3) This course discusses two main topics: A)microeconomics economy includes price and theory of supply and demand, analysis of acts consumers, theory of production, structure of cost, structure of market, and supply and demand of production factors; and B)macroeconomics as the study of national income, determining rules for equalization of income standard.

S0325 Calculus (2/2) This course covers basic concepts of limits, differentiation and integration and integration of functions of one variable, infinite series, functions of several variables, partial derivatives, multiple integral.

M0339 Accounting I (3/3) This course focuses on the accounting concept, the accounting model, and the relationship of the financial statements. The course also discusses the accounting of single proprietorship, partnership, and corporation.

M0086 Introduction to Business (3/0) This is an introductory exploratory course designed for both business and non-business majors. From this course, students learn key concepts and disciplines of business and its environment, management and organization, people and production, marketing, finance, risk management, and multinational business.

M0344 Data Processing (2/2) This course is designed to introduce concepts, software, and applications of Data Processing.

M0517 Statistics (3/3) This course teaches basic concepts of statistical methods including probabilistic model, statistical inferences, hypothesis testing, linear regression model, time series, analysis of variance, and so on.

M0394 Management Accounting (3/0) This course furnishes management with the necessary accounting tools for planning and control activities, improving quality and efficiency, and making both routine and strategic decisions.

M0382 Management Science (0/3) This course provides quantitative methods of management scientist with application to economic, industrial and managerial problems. Topics cover linear algebra, mathematical programming, decision-making under risk, inventory control, queuing theory, game theory, and simulation.

M0142 Marketing Management (3/0) This is an analytical, managerially oriented course emphasizing decision-making in the functional area of marketing. Its content includes analyzing marketing opportunities, researching and selecting target markets, developing marketing strategies, planning marketing programs and organizing, implementing and controlling marketing effort.

B0260 Organization Behavior (3/0) This course analyzes current concepts of human behavior as

applied to the organization. Topics cover anthropological, psychological, and sociological approaches in the identification and solution of the human aspects of business decisions. Class presentations focus on using OB concepts for developing and improving interpersonal skills.

B0400 Marketing Research (0/3) Marketing research is the systematic and objective planning, gathering, recording and analyzing of information to enhance the decision making of marketing managers. It helps businesses to stay in close touch with consumers' needs and wants and to make fine quality marketing decisions.

B0778 Business English Letters (3/0) This course gives students working knowledge of commercial writing and practice in modern contexts. It covers all aspects of transactions from addressing and laying out a letter to representative agencies, banking, insurance, shipping and delivery, complaints, non-payment of accounts, and so on.

M0066 Production and Operation Management (3/0) This course provides an analysis of production management concepts, tools, and practices as applied to production and service organizations. Topics include: Modern analytical methods, quality management, product and service design, process selection and capacity planning, facilities layout, design of work systems, location planning, quality control, aggregate planning, inventory management, material requirements planning. JIT systems, scheduling, project management, and waiting lines are also included.

M0348 Management Information System (0/3) The course teaches students of the emerging role of information systems in business. Included are people, organizations and management, information technology concepts, MIS in practice, building management information systems, and MIS management.

B0136 Consumer Behavior (3/0) This course analyzes consumer behavior nature, dynamic and patterns, environmental influences, individual differences, psychological processes, consumer and decision processes and behavior, and consumer analysis and marketing strategy.

M0003 Human Resources Management (0/3) This course provides an comprehensive overview of HRM from an upper management perspective. Covered topics include strategic human resource planning, development of human resources, staffing for long-range, performance appraisal, compensation, and labor relation.

M0747 Strategic Management (3/0) This course teaches students the skills of dealing with complex problems confronting managers in a rapidly changing environment. Covered topics include strategic management process, corporate level strategic decisions, business level strategic decisions, functional level strategic decisions, strategy implementation and control.

M0271 Financial Management (3/0) This course analyzes the underlying theory, principles and techniques used in financial management to maximize the value of the firm. Discounted cash flow analysis, risk and return measurement, capital budgeting, the cost of capital, capital structure theory and leverage policy, dividend policy, long-term financing policy, working capital management, financial statement analysis, mergers, holding companies, and multinational financial management will be discussed.

B0154 Financial Statement Analysis (0/2) This course provides analytical skills of evaluating and interpreting the current financial position of the firm, and assessing its future trend. Courses include analysis of balance sheets, income statements, funds flow, and return on investment. Attention also is

given to integrate modern financial concepts such as efficient capital markets, and statistical projection of earning with the theory of financial statements analysis.

M0477 Quality Management (0/3) This course provides a fundamental, yet comprehensive, coverage of quality management concepts. Topics covered include quality-improvement techniques, control charts sampling plan systems, quality costs, and total quality management.

B0196 International Marketing Management (0/3) This course includes the contemporary environment, problems, and practices. Students learn about the practical knowledge of global marketing strategy, Taiwan superiority business, product policy, exhibition, credit information, and CETDC operations.

M0196 Small and Medium Size Enterprise Management (0/3) This course includes: overview, thirty examples of mismanagement in small business, building public relations through media, effective management, perspectives on sales practices, and skills and tips for successful sales.

A0942 Japanese Style Management (0/3) This course provides opportunities for students to understand the Japanese behavior from the perspectives of history, geography, culture and society. Emphasis is on the study of norm shaping and managerial applications.

B0071 Investments (0/3) The intent of this course is to help the investor sort out the various investments that are available and to develop analytical skills that suggest what securities and assets might be most appropriate for a given portfolio.

A0764 Introduction to Advertising (0/3) This course introduces the functions, categorical consumer psychology, media and creative planning of advertising as well as the practical operation of Taiwan's ad field.

A0582 Business English Conversation (0/2) The purpose of this course is identifying the characteristics of a speech and an oral presentation, explaining ways to organize a speech and an oral presentation, and analyzing techniques for handling audience questions.

M0001 Retailing Management (3/0) This course studies important activities from institutional, functional and strategic perspectives, including business activities involved in the sale of goods and services to consumers.

M0375 Management Psychology (0/3) This course is the first in a series of human-side courses that will introduce students to the principles of managing people. In this course, learners will learn basic organizational theory, group dynamics, motivation, leadership, individual differences and so on. All students need to be aware of how people behave, in order to be able to provide the best working environment. This course will teach students the basics of human organizational behavior, as well as to establish a framework for further managerial studies.

M1398 Labor Laws and Labor Relations (0/3) The core of the program is based on the teaching of a variety of labor laws, through which students are to learn the knowledge about labor standards (employee & employer), collective bargaining (union & management), and skill of dealing with labor disputes.

B0191 International Business Management (0/3) This course presents a general overview of the international business scene, focusing particularly on the major environmental factors, the problems, and the prospects of managing multinational business operations.

M0094 Business Negotiation (0/3) This course covers three main units: (1) the analysis of business environments; (2) the strategy of negotiation and (3) the tactics of negotiation.

M0675 Current Issues in Management I II (2/2) This mini-course contains sessions that is each conducted by a well-experienced business executive in order to counterbalance the deficiencies in regular academic courses. Important issues will be discussed in simple daily language for students to comprehend in a short time span.

M0494 Training and Development (0/3) This course includes six parts: Training and development functions, needs-assessment and evaluation, instructional design, training delivery job skills for trainer, and trends for the future.

M1104 Supply Chain Management (0/3) In this course, students will learn concepts related to the design, evaluation, and performance of supply chain systems, developed through an exploration of contemporary practice and research, focusing on current modeling approaches, analytical frameworks, and case studies.

M0496 Service Marketing (0/2) This course will focus on the service sector to introduce the way to market services effectively. The contents of this course consist of the understanding of services, tools for service marketers, challenges for management, and formulation of strategies.

M0136 Practice of Planning (0/3) Planning is the primacy of management; however, the experiences of practice are more important than the studies of theory in the planning process. This course will introduce the related knowledge of the planning process that can be applied to the individual and the organization.

B0416 Personal Finance (0/3) This course helps students make better personal financial decisions, which means knowing how to spend and save money more wisely and to improve his or her standard of living. Fundamental personal finance topics as budgeting, credit, taxes, insurance and investing will be discussed.

M0121 Service Management (0/3) This course provides a framework of service activities that integrate marketing, operations, and human behaviors as central to effective service management. In addition, the combination of text, short cases, and readings make this course suitable for helping each student to become a good service manager.

B0173 Commercial Law (3/0) This course studies company laws, check laws and related business laws.

M0084 Business Diagnosis (0/3) This course is designed to help managers identify, resolve, and prevent business problems, covering every facet of the daily management of a business.

M0583 Electronic Commerce (0/3) The objective of the course is two-fold: to provide a managerial overview of the technologies supporting and enabling electronic commerce; and to examine current strategies, issues, and trends in electronic commerce.

M1081 International Marketing (0/3) International Marketing presents an overview of the unique aspects of marketing in an international business environment and provides a framework upon which multinational marketing management decisions can be based. Emphasis is placed on the role of the

international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political, and economic circumstances. Focus will be on the decision-making process in the areas of foreign market analysis, target market identification, product planning, promotion, pricing and channels of distribution.

M1103 Knowledge Management (0/3) This course focuses on some key concepts such as: the Knowledge Cycle, the taxonomy of knowledge management strategies etc.. It will also examine knowledge management from following perspectives: organization structure, management and technology.

M1138 Chinese Traditional Military Thought and Management (3/0) Many of yesterday's star such as Tontex and Sears have faded because (1) they did not adapt to what was happening around them; (2)they did not apply the accurate strategies to promote their core competency; (3)they might not obtain enough knowledge to realize what are goal strategies and tactics which could be applied to cope with the problems happening around them. Chinese traditional military thoughts has been established and successfully adopted to dealing with various difficult existing in dynamic environment for thousands years. More than ten types of Chinese military thoughts and their assuage in vivo situation of management and organizational development will be introduced and discuss in this course.

Master's Program

B0260 Organization Behavior (0/3) This course begins with an examination of critical personal characteristics of organizational members to see how these factors influence the effectiveness of organizations and their members. Special attention is then given to the issues includes team, interpersonal processes, power, politics, and conflict in organizations. Then leadership and communication behavior are examined and finally the organizational change and organizational culture are explored, too.

B0463 Organizations Theory (0/3) This course tries to make the students learn the management knowledge related to the organizational strategy, structure, function, external and internal environment, etc. This course aims to integrate the most recent thinking about the organization design with classical and traditional ideals and theories in a way that is interesting and enjoyable for students.

B0136 Consumer Behavior (2/0) This course aims to develop an understanding of consumer behavior from a variety of perspectives (multicultural, interdisciplinary, etc.). And to develop an understanding of people's consumption-related behaviors and to develop and evaluate marketing strategies intended to influence those behaviors.

E1136 Research Methodology (0/3) This course is designed to provide students with an understanding of the theoretical and methodological principles in which business research is broadly based. Upon completion of the course, students will have the knowledge to enable them to propose and format a research project, and will have mastered basic data input and analysis on computers.

M0053 Comparative Management (0/2) It is well known that organizational culture plays an important part of an organization's management and operations, so does the national culture. There has been an increasing attention devoted to national culture as a result of the emergence of E-Commerce and, thus, the rapid growth in business globalization. This focus of the course is to compare the Japanese culture and our culture from the business perspective. Additionally, other western cultures will also be covered.

M0115 Multivariate Analysis (0/3) The purpose of these course is to prepare students to analyze real data from real research, and to understand these analyses at a conceptual level. Toward this end, we will focus more on concepts and computer analyses, and less on hand calculations and mathematics.

M0144 Seminar in Marketing Management (3/0) This course expects students to develop a high tolerance for ambiguity, a quality of all successful general managers. Students will learn that there are no right or wrong answers to marketing problems, just some that are better than others. Instead, students learn to approach complex and unstructured marketing problems in a creative and measured way.

M0272 SEM. IN Financial Management (0/3) This course will include an introduction to the financial environment, value and risk, capital budgeting, capital structure, and working capital management.

M0747 Strategic Management (0/3) Strategic Management is an integrated discipline, and it is also the major course for the MBA students. This course is studied from top to down and macro to micro perspectives; that is, it will analyze the impact of external environments and internal capabilities, which will help the formulation of corporate and business strategies. Some contemporary issues will also be explored such as innovation, M&A, strategic alliance and integration strategies.

M0801 Human Resource Management (0/3) This course discusses typical functions in human resource management from a strategic perspective, such as recruitment, selection, performance appraisal, training, rewarding, and so on. Specifically, it explores how these functions integrate with the overall strategy of the firm in order for the firm to become more competitive.

M0853 Electronic Commerce (eBusiness & mBusiness) (0/2) This course will cover the concepts, tools, and strategies for understanding and exploiting opportunities associated with eBusiness (m-Commerce). The focus will be on the application and marketing aspects of the business.

M0990 Information Management Seminar (0/3) The rapid advancement of Information Technology (IT) has affected every bit of our life, both at home and at work. In the workplace, organizations have undergone fundamental change since computer was first introduced more than half a century ago. This course will offer a backdrop and the implications of the changes in IT application and management and the organizational methods for managing IT. The focus will be placed on how the current models for IT application and management are moving to new models for using IT for competitive advantage and for managing IT with the enterprise.

M1104 Supply Chain Management (0/2) In this course, students will learn concepts related to the design, evaluation, and performance of supply chain systems, developed through an exploration of contemporary practice and research, focusing on current modeling approaches, analytical frameworks, and case studies.

M1214 Study of Chinese Small and Medium Enterprises (3/0) The development of recent Chinese society has been intensely influenced by the booming of small and medium enterprises during the past decades. This course analyzes various factors causing the positive or the negative development of small and medium enterprise in the future.

M1215 Cross-culture Management (0/3) This course is about culture differences and how they affect the process of doing business and managing. The three major areas in this course are: those

which arise from our relationships with other people; those which come from the passage of time; and those which relate to the environment.

M1244 Seminar in Production and Operation Management (3/0) This course covers presentation and discussion of current topics in production and operation management fields.

M1245 Study to Multinational Management (0/2) To face the challenge in uncertain global economy is to learn and practice international management effectively. The purpose of this course will make students learn how to manage and turn the increasing threats into opportunities. Some of the major topics will be studied include global environments analysis, global competitive strategies, cross-culture management, risk management, global organization arrangement, and International HRM.

M1247 Qualitative Research (0/2) This subject helps students understand the fundamental nature of the scientific approach to problem solution. It will emphasis on qualitative technical research in behavioral sciences, such as focus interview, participant observation, grounded theory.

M1301 Study to High-Technology Industries (0/2) This is a review of various economic environments that are important in high-technology industries, such as sources of market uncertainty, sources of technological uncertainty, and sources of competitive volatility.

M1355 Marketing Science and Art (0/2) This course links theory to practice and practices to theory with objectives that include gaining an understanding in the role of analytical techniques and models for enhancing marketing decision making in modern enterprises.

M1356 Study to Services Management (2/0) Service management is fairly established as a field of study that embraces all service industries. This course is to study the service management from the perspectives of operations, strategy, and information technology. Some major contents include service quality, service strategy, service development, service location, service encounter, Internet service, service supply chain management, and service project management.

M1359 Group Decision Support Systems (0/3) This is a truly interdisciplinary course. The title of the course could just as well be called Virtual Teams instead of Group Decision Support Systems (GDSS), or Computer Supported Collaborative Learning/Work (CSCL/CSCW), or Groupware even though the focus could be somewhat different. In essence, it is, however, a study of the group decision-making behavior under the information technology whether the environment happens to be a business organization, or a learning setting.

M1360 SEM. ON Technology Management (3/0) The course is focused on management of innovation and technology. The following are the main themes: Fundamentals, Strategizing, Implementation and Globalization of Innovation Management. In addition, this course is structured along three themes: entrepreneurship and venture creation, knowledge management, multi-actor innovation.

M1361 Brand Management (2/0) This course is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. An important goal of the subject is to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

M1362 Seminar on Business Organization and Management (0/3) To engage students in the world of organization, this course will explore the important related factors influencing the

organization. The major contents in this course consist of environment analysis, intraorganization design (strategy, culture, life cycle, decision-making process, IT & control), and interorganizational relationships (alliance & cooperation).

M1363 Business Research Methods (0/3) Subjects that will be covered in the course include the “introduction to business research,” the “design of research, “ and the “sources and collections of data.” In addition, reliability analysis and factor analysis will be presented to show how to develop an instrument and to test its reliability and validity. Online research methods will be discussed as well. The course in essence is a quantitative analysis course, even though the case study method will also be briefly discussed.

M1364 The Management of Organizational Change and Crisis (0/3) Today’s organizations must poise themselves to innovate and change, not only to prosper but merely to survive in a world of rapidly increased crisis and competition. This course will explore how organizations change, how managers direct the innovation and change process, and how CEO copes with the crisis. The difference between incremental and radical change, the five types of change, and the management of successful change in all areas will be also clearly introduced and described.

M1365 Consumer Behavior Research (0/3) It provides insights into product, pricing, distribution, and promotion strategies by the views of information process, decision process and influencing factors for consumers.

M1366 Issues on Service Management (0/3) This course explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities. The course is introduced with a general description of the emergence of the service society, and also a discussion of the characteristics of service activities within the traditional service sector as well as the public sector and manufacturing sector. The main part of the course then examines the various management tools and models, which have emerged within the area of services with stress upon marketing, quality management and organization.

M1428 Survey Research Methods (0/2) This course introduces the standards and practical procedures for surveys designed to provided statistical descriptions and analyses. Covered topics include sampling, question design, interviewing methodologies and quantitative analysis methods for survey data.

M1429 Entrepreneurship and Innovation Management (0/2) This course provides an initial exposure to concepts central to the creation and management of new business ventures. The content covers selecting winning opportunities, business-plan basics and introduction to venture capital and entrepreneurial finance. This course will also cover a comprehensive model to systematically identify opportunities for innovation. It covers the implementation of innovation processes including customer research, strategy analysis, competitive intelligence, value proposition development, business plan development, stage-gate product development processes, test marketing, launch and roll out. Finally, the course includes a capstone project that pulls together the entire innovation process into a practical exercise.

M1445 Management Theory and Organization Change (3/0) This course is an introduction to the theories and practice of management, and is a basic requirement for all Business Administration majors. This course is a realistic overview of management through the study of the evolution of management thoughts, the identification of current issues and problems, and the examination of future trends. Students will learn critical thinking/problem solving skills associated with high performance in organizations. And this course also addresses the managerial challenge of strategy

implementation, particularly by examining the organizational elements that must be drawn into line to support a redesign strategy, as well as the immense difficulties of changing an organization. Through lectures, reading assignments, class presentations, and videos, current management techniques are studied.

M1467 Study to Managing High-Tech Industries (0/3) This course is designed to provide students with a basic understanding of the fundamentals of technology management. The course is intended for students who need some technical knowledge of managing high-tech industries, as well as for those students who wish to learn the process of technological innovation.

M1496 Study to Multinational Management (0/3) To face the challenge in uncertain global economy is to learn and practice international management effectively. The purpose of this course will make students learn how to manage and turn the increasing threats into opportunities. Some of the major topics will be studied include global environments analysis, global competitive strategies, cross-culture management, risk management, global organization arrangement, and International HRM.

M1574 Study to Marketing Theory and Management (0/3) This course provides elements to strategic, visionary thinking about customers, and how to select customer bases to pursue. The perspectives of marketplace action tools planning are from the point of global, relationship, e-market, ethics, and customer value views.