

Why Asia University

■ Significant Achievements

Asia University, though young, put great efforts in developments of academic, teaching and other affairs in the last decade, and has yielded many great achievements. Some important ones are listed in the following.



***Being ranked the 83th in 2014 THE (Times Higher Education) Ranking of 100 Best Asia Universities** —Asia University (AU) is ranked the 83th in the 2014 ranking of Asia universities of THE (Times Higher Education) ranking in UK. Totally 13 universities in Taiwan enters the top 100, with AU as the 2nd in Taiwan.

***Being ranked the 99th in 2013 THE (Times Higher Education) ranking of 100 best universities under 50 years in the world** —Asia University (AU) is ranked the 99th in the 2013 World's top 100 universities under 50 years old selected by the THE (Times Higher Education) Ranking in UK. Only 4 universities from Taiwan enters the list, and AU is the only private university in the four.

***Being granted honored projects of university teaching excellence for 11 years consecutively** —With outstanding teaching achievements, Asia University was granted by the Ministry of Education “projects of university teaching excellence” for 11 years starting from 2006, which is a great honor because no other newly-established university has obtained such projects.

***Being ranked No. 53 in 2013 Times Higher Education BRICS & Emerging Economies Rankings** —Asia University (AU) claims the 53th place in the 2013 university ranking of BRICS & Emerging Economies released by the Times Higher Education (UK). Totally 21 universities in Taiwan were ranked in the top 100, with AU as the 10th in Taiwan which is really a miracle for a young school like AU.

***Establishment of a Nobel Laureate Forum** —Starting from 2010, Asia University has established a “Nobel Laureate Forum”, and so far has invited 12 Nobel laureates and 7 world-famous scholars to give speeches at Asia University, inspiring students and faculty members to “see higher and longer” on their careers of academia.



***Uniting recently with China Medical University to form a stronger union** — China-Asia Associated University (CA2) —Being long-time cooperation partners, the two universities, AU and China Medical University become a union in 2012, promoting further sharing of teaching and research resources and exchanges of academic results to yield higher global competitiveness in higher education.

***Continuing efforts paid to promotion of internationalization** —Asia University continuously promotes its efforts in internationalization, having 71 sister universities all over the world in 2012. Within about 5 years the number of foreign students grows from about two dozens up to 250. Intensive academic exchanges with the sister universities are also being conducted all the time.

***An incomparable award-winning elegant and artistic campus having been constructed** —Asia University continuously constructs buildings with elegant Greek or Roman styles. The design of the campus won a National Award for Outstanding Construction in 2009. Also, in 2013 the Asia Modern Art Museum with its architecture designed by the world-famous architect Mr. Tadao Ando was elected nationally as one of the 10 prettiest Campus Scenic Spots in Taiwan.



***Outstanding professors gathering together to form a strong faculty like a miracle** —With the university's reputation raised day by day, outstanding professors join AU quickly like a miracle. So far, there are more than sixty full professors in 2013 (half of them being chair professors) which is a fifth of the entire faculty. Furthermore, more than 80% of the faculty members are now assistant professors or higher with PhD degrees, rivaling the faculty qualities of most national universities in Taiwan



Why College of Management

College of Management at Asia University is accredited by AACSB ([The Association to Advance Collegiate Schools of Business](#)) for its *innovation, impact* and *engagement*. AACSB, the world's largest business education alliance, connects educators, students, and business to achieve a common goal: to create the next generation of great leaders. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and professional development services to over 1,500 member organizations and more than 785 accredited business schools worldwide. AACSB Accreditation represents the highest standard of achievement for business schools worldwide. Less than 5 percent of the more than 16,000 schools worldwide granting business degrees have earned AACSB Accreditation. AACSB-accredited schools produce graduates who are highly skilled and more desirable to employers than other non-accredited schools. AACSB-accredited schools have the highest-quality faculty, deliver relevant and challenging curriculum, and provide educational and career opportunities that are not found at other business schools. In Taiwan, only 22 schools are accredited by AACSB until August 2017.



Undergraduate Program of International Finance and Management

[\(course manual download\)](#)

- This program was established to face the trends of financial liberalization, globalization, and information, as well as to meet the demands by domestic industries and financial development for business and financial management personnel. Course instruction in this Department not only focuses on lectures on the professional knowledge of banking insurance, securities and corporate financial management, but also helps students work as interns in financial institutions. It is hoped that academic theories and practical works can be used to affirm each other, and students can shorten their learning process after graduation at the beginning of their careers.
- International degree and/or non-degree students who are not native speaker in English must demonstrate language proficiency in order to choose the following programs conducted in English. The minimum requirement is to reach the level of CEFR B1, which is equivalent to TOEFL iBT 61, TOEFL PBT 500, IELTS 5.5, or TOEIC 650.
- We offer a high level of support to our international students when you are considering applying, as well as when you arrive in AU.
- Asia University is a global community – we welcomed students from Japan, Korea, Philippines, Indonesia, Mongolia and other countries around the world and we hope to build on this further in the future. We want you to reap every benefit from a high education and will nurture you in your chosen passion at undergraduate level. You will be taught by internationally-renowned experts in their field, enriched by our research-led approach and enjoy study– a cultural, friendly and safe city to live and make the most of your education.
- Asia University Management School’s courses attract a diverse range of students – many graduates suggest that this was of great benefit to their study as not only did they expand knowledge of their subject, but also world-wide cultures and approaches to the world of business and finance. The international perspective a qualification from us offers is an invaluable asset and we are proud of the school’s global community.

Teaching Features

1. Curriculum upon professional theories and practices

Curriculum design of the department is based on both professional theories and practices. Financial decision-making, operation, and management of financial institutions are the subjects of instruction.

2. Complete curriculum planning

To enhance financial decision-making, investment of derivatives, innovation, marketing, and development professional techniques, such as operation and

management of financial institutions and risk management; to develop personal specialty by project learning.

3. Development of information capacity

To development students' computer ability and application of information technology in financial decision-making.

4. Training of foreign language

To enhance foreign language and expression ability training in order to strengthen students' international finance operation.

5. Development of employment competitiveness

To enhance cooperation education with business circle, invite business supervisors to give lectures or hold financial practice courses, encourage students to acquire licenses and have internship in business circle during summer vacation, and develop students' practical competency.

Obtaining the Chartered Financial Analyst (CFA) credential

<https://www.cfainstitute.org/Pages/index.aspx>

- The CFA charter sets the professional standard as the most highly respected designation for the investment management profession. Earning the CFA charter demonstrates you have the knowledge, skills, and experience needed for investment analysis and management in today's dynamic global markets.
- Enrolling in the CFA Program is your first step toward earning this qualification and increasing your career opportunities. In fact, 37% of CFA Program candidates identified career advancement as their primary motivation for registering for the exam.

Steps to Becoming a Charterholder

- Agree to follow the CFA Institute Code of Ethics and Standards of Professional Conduct.
- Pass the CFA Program exams for Levels I, II, and III.
- Have four years of qualified, professional work experience in investment decision making.
- Become a regular member of CFA Institute and apply for membership in a local CFA member society.

Study Abroad to Get the Dual Degree Program

To enhance international academic collaboration with foreign universities and to strengthen international exchange as well as learning among students, Asia University has signed Dual Degree Program with numerous partner institutes. The Dual Degree Program assists students in pursuing further education in partner institutes and in obtaining a degree from both institutes upon fulfillment of respective graduation requirements.

For any questions concerning application and documents, please contact CIAE.

Email: ciae@asia.edu.tw

TEL: +886-4-2332-3456 ext. 6278

Nation	School	Collaborated Department	Type
UK	University Sunderland	Finance	3+1
UK	De Montfort University	College of Creative Design	3+1
USA	California State University, San Bernardino	Business Administration (Master)	1+1
Mongolia	University of Finance and Economics	Finance	2+2
Vietnam	Hanoi University of Business and Technology	Finance	2+2

Exchange Student Program

Application Documents Checklist

- Application form (Please use the recommendation form from CIAE office)
- Official academic transcript for all semesters (Including class/department ranking)
- Department Consent Form
- Copies of ID Card and Student ID Card (including front and reverse side)
- Valid original copy of TOEFL iBT report or other language tests required by the collaborative institutes
- Autobiography (in Chinese and English)
- Study plan (in Chinese and English)
- Two Letters of Recommendation (Please use the recommendation form from CIAE office)
- Other helpful copies of information for reviewing the eligibility
- Information required by the collaborative institutes

Required documents

Before Exchange:

- Exchange Student Application Form
- Application Form of Elective Courses in the collaborative institutes
- Department Consent Form
- Confirmation Letter of Exchange Student Admission
- Declaration of the Abandonment of the Admission
- Award Application Form
- Original copy of parents' agreement
- Administrative contract of Study abroad or overseas professional internship

After Exchange:

- Application Form for Credit Transfer on Required Courses
- Reflection Report
- **Part of the Collaborative Institutes List for Exchange Student Program**
(<http://ciae.asia.edu.tw/exchange-student-program/>)

Ministry of Education Pilot Overseas Internship Program

The pilot overseas internships, sponsored by the MOE Taiwan, is intended to subsidize those students to gain experiences in an overseas enterprise or professional institute. Those students are selected by their university. The goal of the program is to give recipients opportunities to conduct practical training in an overseas enterprise or institute and extend their vision.

Domestic/Overseas Internship (Optional)

Internship Programs	Duration	Credits Earned
Summer	4-8 weeks	2-3
One Semester	5 months	16
One Academic Year	11 months	27

Corporate Visits

- About visits:
Learn the lay of the land before you walk in the door. On-site visits are an ideal way to get first-hand knowledge of a company or industry. Tour the workspace, meet employees and managers through panel discussions, and get a sense of the type of work that is done there. You'll learn about the industry, job functions, and current business challenges from company representatives and leaders, some of whom are alumni.
- Visiting students:
Both overseas students and domestic students of the school are named into the visiting

students' list.

- Visits by overseas students:

Overseas students who are partnering with the school in financial and management education, are able to join in the corporate visit plans. A lot of efforts have been allocated to encourage those students to visit financial enterprises, Taiwan Security Exchange and economic parks, which plays a major part of the bilateral educational exchanges.

Institution visit: Taiwan Stock Exchange



Nan Shan Insurance Company



Extracurricular activities

Barbecue party



Orientation for new students



Tour of Kenting National Park



Lihpaoland water park



Asia University Course Curriculum for International Finance Undergraduate Program

Bachelor Program in Department of Finance

Credits for Graduation: 128

Approved by the University Curriculum Committee on 4/27/2016

系別：財務金融學系

畢業總學分：128 學分

105.4.27 校課程委員會通過

類 別 Category	科目名稱 Course Title	英文名稱 English Course Title	修課 年級 Year of the Program	修課 學期 Semest er	學分 數 Credits	每週上課 時數 Hours per week		備註 Remarks		
						講授 Lectu re	實 驗 Exp erim ent			
校 定 必 修 課 程 (22 學 分)	國 文 類	中文文法 (一)	Chinese Grammar (1)	1 st	1 st	2	2	0		
		中文文法 (二)	Chinese Grammar (2)	1 st	2 nd	2	2	0		
		華語文會話與 聽力(一)	Chinese Conversation and Listening (1)	1 st	1 st	2	2	0		
		華語文會話與 聽力(二)	Chinese Conversation and Listening (2)	1 st	2 nd	2	2	0		
		華語文閱讀與 寫作(一)	Chinese Reading and Writing (1)	2 nd	1 st	2	2	0		
		華語文閱讀與 寫作(二)	Chinese Reading and Writing (2)	2 nd	2 nd	2	2	0		
	英 文 類	英文閱讀與寫 作	English Reading and Writing	1 st	1 st	2	2	0		
		實用英文	Practical English	1 st	2 nd	2	4	0	2 小時授 課，2 小 時自學 2 hours of course, 2 hours of autonomo us study	
		財金英文選讀	Selected Readings in Financial English	2 nd	1 st	2	2	0		
		財金英文術語	Financial Terminology in English	2 nd	1 st	2	2	0		
		商用寫作	Business Writing	2 nd	2 nd	2	2	0		
		核 心 通	全英文通識課程 General Required (Core) Courses (Taught in English)		1 st	1 st	2	2	0	
					1 st	1 st	2	2	0	
1 st	2 nd				2	2	0			

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識 課 程 (10 學 分)			1 st	2 nd	2	2	0	
			2 nd	2 nd	2	2		
	體育(一)~(四)	Physical Education(1)~(4)	1 st & 2 nd	1 st & 2 nd	0	2	0	
	服務與學習(一)(二) —實作課	Service and Learning(1)(2)-Practice	1 st	1 st & 2 nd	0	1.5	0	

院 基 礎 課 程 21 學 分	經濟學(一)(含實習)	Economics(1) (including practice)	1 st	1 st	3	3	1	
	經濟學(二)(含實習)	Economics(2) (including practice)	1 st	2 nd	3	3	1	
	會計學(一)(含實習)	Accounting(1) (including practice)	1 st	1 st	3	3	2	
	會計學(二)(含實習)	Accounting(2) (including practice)	1 st	2 nd	3	3	2	
	管理學	Management	2 nd	1 st	3	3	0	
	統計學(一)(含實習)	Statistics(1) (including practice)	2 nd	1 st	3	3	1	
	統計學(二)(含實習)	Statistics(2) (including practice)	2 nd	2 nd	3	3	1	
系 核 心 課 程 21 學 分	商用微積分	Commercial Calculus	1 st	1 st	3	3	0	
	科技管理	Management of Technology	1 st	2 nd	3	3	0	
	財務報表分析	Financial Statement Analysis	2 nd	1 st	3	3	0	
	國際企業管理	International Business Management	2 nd	1 st	3	3	0	
	財務管理	Financial Management	2 nd	2 nd	3	3	0	
	投資學	Investments	3 rd	1 st	3	3	0	
	行銷管理	Marketing Management	3 rd	2 nd	3	3	0	
系 專 業 選 修 學 程 21 學 分	財 貨幣銀行學	Money and Banking	2 nd	2 nd	3	3	0	本系學程 選修課目， 不得以通 識教育課 目之相同 或類似科 目抵免。 This department 's elective courses cannot be substituted with identical or similar
	務 企業評價	Business Valuation	3 rd	1 st	3	3	0	
	金 總體經濟學	Macroeconomics	2 nd	2 nd	3	3	0	
	融 國際金融	International Finance	3 rd	2 nd	3	3	0	
	學 國際財務管理	International Financial Management	4 th	1 st	3	3	0	
	程 衍生性金融商品	Financial Derivatives	3 rd	2 nd	3	3	0	
	分 投資組合分析	Investment Portfolio Analysis	4 th	1 st	3	3	0	
	企 人力資源管理	Human Resource Management	3 rd	1 st	3	3	0	

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業 管 理 學 程 21 學 分	供應鏈管理	Supply Chain Management	3 rd	1 st	3	3	0	courses in the standard curriculum.
	消費者行為	Consumer Behavior	3 rd	2 nd	3	3	0	
	品牌管理	Brand Management	3 rd	2 nd	3	3	0	
	休閒產業分析	Competitive Analysis on the Tourism and Leisure Industries	3 rd	1 st	3	3	0	
	生產與作業管理	Production and Operation Management	2 nd	2 nd	3	3	0	
	企業資源規劃	Enterprise Resource Planning	4 th	1 st	3	3	0	
系 自 由 選 修 課 程	個體經濟學	Microeconomics	2 nd	1 st	3	3	0	
	商用套裝軟體	Application of Business Software Package	2 nd	2 nd	3	3	0	
	證券市場與職業倫理	Securities Markets and Professional Ethic	3 rd	1 st	3	3	0	
	財務管理個案	Case Studies on Financial Management	3 rd	2 nd	3	3	0	
	顧客關係管理	Customer Relationship Management	4 th	2 nd	3	3	0	
	策略管理	Strategic Management	4 th	2 nd	3	3	0	
	創新管理與實務	Innovation Management and Practice	4 th	2 nd	3	3	0	

註:

- 一、 學生含通識課程應修畢 128 學分(含)以上始能畢業，其中含通識課程(必修語文課程、核心通識及通識選修)32 學分，院基礎學程 21 學分、系核心學程 21 學分，餘不足 128 學分之學分數，需另修習「系專業選修學程」、「系自由選修課程」課程學分補足其不足學分數，始得畢業。

Students must complete 128 credits including the standard curriculum in order to graduate. The standard curriculum (language requirements, core curriculum, and standard curriculum electives) includes 32 credits, the department standard curriculum includes 21 credits, the department core curriculum includes 21 credits and completion of the “school group professional curriculum” of 21 credits is required. Students lacking 128 credits are required to take “department professional electives” or “major electives curriculum” to make up for credits required for graduation.

- 二、 通識教育開授科目，請參考本校通識教育中心之課程計畫與規定。

For a list of standard curriculum courses, please refer to the school’s standard curriculum education center’s curriculum planning and regulations.

- 三、 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。

International students enrolled in the university’s standard liberal arts curriculum will be processed via the rules set forth from The Center for the Development of Language Teaching and Research.

- 四、 有關僑生、港澳生、陸生修習本校以全英語授課之博雅通識課程規定，比照國際生通識課程辦理。

Students from Hong Kong, Macau, China, and overseas Chinese students enrolled in the university’s standard liberal arts curriculum will be processed as international student standard curriculums.

Course Description

課程名稱 Course Title	課程介紹 Course description
經濟學(一)(含實習) Economics(1) (including practice)	This course introduces the following subjects like demand and supply, utility and cost, competition of the market and externality of the economy. Students are required to analyze the microeconomic issues of the world and make logical inference of possible solutions to various microeconomic phenomena.
經濟學 (二)(含實習) Economics (2) (including practice)	This course introduces the following subjects like national income, unemployment, cost of living, economic growth, monetary system, aggregate supply and aggregate demand and fiscal policy. Students are required to analyze the macroeconomic issues of the world and make logical inference of possible solutions to various macroeconomic phenomena.
會計學(一)(含實習) Accounting(1) (including practice)	This course transforms Fundamental Accounting Principles into one Based on International Financial Reporting Standards (IFRS). The course is designed to enable students to (1) comprehend the definitions of accounting accounts and the implication of accounting equation, so as to establish their capabilities of journalizing, classifying, and summarizing transactions, (2)effectively analyze and assess accounting information, as well as deliver and communicate the processes and the outcomes of business operations, to further assist practitioners in the improvement of operating performance, and (3) connect with International Financial Reporting Standards (IFRS). After the learning, it will Allow students to
會計學(二)(含實習) Accounting(2)(including practice)	(1) possess the basic skill of double-entry bookkeeping, (2) have the capability of reading financial statements, and (3) have the preliminary skill of analyzing accounting information, and (4) be familiar with some fundamental accounting software packages.
管理學 Management	This course exposes students to the basic knowledge and practical skills in the management field. The topics include planning, organization, leadership, control and feedback, organizational culture and global environment, social responsibility and managerial ethics, decision making, strategic management, organizational design, managing change and innovation.
統計學(一)(含實習) Statistics(1) (including practice)	This course introduces the descriptive statistics and some inferential statistics containing the subjects like population, sample and statistical measurements, statistics for measures of central tendency and dispersion measures and the applications. The course also Introduces the topics like the applications of probability and probability distribution, the probability distributions and the applications, the applications for sampling and sampling distributions.
統計學(二)(含實習) Statistics (2) (including practice)	This course introduces the inferential statistics containing the subjects like point estimation and interval estimation, confidence interval, hypothesis testing, comparison between two populations or treatments, simple linear regression and correlation and analysis of variance.
商用微積分 Commercial Calculus	The main goal of this course is to let students have basic concept in calculus at the undergraduate level, especially for students majoring in business, finance and marketing. This course will cover the two major topics in calculus: derivation and integration. Also, we will talk about the application of calculus in the field of business and management in order to build a solid background for students in those fields.
科技管理 Management of Technology	This course introduces students to the following: 1. Innovation Management 2. Economics and market adoption 3.Managing innovation within firms 4.Innovation and operations management 5. Managing intellectual property

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	<p>6. Managing organization knowledge 7. Strategic alliances and networking 8. Management of research and development 9. Managing R&D projects 10. Open innovation and technology transfer 11. Product and brand strategy 12. New product development</p>
<p>財務報表分析 Financial Statement Analysis</p>	<p>The course exposes students to a conceptual framework that helps them understand how business work, how they generate value, and how the value they generate is captured in financial statements. As the value creation is the core drivers of the business, students are required to identify relevant financial information and utilized necessary tools to analyze the business models and their value drives in financial statements. Accounting principles for measuring balance sheets and income statements are incorporated in the tools for measuring value of the firm: earnings forecasting and methods for converting earnings forecasts to a valuation.</p>
<p>國際企業管理 International Business Management</p>	<p>This course will develop the students' capability to obtain in depth understanding the International Business Management. The course contains several modules, including Institutional theory and comparative management; theories of firm boundaries; management of inter-firm supply networks across national borders; markets for technology and the changing division of innovative labor in industry value chains. The course draws heavily on current literature in management, economics, and organization theory.</p>
<p>財務管理 Financial Management</p>	<p>This course requires students to understand the scope of basic financial management theories, financial statements' contents, the time value of money, portfolio analysis, securities valuation, and the contents and principles of corporate financial decisions. Students should possess specialty about financial investment, firm's real-investment assessments and decisions, financing decisions, dividend policy, working capital management, and financial planning and forecast.</p>
<p>投資學 Investments</p>	<p>This course starts with an introduction to the investment environment and financial instruments. It then leads to the basic utility theory under uncertainty and the discussions on how to make optimal decision under uncertainty. It will focus on the concepts of risk and return, diversification, asset allocation, efficient markets, market anomalies and behavioral finance. Upon the completion of this course, students will understand market trading structures, equity, fixed income, and derivative securities, portfolio performance strategies and evaluation methods. Students will also know how to apply these theories to the analysis of optimal investment decisions in the financial market.</p>
<p>行銷管理 Marketing Management</p>	<p>This course examines the key elements of marketing and the economic concepts that underlie them. Topics include understanding the competitive structure of industries, product differentiation, branding, pricing, promotion, and distribution. Students will also look at the common business processes and skills used in developing and positioning a product, choosing distribution channels, employing promotional techniques, computing demand estimation and pricing decisions, and developing a marketing strategy.</p>
<p>貨幣銀行學 Money and Banking</p>	<p>The focus of this course is for students to master the logic, intuition and operation of a financial system and financial institutions and intermediaries. This course also provides a more detailed discussion of the key issues in the theory and practice of financial markets, banking, and monetary policy and, importantly, their interaction and to embed a strong practical and policy-related element.</p>
<p>企業評價 Business Valuation</p>	<p>This course aims to introduce the method of business valuation when evaluating a firm. Case studies and assignment are also used in this course. This course is designed in particular to cultivate students' skill of</p>

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	business valuation.
總體經濟學 Macroeconomics	This course stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.
國際金融 International Finance	The basic goal of this course is to introduce international financial markets, and to study the economics behind decision-making about investment in the international context. The topics of interest start with discussing major investment vehicles, the instruments, the markets, as well as the concepts and the techniques used to analyze those investments are then reviewed. Following the introduction, the important notion of arbitrage would be given and emphasized throughout the course. Related to the notion is the various parity, describing equilibrium relationship among international goods, money and capital markets. The determination of exchange rates is another focal point.
國際財務管理 International Financial Management	This course provides students with the principles and techniques relevant to financial planning, foreign exchange risk management, investment, capital raising, working capital management, and performance appraisal for multinational business operations.
衍生性金融商品 Financial Derivatives	This course is designed to be familiar with fundamentals of financial derivatives covering forwards, futures, swaps, and options. Students will have good knowledge of how these products work, how they are used, how they are priced, and how financial institutions hedge their risks when they trade the products. It is required for students to write simple programs to price these financial derivatives. Students are well prepared for advanced studies after this course.
投資組合分析 Investment Portfolio Analysis	Portfolio analysis is the process of looking at every investment held within a portfolio and evaluating how it affects the overall performance. Portfolio analysis seeks to determine the variance of each security, the overall beta of the portfolio, the amount of diversification and the asset allocation within the portfolio. Modern portfolio theory widely used in practice in the financial industry and several of its creators won a Nobel memorial prize for the theory. It is possible to hedge against systemic risk, but it cannot be fully mitigated without giving up a significant portion of the potential returns. Asset allocation is the second part of reducing risk. By allocating funds among different asset classes, the investor is going to experience less volatility caused by the varying performance of the investments in each class.
人力資源管理 Human Resource Management	This course aims to develop the core HR management skills and competencies by studying a broad range of topics associated with HR management. The core competencies include HR management knowledge, planning, analyzing, problem-solving, decision-making, and communication. This course also serve to familiarize students who hope to become managers or team leaders during their careers with some of the issues they will have to deal with, such as staffing, motivating, and developing team members. The development and evaluation of these skills are based on group and individual work, intensive discussions, and brainstorming.
供應鏈管理 Supply Chain Management	This course introduces students to the following: 1. The theoretical framework of supply chain management (SCM); pragmatic methods in installing supply chain systems; keys to successfully operate the SCM system; problem solving skills 2. The techniques and approaches from case studies in designing an effective supply chain system 3. Contemporary concepts on both theory and practice in SCM 4. The ability to implement a SCM project in which students should work together with other team members

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品牌管理 Brand Management	This course approaches the subject of brand management from a unique socio-cultural perspective, providing students with an understanding of the dynamics of branding and enabling them to engage with the issues that lie within.
生產與作業管理 Production and Operation Management	Upon successful completion of this course, students will be able to understand the concepts and framework of OM, combined with the applications of Internet and information technology.
企業資源規劃 Enterprise Resource Planning	This course will provide students with some insight into the process of management accounting. The rules and practice of this discipline will also be examined, and how IT and custom software have been changing the face of resource planning for the better.
個體經濟學 Microeconomics	This course introduces the following subjects to students like demand and supply, utility and cost, competition of the market and externality of the economy. Students are required to analyze the microeconomic issues of the world and make logical inference of possible solutions to various microeconomic phenomena.
商用套裝軟體 Application of Business Software Package	This course requires students to build basic knowledge about the following subjects about how to apply chart, table, and statistics for business through Microsoft Excel spreadsheet, how to analyze the data in spreadsheets, and how to apply analyzed results of spreadsheets for report. Other tools in financial application will also be introduced like collaboration with track changes, functions, audit formulas and queries, chart editing and pivot tables, and macros and VBA application.
證券市場與職業倫理 Securities Markets and Professional Ethic	This course is designed to help students understand securities markets, securities products and market participants. The goal of this course is to cultivate students having abilities to obtain professional certifications through the course contents and practice. I motivate students to learn securities markets through introducing them to trade on the virtual trading platform.
財務管理個案 Case Studies in Financial Management	The course illustrates the feasibility of finance theory in sorting out the issues facing managers, assessing alternatives, and illuminating the effects of any particular choice. The value creation of the firm should be the focus of concern and it helps managers understand the impact of the firm on the world around it. Topics to be covered include: financial analysis and forecasting, estimating the cost of capital, capital budgeting and resource allocation, management of the firm's equity, management of the corporate capital structure, analysis of financing tactics and valuing the enterprise.