

GRADUATE SCHOOL OF FINANCIAL MANAGEMENT

Master Of Business Administration

2021-2022 Degree Plan (Academic Year 110)

- Duration:** 2 Years
- Enrollment Start:** September
- Graduation Requirement:** 32 credits
- Dissertation and Verbal Defense:** Required

Core Requirements

☺ Student must complete 8 credits to satisfy the requirement

Course	SCH	Year One Semester	Year Two Semester
Financial Institutions and Markets	2	Fall	
Economics and Competitive Analysis	2	Fall	
AI and Smart Finance	2	Spring	
Management and Leadership	2	Spring	

Dissertation

☺ Student must complete 12 credits to satisfy the requirement

Course	SCH	Year One Semester	Year Two Semester
Research Methodology	2	Fall	
Dissertation Seminar/Consultation	4		Fall & Spring
Dissertation Defense and Completion	6		Fall & Spring

Electives

☺ Each course bears 2 credits, and student must complete 12 credits to satisfy the requirement

Course Name	Year One Semester	Year Two Semester
Financial Management		
Financial Crisis Management	Fall	
Seminar of Trading Strategy	Fall	
Risk Management	Spring	

Financial Case Analysis	Spring	
International Finance		Fall
International Finance and Management		Spring
Microeconomics	Spring	
Macroeconomics		Fall
Financial Analysis and Evaluation	Spring	
General Management		
Sustainability for Corporate Management	Fall	
Financial Services Marketing and Planning	Spring	
Merger and Acquisition		Fall
Business Decision		Fall
Seminar on Business Innovation	Spring	
Business Strategy	Spring	
Mobile Commerce	Spring	
Case Study	Spring	

COURSE DESCRIPTIONS

AI and Smart Finance

Artificial Intelligence (AI) presents nowadays a paradigm shift that is driving at the same time the scientific progress as well as the industry evolution. It is an area of computer science which aims to create a human-like intelligent machines. It allows computers to write their own algorithms/systems without being explicitly programmed for. In this class, students learn AI applications in various fields. Students are able to summarize and communicate about knowledge learned from class. Students learn to improve their learning ability and presentation skills.

Business Decision

The objective of this course is to provide the basic knowledge of building an investment portfolio and managing to control its risk. Students should also learn some basic operations on Excel, and understand the importance investment in international perspective.

Business Strategy

This course develops the ability of students to think strategically, analyze the competitive environment, and recommend firm positioning and value creation. Students will explore the underlying theory and frameworks that provide the foundations of a successful business strategy. Important tools will be introduced including SWOT, Competitor, Environmental, Five Forces, and Capabilities Analyses, as well as Strategy Maps.

Case Study – General Management

This course takes the case-teaching approach used by the Harvard Business School – Program on Case Methods, Participant Centered Learning to offer students a comprehensive set of knowledge and capability of confirming analyzing, and solving issues.

Dissertation Seminar/Consultation

The purpose of this course is to take students from a point at which they have general ideas about their dissertation topic through the development of a solid structure of forming a research strategy and drafting of framing chapters.

Economics and Competitive Analysis

This courses aims to cultivate the way of thinking of competition as well as the merits and demerits of competition in the market economy by careful analysis focusing on some specific industrial/business sectors. Students will be given an overview of competition and industrial competitiveness in the market economy. Having grasped the concept of those basic technical terms and concepts, students will be requested to provide controversial examples/cases/issues related to competition in the current market, to be followed by discussion.

Financial Analysis and Evaluation

Nearly every business decision calls for a clear understanding of the underlying numbers. It is important for manager to understand the philosophy and principles underlying financial statements because it is an excellent way to introduce what financial statements contain, why and how the rules have developed. This course assists students with these decisions by focusing on the key indicators in a business that will drive its future performance. It does so by describing how to extract meaningful information from financial statements

Financial Case Analysis

The objective of this case-oriented class is to provide you with a framework for analyzing a firm's past performance, estimating its future performance, and valuing its equity. The course integrates key concepts from accounting, finance, economics, and business strategy and applies them to financial decision-making.

Financial Crisis Management

This courses introduces the causes and impacts of major financial events in recent history, and the current challenges in international monetary system as well as the risks following by global debts. Most importantly, how will the international financial alterations will impact Taiwan. The economic developments, financial status and the interchangeable impact of monetary of some major countries will be discussed including the ups and downs of US dollars.

Financial Institutions and Markets

This course focus on return and risk and sources of that return and risk in domestic and foreign financial markets and institutions. Students will expand knowledge in the trading of financial securities, how to analyze financial statements as well as loan application to help understanding of the operation of modern financial markets and institutions.

Financial Services Marketing and Planning

Financial Services is a term used to refer to the services provided by the finance market. Financial Services is also the term used to describe organizations that deal with the management of money. Examples are the Banks, investment banks, insurance companies, credit card companies and stock brokerages.

International Finance

The course aims at covering the main topics of international finance and international financial markets. It acquaints students with all the concepts that they must learn to be able to understand and possibly analyze global financial and monetary events at an appropriate level. Students will be given comprehensive introduction including trade flows, capital flows, and foreign exchange in order to investigates key issues in international finance to evalutat financial-integration problems and emerging economics issues.

International Finance and Management

The course is a 'transition' between the international business arena and foreign trade technology courses. In particular it examines the possibilities of international activities, the need for innovative thinking. During the analysis of corporate trading activities it relates to macro-environmental issues and trade technical solutions.

Macroeconomics

Daily news offers reports about economic problems and successes from around the world. In this course, theories and evidence on economic growth and fluctuations, determination of gross domestic product, investment, consumption, employment, and unemployment will be discussed as well as analysis of interest rates, wage rates, exchange rates and inflation. Roles of fiscal and monetary policies and theories and evidence on consumption, investment, and demand and supply of money will be discussed in depth, too.

Management and Leadership

Enrolled students will be introduced to the concept of decision making and leadership for all kinds of business in various scale as well as governmental and public organizations. Cases of a good decision maker and leaders in the business society and history will be discussed as well as those leaders who are considered as "failures" when making critical decisions for their organizations. Through discussion and presentations, students will be train to analyze background situations and reasons behind these successful and unsuccessful leadership.

Merger and Acquisition

This course defines the concepts and reasons when and why a corporate will face major reconstruction, and how will the change can creates or destroys values. It is crucial to recognized the possible challenges and propose solution in different phases during the reforming process. Students will learn to identify commonly used valuation techniques, tactics and defenses in the management process.

Microeconomics

This course introduces microeconomic concepts and analysis, supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and welfare economics. Students will also be introduced to the use of microeconomic applications to address problems in current economic policy throughout the semester.

Mobile Commerce

Mobile commerce, also called m-commerce or mcommerce, includes any monetary transaction completed using a mobile device. It is an advancement of ecommerce, enabling people to buy and sell goods or services from almost anywhere, simply using a mobile phone or tablet device. But mobile commerce is more than just a simple evolution of ecommerce. It has also served as a trigger for new industries and services, or helped existing ones grow, including: Mobile money transfers; Electronic tickets and boarding passes; Digital content purchases and delivery; Mobile banking; Contactless payments and in-app payments; Location-based services;

Mobile marketing, coupons, and loyalty cards. This course teaches students to understand how it affects social culture, and how to apply mobile commerce theory and develop practical ideas for business.

Risk Management

This course is to engage students in active discovery of risk management principles. Students will be prepared to function in a business environment, developing an awareness of the challenges, the tools, and the process of designing and implementing a risk management program.

Research Method

This course will provide an opportunity for students to establish or advance their understanding of research through critical exploration of research language, ethnics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. Students will use these theoretical underpinnings to begin to crucially review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local, and global government.

Seminar of Trading Strategy

The purpose of this course is to equip you with the knowledge required to comprehend the financial statements of a company and understand the various transactions that take place in the stock market so that you can replicate the strategies discovered by the extant academic literature. The course provides a brief introduction to financial statements and various common filings of firms. Learn how to obtain information regarding a company's performance from them and use the information to build trading strategies. Basic asset pricing theories so that you will be able to calculate the expected returns of a stock or a portfolio. Then onto the actual functioning of asset markets, type of players in the market, different types of orders and the efficient ways and opportune time to execute them, trading costs and ways of minimizing them, the concept of liquidity etc.

Seminar on Business Innovation

This course introduces the elements and process of business models, and training students to simplify the illustration of strategy and propose profitable models by using minimum words and numbers. Students will also learn how to apply conceptual models into real business cases and analyze from the perspectives of investors and business.

Sustainability for Corporate Management

This cross-disciplinary graduate course provides a holistic overview of the environmental, social, economic and governance aspects of sustainability management and how to address them strategically to maximize business and product performance to meet changing stakeholder