

Doctor of Business Administration

★ Courses are subject to change.

Course Title	Credit Hours
Seminar on Management Theory	3
Advanced Research Methods	3
Advanced Data Analysis	3
Seminar on Human Resource Management	3
Seminar on Organization	3
Organizational Behavior Research	3
Qualitative Research Methods	3
International Business and Strategic Management	3
Global Competitive Strategy	3
Multivariate Analysis	3
Seminar on Game Theory	3
Seminar on Decision Behavior	3
Financial Economic Theory	3
Seminar on Finance Theory	3
Dissertation	18
Required Credit to Complete	60



Master of Business Administration

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Course Title	Credit Hours
Seminar on Management Theory	3
Advanced Research Methods	3
Advanced Data Analysis	3
Seminar on Human Resource Management	3
Seminar on Organization	3
Organizational Behavior Research	3
Qualitative Research Methods	3
International Business and Strategic Management	3
Global Competitive Strategy	3
Multivariate Analysis	3
Thesis	6
Required Credit to Complete	36



Bachelor of Business Administration

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Course Title	Credit Hours
Chinese Novice I	3
English Conversation	3
Powerful Presentation	3
Economics	3
Accounting	3
Chinese Novice II	3
English reading	3
Principles of Management	3
Advertisement and Promotion	3
Marketing Management	3
English Writing	3
Human Resource Management	3
Financial Management	3
Organization Behavior	3
Services Management	3
Business English	3
Entrepreneurial Management	3
Business Valuation and Analysis	3
Economy and Industrial Analysis	3
Electronic Commerce	3
Creative Planning	3
Customer Services	3



Bachelor of Business Administration

Course Title	Credit Hours
Marketing of Sense of Beauty & Global Brand Strategy	3
Business Policy	3
Selective Readings in Human Resource Management	3
Business Ethics Case Study	3
Communication and Negotiation	3
Organization Theory and Management	3
International Business Management	3
Market Survey	3
Social Media Data and Network Analysis	3
Business Presentation Technique	3
Consumer Behavior	3
The Analysis of Industry Competitiveness	3
Analysis of Financial Statements	3
Internet Marketing	3
Big Data Analytics	3
Case Study Analysis	3
Supply Chain Management	3
International Marketing	3
Required Credit to Complete	120

