

**Master's Curriculum Planning Schedule of School of Administration of Kainan University
for the In-service Class of Business Administration.**

(Applicable to new students enrolled in the 115 academic year)

05/26,2026Revision

Curriculum	First Year		Second Year				
	Semester 1	Semester 2	Semester 1	Semester 2			
Required Courses (18credits)	Thesis I 3 Thesis II 3						
	Business Research Methods 3	Special Topic in Financial Management 3					
	Strategic Marketing Management 3	Strategic Management 3					
Electives (Minimum 18 credits)	Entrepreneur Management 3 Brand Management Symposium 3 E-commerce and Internet Marketing 3 Global Economy and Business 3 Business Intelligence and Big Data Analytics 3 New Economics and Innovative Business Model 3 Innovation Management 3 Business Analysis & Diagnosis 3 Special Topics in Organizational Leadership 3 Special Topics in Consumer Behavior 3 Strategic Human Resource Management 3 Overseas Study 3		Economics Analysis and Management Decisions 3				
			Seminar on Corporate Sustainability Management 3				
			Service Quality Management 3				
			Topic Discussion of Business Management 3				
			Analysis and Decision of Management Accounting 3				
			Project Management and Case Study 3				
			Principles and Practices of Stock Trading 3				
			Multinational Enterprise Management Seminar 3				
			Business Management & Financial Statement Analysis 3				
			Applied Business Analysis of AI Solutions 3				
			Operation Management and Service Sciences 3				
			備註	1. Students are required to complete a minimum of 36 credits for graduation, including 18 credits of required courses and at least 18 credits of elective courses, of which Thesis I and Thesis II account for 6 credits. Up to 6 elective credits may be recognized from courses taken in other master's or in-service master's degree programs at the university, provided that these courses are not electives offered by the college.			
				2.Graduate students who have successfully completed at least one-half of the total graduation credit requirements, after deducting the 6 credits allocated to Thesis I and Thesis II, may register for Thesis I.Upon successful completion of Thesis I, students may register for Thesis II in the subsequent semester. Thesis I and Thesis II shall not be taken simultaneously during the same semester.			
3.The "Academic Ethics" course is a compulsory course of 0 credits. After passing the course, you are qualified to apply for the degree of oral test. (According to the "Implementation Measures for the Academic Research Ethics Education Course of Kainan University")							
4.These course regulations were passed at the Curriculum Committee Meeting on 5/26,2026 and approved for future references by the Academic Affairs Meeting on 5/26 ,2026							