

**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 113 academic year) 05/14,2024 Revision

Curriculum	First Year		Second Year	
	Semester 1	Semester 2	Semester 1	Semester 2
Required Courses (18credits)	Business Research Methods 3	Financial Management 3		
	Strategic Marketing Management	Strategic Management 3		
	Strategic Human Resource Management 3	Operation Management and Service Sciences 3		
Electives (Minimum 18 credits)	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Entrepreneur Management 3</p> <p>Brand Management Symposium 3</p> <p>E-commerce and Internet Marketing 3</p> <p>Global Economy and Business 3</p> <p>Business Intelligence and Big Data Analytics 3</p> <p>New Economics and Innovative Business Model 3</p> <p>Innovation Management 3</p> <p>Business Analysis & Diagnosis 3</p> <p>Economics Analysis and Management Decisions 3</p> <p>Special Topics in Organizational Leadership 3</p> <p>Seminar on Corporate Sustainability Management 3</p> </div> <div style="width: 48%;"> <p>Special Topics in Consumer Behavior 3</p> <p>Principles and Practices of Stock Trading 3</p> <p>Topic Discussion of Business Management 3</p> <p>Analysis and Decision of Management Accounting 3</p> <p>Project Management and Case Study 3</p> <p>Multinational Enterprise Management Seminar 3</p> <p>Business Management & Financial Statement Analysis 3</p> <p>Corporate Social Responsibility 3</p> </div> </div>			
(notes)	<p>1. Graduation requires at least 36 credit hours, of which at least 18 should be from required courses in the department of the student's major, at least 18 from core elective courses.</p> <p>2. Prerequisite Professional Courses: Economics (3 credits) 、Accounting (3 credits) 、Statistics (3 credits) 、Management (3 credits) ,(Students must have taken at least two courses from the list above), if students have not studied the required credits at the previous university degree or did not pass the exam(60 points), need to take the credits from the undergraduate department of our university. And the required credits for this study will not be counted as the graduation credits.</p> <p>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")</p> <p>4. These course regulations were passed at the Curriculum Committee Meeting on 5/14,2024 and approved for future references by the Academic Affairs Meeting on 5/14 ,2024</p>			