

**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 114 academic year) 05/13,2025Revision**

| Curriculum                              | First Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                             | Second Year |            |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------|------------|
|                                         | Semester 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Semester 2                                  | Semester 1  | Semester 2 |
| <b>Required Courses<br/>(18credits)</b> | Business Research Methods 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Special Topic in Financial Management 3     |             |            |
|                                         | Strategic Marketing Management 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Strategic Management 3                      |             |            |
|                                         | Strategic Human Resource Management 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Operation Management and Service Sciences 3 |             |            |
| <b>Electives (Minimum 18 credits)</b>   | <div> <div> Economics Analysis and Management Decisions 3<br/> Seminar on Corporate Sustainability Management 3<br/> Service Quality Management<br/> Topic Discussion of Business Management 3<br/> Analysis and Decision of Management Accounting<br/> 3<br/> Project Management and Case Study 3<br/> Principles and Practices of Stock Trading 3<br/> Multinational Enterprise Management Seminar 3<br/> Business Management &amp; Financial Statement<br/> Analysis 3<br/> Applied Business Analysis of AI Solutions 3 </div> <div> Entrepreneur Management 3<br/> Brand Management Symposium 3<br/> E-commerce and Internet Marketing 3<br/> Global Economy and Business 3<br/> Business Intelligence and Big Data Analytics 3<br/> New Economics and Innovative Business Model 3<br/> Innovation Management 3<br/> Business Analysis &amp; Diagnosis 3<br/> Special Topics in Organizational Leadership 3<br/> Special Topics in Consumer Behavior 3 </div> </div> |                                             |             |            |
| <b>備註</b>                               | <p>1. To fulfill graduation requirements, students must complete a total of 36 credits, comprising 18 credits of core required courses and 18 credits of elective courses offered by the college. Among the elective courses, up to 6 credits may be accepted from other graduate programs or executive master's programs within the university.</p> <p>2. 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>3. These course regulations were passed at the Curriculum Committee Meeting on 5/13,2025 and approved for future references by the Academic Affairs Meeting on 5/13 ,2025</p>                                                                                                                                                  |                                             |             |            |