

**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 111 academic year) 10/05,2022 Revision**

| Curriculum   | First Year                                     |   | Second Year |            |  |
|--|--|---|-------------|------------|--|
|  | Semester 1                                     | Semester 2  | Semester 1  | Semester 2 |  |
| <b>Required Courses</b><br>(18credits)   | Business Research Methods 3                    | Strategic Marketing Management 3  |             |            |  |
|  | Symposium of High-level Management 3           | Operation Management and Service Sciences 3   |             |            |  |
|  | Strategic Human Resource Management 3          | Financial Management 3  |             |            |  |
| <b>Electives (Minimum 18 credits)</b>  | Entrepreneur Management 3                      | Artificial Intelligence and Internet of Things 3  |             |            |  |
|  | Brand Management Symposium 3                   | Practice Analysis on Value Investing 3  |             |            |  |
|  | E-commerce and Internet Marketing 3            | Topic Discussion of Business Management 3   |             |            |  |
|  | Global Economy and Business 3                  | Management Seminar on Customer Relationship3  |             |            |  |
|  | Business Intelligence and Big Data Analytics 3 | Analysis and Decision of Management Accounting 3  |             |            |  |
|  | Seminar on Mergers and Acquisitions 3          | Project Management and Case Study 3   |             |            |  |
|  | New Economics and Innovative Business Model 3  | Innovation Management 3   |             |            |  |
|  | Investment Banking and Venture Capital 3       | Risk Management 3   |             |            |  |
|  | Topics on Marketing Management 3               | Corporate Social Responsibility 3   |             |            |  |
|  | Strategic Management 3                         | Discussion and Writing of Thesis 3  |             |            |  |
|  | Corporate Governance 3                         | Multinational Enterprise Management Seminar 3   |             |            |  |
|  | Business Analysis & Diagnosis 3                | Business Management & Financial Statement Analysis 3  |             |            |  |
|  | Crisis Management and Negotiation Skills 3     |   |             |            |  |
|  | Economics Analysis and Management Decisions 3  |   |             |            |  |
|  | <b>(notes)</b>                                 | 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.  |             |            |  |
|  |  | 2.PrerequisitePprofessional 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. |             |            |  |
| 3.Before the oral test of graduation thesis, students have to submit at least one professional paper to a domestic or foreign academic conference or journal. If it cannot be published immediately, the student who like to graduate on time need to apply for a delayed supplementary by the certificate of signature of student's instructor professor. |  |   |             |            |  |
| 4.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")  |  |   |             |            |  |
| 5.These course regulations were passed at the Curriculum Committee Meeting on 5/17 , 2022 and approved for future references by the Academic Affairs Meeting on 5/17 ,2022   |  |   |             |            |  |
| 6.These course regulations were passed at the Academy Course Meeting on 10/05,2022   |  |   |             |            |  |