

**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 110 academic year) 05/18,2021 Revision**

Curriculum	First Year		Second Year	
	Semester 1	Semester 2	Semester 1	Semester 2
<b>Required Courses (18credits)</b>	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		Crisis Management and Negotiation Skills 3	
	Brand Management 3		Economics Analysis and Management	
	Consumer Behavior 3		Decisions 3	
	E-commerce and Internet Marketing 3		Artificial Intelligence and Internet of Things 3	
	Global Economy and Business 3		Analysis and Decision of Management	
	Business Intelligence and Big Data Analytics 3		Accounting 3	
	Seminar on Mergers and Acquisitions 3		Project Management and Case Study 3	
	New Economics and Innovative Business Model 3		Innovation Management 3	
	Strategic Management 3		Corporate Social Responsibility 3	
	Corporate Governance 3		Risk Management 3	
	Customer Relationship Management 3		Multinational Enterprise Management Seminar 3	
	Financial Accounting Practice 3		Business Management and Law Seminar 3	
	Business Analysis & Diagnosis 3		Business Management & Financial Statement Analysis 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. 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.				
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 5/18 , 2021 and approved for future references by the Academic Affairs Meeting on 5/18 ,2021				