

大學部一年級 Freshman

Introduction to Business

This course introduces the theories and practical knowledge that are related to business management. Students will have in-depth understanding of business management via lectures, discussion, and case study. In case study sessions, students will be required to combine the theories and their practical decisions.

Economics (II)

This is an introductory course for macroeconomics. The objectives of this course are to provide each student with an understanding of concepts, principles and models of macroeconomic theory and to cultivate ability in applying the theory to the real world. The course includes topics of measurement of national income, models of national income determination, fiscal and monetary policies, and other macroeconomic topics such as inflation and unemployment.

Community Services

This course examines some social issues confronting Taiwan and the world today. It begins by exploring the human social problems. Further, the course will examine and discuss relevant social policies or programs and highlights how individuals have made a difference in their Community.

Introduction to Management

This course is organized around the four traditional functions of management-planning, organizing, leading, and controlling. It will help students to understand current issues such as organizational environment, social responsibility and managerial ethics, decision making and strategic management, Organizational Structure and Design, Leadership, Motivating and Communication, Controlling and Managing Operations affecting managers.

大學部二年級 Sophomore

Marketing Management

This course introduces theoretical and practical knowledge concerning Marketing Management. Students will understand marketing knowledge in-depth via discussions. Students will further learn how to apply their knowledge to practices.

Matrix Algebra

Matrix Algebra has been applied to many fields to solve the problems for long time, such as engineering, statistics, economics, finance and sociology. Especially, combining with computer software, Matrix Algebra is easy to analyze the problems with more than three dimensions. In this course, the students should learn topics like linear transformation, eigenvalues and their applications.

Intermediate Accounting

In this class, we will cover subjects such as financial accounting and accounting standards, reporting and analyzing revenues, acquisition and disposal of property, plant and equipment, finally intellectual capital.

Organization Behavior

The course explores how managers are able to manage today's workforce more effectively in a dynamic, yet unpredictable environment. Though modern managers were technically competent-they could read financial statements, do market analysis, develop cash flow projections- many of them lacked interpersonal skills, or the ability to work effectively with others. This course purpose is to help graduate students enhance their interpersonal skills in the workplace. Two primary approaches will be used to achieve the lofty goals of improving interpersonal skills. First, basic concepts and theories will be introduced to enhance understanding of OB key topics. Second, skill-building suggestion, exercises and cases will be conducted to improve interpersonal skills related to the topic.

Civil Laws

This lecture introduces the general principles, doctrines in Civil Code and the other related law. We will discuss in detail the cases we may meet with in our ordinary life, like cases about contract, tort, marriage, divorce, the matrimonial property system and the capacity of legacy.

Insurance

The purposes of this course are to provide an introduction to the basic concepts of risk management and insurance, the integrated framework of risk management and insurance by applications to practical cases the operations and challenges that managers may encounter in insurance companies.

Statistics (2)

This course focuses on the methods of applied statistics. Topics include regression analysis, ANOVA, categorical analysis, nonparametric analysis, et al. Students of this course will learn not only the statistical methods but also the statistical tools.

Production Management

Operations managers, ranging from first-level supervisors to senior vice presidents, are concerned with the product of goods and services. More specifically, they are responsible for designing, running, controlling, and improving the systems that accomplish this production. This course provides and introduces to the issues and decisions involved in managing manufacturing and service operations. The main objective is to provide students with a conceptual framework and a set of analytical tools which are useful in evaluating productive processes and for analyzing the problems and decisions that arise in managing operations.

Commercial Law

This program called “Commercial Law” including four major subjects: Corporation Law, Bill Law and Insurance Law, Maritime Commercial Law.

Management Science

Management Science is all about decision-making in Excel spreadsheet. This course will address how to build mathematical models based on the data, and then solve them in Excel spreadsheet to find the optimal solutions for managerial decisions. Topics in this course include optimization (linear, integer, and nonlinear programming), decision tree, Monte Carlo simulation, and forecasting.

Money, Banking and Financial Markets

This course attempts to provide students with a solid grasp of the fundamental topics on money, banking and financial markets. The goal is to teach students economic explanation for why the financial system is organized as it is and to show them how the financial system and the economy are interconnected. Students are expected to learn the ability to use financial data and to think critically about interpretations of

current events, even to predict future events.

Financial Management

This course is intended to be the introductory course and the foundation for future course in Finance. Among other topics, the student will learn the time value of money, how to value stocks and bonds, how to analyze and forecast financial statements, and how to decide which capital investments to make. Time permitting; the student will also learn theories of how firms set dividend policies, capital structure, cost of capital, and working capital policies. This course will help a student in both professional and personal financial situations.

大學部三年級 **Junior**

Human Resource Management

This course will help students understand what practice and tools are available for managing employees, how to use them, and when to use them for different situations. Three primary HR activities will be introduced: Work design and workforce planning, to ensure that employees are in a position to add value to the company; Management of employee competencies, to identify, acquire, build, and retain the critical competencies employees need to effectively perform their jobs; Management of employee attitudes and behaviors, to guide and motivate employees to use their abilities to contribute to company goals.

Industrial Analysis

One of the main goals of the class is to equip students with the analytical frameworks and analytical ability of industry structure, industrial strategy and performance. The content of the course includes the introduction of the concept and tools of industry analysis, SCP model, value chain analytic framework, environmental scanning, and so forth. The student needs to complete a final paper regarding one specific industry or related issues. Discussion and attendance of the student in the class are strongly required.

Consumer Behavior

This course provides an overview of the wheel of consumer analysis and explains how each element influences the other elements in a dynamic, reciprocal manner. Then, a current view of consumers' internal psychological processes is provided, as well as their relevance for marketing strategy development. Furthermore, this course discusses marketing strategies by which marketing stimuli (such as products, advertisements, stores, and price information) are created and placed in consumer environments in order to influence consumer affect, cognition, and behaviors. In brief, this course contains a variety of consumer behavior topics to enhance student learning and facilitate the application of consumer behavior concepts to marketing practice.

Business Communication

Effective communication and presentation build consensus, bonds and relationships among people. On the other hand, one runs the risk of creating misunderstandings, conflict, and confrontation with others if lack of effective communication skills. This course is designed to equip students with necessary skills so that they will be

able to communicate effectively under various situations. The course will be conducted in English. Verbal, non-verbal, interpersonal, small group, large audience, and public speech are various settings to be examined. Students will learn how to communicate in a clear, courteous, concise and professional manner through lectures, assignments, in class discussions, and simulations.

Investment Planning and Analysis

This course is going to concern with the characteristics and analysis of individual securities, as well as the theory and practice of optimally combining securities into portfolios. Students are required to practice the simulation game of portfolio management.

Applied Statistics

This course is applications oriented, where we use the problem scenario approach to tackle and introduce concepts and methods. The instructor will describe a problem in conjunction with the quantities technique being introduced. The development of the quantities technique or model includes applying it to the problem to generate a solution or recommendation. This approach helps to motivate the student by demonstrating not only how the procedure works, but also how it can contribute to the decision-making process.

Cost Accounting

In this semester, we will focus on the following topics: understanding cost terms, concepts, and classifications, job-order costing, process costing, cost behavior, cost-volume-profit relationships, variable costing, activity-based costing, profit planning, standard cost and balanced scorecard, flexible budgets, segment reporting, relevant costs for decision making, capital budgeting decisions, and statement of cash flows. Collectively, this analysis should provide a broad basis for understanding the comprehensive role of management accounting.

Supply Chain Management

Fierce competition in today's global markets has forced manufacturing enterprises to invest heavily in logistics systems. In such systems, items are produced at one or more factories, shipped to warehouses for intermediate storage, and then shipped to retailers. Consequently, to reduce cost and improve service levels, logistics strategies must account for the interactions of the various levels in the supply chain. In this course we will review state of the art planning models and practical tools for inventory control, distribution management and multi-plant coordination. The

emphasis is on exploring robust tools and off the shelf software packages that have been proven effective in many industries. In particular we address issues such as: optimal design of the logistics network, adequate safety stock levels and the risk pooling concept, integrating Decision Support Systems (DSS) in the management of the supply chain, cost effective distribution strategies, strategic alliances and outsourcing.

Internet Marketing

This course is designed for present and future practitioners who need a solid foundation in all aspects of conducting business in the New Economy. The focuses are on what a manager needs to know about Internet infrastructure, strategy formulation and implementation, technology concepts, public policy issues, and capital infrastructure in order to make effective business decisions. The course presents a framework for the study and practice of e-Commerce with business strategy at the core surrounded by four infrastructures; the technology infrastructure that underlies the Internet, the media infrastructure that provides the content for businesses, public policy regulations that provide both opportunities and constraints, and the capital infrastructure that provides the money and capital to run the businesses. Within this framework, the authors provide a deep exploration of core concepts of New Economy strategy and associated enablers enriched by a wide variety of examples, case studies, and explanations culled directly from practice.

Seminar on Business Administration

This course brings managers from Formosa Plastics Group and other industry to share their insights with junior students, and this is also the prerequisite for students' summer internship, a required course credited with 3 units. It is worthy of mentioning that most managers are our EMBA students or graduates, and they are enthusiastic and more than happy to provide their personal advice and assistance to our undergraduate students.

Macroeconomics

The major goal of the class is going to equip the students the analytical ability in Macroeconomics field. The class covers issues such as economic growth, unemployment, inflation, the international trade, IS-LM model, Business cycle, monetary policy and fiscal policy.

Communication and Presentation Skills

Effective communication and presentation build consensus, bonds and relationships

among people. On the other hand, one runs the risk of creating misunderstandings, conflict, and confrontation with others if lack of effective communication skills. This course is designed to equip students with necessary skills so that they will be able to communicate effectively under various situations. The course will be conducted in English. Verbal, non-verbal, interpersonal, small group, large audience, and public speech are various settings to be examined. Students will learn how to communicate in a clear, courteous, concise and professional manner through lectures, assignments, in class discussions, and simulations.

Engineering Economy

A high degree of competence in making quantitative evaluation of engineering proposals in terms of worth and cost should be achieved. Topics include equivalence, financing, financial statements and analysis, project evaluation, inclusion of qualitative aspects, utility and attitude towards risk, and stochastic analysis. Relevant finance, accounting and statistic concepts are covered. Spreadsheet software will be used.

大學部四年級 Senior

International Financial Management

This course focuses on international financial management. Topics include the management of foreign exchange exposure, overseas investment decisions, and multinational capital budgeting. Other topics covered include trends in international banking, the balance of payments, the determination of exchange rates, and the Asian currency meltdown.

Strategic Management

Meaningful Participation: Active Listening: Is the participant a good listener?
Relevant Discussion: Are the points made relevant to the discussion? Are they linked to the comments of others and to the themes that the class is exploring together?
Value-adding Inquiry: Do the comments add to our understanding of the situation? Do they cut to the core of the problem? Is there a willingness to test new ideas?
Constructive Questioning: Is there a willingness to challenge the ideas that being expressed in a constructive manner? Integrative Conversation: Does the participant show efforts of integrating cases, readings, or theoretical arguments learned from past classes? Cases & Write-ups; Academic Literature; Magnus Game.

Production Planning Control

Operations managers, ranging from first-level supervisors to senior vice presidents, are concerned with the product of goods and services. More specifically, they are responsible for designing, running, controlling, and improving the systems that accomplish this production. This course provides and introduces to the issues and decisions involved in managing manufacturing and service operations.

The course designs to provide students to re-apply their knowledge to intern job and learn from real case

Advertising

This course is to discuss the theory and practice of advertising, and to introduce the functions and applications and of advertising in marketing. It also aims to stimulate students' interests thinking of advertising related companies as their careers. This course is also to promote the good judgment in receiving the messages from advertising.

International Business Management

International Business has grown rapidly in the past decade that many experts believe

we are living in the era of globalization. There is little doubt that international trade and international direct investment are becoming increasingly important in the world's economy. This course covers 4 parts: the world's marketplaces, the international environment, managing international business and the world's marketplaces

Decision-making Management

The procedures of decision analysis can be applied to a wide range of human choices, from the professional to the managerial to the political. The learning objective of this course is making preference decisions (e.g., evaluation, prioritization, selection) over the available alternatives that are characterized by multiple, usually conflicting, attributes. The methodology of decision analysis is rigorous but normative, aimed at improving decision quality. Decision analysis methods have been categorized into normative or descriptive models depending on the way they are used.