

**MBA Curriculum for International Students**  
**Department of International Business**  
**Asia University**

Approved at the University's Curriculum Committee meeting on 4/29/2011

Category	Course Name	Year	Semester	Credit Hours
Required by the College of Management	Master's Thesis 碩士論文	2 <sup>nd</sup>	1 <sup>st</sup>	3
	Master's Thesis 碩士論文	2 <sup>nd</sup>	2 <sup>nd</sup>	3
Required Business Curriculum (offered by the College of Management)	Theory of Organization Management 組織理論管理	1 <sup>st</sup>	1 <sup>st</sup>	3
	Marketing Management 行銷管理	1 <sup>st</sup>	1 <sup>st</sup>	3
	Business Research Methods 研究方法	1 <sup>st</sup>	2 <sup>nd</sup>	3
	Financial Management 財務管理	1 <sup>st</sup>	2 <sup>nd</sup>	3
Core International Courses: (6 credit hours)	International Business Environment 國際企業	1 <sup>st</sup>	1 <sup>st</sup>	3
	International Trade 國際貿易	1 <sup>st</sup>	2 <sup>nd</sup>	3
Electives (with approval from the department, choose 12 credit hours from the list )	Managerial Economics 管理經濟	1 <sup>st</sup>	2 <sup>nd</sup>	3
	Multivariate Analysis 多變量分析	2 <sup>nd</sup>	1 <sup>st</sup>	3
	Qualitative Analysis 質性分析	2 <sup>nd</sup>	1 <sup>st</sup>	3
	International Marketing 國際行銷管理	2 <sup>nd</sup>	1 <sup>st</sup>	3
	Service Industry Management 服務業管理	2 <sup>nd</sup>	1 <sup>st</sup>	3
	Small and Medium Enterprises in Taiwan 台灣中小企業	2 <sup>nd</sup>	1 <sup>st</sup>	3
	Topics in China Market 大陸市場專題	2 <sup>nd</sup>	2 <sup>nd</sup>	3
	Topics in Southeast Asian Markets 東南亞市場專題	2 <sup>nd</sup>	2 <sup>nd</sup>	3
	Topics in European Markets 歐洲市場專題	2 <sup>nd</sup>	2 <sup>nd</sup>	3
	Global Competitive Strategy 全球競爭策略	2 <sup>nd</sup>	2 <sup>nd</sup>	3
	International Strategic Management 國際策略管理	2 <sup>nd</sup>	2 <sup>nd</sup>	3

REQUIREMENTS: (36 credit hours, including 6 credit hours of Master Thesis)