

The MBA Program Regulations
Institute of Business and Management
National Chiao Tung University

Approved by the Institute on November 7, 2002
Revised by the Institute on March 13, 2006
Revised by the Institute on March 11, 2008
Revised by the Institute on April 15, 2010
Revised by the Institute on March 30, 2011
Revised by the Institute on March 29, 2012
Revised by the Institute on March 22, 2016

1. These regulations apply to all full time and part time students in this MBA program in the Institute of Business and Management, National Chiao Tung University (NCTU).
2. The period of the full time MBA ranges from one to four years. The period for the part time MBA studies ranges from one to five years.
3. The students in other master programs at NCTU can apply to transfer into the MBA program of this Institute under the permissions of both programs. Two recommendation letters from faculty members must be presented to apply for transfer. The approved applicant transfers into this MBA program in the next semester following the approval. The period in other master programs will be not be added into the period in this MBA program.
4. The prerequisites of the MBA program include ‘Economics’, ‘Accounting’, and ‘Statistics’.
5. Every student must find an advisor within the first year of studies and hand in the application form. One of the advisers must be in this Institute, Department of Management Science, or Institute of Finance at NCTU; otherwise, the application needs to be approved by the director. In case that there is no thesis advisor after the due date, the institute’s meeting will decide a thesis advisor for the student. The number of the newly enrolled students supervised by the same advisor cannot exceed the total enrolled number divided by the number of full-time faculty members plus extra three quotas. Each of the part-time professors from other universities can supervise or co-supervise at most three newly enrolled students each year. If the adviser needs to be changed due to some reasons, this change must be mutually agreed by the previous and new advisers and reported to the institute.
6. The required courses include ‘Financial Management’, ‘Production and Operations Management’, ‘Marketing Management’, and ‘Human Resource Management’, and any one of ‘Information Management’ and ‘Research and Development Management’. These courses must be taken within NCTU, unless any of them is not provided in NCTU in a semester.
7. Students are required to complete two semesters of the ‘Seminar on Business and Management’ course, two semesters of the ‘Lectures on Business’ course, and two semesters of the ‘Individual Study’ course.
8. The courses available include those offered by the Institute as well as those offered by the IMBA program of the College of Management. Students who have completed prerequisites or required courses prior to enrolment may apply for waiver.

9. Every student is required to submit his/her master research proposal, reviewed by his/her advisor. He/she must have completed at least 18 credits (not including prerequisites or seminars) before submitting his/her proposal, with an exception of 9 credits if he/she attends an abroad exchange student program.
10. Every student is required to submit the research progress report after he/she has passed the research proposal review. This report will be reviewed by the student's advisor.
11. Every student is required to submit her/his thesis draft after she/he has passed the research progress report review. Preliminary evaluation of the thesis is conducted by the student's advisor plus two professors with related expertise.
12. Before a student can apply for the thesis defense examination, she/he must have completed the required coursework and passed the preliminary evaluation of the thesis.
13. The thesis defense examination is conducted in an open manner. The examination committee is composed of three to five professors/experts, at least one third of which must be from outside NCTU.
14. Every student who has earned 42 credits (not including prerequisites or seminars) and passed the thesis defense examination will be awarded an MBA degree. In the 42 credits, those earned from outside NCTU cannot exceed six.

Course Listing for the MBA Program

March 22, 2016

1. Prerequisites: Economics, Accounting, Statistics

2. Seminars: Seminar on Business and Management, Lectures on Business, Individual Study

3. Functional-Area Courses:

Area	Fundamental Course	Concentration Course #
Strategic Management	Strategic Management	Analysis of Management Cases, Benchmarking Projects in Management, Business and Management Research Seminar, Business Negotiation, Change Management, Communications, Corporate Social Responsibility, Development of Start-up Venture, Economic Analysis of Law, Financial and Economic Laws, Game Theory, Global Technology Strategy *, Global Markets, National Politics and Industrial Competitive Strategies, Industrial Economics, Information & Telecommunication Law *, Innovation Management, Intellectual Property Law and Management, International Business, International Business Negotiation, Knowledge Management, Neo-Confucian Business and Management, Network Strategies: Method and Application, R&D Management, Science & Technology Industry Analysis, Seminar in Strategic Management, Seminar on Strategic Management, Special Topics in Business Administration, Strategy and Technology, Technology Management
Organizational Behavior & Human Resource Management	Human Resource Management*, Organizational Behavior, Organization Theory	Analysis of Management Cases, Business Ethics, Career Development, Cognitive and Behavioral Neurosciences, Communications, Compensation Management, Employee Training and Development, Habitual Domains and Decision Making, Industrial Relations, Japanese Business and Management, Leadership, Organizational Change, Organization Design, Organizational Theory, Personnel Recruitment and Selection, Special Topics on HRM, Service Quality, Special Topics on Organizational Behavior

Area	Fundamental Course	Concentration Course #
Marketing	Marketing Management	Advertising, Advertising Research, Advanced Marketing Research, Branding Competition, Brand Experience Management, Branding Strategy, Business English Communication, Consumer Behavior, Consumer Behavior Theories & Practices, Consumer Decision Science, Corporate Public Relations, Customer Relationship Management, Digital Marketing, Global Marketing *, Integrated Marketing Communication *, International Business, International Marketing *, Internet Marketing *, Leisure Industry Marketing, Logistics Management, Marketing Channel Management, Marketing Engineering, Marketing Research, Marketing Research in Mainland and Taiwan, Marketing Research Seminar, Marketing Strategy, Marketing Theory, Pricing Theory, Services Management, Services Marketing, SOC Marketing Management, Strategic Advertising, Survey Methods
Finance	Financial Management	Analysis of Financial Derivatives, Advanced Financial Management, Advanced Microeconomics, Banking Management, Capital Project Evaluation, China Economy Studies, Decision Analysis for Capital Investment, Economics: one way we see the world, Entrepreneurship & Venture Capital *, Financial Management and Modeling, Financial Econometrics *, Financial Engineering, Financial Innovation and Risk Management, Financial Markets, Financial Management and Case Study, Financial Statement Analysis, Financial Theory, Financial Time Series Analysis, Futures and Options, Green Economy and Sustainable Development, Investment, Investment Banking, Managerial Economics, Modern Economic Thought, Portfolio Theory *, Special Topics Financial Management, The Practice of Financial Institution, The Regulation and Practices of Securities Markets, Topics in Financial Economics, Venture Capital Investment

Area	Fundamental Course	Concentration Course #
Information Management or R&D Management	Information Management	Business Data Communications *, Business Analytics, Business Intelligence, Business Intelligence Cases, Decision Support System, Electronic Commerce, Expert System, MIS Research Seminar, Internet Marketing
Decision Sciences (Methodology)	Business Statistics, Econometrics, Multivariate Analysis, Operations Research, Quantitative Methods, Research Methods, Statistical Methods and Data Analysis	Balanced Scorecard and Management Practice, Business Strategies and Performance Management, Case Study Methods in Management Research, Consumer Decision Science, Decision Sciences, Environmental Economics and Management, Game Theory, Hierarchical Linear Models, Managerial Decision-Making Analysis, Managerial Statistics, Operations Management, Performance Assessment, Performance Evaluation, Principles of Decision-Making, Project Management, Quantitative Business Models *, Review of Decision Methods *, Science and Technology Policy and Economic Analysis, Services Management, Special Topics in Multivariate Analysis, Special Topics in Statistical Software, Special Topics on System, Structural Equation Modeling, Total Quality Management

Concentration courses are offered based on availability. Most of them are offered once a year.

* offered by the IMBA program, College of Management, National Chiao Tung University

■ PhD Professional Courses