

International Master Program of Business Administration  
2021/2022 Curriculum

Effective from August 1, 2021

Course Category		First Year		Second Year	
		Fall	Spring	Fall	Spring
Compulsory Course	14 credits	Research Method (3)	Topics in Global Business Management (3)	Thesis (6)	
			Managing in Emerging Markets (2)		
Core Elective Course	15 credits	Topics in International marketing management (3)	International Financial Management (3)	Strategic Management (3)	International Human Resources Management (3)
		Supply Chain Management (3)	Service Operations Management (3)		
		Electronic Commerce Theory and Management (3)	International Economic and Trade Negotiation (3)		
General Elective Course	15 credits	Marketing Research and Data Analysis (3)	Technical Writing (3)	International Intellectual Property Rights (3)	Customer Relationship Management (3)
		Multivariate Analyses (3)	International Risk and Insurance (3)	Innovation Management (3)	Strategic Marketing (3)
		International Social Business Management (3)			Cross-Cultural Communication (3)
	Sub total	21 hours	20 hours	9 hours	12 hours