

# Nanhua University

## Department of Business Administration EMBA Program

A total of 33 credit hours are needed to graduate (not including thesis). Of all the 33 hours, 12 credit hours are required courses and the remaining 21 credits are electives.

### 一、 Required Courses:

Freshman	Business Research Method	Market Analysis
Sophomore	Seminar on Business Decision	Seminar on Business Operation

### 二、 Electives Courses

Marketing Strategy Planning	Management Theory
Brand Management	Strategy Management
Consumer Behavior	Service Management
Customer Relationship Management	Performance Management
Marketing Research	Industrial & Economic Analysis
Market Intelligence Forecasting & Analysis	Business Analysis & Diagnosis
Contemporary Marketing Theory	Crisis Management
Service Marketing	Production Systems
Knowledge Management	Introduction to Management Sciences
Organization Theory & Management	Quality Systems
Organization Behavior	Operations Management
Organization Development	Quantitative Approach
Labor Relations	System Dynamics
Motivation & Leadership	Distribution Management
Human Resource Development	Enterprise Resource Planning
Management Psychology	Supply Chain Management
Innovation Management	Financial Statement Analysis
Technology Management	Risk Management
Data Analysis and Decision Making	Financial Derivatives
Seminar on Information Management	Investment & Financial Management
Decision Support Systems	Seminar on Financial Management
Management Information System	
Project Management	