

Nanhua University

Department of Business Administration MBA Program

A total of 34 credit hours are needed to graduate (not including thesis). Of all the 34 hours, 24 credit hours are required courses.

一、 Required Courses:

Freshman	Business Research Method Quantitative Approach	Market Analysis Statistical Analysis
Sophomore	Seminar on Business Decision	Seminar on Business Operation

二、 Electives Courses:

Marketing Strategy Planning	Service Management
Sampling Research	Strategy Management
Service Marketing	Performance Management
Market Intelligence Forecasting & Analysis	Industrial & Economic Analysis
Marketing Research	Multivariate Analysis
Internet Marketing	Crisis Management
Strategy Marketing	Business Analysis & Diagnosis
Knowledge Management	Enterprise Resource Planning
Organization Theory & Management	Production Systems
Systems Thinking	Operations Management
Motivation & Leadership	System Dynamics
Labor Relations	Distribution Management
Organization Development	Quality Systems
Human Resource Development	Supply Chain Management
Innovation Management	Financial Statement Analysis
Technology Management	Risk Management
Customer Relationship Management	Financial Engineering
Seminar on Information Management	Financial Derivatives
Management Information System	Investment
Seminar on Financial Management	Data Mining
Decision Support Systems	Project Management