

Curriculum

| Classification | Subject No. | Subject Name | Lecture:Lab.: Credit (Homework) | Semester | Remark |
|---------------------------|-------------|---|---------------------------------|--------------|-------------------------|
| Mandatory General Courses | CC511 | Probability and Statistics | 2:3:3(6) | Spring, Fall | *PMB503 |
| | CC020 | Ethics and Safety I | 1AU | | On-line |
| Mandatory Major Courses | PMB510 | Leadership and Organization Management | 3:0:3(4) | Spring, Fall | |
| | PMB511 | Strategic Management | 3:1:3(5) | Spring, Fall | |
| | PMB514 | Principles of Economics | 3:0:3(3) | Spring, Fall | |
| | PMB520 | Marketing | 3:0:3(3) | Spring, Fall | |
| | PMB560 | Financial Accounting | 3:0:3(6) | Spring, Fall | |
| | PMB561 | Corporate Financial Policy | 3:0:3(5) | Spring, Fall | |
| Electives | PMB503 | Statistical Decision-making | 2:3:3(6) | Spring | Mandatory |
| | PMB516 | International Business | 3:0:3(3) | Spring, Fall | Strategy & Organization |
| | PMB517 | Negotiation and Conflict Resolution | 1.5:0:1.5(2) | Spring, Fall | Strategy & Organization |
| | PMB521 | Marketing Research | 3:1:3(3) | Spring, Fall | Marketing |
| | PMB522 | High-Tech Marketing | 1.5:0:1.5(2) | Spring, Fall | Marketing |
| | PMB524 | Business-to-Business Marketing | 1.5:0:1.5(2) | Spring, Fall | Marketing |
| | PMB525 | Service Marketing | 1.5:0:1.5(2) | Spring, Fall | Marketing |
| | PMB526 | Strategic Brand Management | 1.5:0:1.5(2) | Spring, Fall | Marketing |
| | PMB529 | New Business Development | 1.5:0:1.5(2) | Spring, Fall | Strategy & Organization |
| | PMB530 | Supply Chain Management | 1.5:1:1.5(2) | Spring, Fall | |
| | PMB532 | Strategic Management of Technology and Innovation | 3:0:3(4) | Spring, Fall | Strategy & Organization |
| | PMB534 | Entrepreneurship and The Entrepreneurial Manager | 1.5:0:1.5(2) | Spring, Fall | Strategy & Organization |
| | PMB535 | Firm Valuation | 3:0:3(3) | Spring, Fall | Strategy & Organization |
| | PMB542 | Management Information System | 1.5:1:1.5(2) | Spring, Fall | |

** means substitution

| Classification | Subject No. | Subject Name | Lecture:Lab.: Credit (Homework) | Semester | Remark |
|----------------|-------------|--|---------------------------------|----------------|-------------------------|
| Electives | PMB562 | Case Studies in Finance | 1.5:0:1.5(2) | Spring, Fall | Finance |
| | PMB563 | Investment Analysis | 3:1:3(5) | Spring, Fall | Finance |
| | PMB569 | Futures and Options | 3:0:3(5) | Spring, Fall | Finance |
| | PMB572 | Financial Statement Analysis | 3:0:3(5) | Spring, Fall | Finance |
| | PMB590 | Cross Cultural Management | 1.5:0:1.5(2) | Summer, Winter | |
| | PMB593 | Business Communication | 1.5:0:1.5(1) | Summer, Winter | |
| | PMB594 | Global Immersion Practice | 1.5:0:1.5(1) | Summer, Winter | |
| | PMB595 | Analysis of Chinese Political Economy | 3:0:3(3) | Spring, Fall | Strategy & Organization |
| | PMB604 | Human Resource Management Systems and Strategy | 3:0:3(3) | Spring, Fall | Strategy & Organization |
| | PMB618 | Organization Design and Innovation | 1.5:0:1.5(2) | Spring, Fall | Strategy & Organization |
| | PMB623 | Integrated Marketing Communications | 1.5:0:1.5(2) | Spring, Fall | Marketing |
| | PMB624 | Business-to-Business Marketing | 3:0:3(3) | Spring, Fall | Marketing |
| | PMB626 | Strategic Brand Management | 3:0:3(3) | Spring, Fall | Marketing |
| | PMB641 | Strategic Customer Relationship | 1.5:0:1.5(2) | Spring, Fall | Marketing |
| | PMB644 | Advanced Accounting | 3:0:3(3) | Spring, Fall | Finance |
| | PMB661 | Mergers and Acquisitions | 3:0:3(3) | Spring, Fall | Finance |
| | PMB664 | Fixed Income Securities | 3:0:3(5) | Spring, Fall | Finance |
| | PMB672 | Financial Market Risk management | 1.5:0:1.5(2) | Spring, Fall | Finance |
| | PMB678 | Management Accounting | 3:0:3(5) | Spring, Fall | Finance |
| Research | PMB997 | Capstone Project Study | 0:9:3 | Summer, Winter | |

College of Business English and Chinese Course

| Classification | Subject No. | Subject Name | Lecture:Lab.: Credit (Homework) | Semester | Remark |
|----------------|-------------|--|---------------------------------------|---------------------------|--------|
| Research | BUS910 | Basic Fluency I | 3:1:0(1) | Spring, Fall | |
| | BUS911 | Basic Fluency II | 3:1:0(1) | Spring, Fall | |
| | BUS912 | Newspapers-Reading and Discussion | 3:1:0(1) | Spring, summer, Fall | |
| | BUS913 | Case Studies in English | 3:1:0(2) | Spring, Summer, Fall | |
| | BUS914 | American Popular Culture English | 3:1:0(1) | Spring, Fall | |
| | BUS915 | Business English - blended | 3:1:0(1) | Spring, Summer, Fall | |
| | BUS916 | Real Life English | 3:1:0(1) | Spring, Fall | |
| | BUS917 | Job Search English Skills | 3:1:0(2) | Summer | |
| | BUS918 | Business English Writing - Blended | 3:1:0(1) | Spring, Summer, Fall | |
| | BUS919 | Academic English Writing II | 3:1:0(5) | Spring, Fall | |
| | BUS920 | Listening Skills I | 3:1:0(1) | Spring, Fall | |
| | BUS921 | Listening Skills II | 3:1:0(1) | Spring, Fall | |
| | BUS922 | American Immersion I | 3:1:0(1) | Spring, Fall | |
| | BUS923 | American Immersion II | 3:1:0(1) | Spring, Fall | |
| | BUS924 | American Classic Films | 3:1:0(1) | Spring, Fall | |
| | BUS925 | English Debates & Critical Communication Skills | 3:1:0(1) | Spring, Summer, Fall | |
| | BUS926 | English for Financial Issues | 3:1:0(1) | Spring, Fall | |
| | BUS927 | Business Presentation | 3:1:0(2) | Spring, (Summer), Fall | |
| | BUS928 | Teaching Effectiveness in English | 3:1:0(2) | Spring, (Summer), Fall | |
| | BUS929 | Academic Writing in English | 3:1:0(2) | Spring, (Summer), Fall | |
| | BUS930 | Elementary Business Chinese | 3:0:0(1) | Spring, Fall | |
| | BUS931 | Intermediate Business Chinese I | 3:0:0(1) | Spring, Fall | |
| | BUS932 | Intermediate Business Chinese II | 3:0:0(1) | Spring, Fall | |
| | BUS933 | Advanced Business Chinese I | 3:0:0(1) | Spring, Fall | |
| | BUS934 | Advanced Business Chinese II | 3:0:0(1) | Spring, Fall | |

※ Credits and Grading: Zero-credit courses, S/U