

Curriculum

□ Info&Media MBA Program

Classification		Subject No.	Subject Name	Lecture:Lab: Credits (Homework)	Semester	Remark
Mandatory General Courses		CC020	Ethics and Safety	1AU	Spring, Fall	
		CC511	Probability and Statistics	2:3:3(6)	Winter, Spring	*IM501(*FN802, FN804), IM502
Mandatory Major Courses	Key Areas of Management	IM513	Marketing Analysis and Strategy	3:0:3(3)	Spring	*MGT520
		IM514	Strategic Management	1.5:0:1.5(3)	Winter	*MGT511/ MGT613
		IM515	Financial Management	3:0:3(3)	Fall	*MGT561
		IM516	Accounting	1.5:0:1.5(3)	Spring	*MGT560 /FIN505
	Key Areas of IT/Media Management	IM551	Information Technology Strategy & Management	1.5:0:1.5(3)	Spring	
		IM553	Telecommunication Systems	1.5:0:1.5(3)	Spring	
		IM557	Media Economics	1.5:0:1.5(3)	Spring	
		IM558	Digital Media Management	1.5:0:1.5(3)	Summer	
		IM559	Business Consulting	3:0:3(5)	Fall	
		IM560	IT Modeling	1.5:0:1.5(3)	Spring	
Elective	Analysis of IT/Media Industry	Telecommunications System, Device, Service Industry	IM554	Overview of Internet Technologies	1.5:0:1.5(3)	
			IM601	IT Industry Analysis	1.5:0:1.5(3)	
			IM602	Next-generation Mobile Communication	1.5:0:1.5(3)	
			IM603	Managing Digital Convergence	1.5:0:1.5(3)	
			IM604	Digital Device Development Strategy	1.5:0:1.5(3)	
			IM605	Telecommunications Economics and Convergence Policy	1.5:0:1.5(3)	
	SI Consulting Industry	IM555	Ubiquitous Management	1.5:0:1.5(3)		
		IM621	Value Innovation with IT	1.5:0:1.5(3)		
		IM622	Business Process Management	1.5:0:1.5(3)		
		IM623	Data Mining for Intelligence Marketing	1.5:0:1.5(3)		
		IM624	IT Consulting	1.5:0:1.5(3)		
		IM625	Database Design	1.5:0:1.5(3)		
		IM626	e-Business Strategy	1.5:0:1.5(3)		
		IM627	CRM Strategies and Cases	1.5:0:1.5(3)		

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Analysis of IT/Media Industry	Analysis of IT Industry	Semiconductor and Display Industry	IM641	Analysis of Semiconductor Industry	1.5:0:1.5(3)		
			IM642	Analysis of Display Industry	1.5:0:1.5(3)		
			IM643	Semi-conductor industry process management and technology trend	1.5:0:1.5(3)		
			IM644	Manufacturing Process Management and Technology Trends in Display Industry	1.5:0:1.5(3)		
		Digital Media and Entertainment Industry	IM661	Entertainment Industry Analysis	1.5:0:1.5(3)		
			IM662	Contents Developments Strategy	1.5:0:1.5(3)		
			IM663	Entertainment Marketing	1.5:0:1.5(3)		
			IM664	Interactive Media	1.5:0:1.5(3)		
			IM665	Introduction to Media	1.5:0:1.5(3)		
			IM666	Media Industry Analysis	1.5:0:1.5(3)		
	Elective Courses	IM501	Statistical Analysis and Applications	1.5:0:1.5(3)	Winter	*FIN502, FIN504	
		IM502	Decision Analysis and its Application	1.5:0:1.5(3)	Spring		
		IM511	Business Economics	1.5:0:1.5(3)			
		IM512	Managing Organization and Leadership	1.5:1:1.5(3)	Winter	*MGT510/ MGT604	
		IM671	Business Presentation in English I	3:0:3 (3)	Winter		
		IM672	Management of Technology and Entrepreneurship	1.5:0:1.5(3)			
		IM673	Data Security and DRM	1.5:0:1.5(3)			
		IM674	Introduction to Culture Technology	1.5:0:1.5(3)			
		IM675	Design Management	1.5:0:1.5(3)			
		IM676	Knowledge Management	1.5:0:1.5(3)			
IM677	Demand Forecasting in IT Industry	1.5:0:1.5(3)					
IM678	Valuation of IT Media Business	1.5:0:1.5(3)	Fall				
IM679	Growth Strategy	1.5:0:1.5(3)					
IM680	An Analysis of HR Cases in IT Industry	1.5:0:1.5(3)					
IM681	Special Topics in Information & Media Management	1.5:0:1.5(3)					
IM683	Digital Journalism	1.5:0:1.5(3)					
IM684	Business Presentation in English II	1.5:0:1.5(3)					
Research	IM901	Business Consulting Practice	3:0:3(5)	Fall			
	IM911	International Field Trip	3:6:3(5)	Summer	*IM931		
	IM931	Domestic Field Study	3:0:3(6)	Summer			
	IM941	IT/Media Practice	1.5:0:1.5(3)	Fall			
	IM965	Individual Studies	3:0:3(5)	summer			

※ Note: * stands for substitutable courses

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