

Course Requirement

Mandatory General	Mandatory Major	Elective	Research	Total
3 credits, 1AU	18 credits	24 credits	3 credits	48 credits

- Mandatory General Courses
 - CC511 Probability and Statistics(3) [substitution: PMB503 Statistical Decision-making (3)]
 - CC020 Ethics and Safety I (1AU)
- Mandatory Major Courses: 18 credits
 - PMB510 Leadership and Organization Management (3)
 - PMB511 Strategic Management (3)
 - PMB514 Principles of Economics (3)
 - PMB520 Marketing (3)
 - PMB560 Financial Accounting (3)
 - PMB561 Corporate Financial Policy (3)
- Elective Courses: A minimum 24 credits
 - ✳ Students may select the concentration area out of the 3 areas listed below(Not mandatory). Once concentration area is selected, at least 9 credits should be taken to complete.
 - Strategy & Organization
 - PMB516 International Business (3)
 - PMB517 Negotiation and Conflict Resolution (1.5)
 - PMB529 New Business Development (1.5)
 - PMB532 Strategic Management of Technology and Innovation (3)
 - PMB534 Entrepreneurship and The Entrepreneurial Manager (1.5)
 - PMB535 Firm Valuation (3)
 - PMB595 Analysis of Chinese Political Economy (3)
 - PMB604 Human Resource Management Systems and Strategy (3)
 - PMB618 Organization Design and Innovation (1.5)
 - Finance
 - PMB562 Case Studies in Finance (1.5)
 - PMB563 Investment Analysis (3)
 - PMB569 Futures and Options (3)
 - PMB572 Financial Statement Analysis (3)
 - PMB644 Advanced Accounting (3)
 - PMB661 Mergers and Acquisitions (3)
 - PMB664 Fixed Income Securities (3)
 - PMB672 Financial Market Risk management (1.5)
 - PMB678 Management Accounting (3)
 - Marketing
 - PMB521 Marketing Research (3)
 - PMB522 High-Tech Marketing (1.5)
 - PMB524 Business-to-Business Marketing (1.5)
 - PMB525 Service Marketing (1.5)

PMB526 Strategic Brand Management (1.5)
PMB623 Integrated Marketing Communications (1.5)
PMB624 Customer Behavior (3)
PMB626 Marketing Channels Strategy (3)
PMB641 Strategic Customer Relationship (1.5)

- Research

- PMB997 Capstone Project Study (3)

- ※ Capstone course requires individual research work, but grouping a team, up to 3 people per team, is allowed. Capstone course should be registered by summer(winter) semester and final presentation should be done during summer(winter) semester.

- Notes

- The revised graduation requirement applies to students who entered in 2013.