

Major Course Completion Requirements for Professional MBA (For Master's Program)

Thesis Master's Degree Program

Please check the common graduation requirements.

■ **Credit Requirement for Graduation:** Required to complete a total of more than 48 credits

■ **Mandatory General Courses:** A minimum of 3 credits, 1AU

○ CC511 Probability and Statistics(3)

[Substitution: PMB503 Statistical Decision-making(3)]

■ **Mandatory Major Courses:** A minimum of 18 credits

○ PMB510 Leadership and Organization Management(3)

○ PMB511 Strategic Management(3)

[Substitution: MGT511 Strategic Management(3)]

○ PMB514 Principles of Economics(3)

○ PMB520 Marketing(3)

○ PMB560 Financial Accounting(3)

○ PMB561 Corporate Financial Policy(3)

○ MGT593 Supply Chain Management(3)

■ **Elective Courses:** A minimum of 21 credits

○ Students are required to take PMB541 Research Methods(3)

○ Students may select up to 3 areas of concentration out of the 3 areas listed below, at least 9 credits should be taken to complete the area.

- **Strategy & Organization**

PMB516 International Business(3)

PMB527 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)

PMB595 Analysis of Chinese Political Economy(3)

PMB604 Human Resource Management Systems and Strategy(3)

PMB614 Innovation Strategy and Organization(3)

PMB618 Organization Design and Innovation(1.5)

- Finance

- PMB535 Firm Valuation(3)
- 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)
- PMB679 Tax 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)
- PMB622 Pricing Strategies(1.5)
- PMB623 Integrated Marketing Communications(1.5)
- PMB624 Customer Behavior(3)
- PMB626 Marketing Channels Strategy(3)
- PMB641 Strategic Customer Relationship(1.5)

■ **Research Courses:** A minimum of 6 credits

○ PMB960 Thesis for Graduate Students

※Students are required to take PMB541 Research Methods(3).

Coursework Master's Degree Program

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■ **Credit Requirement for Graduation:** Required to complete a total of more than 48 credits

■ **Mandatory General Courses:** A minimum of 3 credits, 1AU

○ CC511 Probability and Statistics(3)

[Substitution: PMB503 Statistical Decision-making(3)]

■ **Mandatory Major Courses:** A minimum of 18 credits

- PMB510 Leadership and Organization Management(3)
- PMB511 Strategic Management(3)
- [Substitution: MGT511 Strategic Management(3)]
- PMB514 Principles of Economics(3)
- PMB520 Marketing(3)
- PMB560 Financial Accounting(3)
- PMB561 Corporate Financial Policy(3)
- MGT593 Supply Chain Management(3)

■ **Elective Courses:** A minimum of 24 credits

○ Students may select up to 3 areas of concentration out of the 3 areas listed below, at least 9 credits should be taken to complete the area.

- **Strategy & Organization**

- PMB516 International Business(3)
- PMB527 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)
- PMB595 Analysis of Chinese Political Economy(3)
- PMB604 Human Resource Management Systems and Strategy(3)
- PMB614 Innovation Strategy and Organization(3)
- PMB618 Organization Design and Innovation(1.5)

- **Finance**

- PMB535 Firm Valuation(3)
- 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)
- PMB679 Tax 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)

PMB622 Pricing Strategies(1.5)
PMB623 Integrated Marketing Communications(1.5)
PMB624 Customer Behavior(3)
PMB626 Marketing Channels Strategy(3)
PMB641 Strategic Customer Relationship(1.5)

■ **Research Courses:** A minimum of 3 credits

- Students are required to take PMB997 Capstone Project Study(3)

□ **Transitional Measures**

- The graduation requirement applies to students who entered in 2017.
- With the approval of the department chair, the revised graduation requirement can be applied to students entered in 2016 or therebefore.
- For students who entered in 2016 or therebefore, PMB613 Innovation Strategy and Organization(1.5) can be acknowledged if he or she takes PMB614 Innovation Strategy and Organization(3).