

# **Degree Regulations of the Graduate Institute of Management, National Taiwan Normal University**

April 22, 2020 - Amendments passed during the 2019 2nd Academic Affairs Meeting

## **Article 1: Subject Matter**

- I. The Degree Regulations are established in accordance with the "National Taiwan Normal University Degree Conferral and Graduate Degree Examination Regulations".
- II. The Degree Regulations shall apply to graduate students of the Institute enrolled from academic year 2020.

## **Article 2: Admittance Requirements**

Students are eligible for enrollment in the graduate programs of the Graduate Institute of Management (hereinafter referred to as "the Institute") after they pass the entrance exam or entry screening for the master program of the Institute.

## **Article 3: Term of Study and the Degree Conferral**

- I. The term of study shall be one year in principle and four years at most.
- II. Students shall graduate only after they complete all required courses and credits and pass the Graduate degree qualifying examination within the prescribed term of study. Upon graduation, students shall be conferred with a Master of Business Administration (MBA).
- III. Graduate students must meet one of the following English proficiency criteria for English proficiency: pass the second stage of the high-intermediate level of the General English Proficiency Test (GEPT), obtain a TOEIC score of at least 700 points, TOEFL Paper-Based Test (PBT) score of at least 533 points, Computer-Based Test (CBT) score of at least 200 points, Internet-Based Test (IBT) score of at least 72 points, or an IELTS score of at least 5.7 points to graduate.

Students who registered for the aforementioned tests but did not meet the standards may take NTNU's online course "English Grammar (Lexile Level 600L)". Students who pass this course shall be deemed to have met the English proficiency requirement. (This requirement applies to students enrolled after the 2016 academic year [inclusive]).

Students who have met the above English proficiency criteria before the enrollment may be exempted from the requirement in the preceding paragraph by presenting certification.

## **Article 4: Course Requirements**

- I. Students of the Institute must earn at least 45 credits, including 15 credits from compulsory courses and 30 credits from elective courses before graduate. The courses are specified in the Table.
- II. A student may take up to 18 credits in each semester.
- III. Prerequisite courses: Students who have not taken the following courses (at least 3 credits in total for each prerequisite course) listed on their undergraduate transcripts, or have not taken tests in related subjects in the entrance examination for the master's program must take the following undergraduate or master's program courses in NTNU or another university in Taiwan. The credits are not included in the total number of credits required for graduation from the master's program.
  1. Economics (3 credits)
  2. Accounting (3 credits)

3. Statistics (3 credits)

IV. Credit exemption

1. Processed in accordance with the "National Taiwan Normal University Student Credit Transfer Guidelines".
2. The number of credits transferred shall be limited to 15 credits. However, the number of transferred credits for students on a dual-degree program at NTNU shall be specified in the contract.
3. Credits for compulsory courses may not be transferred. However, this restriction does not apply to the exchange students, or the domestic and international students on a dual-degree program of the Institute.

V. For the courses that related to the field of the Institute but offered by another Institute (i.e. Graduate Institute of Global Business and Strategy) in the College of Management, the Institute shall recognize up to 12 credits as credits for graduation. For courses not offered by the College, the Institute shall recognize up to 6 credits as credits for graduation.

Article 5: Thesis Advisor

Students of the Institute shall select a thesis advisor from among the full-time faculty of the College. Students must submit the Thesis Advisor Approval Form to the Institute for recordation before June 30 each year.

Article 6: Master's Thesis

- I. The Masters' thesis examinations include the proposal defense and the degree oral examination.
- II. Students participant in seminars may receive academic excellence scholarships which shall be awarded to three students. The prize for 1st place shall be NT\$5,000; the prize for 2nd place shall be NT\$3,000; the prize for 3rd place shall be NT\$1,000. The actual amount shall be adjusted according to the funding in the current year.
- III. Students are required to apply for the proposal defense at least two months before the Master's degree defense. Students may only start writing the thesis after obtaining approval from the proposal defense committee members.

IV. Proposal defense:

1. The graduate student is required to complete studies for at least one academic year, obtain at least 18 credits, and obtain the approval of the thesis advisor before he/she may apply for the proposal defense.
2. Only those that have passed the proposal defense for at least two months may apply for the degree defense.
3. Composition of the proposal defense committee members: The proposal defense committee shall consist of three to five members (including the thesis advisor), who shall be scholars or specialists of relevant subject fields within or outside the University (i.e., NTNU). At least one-third (inclusive) of the committee members shall be external members (including adjunct professors of NTNU). The thesis advisor shall be an *ex officio* member of the committee. Other committee members may be selected by the thesis advisor.
4. Application procedures: The procedures shall be processed in accordance with the thesis proposal oral defense application procedures. All procedures must be completed 14 days before the proposal defense.
  - (1) Fill out an application form for a thesis proposal oral defense.
  - (2) Determine the oral examination committee members.

- (3) Determine the date and location.
- (4) Send the thesis contents and invitations.
5. The proposal defense shall be conducted by way of written review and oral defense. The domestic and international students on a dual-degree program of the Institute (including incoming at outgoing students) whose thesis advisors include full-time faculty of the two universities, their proposal defense may be processed via written review only, or processed in accordance with the terms of the dual-degree contract.
6. The related forms shall be submitted to the Office of the Institute for recordation after the proposal defense.

V. Graduate degree examination:

1. Graduate students of the Institute are required to complete studies for at least one academic year, obtain at least 45 credits, pass the proposal oral defense for at least two months, and obtain the approval of the thesis advisor before applying for the degree examination: The student may file the application in the semester in which he/she completes the required credits.
2. The application must be filed before the end of May or the end of November each year. If a student files an application after the date, the application shall be postponed to the next semester. The Office of the Institute shall announce the deadline one month in advance.
3. Application procedures for oral defense of thesis:
  - (1) Fill out an application form for a degree defense.
  - (2) Submit one copy of the full academic transcript.
  - (3) Submit one copy of preliminary thesis draft.
  - (4) Submit recommended list of oral examination committee members.
  - (5) Send the thesis contents and invitations.
  - (6) Submit one copy of a Turnitin Originality Report.
  - (7) Submit one copy of an Affidavit for Graduate Degree Examination Application.
  - (8) Submit the certificate of study for the Research Ethics Education Online Courses.
4. The passing mark for the thesis degree defense is 70 and the maximum mark is 100. The assessment shall be conducted only once and determined by the average of the marks from each committee member in attendance.
5. After passing the thesis degree examination, the student shall submit the electronic copy of the thesis in accordance with the "Thesis Service Center Implementation Guidelines" of the Office of Research and Development. After a sampling review (including the format and the originality of the thesis), the thesis shall be amended in accordance with the review opinions.

Article 7: Any matters that are not addressed in these Regulations shall be governed by the NTNU Degree Conferral and Graduate Degree Exam Regulations, and relevant regulations of the University.

Article 8: The Regulations shall be implemented following approval from the College Affairs Council and the review of the Academic Affairs Meeting. The same procedure applies to all subsequent amendments.

The Regulations were drawn up in Chinese and translated into English. In the event of any discrepancy between the two versions, the original Chinese version shall prevail.

Table: Course Structure Table of the **Master's Program** of the Graduate Institute of Management, National Taiwan Normal University

Applicable Academic Year	Compulsory Credits	Elective Credits	Credits from Freely Chosen Elective Courses	Minimum Total Credits Required for Graduation
2020	15 credits	30 credits	0 credits	45

15 credits required for compulsory courses

Course Category	Course ID	Subjects	No. of Credits	Class Hours		Remarks	
				Teaching Hours	Experiments (Internship)		
490	MBM0084	Seminar in Management	3	3		Choose one of the two Prerequisite courses: Statistics	
402	MBM0018	Multivariate Analysis	3	3			Field of Marketing
402	MBM0061	Econometric Analysis	3	3			Field of Finance
402	MBM0001	Financial Management	3	3		Field of Finance Prerequisite courses: Accounting, Economics	
401	MBM0002	Marketing Management	3	3		Field of Marketing	
402	MBM0004	Management Accounting	3	3		Prerequisite courses: Accounting	

II. 30 credits required for elective courses

Course Category	Course ID	Subjects	No. of Credits	Class Hours		Remarks		
				Teaching Hours	Experiments (Internship)			
401	MBM0005	Consumer Behavior	3	3		Field of Marketing Module	Compulsory for the Module	
401	MBM0012	Internet Marketing	3	3				
401	MBM0025	Marketing Research	3	3				Prerequisite courses: Marketing Management
401	MBM0026	Customer Relationship Management	3	3				
401	MBM0038	Brand Management	3	3				
401	MBM0040	Integrated Marketing Communications	3	3				
401	MBM0017	Service Marketing	3	3				
490	MBM0035	Special Topics on Marketing	3	3				
490	MBM0036	Special Topics on Service Marketing	3	3				
401	MBM0042	Marketing Channels Management	3	3				
401	MBM0044	Database Marketing	3	3				
401	MBM0085	Special Topics on Consumer Behavior	3	3				
401	MBM0054	Technology Marketing	3	3				
401	MBM0087	Technical Operations and Practical Analyses on Website Traffic-Google Analytics	3	3				
401	MBM0090	Product Innovation and Marketing Management	3	3				
402	MBM0009	Financial Market and Institutions	3	3		Field of Finance Module	Compulsory for the Module	
402	MBM0048	Multinational Financial Management	3	3				
402	MBM0050	Currency Derivative Securities	3	3				
402	MBM0063	Investments	3	3				Prerequisite courses: Economics, Accounting
402	MBM0068	Mergers, Acquisitions, Security Valuation, and Financial Analysis	3	3				
402	MBM0066	Financial Decision and Behavior Analysis	3	3				
490	MBM0055	Special Topics on Financial Management	3	3				

Course Category	Course ID	Subjects	No. of Credits	Class Hours		Remarks
				Teaching Hours	Experiments (Internship)	
402	MBM0058	Financial Engineering and Innovations	3	3		
402	MBM0059	Personal Finance	3	3		
490	MBM0065	Special Topics on Investment Management	3	3		
402	MBM0075	Security Market and Program Trading	3	3		
402	MBM0079	The Applications of Econometrics	3	3		Prerequisite courses: Statistics
402	MBM0088	Fixed-Income Analysis	3	3		Prerequisite courses: Economics, Accounting, Statistics, Financial Management, Investments, Currency Derivative Securities
402	MBM0089	Asset Management	3	3		Prerequisite courses: Investments
402	MBM0092	FinTech and Its Applications	3	3		Prerequisite courses: Calculus, Business Mathematics, Economics, Accounting, Statistics, Financial Management, Multivariate Analysis, or Econometric Analysis (Choose one of the two)
402	MBM0093	Corporate Governance	3	3		
401	MBM0083	Management of Innovation and Entrepreneurship	3	3		
403	MBM0010	Strategic Management	3	3		
403	MBM0062	Technology and Operations Management	3	3		
401	MBM0071	Management Case Studies	3	3		
403	MBM0072	Management of International Logistics and Air Transportation	3	3		
403	MBM0077	Internship	3	3	3	
403	MBM0080	Information Management	3	3		
403	MBM0082	Organizational Behavior	3	3		
403	MBM0086	Human Resource Management	3	3		
400	O5M0003	The Art of Marketing: Sun Tzu's Modern Managerial Implication	3	3		Common elective courses for the Master's Program of the College of Management
400	O5M0004	Global Economy and Opportunities	3	3		Common elective courses for the Master's Program of the College of Management

Note: If a student of the College completes 2 compulsory courses and 4 required elective courses in a field module, he Institute may apply for a secondary field of study certificate from the College of Management.