

Master's Program of the Graduate Institute of Management, National Taiwan Normal University (GPE)

Applicable Academic Year	Compulsory Credits	Elective Credits	Minimum Total Credits Required for Graduation
113	12 credits	33 credits	45 credits

■ **Required Course, 12.0 credits are required.**

Course ID	Subjects	No. of Credits	Class Hours		Remarks
			Teaching Hours	Experiments (Internship)	
MBM0018	Multivariate Analysis	3	3		Prerequisite course: Statistics
MBM0001	Financial Management	3	3		Prerequisite courses: Accounting, Economics
MBM0002	Marketing Management	3	3		
MBM0095	Humanistic Leadership	3	3		

■ **Elective Course, 33.0 credits are required.**

Course ID	Subjects	No. of Credits	Class Hours		Remarks
			Teaching Hours	Experiments (Internship)	
MBM0005	Consumer Behavior	3	3		
MBM0017	Service Marketing	3	3		
MBM0035	Special Topics on Marketing	3	3		
MBM0036	Special Topics on Service Marketing	3	3		
MBM0038	Brand Management	3	3		
MBM0040	Integrated Marketing Communications	3	3		
MBM0048	Multinational Financial Management				
MBM0079	The Applications of Econometrics	3	3		Prerequisite course: Statistics
MBM0080	Information Management	3	3		
MBM0082	Organizational Behavior	3	3		
MBM0085	Special Topics on Consumer Behavior	3	3		
MBM0086	Human Resource Management	3	3		
MBM0088	Fixed-Income Analysis	3	3		
MBC9004	FinTech and Its Applications	3	3		

Course ID	Subjects	No. of Credits	Class Hours		Remarks
			Teaching Hours	Experiments (Internship)	
MBC9003	Business Data Visualization Design and Practice	3	3		
MBM0097	Operations and Supply Chain Management	3	3		
MBM0098	Value Innovation and Design Thinking	3	3		
IAM0068	Service Strategy and Management	3	3		
IAM0082	International Marketing Management	3	3		
IAM0084	Special Topics of Global Business and Strategy	3	3		
IAM0100	Business English Writing & Communication	3	3		
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O5M0003	The Art of Marketing: Sun Tzu's Modern Managerial	3	3		Common elective for the master student at the School of Management
O5M0006	Practice Topic of Asia Management	3	3		Common elective for the master student at the School of Management
O5C9004	Negotiating World Class Mergers and Acquisitions Deals	3	3		Common elective for the master student at the School of Management
O5C9009	Application of ESG in Finance	3	3		Common elective for the master student at the School of Management