

International Student Admission
for GPE (Graduate Program in English) Program
Graduate Institute of Management, National Taiwan Normal University

1. Admission Requirements

Enrollment Semesters	For Fall/Spring Semester
Campus	Main Campus
Admission Evaluation	<ul style="list-style-type: none"> • Document Review • Interview: In-person/Video-conferencing Interview • Weighted Score: <ul style="list-style-type: none"> ○ Document Review: 50% ○ Interview: 50%
Required Documents	<ol style="list-style-type: none"> 1. An academic transcript of records from a bachelor's or equivalent degree 2. A recommendation letter 3. A study plan in Chinese or English 4. Any documents that might be supportive
Language Proficiency	<ul style="list-style-type: none"> • Chinese Language Proficiency: Chinese language proficiency is not a necessary requirement. However, it is considered a significant bonus for application evaluation. • English Language Proficiency: English proficiency tests at CEFR Levels B1 (or above) <p>Applicants from an English-speaking country ,or whose previous degree was award from a English - taught program, are exempted from having to provide proof of their English language abilities.</p>
Notes	<ol style="list-style-type: none"> 1. Admitted students, if not having enrolled on the specified dates, can apply to retain their admission status and postpone their studies to the next academic year. 2. The local students admitted by the master's program screening test and the master's program examination are registered as general group students; international students apply for admission and students who come to the school to study for the dual education system are registered as GPE

	group students; overseas Chinese students and students from Mainland China may choose to register as either general or GPE group students.
Contact Info.	Ms. Hsu / +886-2-7749-3296 / yenchi@ntnu.edu.tw
Application website	https://bds.oia.ntnu.edu.tw/bds/apply

2. Course Schedule

Table: Course Structure Table of the **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
2022	12 credits	33 credits	45

I. Required Course, 12.0 credits are required.

Course ID	Subjects	No. of Credits	Class Hours		Remarks
			Teaching Hours	Experiments (Internship)	
MBM0061	Econometric 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		

I. 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		

Course ID	Subjects	No. of Credits	Class Hours		Remarks
			Teaching Hours	Experiments (Internship)	
MBM0040	Integrated Marketing Communications	3	3		
MBM0079	The Applications of Econometrics	3	3		Prerequisite course: Statistics
MBM0080	Information Management	3	3		
MBM0048	Multinational Financial Management				
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		
MBM0090	Product Innovation and Marketing Management	3	3		
MBM0092	FinTech and Its Applications				
MBM0094	Business Data Visualization Design and Practice	3	3		
IAM0084	Special Topics of Global Business and Strategy	3	3		
IAM0094	Data Mining	3	3		
IAM0068	Service Strategy and Management	3	3		
IAM0082	International Marketing Management	3	3		
IAM0100	Business English Writing & Communication	3	3		
IAM0101	Text Mining	3	3		

Course ID	Subjects	No. of Credits	Class Hours		Remarks
			Teaching Hours	Experiments (Internship)	
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
O5M0008	Negotiating World Class Mergers and Acquisitions Deals	3	3		Common elective for the master student at the School of Management

3. Graduation Requirements

Courses need to study in advance	<ul style="list-style-type: none"> Admitted international students who never take and pass basic prerequisite courses at the undergraduate level shall take and pass these courses offered by the NTNU or other universities after enrollment. The credits of basic prerequisite courses will not be counted toward the credit requirement of Graduate Institute of Management. Basic prerequisite courses include: <ol style="list-style-type: none"> Economics (3 credits) Statistics (3 credits) Accounting (3 credits)
Credits	<ul style="list-style-type: none"> Minimum total credit required for graduation: 45 credits
Master's Thesis Examination	<ul style="list-style-type: none"> The thesis examination is divided into two stages: the proposal defense and the final oral examination. The time intervals between proposal defense and final oral examination shall be more than two months
Language	<ul style="list-style-type: none"> Before graduation, students are required to obtain a minimum TOEIC score of 750 or TOEFL iBT score of 72 (Applicants from English-speaking countries are exempted from this requirement.)

4. For other detailed regulations, please refer to the description of the study regulations of the Graduate Institute of Management.