

Year 1

| | | | |
|------------------------|--------------------------|------------------------|-----------|
| Course Title | Introduction of Business | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The course will cover fundamental concepts in business. It will discuss the nature of business, economics and international trade. Various business functions and roles will be introduced. Students will study management and human relations. An overview will also be provided of marketing. The course will also examine products and operations, as well as finance. The course will be presented in a lecture format, with students then assigned to groups to answer questions and do business exercises which allow them apply the knowledge gained in class.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|--|
| The students will be expected to develop an understanding of what business is and what it actually involves. They should become familiar with key concepts and ideas in business. They will gain knowledge of different functions and roles that are present in business. Finally, the course is designed to give students a firm grasp of business fundamentals allowing them to move on to more detailed study | Lecturing 、 Cooperative learning 、 Case study 、 Presentation 、 Role-playing reality teaching | Mid-term exam 、 Final exam 、 Attendance 、 Participation & discussion 、 Teamwork condition |

Year 1

| | | | |
|------------------------|----------------|------------------------|-----------|
| Course Title | Accounting (1) | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Introduces basic accounting principles; through practice exercises, students understand how to apply these principles in practice; emphasizes: accounting cycles, accounting for merchandising operations, inventories, accounting principles, internal control, and cash.

Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|---|
| The main goal of this course is to help students to understand the fundamental concepts of financial accounting. It emphasizes accounting cycle, the recognition and valuation of each account and the presentation and analysis of financial statements. The focus is on the corporate accounting. The teaching method in this course will be a mix of oral instruction and case study. | Lecturing, Cooperative learning, Case study, Group report | Quiz, Mid-term exam, Final exam, Attendance, Participation & discussion, Written report, Case analysis report writing |

Year 1

| | | | |
|------------------------|----------------|------------------------|-----------|
| Course Title | Accounting (2) | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The main goal of this course is to help students to understand the fundamental concepts of financial accounting. It emphasizes accounting cycle, the recognition and valuation of each account and the presentation and analysis of financial statements. The focus is on the corporate accounting. The teaching method in this course will be a mix of oral instruction and case discussion.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| The main goal of this course is to help students to understand the fundamental concepts of financial accounting. It emphasizes accounting cycle, the recognition and valuation of each account and the presentation and analysis of financial statements. The focus is on the corporate accounting. The teaching method in this course will be a mix of oral instruction and case discussion. | Lecturing 、 Cooperative learning 、 Case study | Group report 、 Quiz 、 Mid-term exam 、 Final exam 、 Attendance 、 Written report |

Year 1

| | | | |
|------------------------|---------------|------------------------|-----------|
| Course Title | Economics (1) | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course introduces major microeconomic concepts, theories, key variables and their applications. The goal is to provide students a better understanding about today's economic environment, with economic theories to describe the relationship between economic variables and concepts, so we can hopefully explain the past and predict the future.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| 1. Understand the basic economic principles. 2. Understand the fundamentals, theories and practices of microeconomics. 3. Apply the concepts to everyday activities of the real world. | Lecturing 、 Question and answer method 、 Personal report 、 Project-based learning | Quiz 、 Midterm 、 Final exam 、 Attendance 、 Written report |

Year 1

| | | | |
|------------------------|---------------|------------------------|-----------|
| Course Title | Economics (2) | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course introduces major macroeconomic concepts, theories, key variables and their applications. The goal is to provide students a better understanding about today's economic environment, with economic theories to describe the relationship between economic variables and concepts, so we can hopefully explain the past and predict the future.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|--|---|
| This course introduces major macroeconomic concepts, theories, key variables and their applications. The goal is to provide students a better understanding about today's economic environment, with economic theories to describe the relationship between economic variables and concepts, so we can hopefully explain the past and predict the future. | Lecturing, Question and answer method, Personal report | Mid-term exam, Final exam, Attendance, Participation & discussion, Written report |

| Year 1 | | | |
|---|--|---|-----------|
| Course Title | Business Mathematics (I) | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Upon successful completion of this course, students will be able to: Logically find relationships among variables to formulate mathematical models for everyday applications, including business applications, such as cost, revenue, profit, supply and demand. Apply the concepts of finance to real-world situations, such as financing a car or house.</p> | | | |
| Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Upon successful completion of this course, students will be able to: Logically find relationships among variables to formulate mathematical models for everyday applications, including business applications, such as cost, revenue, profit, supply and demand. Apply the concepts of finance to real-world situations, such as financing a car or house.</p> | <p>Lecturing Question and answer method</p> | <p>Mid-term exam, Final exam, Attendance, Participation & discussion, Teamwork condition</p> | |

Year 1

| | | | |
|------------------------|-------------------------|------------------------|-----------|
| Course Title | Principles of Marketing | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Chapter reading will be required each week. Class work will be done individually, in pairs, and in groups and may take the form of writings, presentations, conversations, role-playing, games, or discussions. Students are responsible for material in the chapter readings, and to be prepared to use that information in class time relating to each week's presentations and discussion topics. Class participation is key to get the most out of the material in relating it to our daily lives. Students are required to make a group presentation on a Marketing topic related to chapters, and be able to represent that form of marketing in weekly group discussions as we explore how different marketers use different tactics to affect consumers.

Course Objectives/ Teaching Methods/ Assessment

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| Marketing in the present world is a company wide undertaking. It drives the company's vision, mission, and strategic planning. This course introduces holistic marketing, which is today's main marketing environment. We will cover internal marketing, integrated marketing, relationship marketing, and performance marketing. | Lecturing, Cooperative learning, Case study, Question and answer method, Presentation | Group report, Quiz, Final exam, Attendance, Participation & discussion, Teamwork condition, Oral presentation |

Year 1

| | | | |
|------------------------|---------------------------------------|------------------------|-----------|
| Course Title | Application of Information Technology | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This class provides some broad coverage of modern information technology concepts and trends underlying current and future developments in business world. And, during the class, the content will address fundamental principles for effectively using computer-based information systems in current society.

The whole course is organized by two theme areas. The first theme area is about some basic computer science concepts and knowledge introduction, such as computer hardware/software, networking, database and web. The second theme area is about information technology application, such as system development project, enterprise system – ERP/CRM/SCM, business intelligence/decision supporting, and future applications, such as AI/Big data/IoT and so on.

The above course contents are intended for students with little or no background in computer technology. Students with extensive education or work experience in computer technology should consider taking a more advanced course.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| <p>A. Acquiring proficiency in basic knowledge about modern information technology concepts, principles, terminology</p> <p>B. Learning how the modern information technologies be applied in current business environment and society</p> <p>C. Being able to identify and evaluate the courses and consequences, in modern world, that are impacted by or introduced through applying information</p> | <p>Lecturing 、 Cooperative learning 、 Question and answer method 、 Film watching 、 Presentation 、 Group report 、 Project-based learning</p> | <p>Group report 、 Attendance 、 Participation & discussion 、 Teamwork condition 、 Experience report 、 Project presentation</p> |

Year 1

| | | | |
|------------------------|-------------------------|------------------------|-----------|
| Course Title | Principle of Management | Class Offered | ETP-BIB1C |
| Required/Elective | Required | Credits / Hours | 3/3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Examination of management theory and provide opportunities for application of these ideas in real world situation. The examination focuses on the managerial functions of Assessing, planning, organizing and controlling. Both traditional and cutting-edge approaches are introduced and applied. Specific attention is paid throughout the course to the ethical implications of managerial action and inaction

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|--|
| 1. Explain the four management functions: planning, organizing, leading and controlling. 2. Describe how Canadian business is affected by key business issues. 3. Analyze and apply management theory 4. Utilize the appropriate approach and analytical skills to deal with issues that arise when one is employed | Lecturing 、 Field visits 、 Service - learning /social services 、 Presentation 、 Individual instruction | Attendance 、 Oral presentation 、 Experience report |

| Year 1 | | | |
|---|---|---|-----------|
| Course Title | Calculus | Class Offered | ETP-BIB1C |
| Required/Elective | Elective | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>The course is organized as series of lectures and demonstration of solving problems by instructor. This course is heavily application-oriented, therefore students will have to practice the concept learned in class in the form of quizzes, in-class exercises and homework. Calculus has many useful applications in business and everyday life, at this course students will learn how to use calculus to their advantage.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This course aims at introducing main concepts of calculus for business students. Rather than focusing on dry mathematics problems we are going to learn of real-world application of each concept to business, science and everyday life. The goal of this course is to provide students with useful analytical tools for the further studies in their field of interest.</p> | <p>Lecturing 、 Problem-based learning</p> | <p>Quiz 、 Mid-term exam 、 Final exam 、 Attendance</p> | |

Year 1

| | | | |
|------------------------|-----------------------------|------------------------|-----------|
| Course Title | Intercultural Communication | Class Offered | ETP-BIB1C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The course focuses on the impact of cultural background on individuals, organizations and management; on the dimensions which discriminate national cultures, and on cross-cultural interactions and communication. The objective of the course is to help students to construct their own coherent, individual perspective of the substance and increase their cultural awareness to have effective communicate with foreigners.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|--|
| The course focuses on the impact of cultural background on individuals, organizations and management; on the dimensions which discriminate national cultures, and on cross-cultural interactions and communication. The objective of the course is to help students to construct their own coherent, individual perspective of the substance and increase their cultural awareness to have effective communicate. | Lecturing 、 Cooperative learning 、 Case study 、 Film watching 、 Presentation 、 Group report 、 Personal report 、 Project-based learning 、 Problem-based learning 、 Role-playing reality teaching | Group report 、 Mid-term exam 、 Final exam 、 Verbal test 、 Attendance 、 Participation & discussion 、 Oral presentation 、 Written report |

Year 1

| | | | |
|------------------------|------------------------|------------------------|-----------|
| Course Title | Business Practicum (1) | Class Offered | ETP-BIB1C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course aims at providing students with the opportunities to study in particular fields of business. Students will be able to have a glimpse at the issues in business fields that might lead to their future development. Lectures and company visits will be arranged for students to get a glimpse of the industry in general.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| <p>Speeches of various topics will be arranged and projects will be assigned according to students' interests. Speakers from different industries will be invited to give talks to students. Instructors will also guide student groups to study further based on the lectures they attend. Students will also be encouraged to take part in MUN and Toastmasters Club to remain active in international participant</p> | <p>Lecturing 、 Field visits 、 Service - learning /social services 、 Presentation 、 Individual instruction</p> | <p>Attendance 、 Oral presentation 、 Experience report</p> |

Year 1

| | | | |
|------------------------|------------------------|------------------------|-----------|
| Course Title | Business Practicum (2) | Class Offered | ETP-BIB1C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course aims at providing students with the opportunities to study in particular fields of business. Students will be able to have a glimpse at the issues in business fields that might lead to their future development. Lectures and company visits will be arranged for students to get a glimpse of the industry in general.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| <p>Speeches of various topics will be arranged and projects will be assigned according to students' interests. Speakers from different industries will be invited to give talks to students. Instructors will also guide student groups to study further based on the lectures they attend. Students will also be encouraged to take part in MUN and Toastmasters Club to remain active in international participa</p> | <p>Lecturing , Field visits , Service - learning /social services , Presentation , Individual instruction</p> | <p>Attendance , Oral presentation , Experience report</p> |

| Year 1 | | | |
|---|---|---|-----------|
| Course Title | Media and Society | Class Offered | ETP-BIB1C |
| Required/Elective | Elective | Credits / Hours | 2/2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>In this course, we will study the relationship between media, culture and society with special emphasis on the entertainment industry, news, advertising, and public relations. Specifically, we will look at the social, cultural and political consequences of the dominance of privately owned corporate media on a democratic society, and the role media play in the production, reception and representation of race, class, gender and sexuality.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Speeches of various topics will be arranged and projects will be assigned according to students' interests. Speakers from different industries will be invited to give talks to students. Instructors will also guide student groups to study further based on the lectures they attend. Students will also be encouraged to take part in MUN and Toastmasters Club to remain active in international participant</p> | <p>Lecturing 、 Field visits 、 Service - learning /social services 、 Presentation 、 Individual instruction</p> | <p>Attendance 、 Oral presentation 、 Experience report</p> | |

Year 1

| | | | |
|------------------------|---------------------------|------------------------|-----------|
| Course Title | Professional Presentation | Class Offered | ETP-BIB1C |
| Required/Elective | Elective | Credits / Hours | 2/2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course will enable you to prepare and deliver powerful presentations that will increase your professionalism and effectiveness. You will learn practical tips and techniques for planning your key messages, structuring your delivery and creating an interesting and entertaining presentation. This is a highly practical course where participants are required to give multiple presentations to the group.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| <p>Speeches of various topics will be arranged and projects will be assigned according to students' interests. Speakers from different industries will be invited to give talks to students. Instructors will also guide student groups to study further based on the lectures they attend. Students will also be encouraged to take part in MUN and Toastmasters Club to remain active in international participated</p> | <p>Lecturing 、 Field visits 、 Service - learning /social services 、 Presentation 、 Individual instruction</p> | <p>Attendance 、 Oral presentation 、 Experience report</p> |

Year 2

| | | | |
|------------------------|----------------|------------------------|-----------|
| Course Title | Statistics (1) | Class Offered | ETP-BIB2C |
| Required/Elective | Required | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The statistics is a study of collecting, summarizing, analyzing, presenting, interpreting data. Descriptive statistics is study of collecting, summarizing data. Statistical inference is a study of analyzing, presenting, interpreting data. Make student learn the basic concept of statistics and have ability of expertise can be applied in business. Not only this but also have a communication capability of interpersonal relationship.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|--|
| This class attempts to provide a complete picture of statistical concepts and their applications to the real world. Intuitive statistical perception is the key objective of this class. | Lecturing、Computer practice、 Question and answer method | Mid-term exam、Final exam、 Others - please specify : Homework |

Year 2

| | | | |
|------------------------|----------------|------------------------|-----------|
| Course Title | Statistics (2) | Class Offered | ETP-BIB2C |
| Required/Elective | Required | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course is the second part of a two-course sequence of Statistics. Students who have completed Statistics (2) should be able to understand the results of simple inferential statistics, such as confidence intervals and hypothesis testing, including tests for differences between two populations. They should also understand the concept of mathematical modeling and be able to understand and interpret the results of regression models.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| Students who have completed Statistics (2) should be able to understand the results of simple inferential statistics, such as confidence intervals and hypothesis testing, including tests for differences between two populations. They should also understand the concept of mathematical modeling and be able to understand and interpret the results of regression models. | Lecturing 、 Computer practice 、 Question and answer method | Mid-term exam 、 Final exam 、 Others - please specify : Homework |

Year 2

| | | | |
|------------------------|----------------|------------------------|-----------|
| Course Title | Commercial Law | Class Offered | ETP-BIB2C |
| Required/Elective | Required/ | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Commercial law addresses some of the issues which arise in commercial law practice such as agency, sale of goods, bailment, insurance, and business to business trade practices law.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| <p>Commercial law is designed to equip students with a thorough grounding of the fundamental principles of commercial law. A number of topics will be covered in the course including:</p> <ol style="list-style-type: none"> 1.The nature of commercial law 2.The drafting and construction of commercial agreements 3.The law of representation at common law and misleading and deceptive conduct 4.The law of sale of goods and the transfer of it. | <p>Case study 、 Presentation 、 Group report</p> | <p>Attendance 、 Participation & discussion 、 Oral presentation 、 Written report</p> |

| Year 2 | | | |
|--|---|--|-----------|
| Course Title | International Business Management | Class Offered | ETP-BIB2C |
| Required/Elective | Required/ | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>The Objectives of this course:</p> <ol style="list-style-type: none"> 1. To understanding the contemporary world 2. How to manage the business 3. How to manage the people 4. Understanding the marketing function 5. Integration of the IT into business decision 6. The financial system and issues <p>We will adopt 1 to 2 textbook, and 2 English article, to enhance the students learning in international Business Course)</p> <p>Field study in ASUS + BodyShop for practiction purpose</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>The Objectives of this course:</p> <ol style="list-style-type: none"> 1. To understanding the comtemporany world 2. How to manage the business 3. How to manage the people 4. Understanding the marketing function 5. Integration of the IT into business decision 6. The financial system and issues | <p>Lecturing 、Field visits 、Case study 、Question and answer method 、Film watching 、Presentation 、Individual instruction</p> | <p>Group report 、Mid-term exam 、Study /Work Outcome 、Written report 、Class notes</p> | |

Year 2

| | | | |
|------------------------|----------------------|------------------------|-----------|
| Course Title | Financial Management | Class Offered | ETP-BIB2C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The course emphasizes broad concepts and practices, and provides a clear conceptual framework for analyzing key financial decisions in multinational firms. The course treats international financial management as a natural and logical extension of the principles learned in the foundations course in financial management. Thus, it builds on and extends the valuation framework provided by domestic corporate finance to account for dimensions unique to international finance. Therefore, it becomes imperative to understand the international financial instruments, markets, institutions, and the financial tools available in conducting business around the world.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| The objective of this course is to provide an understanding of the major issues involved in the financial management of international corporations and those exposed to global competition. | Lecturing 、 Field visits 、 Case study 、 Computer practice 、 Film watching | Mid-term exam 、 Final exam 、 Attendance 、 Participation & discussion 、 Written report 、 Participation in competitions |

Year 2

| | | | |
|------------------------|------------------------------------|------------------------|-----------|
| Course Title | International Marketing Management | Class Offered | ETP-BIB2C |
| Required/Elective | Required/ | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course aims at introducing the particularities of International Marketing Management, familiarizing the student with the strategic dimensions that make up the decisions concerning the presence of products and services in foreign markets. This course also intends to make students capable of participating in the creation of a marketing plan adapted to international conditions. The teaching approach will use presentations by the professor and the students, debates, and case studies.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| This course aims at introducing the particularities of International Marketing Management, familiarizing the student with the strategic dimensions that make up the decisions concerning the presence of products and services in foreign markets. | Lecturing 、 Case study 、 Question and answer method 、 Presentation 、 Group report 、 Personal report 、 | Group report 、 Mid-term exam 、 Final exam 、 Attendance 、 Oral presentation 、 |

Year 2

| | | | |
|------------------------|--|------------------------|-----------|
| Course Title | International Human Resources Management | Class Offered | ETP-BIB2C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Upon completion of this course, the students will gain an understanding of the various facets of the IHRM function, including:

- Comparative IHRM Operating in Other Regions and Countries
- Strategic IHRM
- Global Talent Management
- Training and management development
- Global workforce planning
- Global assignee selection and management
- Compensation and benefits
- International laws and regulations,
- International Employee Relations
- International Performance Management
- Compensation & Benefits
- Managing Engagement

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| <p>Upon completion of this course, the students will gain an understanding of the various facets of the IHRM function, including:</p> <ul style="list-style-type: none"> •Comparative IHRM Operating in Other Regions and Countries •Strategic IHRM •Global Talent Management • Training and management development •Global workforce planning •Global assignee selection and management •Compensation and benefits •International laws an | <p>Lecturing 、 Cooperative learning 、 Film watching 、 Presentation 、 Group report 、 Role-playing reality teaching</p> | <p>Group report 、 Attendance 、 Written report 、 Experience report</p> |

Year 2

| | | | |
|------------------------|---------------------------------------|------------------------|-----------|
| Course Title | International Organizational Behavior | Class Offered | ETP-BIB2C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The purpose of this course is to explore diverse theoretical perspectives and help learners understand, explain, control, and predict human behavior in international organizations. By the end of the semester, a student will:

- Understand the theories to analyze, explain, control, and predict human behavior in global organizations
- Understand individual personal-development skills and abilities that can be applied to organizational participation

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|--|
| Have abilities to discuss and explain examples, references, and cases in international organizational behavior Have abilities to make decisions more effectively as multinational executives or managers. | Lecturing 、 Case study 、 Film watching 、 Presentation 、 Group report 、 Personal report 、 Asynchronous distance teaching | Group report 、 Mid-term exam 、 Attendance 、 Participation & discussion 、 Oral presentation 、 Discussion records 、 Records of website visiting /messages/discussion |

Year 2

| | | | |
|------------------------|----------------------|------------------------|-----------|
| Course Title | Managerial Economics | Class Offered | ETP-BIB2C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course will provide an overview of microeconomics from a managerial decision-making standpoint, emphasizing and applying the basic concepts to selected problems. Specifically, Managerial Economics offers principles, applications and a general framework to help cope with issues faced by managers in modern organizations using tools developed in microeconomic theories.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|--|
| Microeconomics analyzes the behavior of individual economic units. These units include consumers, workers, investors, owners of land, firms, or any entity that plays a role in the functioning of our economy. Part of the goal of this course is to also introduce students to the way economists conduct rigorous microeconomic analyses at the intermediate level. | Lecturing、Cooperative learning、Case study、Question and answer method | Quiz、Mid-term exam、Final exam、Teamwork condition |

| Year 2 | | | |
|--|--|---|-----------|
| Course Title | Game Theory | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course introduces decision-making theories and related laboratory experiments in economics. Students will learn why and how economists use controlled experiments to learn about economic behavior. Standard game theory asks how rational geniuses play games, but ignores how average people with emotions and limited foresight actually play games. We will learn how emotions like jealousy and honesty affect behavior and decision making.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>The main goal of the course is to introduce students to the basic concepts and tools of game theory and to apply these tools to real-life situations. Students will learn the fundamentals of game theory starting with basic terms such as strategies, payoffs, and information, and then will progress from the analysis of simple to more complex games. These will include single-move games, games with multiple rounds, games played with complete knowledge and those where information is imperfect, and games with just two players to those with multiple players</p> | <p>Lecturing Computer practice</p> | <p>Mid-term exam · Final exam · Attendance · Participation & discussion</p> | |

Year 2

| | | | |
|---|---|---|-----------|
| Course Title | Database Management | Class Offered | ETP-BIB2C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course is designed to bring the students to the forefront of knowledge and skills in information technology. The students are expected to develop their expertise on multi-media web design and database management, and increase the learning productivity on their business majors. The software covered includes Microsoft Access and DreamWeaver.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Being Introduction to The WEB of tool student, one can</p> <ul style="list-style-type: none"> - Determine the nature and extent of WEB needed. - Needed Dreamweaver and Access effectively and efficiently - Evaluate WEB and Information Technology critically and incorporate selected information into his or her knowledge base and value system - Uses Office Softwave and Information Technology effectively to accomplish a specific purpose, | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance</p> | |

Year 2

| | | | |
|------------------------|------------------------------|------------------------|-----------|
| Course Title | Commercial Business Practice | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course does not follow the conventional content of business planning instructions. I will start by introducing the crucial elements in business success. Then it will come to the main part of how to stimulate students' creativity in business ideas and how to build their businesses solid by enhancing their potential and competitiveness.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|--|---|
| To enhance students' commercial business practice through understanding the strategic management and practical cases. | Lecturing 、 Cooperative learning 、 Case study 、 Question and answer method 、 Presentation 、 Group report 、 Personal report 、 Project-based learning 、 Keynote speech | Group report 、 Final exam 、 Attendance 、 Oral presentation 、 Case analysis report writing |

Year 2

| | | | |
|------------------------|---------------------------------------|------------------------|-----------|
| Course Title | Macro Economics for Business Decision | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course analyzes market forces and national and international policy decisions that drive fluctuations in the global economy. The course uses formal macroeconomic models to give students the tools to understand and evaluate contemporary and historical economic growth. The course focuses on the structure of national and international banking and financial systems, sources of financial instability, and their impact on economic growth.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|--|---|
| The course emphasizes development of students' ability to analyze national and international economic data and to understand discussions of macroeconomic issues in the business press and their implications for business decision-making. | Lecturing · Cooperative learning · Case study · Question and answer method · Presentation · Group report · Personal report · Project-based learning · Keynote speech | Group report · Final exam · Attendance · Oral presentation · Case analysis report writing |

Year 2

| | | | |
|------------------------|--------------|------------------------|-----------|
| Course Title | Web Design | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course seeks to familiarize students with both the theory and practice of web development and design, simultaneously promoting and cultivating proficiency in coding along with the intellectual and artistic tools necessary for content creation. Students are not expected to have any previous experience in web development, coding or the arts. This project-based course will begin from the absolute basics, expose students to the fundamentals of web design and multimedia art, and culminate in a creative or game-based final project. Students will become familiar with the basics of programming, the structure of the internet, the internet's history and importance, principles of aesthetics, techniques for interactivity, and ways of analyzing user experience. There will be weekly assignments, articles, group work and two larger projects (in place of a midterm and final exam).

Course Objectives/ Teaching Methods/ Assessment Method

| Course Objectives | Teaching Methods | Assessment Methods |
|---|--|---|
| <ul style="list-style-type: none"> • Gain proficiency in HTML, CSS and JavaScript • Learn the history of the internet; assess its sociological and artistic significance • Explore and expand the principles of interactivity and aesthetics that guide web development • Understand and analyze user experiences for websites • Explore creative means of expression within the context of the internet | <p>Lecturing Computer practice</p> | <p>Mid-term exam · Final exam · Attendance · Participation & discussion</p> |

Year 2

| | | | |
|------------------------|-----------------|------------------------|-----------|
| Course Title | Public Speaking | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations. Civility and ethical speech-making are the foundations of this course. Its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches.

Course Objectives/ Teaching Methods/ Assessment Method

| Course Objectives | Teaching Methods | Assessment Methods |
|---|--|--|
| Develops theoretical understanding and practical application of oral communication skills. Includes techniques in controlling speech anxiety, how to structure and organize information to present to a variety of audiences, and physical and vocal delivery skills. | Presentation 、 Group report 、 Personal report 、 Project-based learning | Oral Test 、 Final exam 、 Attendance 、 Participation & discussion |

Year 2

| | | | |
|------------------------|-------------------------|------------------------|-----------|
| Course Title | Second Foreign Language | Class Offered | ETP-BIB2O |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Selected topics or special courses in language, literature, and culture as well as linguistics not available through the three language major programs (French, German, and Spanish). Usually a combination of lecture, skill-building sessions, and laboratory or field experiences. Offered upon sufficient demand and subject to students' availability.

Course Objectives/ Teaching Methods/ Assessment Method

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|---|
| <ol style="list-style-type: none">1. Basic Pronunciation2. Basic Grammar3. Understanding the Culture4. Cultivating Hobby | Presentation、Group report、 Personal report、Project-based learning | Oral Test、Final exam、 Attendance、Participation & discussion |

Year 2

| | | | |
|------------------------|--------------------|------------------------|-----------|
| Course Title | Immersion Practice | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

A collaborative course with our partners' universities around to world to provide the international learning environment for practicing the cross cultural communications.

Course Objectives/ Teaching Methods/ Assessment Method

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|--|
| To provide students the international competitiveness and the cross cultural communication skills. | Presentation 、 Group report 、 Project-based learning | Oral Test 、 Final exam 、 Attendance 、 Participation & discussion |

Year 2

| | | | |
|------------------------|-------------------------------|------------------------|-----------|
| Course Title | Financial Statements Analysis | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The course adopts the view of an investor who not only wants to 'return to fundamentals' but to earn returns from fundamentals. Consequently, the course has both a theoretical and a practical emphasis. On completion of this course students should be able to conduct useful financial analysis and to design a comprehensive equity research report.

Course Objectives/ Teaching Methods/ Assessment Method

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|--|
| The course will allow students to develop an understanding of the conduct of financial statement analysis, the application of theory in financial statement analysis and current and formative issues in financial statement analysis. | Lecturing Personal report Project-based learning | Midterm · Final exam · Attendance · Participation & discussion |

Year 2

| | | | |
|------------------------|--------------------|------------------------|-----------|
| Course Title | Business Analytics | Class Offered | ETP-BIB20 |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course provides an introduction to big data analytics for all business professionals, including those with no prior analytics experience. Students learn how data analysts describe, predict, and inform business decisions in the specific areas of marketing, human resources, finance, and operations, and will develop basic data literacy and an analytic mindset that will help students make strategic decisions based on data.

Course Objectives/ Teaching Methods/ Assessment Method

| Course Objectives | Teaching Methods | Assessment Methods |
|---|---|--|
| Skills to interpret a real-world data set and make appropriate business strategy recommendations. | Lecturing Project-based learning Group report | Midterm · Final exam · Attendance · Participation & discussion |

Year 3

| | | | |
|------------------------|-----------------|------------------------|-----------|
| Course Title | Business Ethics | Class Offered | ETP-BIB3C |
| Required/Elective | Required | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Many people believe that business ethics cannot be taught. This course assumes that is not true and that working toward solid business decision making of which ethics is a part is a worthy goal. The overall goal is to help the student understand and appreciate the elements of ethics, the importance of ethical decision making, and its effects on themselves, business and society.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|---|
| To apply ethical solutions to assets and personnel in a business setting. To interact with fellow students and understand different perspectives. To communicate in writing and orally, clearly and succinctly, ethical decisions and the reasoning to all those who are or may be impacted by your communication. | Lecturing 、 Cooperative learning 、 Case study 、 Presentation 、 Problem-based learning | Group report 、 Mid-term exam 、 Final exam 、 Attendance 、 Participation & discussion |

Year 3

| | | | |
|------------------------|-----------------------|------------------------|-----------|
| Course Title | Managerial Accounting | Class Offered | ETP-BIB3C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

This course provides the student with knowledge of managerial accounting and its application in making economic decisions in a business entity. Topics covered in the class include job-order and process costing, cost-volume-profit relationships, the contribution approach to costing, budgeting, standard costing, capital budgeting and investment decisions, and relevant costs for decision making.

Managerial accounting focuses on how accounting and financial information is created and used inside an organization to assist an enterprise in implementing its business strategies to achieve its mission

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|---|
| <ul style="list-style-type: none"> • Assigning and analyzing product cost information to support decision making. • Controlling organizational performance through design of control systems and analysis of operations. Lecturing 、 Cooperative learning 、 Case study 、 | Lecturing 、 Case study 、 Question and answer method 、 Group report | Group report 、 Quiz 、 Final exam 、 Attendance |

Year 3

| | | | |
|------------------------|-------------------------|------------------------|-----------|
| Course Title | International Economics | Class Offered | ETP-BIB3C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

The purpose of this course is to help students Understand the fundamentals of theories and practices of international economics and apply the concepts to everyday activities of the real world.

Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|---|--|---|
| The two main objectives of the course are (i) to introduce you to some basic concepts from economics (ii) to provide you with rudimentary knowledge on how the rest of the world lives and how the international economy functions. | Case study 、 Project-based learning 、 Individual instruction | Mid-term exam 、 Final exam 、 Attendance |

Year 3

| | | | |
|------------------------|-----------------------|------------------------|-----------|
| Course Title | Innovation Management | Class Offered | ETP-BIB3C |
| Required/Elective | Required | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |

Course Description

Through studying the theoretical models of creativity and innovation and analyzing practical cases, this course enable students to have better understanding and basic application in the related issues of innovation.

Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|---|
| This course will cover key issues, concepts and theories in global management and corporate culture. Second, the course will review cultural variations, business strategies and leadership styles. Third, the course will cover topics of creativity, innovation, ethics and morality, sustainability, and corporate social responsibility. | Lecturing 、 Cooperative learning 、 Case study 、 Film watching 、 Presentation | Group report 、 Attendance 、 Participation & discussion 、 Peer evaluation 、 Teamwork condition |

| Year 3 | | | |
|---|--|--|-----------|
| Course Title | International Business Strategy | Class Offered | ETP-BIB3C |
| Required/Elective | Required | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course aims to cultivate and train students to prepare for challenges and opportunities from globalization. It provides a wider, better and in-depth understanding of international business strategy from a cultural perspective. The course proceeds with lectures and case studies, presented and discussed, in class. In addition, the course relies on readings, cases, and other materials from internets and websites. Students are encouraged to play an active role in raising questions, advancing ideas and sharing opinions throughout the entire semester.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This course aims to cultivate and train students to prepare for challenges and opportunities from globalization. It provides a wider, better and in-depth understanding of international business strategy from a cultural perspective. The course proceeds with lectures and case studies, presented and discussed, in class. In addition, the course relies on readings, cases, and other materials from inte</p> | <p>Lecturing 、 Case study 、 Question and answer method 、 Film watching 、 Presentation 、 Group report</p> | <p>Group report 、 Final exam 、 Attendance 、 Participation & discussion 、 Teamwork condition 、 Oral presentation 、 Experience report 、 Case analysis report writing</p> | |

Year 3

| | | | |
|------------------------|---------------------------|------------------------|-----------|
| Course Title | Global Free Trade Studies | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 1100% English | Language for Materials | English |

Course Description

This course familiarizes students with the laws and regulations set in place by the World Trade Organization. Students explore its history and possible future. They learn how to meet the trade regulations and discuss the principles behind the organization's dispute resolution system. Students typically take this intermediate international trade class towards the middle of a degree program.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|---|----------------------------------|
| This class will provide knowledge of global free trade, world trade organization and important free trade agendas. Students will study vital issues of free trade and absorb the professional skill in cultural management in world economy. | Case study 、 Group report Project-based learning | Group report 、 Quiz 、 Attendance |

| Year 3 | | | |
|---|---|---|-----------|
| Course Title | Brand Management | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>In this course, students will examine some significant concepts and theories (e.g. brand equity, brand loyalty, brand awareness, perceived quality, brand associations, brand identity, brand extension), most of which were introduced by Aaker and Keller who are eminent researchers in the field. Basic/advanced theories by other researchers and practical strategic design for a strong brand will also be explored.</p> <p>In addition, students will learn how to effectively address and actively manage many challenges for creating and then fostering a strong brand. This will include the difficulties of inner management (e.g. how to set a strategic direction, make use of an existing image, differentiate from competitors through name, symbol, slogan, positioning, etc., and manage to maintain/improve employees' motivation) and outer management (e.g. how to co-create value and build a trusting relation with customers/consumers) that brand managers in various fields need to overcome.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>The aim of this course is to explore effective management for building a strong corporate/regional brand, and to develop an understanding of the various types of brands and their strategies. The main goal of this course is to learn and develop effective models and ways to build a strong brand that will help future brand managers to address the challenges they face.</p> | <p>Lecturing 、 Cooperative learning 、 Case study 、 Question and answer method</p> | <p>Final exam 、 Participation & discussion 、 Written report</p> | |

| Year 3 | | | |
|--|--|---|-----------|
| Course Title | Global Logistics Management | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This module provides an appreciation of the role of logistics management in the national and international business environment. The need for integration of business and operational strategies for supply chain management and their implication, considered within the context of extended enterprise is identified, and logistics is considered in relation to a range of business functions.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>1. Let the students learn the theories and practices of global logistics and supply chain management, as well as the role the above techniques play in international business.</p> <p>2. The students learn how to apply global logistics and supply chain management techniques to enhancing the nation's competitiveness.</p> | <p>Lecturing 、 Field visits 、 Case study 、 Question and answer method 、 Film watching 、 Presentation</p> | <p>Mid-term exam 、 Final exam 、 Attendance 、 Participation & discussion</p> | |

| Year 3 | | | |
|--|---|---|-----------|
| Course Title | Marketing communication | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course explores the concepts of integration across all promotional platforms, online and off, and teaches students the necessary skills to develop a cohesive, impactful marketing communications plan. Primary focus areas include the planning process, target audience identification, development of the creative message, and effective media selection. Course includes in-service component</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Upon successful completion of this course, the student will have reliably demonstrated the ability to:</p> <p>1) Evaluate marketing communications' role in the marketing mix, taking into account the specific functions of consumer behaviour and research in the planning of an integrated marketing communications campaign.</p> <p>2) Prepare online and offline advertisements, public relations, and sales promotion materials considering both client requirements and budget limitations.</p> <p>3) Determine effective and efficient media placement for marketing communications messages.</p> | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance</p> | |

| Year 3 | | | |
|--|--|--|------------|
| Course Title | Independent Studies (1) | Class Offered | (ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Speeches of various topics will be arranged and projects will be assigned according to students' interests. Speakers from different industries will be invited to give talks to students. Instructors will also guide student groups to study further based on the lectures they attend. Students will also be encouraged to take part in MUN and Toastmasters Club at Shih Chien University to remain active in international participation.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This course aims at providing students with the opportunities to study in particular fields that are not specified in the Program's curricula. Students will be able to pursue their own interests in fields that might lead to their future success.</p> | <p>Lecturing 、Field visits 、 Cooperative learning 、Group report 、Keynote speech 、 Individual instruction</p> | <p>Group report 、Attendance 、 Teamwork condition 、Written report 、Experience report 、 Discussion records</p> | |

| Year 3 | | | |
|---|--|--|-----------|
| Course Title | E-Commerce Management | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <ul style="list-style-type: none"> - Investigate the key features of e-commerce, m-commerce, l-commerce, u-commerce, and social commerce how it is being conducted and managed - Explore a range of e-commerce applications and assess the major opportunities, limitations, issues and risks - Investigate the business models of e-commerce - Simulate a Web2.0 Entrepreneurial Business Simulation | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <ul style="list-style-type: none"> - Investigate the key features of e-commerce, m-commerce, l-commerce, u-commerce, and social commerce how it is being conducted and managed - Explore a range of e-commerce applications and assess the major opportunities, limitations, issues and risks - Investigate the business models of e-commerce - Simulate a Web2.0 Entrepreneurial Business Simulation | Lecturing 、 Case study 、 Presentation 、 Group report 、 Personal report | Group report 、 Attendance 、 Participation & discussion 、 Teamwork condition 、 Oral presentation | |

| Year 3 | | | |
|---|---|---|-----------|
| Course Title | International Business Law | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course introduces the legal framework, policies and jurisprudence of the World Trade Organization (WTO). It is designed to give students an overview of the regulation of trade in goods, services and intellectual property that is necessary for international legal practice, as well as provide the policy analysis that will equip students to better understand the trade dimensions of international legal disputes.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>International business law is designed to equip students with a thorough grounding of the fundamental principles of commercial law. A number of topics will be covered in the course including:</p> <ol style="list-style-type: none"> 1.The nature of commercial law 2.The drafting and construction of commercial agreements 3.The law of representation at common law and misleading and deceptive conduct | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance</p> | |

| Year 3 | | | |
|---|--|----------------------------------|-----------|
| Course Title | Entrepreneurship and leadership | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>The course content will be a balanced interdisciplinary coverage of case studies targeted at three key aspects of a leader's capabilities: leadership, entrepreneurship, and learning. The cases will require students to use a variety of lenses to analyze each situational challenge: individuals, groups, systems, and self.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| This course will focus on entrepreneurial aspects of leadership and how to act in both intrapreneurial and entrepreneurial ways to bring about change in an organization. | Case study · Group report · Project-based learning | Group report · Quiz · Attendance | |

| Year 3 | | | |
|---|---|--|-------------------|
| Course Title | The Greater China Economic Framework | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | Chinese · English |
| Course Description | | | |
| <p>The course aims to analyze the recent development of cross-strait economic and trade relations, as well as on the evolution of the relationship between architecture and, by theory and practice to explore, understand economic and trade relations between Taiwan and mainland China's present and future, and then extended to the ASEAN region, in order to carry out the students' view sights.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>To help students understand the basic theories of the strategies of development on cross-straits. Besides, it also help students apply the theories to reality and remain hungry and enthusiastic about finding the solutions for the strategy formation of international affairs.</p> | <p>Lecturing · Question and answer method · Film watching · Group report · Project-based learning</p> | <p>Group report · Final exam · Attendance · Participation & discussion · Oral presentation</p> | |

| Year 3 | | | |
|--|---|---|-----------|
| Course Title | Independent Studies (2) | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Speeches of various topics will be arranged and projects will be assigned according to students' interests. Speakers from different industries will be invited to give talks to students. Instructors will also guide student groups to study further based on the lectures they attend. Students will also be encouraged to take part in MUN and Toastmasters Club at Shih Chien University to remain active in international participation.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This course aims at providing students with the opportunities to study in particular fields that are not specified in the Program's curricula. Students will be able to pursue their own interests in fields that might lead to their future success.</p> | <p>Lecturing 、 Field visits 、 Cooperative learning 、 Group report 、 Keynote speech 、 Individual instruction</p> | <p>Group report 、 Attendance 、 Teamwork condition 、 Written report 、 Experience report 、 Discussion records</p> | |

| Year 3 | | | |
|--|--|---|-----------|
| Course Title | Digital Marketing | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Modern information technologies created many opportunities for business and everyday users. Whether it's social media used for marketing communication or internet statistics used for marketing research and consumer behavior insights, it is obvious that understanding digital marketing is an essential skill for any business professional. This course organized as lectures combined with hands-on exercises and case discussions for students to learn theoretical as well as practical skills in digital marketing.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This course aims at introducing the essentials of e-marketing. Students will learn how to utilize modern information technologies for marketing purposes. The goal is to provide students with useful analytical tools as well as deep understanding of main digital marketing concepts in order to increase their competitiveness as future professionals in business.</p> | <p>Lecturing 、 Case study 、 Computer practice 、 Presentation</p> | <p>Attendance 、 Participation & discussion 、 Oral presentation 、 Case analysis report writing</p> | |

| Year 3 | | | |
|--|---|-----------------------------------|-----------|
| Course Title | Marketing Research | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 3 / 3 |
| Language Used in Class | 100% English | Language for Materials | Chinese |
| Course Description | | | |
| International marketing operations by examining issues such as product policies, pricing, marketing communications, distribution channels and marketing research with a focus on social media and cross-border issues. | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| Students will have an understanding of marketing products and services across cultures, platforms (bricks and mortar, social media, print advertising, etc.) and customer segments. | Lecturing 、 Cooperative learning 、 Case study | Quiz 、 Mid-term exam 、 Final exam | |

| Year 3 | | | |
|--|---|---|-----------|
| Course Title | Operation Strategy & Management | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course provides an insight in and understanding of the management challenges associated with the operation of companies. In it, we will consider operational questions like how to cross international borders, how to optimally structure and to manage the firm, how to deploy human resources in a strategic way, and how and when to engage in with the non-market.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Students should learn to: (1) identify the essential components of strategic management, analysis and formulation; (2) identify and apply the relevant theoretical background to questions of operational strategy; (3) evaluate new challenges and opportunities arising from changes in the global market place, and to assess the their impact on the strategy formulation and implementation process; and (4) apply these tools, as described, to a diversity of settings, through theory- and case-based discussions of the relevant literature.</p> | <p>Lecturing 、 Case study 、 Question and answer method 、 Film watching 、 Presentation</p> | <p>Final exam 、 Attendance 、 Participation & discussion</p> | |

| Year 3 | | | |
|--|---|---|-----------|
| Course Title | International Consumer Behavior | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>The purpose of this course is to develop an enlightened perspective on the phenomenon of consumer behavior, in the international/intercultural context, through the integration of theory and analysis. The course emphasizes critical reflection and creative thinking, as reflected in the extensive use of experiential activities and a comprehensive, integrative research project in which you apply a full range of consumer behavior theories and concepts. This course addresses consumer behavior as part of a marketing/business process and as a socio-cultural phenomenon.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Understanding of basic theoretical foundations of consumer behavior.</p> <p>Knowledge of cultural theories and models based on interdisciplinary methodologies and research.</p> | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance</p> | |

| Year 3 | | | |
|--|---|---|-----------|
| Course Title | International Fashion Marketing | Class Offered | ETP-BIB3C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>The International Fashion Marketing course is an exciting and innovative course which aims to equip the global fashion marketing managers of the future with skills in <i>strategic</i> marketing, <i>retail</i> marketing and <i>multi-channel</i> marketing. This course is suitable for students from a marketing related academic background and equips graduates with the necessary marketing management skills vital for a career in the fast-paced world of international fashion.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This programme is designed as a specialist marketing course that will develop and strengthen core marketing skills into specialist areas including; <i>strategic</i> marketing skills and <i>digital</i> marketing skills.</p> | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance</p> | |

Year 4

| | | | |
|------------------------|-------------|------------------------|-----------|
| Course Title | Internship | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 3 / 3 |
| Language Used in Class | 60% English | Language for Materials | English |

Course Description

This course prepares students for their future jobs. When they are still at school, students can also have real experience in workplaces through various internship programs, be it domestic or abroad.

Course Objectives/ Teaching Methods/ Assessment Methods

| Course Objectives | Teaching Methods | Assessment Methods |
|--|--|--|
| Internships offer maximum flexibility for a student to select an appropriate internship placement, to choose a faculty advisor to guide the experiences, and to structure a learning agreement that meets his/her internship objectives. The responsibilities. | Cooperative learning 、 Internship 、 Personal report 、 Project-based learning 、 Industrial internship 、 Individual instruction | Experience report 、 Service procedure |

| Year 4 | | | |
|---|---|---|-----------|
| Course Title | International Industrial Competitiveness Analysis | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>With the increasing internationalization and liberalization of Taiwan's fuzzy industrial environment, and industry boundaries, domestic manufacturers suffered increasingly intense competitive pressures, manufacturers how to define competitors? How to discern competitors attempt? How should we design their competitive strategy to create a competitive advantage? Has become an important topic of domestic manufacturers can not be ignored, will analyze practices and case studies as a guide, so that students can practice the closer job.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>With the increasing internationalization and liberalization of Taiwan's fuzzy industrial environment, and industry boundaries, domestic manufacturers suffered increasingly intense competitive pressures, manufacturers how to define competitors? How to discern competitors attempt? How should we design their competitive strategy to create a competitive advantage?</p> | <p>Lecturing 、 Case study 、 Question and answer method 、 Film watching 、 Presentation 、 Group report 、 Personal report 、 Problem-based learning</p> | <p>Mid-term exam 、 Final exam 、 Attendance 、 Peer evaluation 、 Oral presentation 、 Written report</p> | |

| Year 4 | | | |
|--|--|----------------------------------|-----------|
| Course Title | Merger and Acquisitions | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>The course focuses on the design, analysis, and implementation of financial strategies aimed at repositioning and revitalizing companies faced with major competitive or environmental challenges, problems, and opportunities.</p> <p>The course helps students to understand how to create corporate value by restructuring a company or by combining businesses.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| The course helps students to understand how to create corporate value by restructuring a company or by combining businesses. | Case study 、 Group report 、 Project-based learning | Group report 、 Quiz 、 Attendance | |

| Year 4 | | | |
|--|--|--|-----------|
| Course Title | Case Studies on Multinational Corporations | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>A case is a description of a management situation and offers students experience in dealing with complex, realistic situations. Particularly Harvard case is built around the concepts of metaphors and simulation. The situation analyzed and skills developed in the cases are relevant to almost all management situations. Students are assigned a number of cases in advance so that they may experience the method in action and participate in facilitated discussions. By participating in an involved manner in the case discussion, the student learns to commit himself and herself to a position easily, and to express that position articulately. Each student should strive to develop the ability to ask 「the right questions」 about each case.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>1. To assure students can apply the strategic theory learned in the previous semester to the analysis on the cases study. Also ensure the students can learn how to cooperate with people by doing the team project.</p> <p>2. To ensure the students can be equipped with the investigation and analysis skills to know how companies' strategic issues and how they solve and run their business.</p> | <p>Lecturing 、 Case study 、 Question and answer method 、 Presentation 、 Personal report 、 Individual instruction</p> | <p>Attendance 、 Participation & discussion 、 Oral presentation 、 Written report 、 Experience report 、 Case analysis report writing 、 Participation in competitions</p> | |

| Year 4 | | | |
|---|---|--|-----------|
| Course Title | International Banking and Investment | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Explore the importance of international financial markets, foreign exchange markets and the role of multinational banks. You will also evaluate the impact of organizational theories and corporate governance on corporations in an international context as well as examine the relationship between risk management and regulation, including the role of capital and liquidity management.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Provide with the knowledge and skills required in order to solve complex problems within the dynamic environment of international banking and finance.</p> | <p>Lecturing 、 Field visits 、 Case study 、 Question and answer method 、 Presentation 、 Personal report 、 Individual instruction</p> | <p>Attendance 、 Participation & discussion 、 Oral presentation 、 Written report 、 Experience report 、 Case analysis report writing 、 Participation in competitions</p> | |

| Year 4 | | | |
|--|--|----------------------------------|-----------|
| Course Title | Business Communication and Negotiation | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Negotiations can be called as a way of resolving disputes. It is considered as being synonymous to settlement, agreement, and collaboration and bargaining. It takes place almost in all spheres of life -be it is business, personal circumstances (married life, parenting, etc.), legal procedures, government matters, etc. Negotiation can be defined as a channel of communication intended to reconcile differences between parties and to settle conflict jointly. The parties aim at achieving a win-win position.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| The course is with the goal of getting to know the techniques, strategies and tactics of successful negotiations and apply them in business life. | Group report 、 Project-based learning 、 Role-playing reality teaching 、 Individual instruction | Group report 、 Quiz 、 Attendance | |

| Year 4 | | | |
|--|---|--|-----------|
| Course Title | Project Management | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>Project Management is a seminar course. Students will be required to work in teams and put what they have learned previously into practice. The seminar course will have very limited lectures. Instead, I will act as a facilitator in the course to help you and your team prepare for industry analyses, case studies, presentations and group projects.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>Through the use of readings, case studies and simulations, you will learn to formulate corporate strategies and implement them in a competitive business environment. Students will learn to examine how firms may gain and sustain competitive advantage with the formulated strategy. Your performance will depend on the projects assigned as well as how well you work in a team environment.</p> | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Quiz 、 Mid-term exam 、 Final exam</p> | |

| Year 4 | | | |
|---|---|--|-----------|
| Course Title | Retail Management | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 2 / 2 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course will enable students to develop decision making skills related to retailing. Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>1. Evaluate current retailing trends based on consumer, legal and competitive environments.</p> <p>2. Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.</p> <p>3. Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.</p> <p>4. Assess current Canadian retail practices in their ability to respond to environmental trends.</p> | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance Final exam</p> | |

| Year 4 | | | |
|---|---|---|-----------|
| Course Title | Financial Accounting | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 3/3 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course revisits topics covered in Introductory Financial Accounting with a focus on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <ul style="list-style-type: none"> • Accounting Concepts • Accounting Equation • Rules of Accounting • Recording the transactions • Adjusting & Rectifying the books • Preparation of Financial Statements • Analyzing Financial Statements | <p>Case study 、 Group report 、 Project-based learning</p> | <p>Group report 、 Quiz 、 Attendance</p> | |

| Year 4 | | | |
|---|---|--|-----------|
| Course Title | Senior Seminar in Business | Class Offered | ETP-BIB4C |
| Required/Elective | Elective | Credits / Hours | 3/3 |
| Language Used in Class | 100% English | Language for Materials | English |
| Course Description | | | |
| <p>This course is a senior level course designed to allow the student to review, analyze and integrate the work the student has completed toward a degree in Business Administration. The student will complete an approved academic project or paper that demonstrates mastery of their program of study in a meaningful culmination of their learning and to assess their level of mastery of the stated outcomes of their degree requirements.</p> | | | |
| Course Objectives/ Teaching Methods/ Assessment Methods | | | |
| Course Objectives | Teaching Methods | Assessment Methods | |
| <p>This course will help the student to design and develop an electronic portfolio, which encompasses the following learning assignments to help build this final undergraduate project.</p> <ol style="list-style-type: none"> 1. Business Plan 2. Company Brochure 3. Webpage for Organization 4. Resume 5. Cover Letter 6. Reflective Essay | <p>Case study 、 Project-based learning 、 Individual instruction</p> | <p>Participation & discussion 、 Oral presentation 、 Written report 、</p> | |