

2021 Curriculum of College of Management for 2+2 and 2+2+1 Dual Degree Program

2+2 program: Finance, Accounting and Information Systems, Business Administration, Leisure & Recreation Management, Financial Economic Law

2+2+1 Program: Business Administration, Leisure & Recreation Management, Financial Economic Law

Credits for Graduation: 64 for Bachelor and 33 for MBA

Credits for LLB and LLM Graduation: 64 for Bachelor and 27 for LLM

Approved by the College Curriculum Committee on 2021/7

Undergraduate Program (Junior & Senior Years)

Category		Course Title	Year of the program	Semester	Credits	Reference
Liberal Art Required Courses 7 Credits	4 Credits	Beginner Chinese I or II (Select One)	3 rd	1 st	2	CEFR:A1
		Introduction of Taiwanese/Chinese Culture I or II (select one)	4 th	1 st	2	CEFR:A1
	3 Credits	Business English Conversation	3 rd	1 st	3	

Category		Course Title	Year of the Program	Semester	Credits	Reference
College Required Courses 6 Credits		Marketing Management	4 th	1 st	3	
		Big Data Analysis	4 th	1 st	3	
Professional Program (Select One)	Finance 51 Credits	Introduction of Financial Technology and Implementation	3 rd	1 st	3	Financial Technology
		Financial Database Management and Application	3 rd	1 st	3	Data Structures
		Investments	3 rd	1 st	3	
		Financial Institutions Management	3 rd	1 st	3	
		Financial Mathematics	3 rd	1 st	3	Optimization Methods
		E-Commerce and Financial Marketing	3 rd	2 nd	3	Web Design & Promotion
		Investment Portfolio Analysis	3 rd	2 nd	3	Investment Science
		Management of Financial Block Chain and Practice	3 rd	2 nd	3	Financial Technology
		Application of Financial Software Package	3 rd	2 nd	3	Software Engineering
		Behavioral Economics	3 rd	2 nd	3	Investment Science
	Financial Research Method	4 th	1 st	3	Econometric	
	Financial Innovation	4 th	1 st	3	Financial Innovation	
	Investment Analytics and Technology Application	4 th	1 st	3	Investment Science	
	International Financial Management	4 th	2 nd	3	Finance	
	Topics in Financial Technology	4 th	2 nd	3	Financial Technology Practicum	
	Topics in Financial Institution and Management	4 th	2 nd	3	Financial Institutions	
	Topics in Investment Management	4 th	2 nd	3	Investment Science	
	Accounting and Information Systems 51 Credits	Financial Statement Analysis	3 rd	1 st	3	Core
		Intermediate Accounting (2)	3 rd	1 st	3	Core
		Advanced Management Accounting	3 rd	1 st	3	Core
Advanced Enterprise Resource Planning		3 rd	2 nd	3	Core	
Business Intelligence		3 rd	1 st	3	Core	
Business Valuation		3 rd	2 nd	3	Core	
Intermediate Accounting (3)		3 rd	2 nd	3	Core	
Business English Communication		3 rd	2 nd	3	Core	
Auditing (1)		4 th	1 st	3	Core	
Data Mining		3 rd	2 nd	3	Core	
Auditing (2)	4 th	2 nd	3	Core		

		Advanced Accounting (1)	4 th	1 st	3	Core
		Internal Control and Computer Auditing	4 th	1 st	3	Core
		Advanced Accounting (2)	4 th	2 nd	3	Core
		Introduction to Artificial Intelligence	4 th	1 st	3	Elective course.
		Intelligent commerce	4 th	2 nd	3	Elective course.
		CPA Review	4 th	1 st	3	Elective course.
	Business Administration 51 Credits	Artificial Intelligence and Management	3 rd	1	3	
		Innovation and R&D Management	3 rd	1	3	
		e-Commerce and e-Marketing	3 rd	2	3	
		International Business Management	3 rd	1	3	
		Human Resource Management	3 rd	1	3	
		Consumer Behavior	3 rd	1	3	
		Strategic Management	3 rd	1	3	
		Production & Operations Management	3 rd	2	3	
		Data Mining	3 rd	2	3	
		Trend of Cross-Strait and International Trade	4 th	1	3	
		Financial Statement Analysis	4 th	1	3	
		Cultural and Creative Industry	4 th	1	3	
		Organization Behavior	4 th	1	3	
		Topics in Entrepreneurship Management	4 th	2	3	
		Global Industry Analysis	4 th	2	3	
		Supply Chain Management	4 th	2	3	
	Leadership and Teamwork	4 th	2	3		
	Leisure & Recreation Management 51 Credits	Hospitality Information Systems	3 rd	1 st	3	
		Human Resource Management	3 rd	1 st	3	
		Hospitality and Tourism Marketing	3 rd	1 st	3	
		e-Commerce and e-Marketing	3 rd	2 nd	3	
		Customer Relationship Management	3 rd	2 nd	3	
		Air Transport and Ticketing	3 rd	2 nd	3	
		Tourism Development Trend	3 rd	2 nd	3	
		Ecotourism	3 rd	1 st	3	
		M.I.C.E. Management	3 rd	2 nd	3	
		Beverage Making and Practices	3 rd	2 nd	3	
Financial Statement Analysis		4 th	1 st	3		
Hospitality Management		4 th	1 st	3		
Topics in Entrepreneurship Management		4 th	1 st	3		
Leadership and Teamwork		4 th	1 st	3		
Competitive Analysis of Leisure Industry		4 th	2 nd	3		
Cases Study in Hospitality Industry		4 th	2 nd	3		
Practicum in the Tourism and Leisure Industries		4 th	2 nd	3		
Professional Program for LLB	Financial Law Required Courses 24 Credits	Constitutional Law (1) (2)	3 rd	1 st & 2 nd	3&3	
		Criminal Law (1)(2)	3 rd	1 st & 2 nd	3&3	
		Law of Contract (1)(2)	4 th	1 st & 2 nd	3&3	
		Law of Torts (1)(2)	4 th	1 st & 2 nd	3&3	
	Financial Law Elective Courses	Strategic Management	3 rd	1 st	3	
		International Technology and Law	3 rd	1 st	2	
		Electronic Commerce Law	3 rd	1 st	2	
		Legal English	3 rd	1 st	2	
		Trademark Law	3 rd	1 st	2	
		Corporation law	3 rd	1 st	2	
		Human Resource Management	3 th	1 nd	3	
		Trust Law	3 rd	2 nd	2	
		International Economic and Trade Law	3 rd	2 nd	2	
		Fair Trade Act	3 rd	2 nd	2	
		Introduction to Anglo-American Contract Law	3 rd	2 nd	2	
		Maritime Law	3 rd	2 nd	2	
		e-Commerce and e-Marketing	3 nd	2 nd	3	
		Patent Act	3 nd	2 nd	2	
		Marketing Management	3 th	2 st	3	
		Banking Law	4 th	1 st	2	
		Insurance Law	4 th	1 st	2	
		Financial Laws	4 th	1 st	2	
		Trade Secret Act	4 th	1 st	2	
		Medical Law	4 th	2 nd	2	
		Environmental and Energy Law	4 th	2 nd	2	
		Study of Criminal Law Practice	4 th	2 nd	2	

Graduate Program

Category		Course Title	Year of the Program	Semester	Credits	Reference			
College Required Courses 15 Credits		Thesis	2 nd	1 st or 2 nd	6				
		Quantitative Research Methods	2 nd	1 st	3				
		Research Methodology	2 nd	2 nd	3				
		Marketing Research	2 nd	2 nd	3				
MBA Program (Select one)	Business Administration Required Core Courses 9 Credits, Elective courses 9 Credits	Statistics and Data Analysis	2 nd	1 st	3				
		International Business Strategy Theory	2 nd	1 st	3	Elective course			
		Marketing Strategy and Management	2 nd	1 st	3	Elective course			
		Cross-Cultural Management	2 nd	1 st	3				
		Theory of Organization Management	2 nd	2 nd	3	Elective course			
		Technology and Innovation of Management	2 nd	2 nd	3				
	Leisure & Recreation Management Required Core Courses 9 Credits, Elective Courses 9 Credits	Cross-Cultural Management	2 nd	1 st	3				
		Marketing Strategic Management	2 nd	2 nd	3				
		Tourism Development Trend	2 nd	2 nd	3				
		Competitive Analysis of Leisure Industry	2 nd	1 st	3				
		Technology and Service Innovation	2 nd	1 st	3				
		Sustainable Tourism	2 nd	2 nd	3				
		LLM Program 27 Credits	Financial Economic Law	University Required Credits	Master's Thesis	2 nd	1 st or 2 nd	3	
				Program Required Credits	Legal Risk Seminar	2 nd	1 st	3	
IP Commercialization	2 nd				1 st	2			
Regulating Technologies	2 nd				1 st	2			
Modern Legal Issues in Asia Seminar	2 nd				2 nd	3			
Legal English	2 nd				2 nd	2			
Medical Law and Ethics	2 nd				2 nd	2			
Business Crime Seminar	2 nd				1 st	3			
International License Agreements	2 nd			1 st	2				
Program Elective Credits	Quantitative Research Methods			2 nd	1 st	3			
	Big Data and Data Mining			2 nd	1 st	3			
	Marketing Management			2 nd	1 st	3			
	Green Supply Chain Management			2 nd	1 st	3			
	Sustainable Management			2 nd	1 st	3			
	Legal Research and Writing Seminar		2 nd	2 nd	3				
	Financial Management		2 nd	2 nd	3				
	Human Resource Management		2 nd	2 nd	3				
	Marketing Research		2 nd	2 nd	3				
	Strategic Management		2 nd	1 st	3				
	International Business Strategy Theory		2 nd	1 st	3				
	Internet Governance and Regulation		2 nd	1 st	3				
	Comparative Research on Taiwan and U.S. Judicial Systems		2 nd	1 st	2				
Theory of Organization Management	2 nd		2 nd	3					
Technology and Innovation of Management	2 nd		2 nd	3					
Enterprise Culture and Ethics	2 nd		2 nd	3					

Remark:

1. Graduation requirement: 64 credits for Bachelor, 33 credits for MBA and 27 credits for LLM.
2. International students of Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.

3. To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.
4. Among Department 51 credits, 9 can be elective credits. Elective courses can select from Finance program, Business Administration program, or Accounting and Informational Systems Program's CPA review courses.
5. College required courses for bachelor program (6 credits) are not applicable for LLB program.
6. College required courses for MBA program (15 credits) are not applicable for LLM program.