

2021 Curriculum of College of Management for 3+1 & 3+1+1 Dual Degree Program

3+1 program: Finance, Accounting and Information Systems, Business Administration, Leisure & Recreation Management, Financial Economic Law

3+1+1 Program: Business Administration, Leisure & Recreation Management, Financial Economic Law

Credits for Graduation: 43 credits for Bachelor and 33 credits for MBA

Credits for LLB and LLM Graduation: 32 credits for LLB and 27 for LLM

Approved by the College Curriculum Committee on 2021/4/1

Undergraduate Program (Senior Year)

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

Category		Course Title	Year of the Program	Semester	Credits	Reference
Professional Program (Select One)	Business Administration 36 Credits	Marketing Management	1 st	1 st	3	
		Big Data Analysis	1 st	1 st	3	
		Human Resource Management	1 st	1 st	3	
		Strategic Management	1 st	1 st	3	
		Financial Statement Analysis	1 st	1 st	3	
		Topics in Entrepreneurship Management	1 st	1 st	3	
		Business Culture and Ethics	1 st	2 nd	3	
		Data Mining	1 st	2 nd	3	
		Production & Operations Management	1 st	2 nd	3	
		e-Commerce and e-Marketing	1 st	2 nd	3	
		Global Industry Analysis	1 st	2 nd	3	
	Leadership and Teamwork	1 st	2 nd	3		
	Finance 36 Credits	Money and Banking	1 st	1 st	3	
		Investments	1 st	1 st	3	
		Financial Statement Analysis	1 st	1 st	3	
		Derivatives	1 st	1 st	3	
		Financial Institutions Management	1 st	1 st	3	
		Financial Research Method	1 st	1 st	3	
		Fixed Income Securities	1 st	2 nd	3	
		Investment Portfolio Analysis	1 st	2 nd	3	
		Case Studies on Financial Management	1 st	2 nd	3	
		Business Valuation	1 st	2 nd	3	
	Leisure and Recreation 36 Credits	Securities Markets	1 st	2 nd	3	
		International Financial Management	1 st	2 nd	3	
		Service Management	1 st	2 nd	3	
		Consumer Behavior	1 st	1 st	3	
		Hospitality Information Systems	1 st	1 st	3	
		Hospitality Entrepreneurial Management	1 st	2 nd	3	
		Professional English for Hospitality	1 st	1 st	3	
		Product Design and Cost Control	1 st	2 nd	3	
		Customer Relationship Management	1 st	2 nd	3	
		Air Transport and Ticketing	1 st	2 nd	3	
		Professional English for Tourism	1 st	1 st	3	
	Accounting and Information Systems 36 Credits	Ecotourism	1 st	1 st	3	
		M.I.C.E. Management	1 st	2 nd	3	
		Travel Safety and Health	1 st	2 nd	3	
		Intermediate Accounting (2)	1 st	1 st	3	
		Advanced Management Accounting	1 st	1 st	3	
		Advanced Enterprise Resource Planning	1 st	2 nd	3	
		Business Intelligence	1 st	1 st	3	
		Business Valuation	1 st	2 nd	3	
		Intermediate Accounting (3)	1 st	2 nd	3	
Auditing (1)	1 st	1 st	3			
Data Mining	1 st	2 nd	3			
Auditing (2)	1 st	2 nd	3			

			Advanced Accounting (1)	1 st	1 st	3	
			Internal Control and Computer Auditing	1 st	1 st	3	
			Advanced Accounting (2)	1 st	2 nd	3	
Professional Program for LLB	Financial Law Required Courses 24 Credits		Constitutional Law (1) (2)	1 st	1 st & 2 nd	3&3	
			Criminal Law (1)(2)	1 st	1 st & 2 nd	3&3	
			Law of Contract (1)(2)	1 st	1 st & 2 nd	3&3	
			Law of Torts (1)(2)	1 st	1 st & 2 nd	3&3	
			Legal English	1 st	1 st	2	
	Financial Economic Law Financial Law Elective Courses		Trademark Law	1 st	1 st	2	
			Fair Trade Act	1 st	2 nd	2	
			Introduction to Anglo-American Contract Law	1 st	2 nd	2	
			Insurance Law	1 st	1 st	2	
			Financial Laws	1 st	1 st	2	
			Trade Secret Act	1 st	1 st	2	
			Medical Law	1 st	2 nd	2	
			Environmental and Energy Law	1 st	2 nd	2	
			Study of Criminal Law Practice	1 st	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			
		Sustainable Management	2 nd	1 st	3			
		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 and Recreation 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	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: 43 credits for Bachelor and 33 credits for MBA
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. College required courses for MBA program (15 credits) are not applicable for LLM program.