

# Graduate & PHD Program for International Students in International Business Administration(IMBA)

## ABOUT THE PROGRAM:

### Introduction

The IMBA aims to produce international students with a global mindset. This academic degree is essential to those who aspire to work in business, and who seek career advancement, business ownership, or technical skills and business knowledge.

### Mission Statement

The MBA program at Chinese Culture University's Graduate School of International Business educates tomorrow's leaders through the active integration of teaching, research, and engagement. We create an innovative and intellectual environment with a focus on leadership and management in a global marketplace.

### Features

- a. Career Fields: The graduates may be employed in the areas of international business, service business, and manufacturing industries.
- b. Career Development: Students are encouraged to participate in all types of certificate examinations while improving their competence in English and computer techniques. Students may participate in all types of public office examinations (senior, general and special National Placement Examinations, etc).
- c. Further Education: Students of the institute may travel abroad to study at sister universities in the United States, Japan, Britain, and Europe, while they are in school. The graduates can further their education in graduate institutes related to business management.

### Admission

- a. International applicants must hold a valid, ROC-recognized bachelor's degree, or its equivalent. Furthermore, the international applicants have to satisfy all applicable requirements stated in the CCU Regulations for International Admission.
- b. The international master program requires applicants to provide school transcript(s) (including proofs of outstanding academic achievements).
- c. The applicants have to submit one copy of English or Chinese Master Research Plan.
- d. Work experience or published research papers should be attached to the application package.

### Program Structure

Each student in this program must complete 36 credits, including all required courses and some elective courses. A written master thesis is required for the degree. A TOEFL score of 500 points or above is required to graduate.

## COURSE INFORMATION:

### Required Courses

Course	Unit	Course Description
<b>Research Methodology</b>	<b>3 credits</b>	This course aims at providing students with research techniques and skills for analyzing quantitative data that may be required for their individual research project, the publication of the research and an academic career. The emphasis is on practical uses of SPSS and AMOS software tools in order to discover and prove new scientific facts and relationships.
<b>International Business Management</b>	<b>3 credits</b>	The Challenges of Globalization places culture and globalization front and center to motivate and enable students to grasp difficult conceptual material. The course covers a wide range of financial issues. The theoretical foundations are further discussed including CAPM, APT, MM theory, cost of capital , dividend policy, etc.
<b>International Marketing Management</b>	<b>3 credits</b>	This course is designed to introduce students to international/global marketing and branding as viewed through the lens of Taiwan's brands and companies.
<b>Corporate Finance</b>	<b>3 credits</b>	The class focuses on setting out the basic principles of financial management and applying them to the main decisions faced by the financial manager. The content covers the fundamental concepts of financial management, pricing on financial assets, discounted cash flows techniques, capital budgeting evaluation methods, capital asset pricing model, the measure of financial leverage, cost of capital, capital structure theory, dividend policy.
<b>International Human Resource Management</b>	<b>3 credits</b>	This course aims at the cultivation of learners' basic abilities to analyze and appreciate the logic and insights of scholarly journal articles in the discipline of International Human Resources Management.
<b>International Business Strategy</b>	<b>3 credits</b>	This course is designed to introduce contemporary business internationalization models, multinational corporation's strategic thinking, formulation, contents, logic, and corporate strategies. International competitive advantage and competitive strategies are analyzed in order to help comprehend today's globalizing business world and to provide a theoretical foundation for further learning.

<p><b>Applied Multivariate Data Analysis</b>  (offered by Graduate Institute of Tourism)</p>	<p><b>3 credits</b></p>	<p>This course is to provide students with an introduction to different types of quantitative research methods which include regression analysis, factor analysis, analysis of variance (ANOVA), and other techniques often used in finance. The course is designed to develop students' practical experiences in research.</p>
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Elective Courses

Course	Unit	Course Description
<p><b>European Union Market Analysis</b></p>	<p><b>3 credits</b></p>	<p>The course, The European Union Market Analysis, is designed to provide students with in-depth and extensive understanding about the European Union (EU).</p>
<p><b>Economics Of European Union Seminar On The Economics Of European Union</b></p>	<p><b>3 credits</b></p>	<p>Created by the Treaty of Rome in 1957, the European Union (EU) established a full customs union in 1968. This was, indeed, a great achievement in economic integration as it took place well before the deadline stipulated in the treaty (1970). This course combines comprehensive coverage of the key policy areas of the European Union with analysis of individual countries, including the recent accession countries and Turkey. It analyzes the economic bases for the rise of the European Union from its origins in the post-World War II recovery to its historic enlargement in 2007. It takes up the different nation-state perspectives on the EU's economic policies by looking in turn at all European Union countries.</p> <p>This course uses history, theory, and analysis including comparative data to evaluate policies ranging from the Common Agricultural Policy and Competition Policy to social policy and monetary policy, and to assess issues such as unemployment and foreign aid.</p>
<p><b>International Business Risk Management</b></p>	<p><b>3 credits</b></p>	<p>This course of business, financial analysis and risk management perspective of business decisions at the same time, how to correct the financial logistics concepts and practices, management, corporate finance and operational risk. Designed to train students to understand the function and operation of risk management, and macro view of risk management and international business, technology, finance, four major environmental ethics of the relationship between the reach of the economic units can be caused by the least cost-effective protection for maximum security.</p>

FACULTY

Professor	Position	Degree
Dr. Wu, Wann-Yih	Professor	Ph.D. in Marketing, Oklahoma City University (USA )
Dr. Shih, Kuang-Hsun	Professor	Ph.D. in Finance, Nova Southeastern University (USA )
Dr. Wang, Yung-Chang	Professor	Ph.D. in Economics, State University of New York at Stony Brook (USA )
Dr. Ho, Wen-Rong	Associate Professor	Ph.D. in Organizational Management , University Texas at Austin (USA )
Dr. Fun, Shin-Kun	Associate Professor	Ph.D. in Management, Southern California University(USA )
Dr. Chen, Yung -Yen	Assistant Professor	Ph.D. in Finance, Nova Southeastern University (USA )
Dr. Chang, Chi-Ya	Assistant Professor	Ph.D. in Business Administration , National Taipei University (ROC)
Dr. Kuo, Kuo-Cheng	Assistant Professor	Ph.D. in Business, Edinburgh University (UK )

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