

Department of Business Administration

Introduction

History

Department of Business Administration (DBA) of Yuanpei University was accredited by the Ministry of Education in 2002. The bachelor program started in 2002 and the master's program in 2003.

Features

Curriculum

In order to meet the demands of the market, the purpose of the bachelor program is to provide students with a broad background in general business and management, and to give them adequate preparation for pursuing graduate study, enter the job markets. The courses are designed to educate students to be professional managers with abilities of management, communication, and technology, and to have global mind and identification of professional skills.



Based on the undergraduate courses, many advanced and contemporary courses have been provided to graduate students, such as Organization Theory, Research Methodology, Strategic Management, E-Commerce, Marketing, Advertising, Seminars in Business Functions,

and Seminars in Industries. For the master's program, the DBA aims to equip students with the skills required for tomorrow's business communities. Many educational facets including field trips, experiential learning, case studies, and contact with business executives as lecturers and mentors provide students opportunity to improve their skills for greater contributions to businesses where they are employed



Faculty

The faculty and staff in the department maintain diverse in different business fields, and they also have many experiences in different business area. The number of full-time teachers at the department is 11, containing 1 professor, 3 associate professors, 7 assistant professors and 1 lecturer.

Facilities

The classrooms of Department are equipped with advanced computer equipment, such as PCs, LCD projector, wireless services for the purpose of teaching and seminar discussion. The students will be able to constantly improve computer skills for the need of job market after graduation. There are four special laboratories for assisting students with their performance in competitions. They are case study and project management seminar room, business operation simulation system lab, chain store service lab, and integrated marketing communication lab with a small studio.

Career Development

The purpose of the department is to provide students with a broad background in general business and management, and to give students adequate preparation for entering the job markets, including service industries, management, marketing, human resources, sales, purchasing, information management and manufacturing in business and industry, and also working in government or nonprofit institutions.

We are dedicated to cultivate management specialists and future industrial entrepreneurs. So graduates will be able to contribute to Taiwan's business, service organizations and systems. Furthermore, they will become one of the significant segments of our nation's development and make contributions to the people.



Degrees Offered

■ Bachelor ■ Master

■ Mission & Objectives

Educational Objectives

Program	Objectives
Undergraduate	<ol style="list-style-type: none"> 1. Cultivate professionals of business and management that equally emphasize theories and practice. 2. Understand the concepts and disciplines of business and its environment, management and organization. 3. Cultivate information technology, communication, and teamwork abilities to solve problems. 4. Cultivating the global view and to understand the difference of multi-cultures and multinational business.
Graduate	<ol style="list-style-type: none"> 1. Cultivate interdisciplinary knowledge integrating skills and innovative thinking skills. 2. Possess the ability of diagnosing and solving problems related to business. 3. Possess the ability of researching problems related to management. 4. Cultivate talents and equip them with business ethics and a service mindset in hope of fulfilling the values of society.

Core Competences

Program	Competences
Undergraduate	<ol style="list-style-type: none"> 1. Possess the ability to utilize information technology to collect data. 2. Possess the ability to utilize foreign languages to enhance professionalism. 3. Possess the ability of communication, teamwork, analysis, and solving problems. 4. Possess the theoretical foundation of professional

management to solve problems related to business.

5. Possess the business ethics and a service mindset in hope of fulfilling the values of society.

Graduate

1. Possess the ability to utilize foreign languages to enhance professionalism.
2. Possess the ability of communication, teamwork, analysis, and solving problems.
3. Possess the business ethics and a service mindset in hope of fulfilling the values of society.
4. Possess the ability of organizing and leadership.
5. Possess the ability of planning and finishing research paper independently.
6. Possess the theoretical foundation of professional management to solve problems related to business.

Curriculum

Undergraduate Program of Department of Business Administration, Yuanpei University(Academic Year 2014)			
Year 1			
Required	Credits	Elective	Credits
Chinese Literature (I)	3	Calculus for Business(I)	2
English (I)	2	Calculus for Business(II)	2
Practical English(I)	2		
Introduction to Computers	3		
Management	3		
Economics (I)	3		
Accounting (I)	3		
Chinese Literature (II)	2		
English (II)	2		
Introduction to Health Industry	3		
Introduction to Business	3		
Economics (II)	3		

Accounting (II)	3		
Year 2			
Required	Credits	Elective	Credits
English (III)	2	Accounting (III)	2
Homepage Designing	2	Accounting (IV)	2
Marketing Management	3	Japanese (I)	2
Statistics (I)	3	Japanese (II)	2
Management Mathematics	3	Civil Law	3
English (IV)	2	Risk Management and Insurance	2
Human Resource Management	3	(I)	
Production and Operations Management	3	Risk Management and Insurance	2
Statistics (II)	3	(II)	
		Microeconomics	3
		Business Communication	3
		Organizational Behavior	3
		Applied Operations Research	3
		Consumer Behavior	
		Macroeconomics	3
		Technology Management	3
			3
Year 3			
Required	Credits	Elective	Credits
Financial Management	3	Interpersonal Communication	3
Statistical Computer Software	3	Marketing Research	
Homepage Designing and	2	Project Management	3
Website Planning	2	Retail Management	3
Integrated Marketing	3	Managerial Psychology	3
Communication	3	Managerial Accounting	3
Business Law	2	Performance Appraisal	3
Internet Marketing		Managing for Total Quality	3
		Corporate Risk Management	3
		Investment Management	3
		Research Methods	3

		English (V)	2
		English (VI)	2
		Technique of Sales Promotion	2
		Compensation Management	3
		Advertising	
		Sales and Inventory	3
		Management	3
			3
Year 4			
Required	Credits	Elective	Credits
Special Topic (I)	3	Supply chain Management	3
Special Topic (II)	3	Employee Training and	3
Strategy Management	3	Developing	
Enterprise Internship	3	Corporate Policy	3
		International Human Resource	3
		Management	
		E-Business	3
		Innovation Management	3
		Business Competitive Analysis	3
		Experiential Marketing	
		Case Study of High-Tech and	3
		Health industries	3
		Customer Relation Management	
		Global Marketing	3
			3

Graduate Program of Department of Business Administration, Yuanpei
University(Academic Year 2014)

Year 1

Required	Credits	Elective	Credits
English Writing (I)	2	Marketing Management	3
English Writing (II)	2	Service Management	3
Management Practice (I)	1	Knowledge Management	3
Management Practice (II)	1	Learning Organization	3
		Strategy Management	3
		Industry Policy	3
		Management Case Study	3
		Statistics and Data Analysis	3
		Operation Research	3
		Finance Management	3
		Information Management	3
		Global E-Business	3
		Consumer Behavior	3
		International Marketing	3
		Research Methodology	3
		Multivariate Analysis	3
		Qualitative Research	3
		Innovation Management	3
		Project Management	3
		Production and Operation Management	3
		Hospitality Financial Management	3
		Hospitality Service Quality Management	3

Year 2			
Required	Credits	Elective	Credits
Thesis writing	6	Technology Management	3
		Management Project	3
		International Human	3
		Resource Management	
		Business Diagnosis	3
		Business Negotiation	3
		International Financial	3
		Management	
		Supply Chain Management	3
		Market Survey	3
		Electronic Commerce	3
		Customer Relationship	3
		Management	
		Advertising and Public	3
		Relations Management	
		Integrated Marketing	3
		Communication	
		Performance Management	3
		Food and Beverage	3
		Innovation Management	
		Food Safety Control System	3
		Hospitality Human	3
		Resource Management	

Faculty and Staff

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Research

There are 11 full-time teachers, whose specialties can assist students with their educational goals in 3 major fields of marketing & management for service industry, e-Business & entrepreneurship, and human resource management. Other related research fields such as strategic management, operations management, financial management, etc. The quality and quantity of teachers are sufficient, and their specialties are agreeable with the development of curriculum.