

(Study Scheme – English)

Programme Title

Global Business Studies

Study Scheme

Applicable to students admitted in 2018-19

Major Programme Requirement

Studies in Global Business Studies are divided into THREE main streams and students are required to specialize in one of the streams:

- (1) Global Business Management,
- (2) Global Supply Chain and Logistics Management, and
- (3) Global Business and Innovation

Global Business Management Stream

Students are required to complete a minimum of 63 units of courses as follows:

	Units
1. Required School Package: ACT2111, 4253, DMS2051, ECO2011, 2021, 2121 ^[1] , FIN2010, MGT2020#, MKT2010, DMS2030,	30
2. Required Courses: MAT1005 ^[2] , MGT3010#, MGT3210#, MGT3250#, MGT3260#, MGT4230#	18
3. Elective Courses:	
(a) 9 units selected from the major elective list: ECO3010#, 3011#, 3021#, 3160#, 3121#, 3230#; FIN3080#, 4060#; IDE2000#, 2097#; MAT3010#; MGT3060#, 4189#, 4270#, 4310, 4312, 4313, 4320 ; MKT3020#, 3050#, 4120#; STA2002, 3010, 3020	9
(b) Two courses selected from the following: MGT4020#, 4188#, 4210#	6
Total:	<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 63

Notes:

- [1] Students who have passed STA2001 will be exempted from ECO2121
- [2] Students who have passed MAT1010 (or both MAT1001 and MAT2040) will be exempted from MAT1005
- [3] Courses labeled as # will be included in the calculation of Major GPA for honors classification

Global Supply Chain and Logistics Management Stream

Students are required to complete a minimum of 63 units of courses as follows:

	Units
1. Required School Package: ACT2111, 4253, DMS2030#, ECO2011, 2121, FIN2010, 9 units from the following: DMS2051, MGT2020, MKT2010, ECO2021	27
2. Major Required Courses: DMS3002#, 3003#, MAT1010, 3010#; IDE 4110#; MGT4270#	18
3. Major Elective Courses:	18

The following four courses (12 units) are required to take, although they will be transferred back as major elective courses:
CBS^{1st}, CBS^{2nd}, UBC^{1st}, UBC^{2nd}

At least two courses (6 units) are selected from the following courses:

ECO2021, 3121#, 3160#, 3480#; DMS4312, 4313; FIN3080#, 4110#, 4210#; MGT2020, 3210, 3250, 4010; MKT2010, 3020#, 4120#; STA2002, 4003, MAT2040, 3007, 3300; CSC1001, 1002, DMS2051

Note: The students will study in Copenhagen Business School and University of British Columbia for two semesters. Some major electives courses will be transferred from these two universities.

Total: 63

Notes:

- [1] Courses labeled as # will be included in the calculation of Major GPA for honors classification
- [2] The first 9 units received from the courses DMS2051, MGT2020, MKT2010, ECO2021 are counted as the School Required Package units. The remaining units are counted as Major Elective Courses units.

Global Business and Innovation Stream

Students are required to complete a minimum of 63 units of courses as follows:

	Units
1. School Package: ACT2111, 4253, DMS2051, 2030#, ECO2011, 2021, 2121, FIN2010, MGT2020#, MKT2010	30
2. Required Courses:	

- | | |
|---|----|
| (a) IDE4110#, MAT1005 or MAT1010, MGT3010#, | 9 |
| (b) Students are required to study at University of South Carolina for one academic term and complete two courses, IBUS 310(Globalization and Business) and IBUS 403 (International Entrepreneurship), and to study at University of Auckland for one academic term and complete the course Innovent 304 (Innovation and Entrepreneurship in Action, 6 credits) | 12 |

- | | |
|--|----|
| 3. Elective Courses:
12 units of courses selected from the following: | 12 |
| CSC1001, 1002, ECO3010, 3011, 3021, 3121, 3160, 3230, ,
4001, 4002, ERG2050, FIN3080, 4060, GBI4312,4313;IDE
2097#, 3000#, MAT3010; MGT3060, 3210#, 3260#, 4020#,
4188, 4189#, 4270, MKT3020, 3030, 3050#, 4120,
STA2002, 3010, 3020 | |

Total:
63

Notes:

- [1] Courses labeled as # will be included in the calculation of Major GPA for honors classification

課程名稱

國際商務

修讀辦法

二〇一八至一九年度入學學生適用

主修課程要求

本課程分設三項專修範圍，學生須選修其中一項專修範圍：

- (1) 環球商業管理；
- (2) 環球供應鏈與物流管理；及
- (3) 環球商務與創新

環球商業管理專修範圍

學生須至少修畢以下科目共 63 學分：

	學分
1. 學院課程： ACT2111, 4253, DMS2030, 2051, ECO2011, 2021, 2121 ¹¹ FIN2010, MGT2020#, MKT2010, DMS2030	30
2. 必修科目： MAT1005 ¹² , MGT3010#, MGT3210#, MGT3250#, MGT3260#, MGT4230#	18
3. 選修科目：	
(a) 從主修科選修課表中選擇9學分： ECO3010#, 3011#, 3021#, 3160#, 3121#, 3230#, FIN3080#, 4060#; IDE2000#, 2097#; MAT3010#; MGT3060#, 4189#, 4270#,4310,4312,4313,4320; MKT3020#, 3050#, 4120#; STA2002, 3010, 3020	9
(b) 從以下選修其中兩科： MGT4020#, 4188#, 4210#	6
共：	63

注：

[1] 學生通過科目 STA2001 將可以豁免科目 ECO2121。

[2] 學生通過科目 MAT1010 (或 MAT1001 和 MAT2040) 將可以豁免 MAT1005。

[3] 標記#號的科目將會計入主修科目之平均績點，並用以釐定學位等級。

環球供應鏈與物流管理專修範圍

學生須至少修畢以下科目共 63 學分：

學分

1. 學院課程： 27

ACT2111,4253,DMS2030#,ECO2011,2121, FIN2010,9 學分
選自以下科目：DMS2051, MGT2020, MKT2010, ECO2021

2. 必修科目： 18

DMS3002#, 3003#, MAT1010, 3010#; IDE 4110#,
MGT4270#

3. 選修科目： 18

以下四門科目 (12學分) 是項目必修科目，雖然它們將被轉
回為選修科目：

CBS^{1st}, CBS^{2nd}, UBC^{1st}, UBC^{2nd}

至少兩門 (6學分) 選自以下科目：

ECO2021 · 3121#, 3160#, 3480#; DMS4312,4313;FIN3080#,
4110#, 4210#; MGT2020 · 3210, 3250, 4010; MKT2010 ·
3020#, 4120#; STA2002, 4003, MAT2040, 3007, 3300 ;
CSC1001 · 1002 · DMS2051

注：本專業學生將在哥本哈根商學院和英屬哥倫比亞大學
學習兩個學期。一些選修科目將從這兩所大學轉回。

共： 63

注：

[1] 標記#號的科目將會計入主修科目之平均績點，並用以釐定學位等級。

[2] 在以下四門科目 DMS2051, MGT2020, MKT2010, ECO2021 中所修的前
九個學分會計算在學院課程所需學分之內。其餘學分會計算成主修選修
科目學分。

環球商務與創新專修範圍

學生須至少修畢以下科目共 63 學分：

	學分
1. 學院課程：	30
ACT2111, 4253, DMS2051, 2030#, ECO2011, 2021, 2121, FIN2010, MGT2020#, MKT2010	

2. 必修科目：

- | | |
|---|----|
| (a) ,MAT1005 或 MAT1010, MGT3010#, IDE4110# | 9 |
| (b) 學生須在南卡羅來納大學學習一個學期並修讀科目
IBUS 310 (商務與全球化) 與 IBUS 403 (國際創業) ,
在奧克蘭大學學習一個學期並修讀科目 Innovent 304
(創新與創業實踐 , 6 學分) | 12 |

3. 選修科目: 12

從以下選修 12 學分 :

CSC1001, 1002, ECO3010, 3011, 3021, 3121, 3160, 3230,
4001, 4002, ERG2050, FIN3080, 4060, GBI4312, 4313;
IDE2097#, 3000#, MAT3010, MGT3060, 3210#, 3260#,
4020#, 4188, 4189#, 4270, MKT3020, 3030, 3050#, 4120,
STA2002, 3010, 3020

共 : 63

注 :

[1] 標記#號的科目將會計入主修科目之平均績點 , 並用以釐定學位等級。

(Recommended Course Pattern - English)

Recommended Course Pattern

1. Sufficient units should be allowed in each term for students to fulfill the University Core Requirements, which include: (i) 3 units of Chinese; (ii) 12 units of English; (iii) 1 unit of IT; (iv) 18 units of General Education; and (v) 2 units of Physical Education and Health.
2. Programmes with different streams/concentrations are required to provide the recommended pattern for each stream/concentration.

Major Programme Requirement of <u>Global Business Management Stream</u>			
	Recommended Course Pattern	Units	
First Year of Attendance	1 st term Required School Package: ECO2011, ACT2111 Major Required: MAT1010 or MAT1005 ^[1]	6 3	
	2 nd term Required School Package: ECO2121, FIN2010, MGT2020	9	
Second Year of Attendance	1 st term Required School Package: ECO2021, MKT2010 Major Required: MGT3260,	6 3	
	2 nd term Required School Package: DMS2030 Major Required: MGT3010, Major Elective: one course	3 3 3	
	1 st term Major Required: MGT3250 Major Elective(s): one course	3 3	
	2 nd term Required School Package: DMS2051 Major Required: MGT3210 Major Elective(s): one course ^[1]	3 3 ^[1] 3 ^[1]	
Fourth Year of Attendance	1 st term Major Required: MGT4230 Major Elective(s): one course from MGT4020, 4188, 4210	3 3	
	2 nd term Required School Package: ACT4253 ^[1] Major Elective(s): one courses from MGT4020, 4188, 4210	3 ^[1] 3	
	Total (Major Requirement including School Package):		63

Explanatory Notes:

[1] Applicable to Global Business Management Stream only.

(Recommended Course Pattern - English)

Recommended Course Pattern

- Sufficient units should be allowed in each term for students to fulfill the University Core Requirements, which include: (i) 3 units of Chinese; (ii) 12 units of English; (iii) 1 unit of IT; (iv) 18 units of General Education; and (v) 2 units of Physical Education and Health.
- Programmes with different streams/concentrations are required to provide the recommended pattern for each stream/concentration.

Major Programme Requirement of <u>Global Supply Chain and Logistics Management</u>		
	Recommended Course Pattern	Units
First Year of Attendance	1 st term Required School Package: ACT2111, ECO2011 Major Required: MAT1010	6 3
	2 nd term Required School Package: ECO2121, FIN2010, select one from courses: DMS2051, MGT2020, MKT2010, ECO2021	9
Second Year of Attendance	1 st term Required School Package: select two from courses: DMS2051, MGT2020, MKT2010, ECO2021 Major Required: MAT3010	6 3
	2 nd term Major Required: DMS2030, 3002, 3003	9
Third Year of Attendance	1 st term CBS ^{1st} , CBS ^{2nd} , CBS Elective	9
	2 nd term UBC ^{1st} , UBC ^{2nd} , UBC Elective	9
Fourth Year of Attendance	1 st term Major Required: IDE4110, MGT4270	6
	2 nd term Required School Package: ACT4253	3
Total (Major Requirement including School Package):		63

(Recommended Course Pattern - English)

Recommended Course Pattern

- Sufficient units should be allowed in each term for students to fulfill the University Core Requirements, which include: (i) 3 units of Chinese; (ii) 12 units of English; (iii) 1 unit of IT; (iv) 18 units of General Education; and (v) 2 units of Physical Education and Health.
- Programmes with different streams/concentrations are required to provide the recommended pattern for each stream/concentration.

Major Programme Requirement of <u>Global Business and Innovation Stream</u>		
	Recommended Course Pattern	Units
First Year of Attendance	1 st term School Package: ACT2111, ECO2011 Major Required: MAT1005 or MAT1010	6 3
	2 nd term School Package: ECO2121, FIN2010, MGT2020	9
Second Year of Attendance	1 st term School Package: ECO2021, MKT2010	6
	2 nd term Major Required: Designated courses at Darla Moore School of Business, University of South Carolina USC ^{1st} , USC ^{2nd} Major Elective(s): one course	6 3
	1 st term School Package: ACT4253, DMS2051 Major Required: IDE4110	6 3
Third Year of Attendance	2 nd term Major Required: Designated course at University of Auckland UoA ^{1st}	6
	1 st term Major Required: DMS2030 Major Elective(s): two courses	3 6
Fourth Year of Attendance	2 nd term Major Required: MGT3010 Major Elective(s): one course	3 3
	Total (Major Requirement including School Package):	63

修課推介

1. 每學期均須預留足夠學分讓同學符合大學核心課程要求，包括：(一)中文三學分；(二)英文十二學分；(三)資訊科技一學分；(四)通識教育十八學分及(五)體育與健康兩學分。
2. 有不同專修範圍的課程須為每項專修範圍提供修課推介。

環球商業管理主修課程要求		
	修課推介	學分
第一修業學年	第一學期 學院課程: ECO2011, ACT2111 主修必修科目: MAT1010 或 MAT1005 ^[1]	6 3
	第二學期 學院課程: ECO2121, FIN2010, MGT2020	9
第二修業學年	第一學期 學院課程: ECO2021, MKT2010 主修必修科目: MGT3260	6 3
	第二學期 學院課程: DMS2030 主修必修科目: MGT3010 主修選修科目: 一科	3 3 3
	第一學期 主修必修科目: MGT3250 主修選修科目: 一科	3 3
第三修業學年	第二學期 學院課程: DMS2051 主修必修科目: MGT3210, 主修選修科目: 一科 ^[1]	3 3 ^[1] 3 ^[1]
	第一學期 主修必修科目: MGT4230 主修選修科目: 從 MGT4020, 4188, 4210 選修一科	3 3
第四修業學年	第二學期 學院課程: ACT4253 ^[1] 主修選修科目: 從 MGT4020, 4188, 4210 選修一科	3 ^[1] 3
	合共 (主修要求包括學院課程):	63

(Recommended Course Pattern – Chinese)

修課推介:

1. 每學期均須預留足夠學分讓同學符合大學核心課程要求，包括：(一)中文三學分；(二)英文十二學分；(三)資訊科技一學分；(四)通識教育十八學分及(五)體育與健康兩學分。
2. 有不同專修範圍的課程須為每項專修範圍提供修課推介。

環球供應鏈與物流管理主修課程要求		
	修課推介	學分
第一修業學年	第一學期 學院課程: ACT2111, ECO2011 主修必修科目: MAT1010	6 3
	第二學期 學院課程: ECO2121, FIN2010, 四選一: DMS2051, MGT2020, MKT2010, ECO2021	9
	第一學期 四選一: DMS2051, MGT2020, MKT2010, ECO2021 主修必修科目: MAT3010	6 3
第二修業學年	第二學期 主修選修科目: DMS2030, 3002, 3003	9
	第一學期 CBS ^{1st} , CBS ^{2nd} , 一科選修科目	9
第三修業學年	第二學期 UBC ^{1st} , UBC ^{2nd} , 一科選修科目	9
	第一學期 主修必修科目: MGT4270; IDE4110	9
第四修業學年	第二學期 學院課程: ACT4253	3
	合共 (主修要求包括學院課程):	63

修課推介

1. 每學期均須預留足夠學分讓同學符合大學核心課程要求，包括：(一)中文三學分；(二)英文十二學分；(三)資訊科技一學分；(四)通識教育十八學分及(五)體育與健康兩學分。
2. 有不同專修範圍的課程須為每項專修範圍提供修課推介。

環球管理與創新主修課程要求		
	修課推介	學分
第一修業學年	第一學期 學院課程: ACT2111, ECO2011 主修必修: MAT1005 or MAT1010	6 3
	第二學期 學院課程: ECO2121, FIN2010, MGT2020	9
第二修業學年	第一學期 學院課程: ECO2021, MKT2010	6
	第二學期 主修必修: 於南卡羅來納大學達拉摩爾商學院修讀的指定科目 USC ^{1st} , USC ^{2nd} 主修選修: 一科	6 3
第三修業學年	第一學期 學院課程: ACT4253, DMS2051 主修必修: IDE4110	6 3
	第二學期 主修必修: 於奧克蘭大學修讀的指定科目 UoA ^{1st}	6
第四修業學年	第一學期 主修必修: DMS2030 主修選修: 兩科	3 6
	第二學期 主修必修: MGT3010 主修選修: 一科	3 3
合共 (主修要求包括學院課程):		63

Course List

I. Required School Package for the School of Management and Economics

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
ACT2111	Introductory Financial Accounting	財務會計導論	3
ACT4253	Business Ethics and CSR	商業道德與企業社會責任	3
DMS2030	Operations Management	營運管理	3
DMS2051	IT in Business Applications	商業應用中的資訊科技	3
ECO2011	Basic Microeconomics	微觀經濟學基礎	3
ECO2021	Basic Macroeconomics	宏觀經濟學基礎	3
ECO2121	Basic Statistics	統計學基礎	3
FIN2010	Financial Management	財務管理	3
MGT2020	Principles of Management	管理學原理	3
MKT2010	Marketing Management	市場管理	3

II. Major required courses

Global Business Management Stream

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
MAT1005	Mathematics for Business and Economics	商業與經濟數學	3
MGT3010	Organizational Behavior	組織行為學	3
MGT3260	Human Resource Management	人力資源管理	3
MGT3210	Strategic Management	戰略管理	3
MGT3250	International Business	國際商務	3
MGT4230	Innovation and Entrepreneurship	創新與創業	3

Global Supply Chain and Logistics Management Stream

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
DMS3002	Applied Probability and Stochastic Process in Business	應用概率和隨機過程	3
DMS3003	Data Analytics and Decision Making	數據分析和決策制定	3
IDE4110	Management of Innovation in China	中國創新管理	3
MAT1010	Calculus for Economic Analysis I	微積分 I	3
MAT3010	Calculus for Economic Analysis II	微積分 II	3
MGT4270	Current and Regional Issues in Supply Chain and Logistics Management	供應鏈與物流管理現代和區域性問題	3

Global Business and Innovation Stream

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
IDE4110	Management of Innovation in China	中國的創新管理	3
MAT1005	Mathematics for Business and Economics	商業與經濟數學	3
MAT1010	Calculus for Economic Analysis I	微積分 I	3
MGT3010	Organizational Behavior	組織行為學	3
IBUS310	Globalization and Business	全球化與商務	3

IBUS403	International Entrepreneurship	國際創業	3
Innovert304	Innovation and Entrepreneurship in Action	創新與創業實踐	6

III. Elective courses

Global Business Management Stream

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
ECO3010	Law, Economics and Society	法律、經濟學與社會	3
ECO3011	Intermediate Microeconomic Theory	中級微觀經濟理論	3
ECO3021	Intermediate Macroeconomic Theory	中級宏觀經濟理論	3
ECO3160	Game Theory and Business Strategy	博弈論與商業戰略	3
ECO3121	Introductory Econometrics	計量經濟學導論	3
ECO3230	Economic Analysis of Law and Human Behavior	法律與人類行為的經濟分析	3
FIN3080	Investment Analysis and Portfolio Management	投資分析與投資組合管理	3
FIN4060	Financial Markets in China and the World	中國與世界的金融市場	3
IDE2000	How to Start a Startup	如何開始創業	3
IDE2097	Entrepreneurship Practicum	創業實習 (一)	3
MAT3010*	Advanced Calculus and Mathematical Economics	高級微積分與數理經濟學	3
MGT3060	Quality Management and Innovation	品質管理與創新	3
MGT4020	Case Study	案例分析	3
MGT4188	Internship / Practicum / Research	實習/研究	3
MGT4189	Entrepreneurship Practicum	創業實習	3
MGT4270	Current and Regional Issues in Supply Chain and Logistics Management	供應鏈與物流管理現代和區域性問題	3
MGT4210	Decision Making and Negotiation	決策與協商	3
MGT4310	Advanced Topics and Research in Strategic Management	戰略管理前沿話題探究	3
MGT4312	Directed Research in Global Business Management I	環球商業管理定向研究 I	3
MGT4313	Directed Research in Global Business Management II	環球商業管理定向研究 II	2
MGT4320	Advanced Topics and Research in Global Business	全球商務前沿話題探究	3
MKT3020	Consumer Behavior	消費者行為	3
MKT3050	Global Marketing	環球營銷	3
MKT4120	Marketing Research	市場研究	3
STA2002	Probability and Statistics II	概率及統計 (二)	3
STA3010	Regression Analysis	迴歸分析	3
STA3020	Statistical Inference	統計推斷	3

* The course title of MAT3010 is *Advanced Calculus and Mathematical Economics* for students who study this course in 2014 and 2015. For students who study MAT3010 from 2016, the course title is *Calculus for Economic Analysis II*.

在 2014 及 2015 學年修讀 MAT3010，科目名稱為「高級微積分與數理經濟學」。在 2016 學年及以後修讀該科目的，科目名稱為「微積分 II」。

Global Supply Chain and Logistics Management Stream

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
CSC1001	Introduction to Computer Science: Programming Methodology	計算機科學導論：程式設計方法	3
CSC1002	Computational Laboratory	計算機實驗	1
DMS4312	Directed Research in Decision & Management Sciences I	決策與管理科學定向研究 I	3
DMS4313	Directed Research in Decision & Management Sciences II	決策與管理科學定向研究 II	2
ECO2021	Basic Macroeconomics	宏觀經濟學基礎	3
ECO3160	Game Theory and Business Strategy	博弈論與商業戰略	3
ECO3121	Introductory Econometrics	計量經濟學導論	3
ECO3480	Industrial Organization and Public Policy	工業組織與公共政策	3
FIN3080	Investment Analysis and Portfolio Management	投資分析與投資組合管理	3
FIN4110	Options and Futures	期權與期貨	3
FIN4210	Corporate Finance	公司金融學	3
MAT2040	Linear Algebra	線性代數	3
MAT3007	Optimization	最優化	3
MAT3300	Mathematical Modelling	數學建模	3
MGT2020	Principles of Management	管理學原理	3
MGT3210	Strategic Management	戰略管理	3
MGT3250	International Business	國際商務	3
MGT4010	Business Policy and Strategy	企業政策與策略	3
MKT2010	Marketing Management	市場管理	3
MKT3020	Consumer Behavior	消費者行為	3
MKT4120	Marketing Research	市場研究	3
STA2002	Probability and Statistics II	概率及統計 (二)	3
STA4003	Time Series	時間序列	3

Global Business and Innovation Stream

Course Code	Course Title (English)	Course Title (Chinese)	Unit(s)
CSC1001	Introduction to Computer Science: Programming Methodology	計算機科學導論：程式設計方法	3
CSC1002	Computational Laboratory	計算機實驗	1
ECO3010	Law, Economics and Society	法律、經濟學與社會	3
ECO3011	Intermediate Microeconomic Theory	中級微觀經濟學	3
ECO3021	Intermediate Macroeconomic Theory	中級宏觀經濟理論	3
ECO3121	Introductory Econometrics	計量經濟學導論	3
ECO3160	Game Theory and Business Strategy	博弈論與商業戰略	3
ECO3230	Economic Analysis of Law and Human Behavior	法律與人類行為的經濟分析	3
ECO4001	Environmental Economics and Policy	環境經濟學與政策	3
ECO4002	Health Economics	衛生經濟學	3
ERG2050	Introduction to Data Analytics	數據分析導論	3

FIN3080	Investment Analysis and Portfolio Management	投資分析與投資組合管理	3
FIN4060	Financial Markets in China and the World	中國與世界的金融市場	3
GBI4312	Directed Research in Global Business Innovation I	環球商務與創新定向研究 I	3
GBI4313	Directed Research in Global Business Innovation II	環球商務與創新定向研究 II	2
IDE2097	Entrepreneurship Practicum (1)	創業實習 (一)	3
IDE3000	Entrepreneurship Apprenticeship I	創業學徒制	3
MAT3010	Advanced Calculus and Mathematical Economics	高級微積分與數理經濟學	3
MGT3060	Quality Management and Innovation	品質管理與創新	3
MGT3210	Strategic Management	戰略管理	3
MGT3260	Human Recourse Management	人力資源管理	3
MGT4020	Cases Study	案例分析	3
MGT4188	Internship / Practicum / Research	實習/研究	3
MGT4189	Entrepreneurship Practicum (2)	創業實習(二)	3
MGT4270	Current and Regional Issues in Supply Chain and Logistics Management	供應鏈與物流管理現代和區域性問題	3
MKT3020	Consumer Behavior	消費者行為	3
MKT3030	Integrated Marketing Communication	整合營銷傳播	3
MKT3050	Global Marketing	環球營銷	3
MKT4120	Marketing Research	市場研究	3
STA2002	Probability and Statistics II	概率及統計 (二)	3
STA3010	Regression Analysis	迴歸分析	3
STA3020	Statistical Inference	統計推斷	3