

# Department of Business Administration, Soochow University

## Curriculum of Master Program

(For 2022 FALL INCOMING STUDENTS)

Course		REQUIRED/ ELECTIVE	Credit	1 <sup>st</sup> Year		2 <sup>nd</sup> Year	
				FALL	SPRING	FALL	SPRING
Methodology	SEMINARS ON RESEARCH TOPICS	REQUIRED	2	0	2		
	BUSINESS RESEARCH METHODS	REQUIRED	3	0	3		
	FORECASTING METHODS	ELECTIVE	3	3	0		
	DATA ANALYSIS AND DATA VISUALIZATION	ELECTIVE	3	0	3		
	BUSINESS MODEL DIAGNOSIS AND ACTION RESEARCH	ELECTIVE	3			3	0
Organization and Human Resource Management	HUMAN RESOURCES MANAGEMENT	REQUIRED	3	0	3		
	ORGANIZATIONAL BEHAVIOR SEMINAR	ELECTIVE	3	3	0		
	SEMINAR OF ORGANIZATIONAL THEORY AND CHANGE	ELECTIVE	3	3	0		
	INNOVATION AND ENTREPRENEURSHIP	ELECTIVE	3	3	0		
	BUSINESS DIAGNOSIS	ELECTIVE	3			3	0
	TOPIC ON CREATIVITY	ELECTIVE				3	0
	BUSINESS INNOVATION AND ENTREPRENEURSHIP	ELECTIVE	3			0	3
	MANAGERIAL PSYCHOLOGY	ELECTIVE	3			0	3
Marketing and information Management	MARKETING MANAGEMENT	REQUIRED	3	3	0		
	MARTECH AND DATA MINING	ELECTIVE	3	3	0		
	MARKETING RESEARCH	ELECTIVE	3	0	3		
	MARKETING SEMINAR	ELECTIVE	3			3	0
	SERVICE MARKETING	ELECTIVE	3			0	3
	CUSTOMER RELATIONSHIP MANAGEMENT	ELECTIVE	3			0	3
	CONSUMER BEHAVIOR	ELECTIVE	3			0	3
	SEMINARS ON INTERNATIONAL MARKETING MANAGEMENT	ELECTIVE	3			3	0
	MANAGEMENT INFORMATION SYSTEM	REQUIRED	3	3	0		
	E-COMMERCE AND DIGITAL ECONOMY	ELECTIVE	3			0	3

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				FALL	SPRING	FALL	SPRING
Financial Management	FINANCIAL MANAGEMENT	REQUIRED	3	3	0		
	SEMINAR ON ECONOMICS AND PUBLIC POLICY(I)	ELECTIVE	1	1	0		
	SEMINAR ON ECONOMICS AND PUBLIC POLICY(I I)	ELECTIVE	1	1	0		
	SEMINARS ON MANAGERIAL ACCOUNTING	ELECTIVE	3	0	3		
	TOPICS ON INVESTMENT	ELECTIVE	3	0	3		
	TOPICS IN FINANCE AND TAXATION	ELECTIVE	3	0	3		
	SEMINAR IN CORPORATE FINANCE	ELECTIVE	3	3	0		
	FINANCIAL MARKET AND SECURITIES ISSUANCE MANAGEMENT	ELECTIVE	3			3	0
	DIGITAL FINANCE TOPICS	ELECTIVE	3			3	0
	Mergers and Acquisitions –Theory and Applications	ELECTIVE	3			0	3
	TOPICS ON INNOVATIVE FINANCIAL PRODUCTS	ELECTIVE	3			0	3
Operation and Supply Chain Management	OPERATIONS MANAGEMENT	REQUIRED	3	0	3		
	SUPPLY CHAIN MANAGEMENT	ELECTIVE	3	3	0		
	PURCHASING AND SUPPLY MANAGEMENT	ELECTIVE	3	3	0		
	BUSINESS PROCESS AND SUSTAINABILITY MANAGEMENT	ELECTIVE	3	3	0		
	SEMINARS ON TRANSPORTATION AND COMMUNICATIONS	ELECTIVE	3	0	3		
	SEMINARS ON TRANSPORTATION AND COMMUNICATIONS	ELECTIVE	3			3	0
	SEMINARS ON GLOBAL LOGISTICS	ELECTIVE	3			0	3
	THESIS	REQUIRED	0			0	0
	SEMINARS ON BUSINESS ADMINISTRATION	REQUIRED	2	2	0		

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Interdisciplinary and Multifunctional Business Management	STRATEGIC MANAGEMENT	REQUIRED	3			3	0
	SEMINARS ON INTERNATIONAL BUSINESS	ELECTIVE	3	3	0		
	SEMINAR ON MANAGEMENT PARADIGM	ELECTIVE	1	1	0		
	INTERNSHIP AND PROFESSIONAL TRAINING	ELECTIVE	3	0	3		
	LECTURES ON CROSS-STRAIT ECONOMIC AND BUSINESS ISSUES	ELECTIVE	2	0	2		
	OVERSEA STUDY	ELECTIVE	3	3	0		
	OVERSEA STUDY	ELECTIVE	3	0	3		
	BUSINESS AND LAW	ELECTIVE	3	0	3		
	TOPICS IN GLOBAL MANAGEMENT	ELECTIVE	3	0	3		
	NEGOTIATION AND FAMILY BUSINESS	ELECTIVE	1	0	1		
	SPECIAL TOPICS IN HIGH TECHNOLOGY	ELECTIVE	3			3	0
	THESIS WRITING AND DATA ANALYSIS	ELECTIVE	3			3	0
	ECONOMICS	ELECTIVE	3	3	0		
	ACCOUNTING	ELECTIVE	3	3	0		
	STATISTICS	ELECTIVE	3	3	0		
	REQUIRED	22		11	11	3	0
	ELECTIVE	23		36	32	30	33
	TOTAL	45					

**NOTE :**

- 「 HUMAN RESOURCES MANAGEMENT 」 、 「 MARKETING MANAGEMENT 」 、 「 FINANCIAL MANAGEMENT 」 、 「 MANAGEMENT INFORMATION SYSTEM 」 、 「 OPERATIONS MANAGEMENT 」 , Select four among these five courses.
- 「 ECONOMICS 」 、 「 ACCOUNTING 」 、 「 STATISTICS 」 , The credits of prerequisite are not included in the requirement for the Master's degree. It is a part of the university credits, with 70 points as the passing score. Students who haven't passed the course or failed the entrance examination must take these three courses.

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3. Students must complete coursework of 45 credits for the Master's degree.
4. Before graduation, students must submit a TOEFL(PBT) score of 500 (inclusive) , TOEFL(CBT) score of 173 (inclusive) , and TOEFL ( IBT ) score of 61 or TOEIC score of 650 (inclusive) or above, or proof of Duolingo English Test 65(inclusive) or above. Those who fail to pass must take another English course. The English course credits will not be included in the graduation credits. The English course to be taken will be announced separately by the department.