



About Us

This department was founded in 1963 after being approved by the Ministry of Education. In response to the trend of global management, a graduate school was established in 1976. In 1999, an EMBA program was set up to provide a place for the currently on-the-job managers to pursue new knowledge. This department/graduate school intends to cultivate business managers equipped with managerial expertise, foreign language proficiency, the ability of utilizing information technology, and a broad international perspective.

Primary Research Areas

- Marketing management, Consumer behavior research, Decision sciences, Customer relationship management, Internet marketing.
- Supply chain and logistics management, Production and marketing models.
- Applications of multivariate data analysis in marketing research and management, Strategic management, Human resource management.
- Corporate finance, Corporate governance, Financial statement analysis.

Core Courses

Undergraduate

Accounting, Economics, Introduction to Business, Introduction to Management, Statistics, Marketing Management, Costing Accounting, Production/Operations Management, Financial Management, Human Resources Management, Organizational Behavior, Business Policy.

MBA and EMBA Program

Managerial Economics, Managerial Accounting, Consumer Behavior, Marketing Research, Human Resources Management, Production/Operations Management, Corporate Finance, Strategic Management, Management Science/Multivariate Analysis, Research Methods, International Business Management.

Course Requirements (Credits for graduation):

- Undergraduate: 98 required credits plus a minimum of 40 optional credits.
- A minimum of 49 credits of professional courses plus a 4-credit thesis is required for the MBA degree.
- A minimum of 44 credits plus a 4-credit thesis is required for the EMBA degree.

Contact

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