



Course Structure for Undergraduate Students

Introduction

Established in 2015, the Department of Urban Industrial Management and Marketing is aimed to prepare students for possessing essential abilities in industrial management and marketing, considering urban affairs and planning.

In order to cultivate of talents in the field of management and marketing demanded during urban development, the Department maps out two lines of courses, Innovation Management Module and Marketing Group Module, to strengthen students' comprehension on urban industry development, industrial management, innovation strategy, and marketing. The Department also provides field studies for students to work with peers from the other two departments in the College of City Management, which help to cultivate cross-border and integrated abilities, and to promote innovative thinking.

Every city has its own features and associated distinguishing industrial structures. Our students are believed to be competitive and rewarding careers in each city he/she stays after obtaining immense industrial management and marketing knowledge and analytical tools in the program.

Educational Goals

1. Training talents for industrial management
2. Training talents for urban marketing planning
3. Training talents for urban innovative industry management

Core Abilities

1. Problem excavation and solving
2. Communication
3. Teamwork and collaboration
4. Global awareness and competitiveness
5. Innovation and execution

Core Curriculum

1. College-integrated courses

Four college-integrated courses are provided during the first year, including Introduction to City Management and Introduction to Sociology. The courses are designed to help fresh students to found a general concept about the College of Municipal Management and accordingly to choose the department interested in.

2. Core courses

In addition to college-integrated courses, students need to take department-required courses, which are designed to instruct students in basic knowledge of industrial economics and quantitative/qualitative data analysis. Courses contain Economics (I) & (II), Business Ethics and Corporate Social Responsibility, Statistics (I) & (II), Industrial Economics, Urban and Regional Economics, Financial Management, Marketing Data Analysis, and Industrial Data Analysis.

3. Module courses

Students have to take courses from the two modules. It is expected to strengthen students' comprehension on industrial management, industrial innovation and marketing through the combination of theoretical and practical facts.

Courses in Innovation Management Module contains Business Management, Organizational Behavior, Diagnosis of Urban Business Management, Urban Industry Marketing, Cost and Management Accounting, Human Resources Management, Urban Industry Development, Database Management, Project Management, and Management of Innovation, Science and Technology.

Courses in Urban Marketing Module contains Consumer Behavior, Marketing Management, Brand Management Strategy, Marketing Research, Customer Relationship Management, Business Plan Writing, Public Policy Marketing, Marketing Analysis and Decision, Creative Marketing, and Electronic Commerce and Internet Marketing.

4. Capstone courses

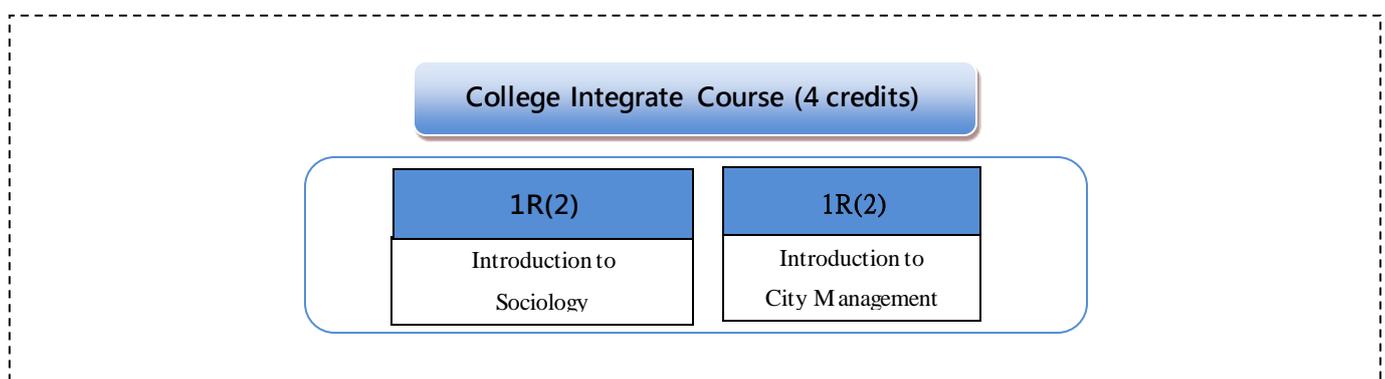
During the third year, students are required to solve problems about urban development and governance by cooperating with students from the other two departments in the College of Municipal Management, and accomplish the outcomes in the type of special subject. This application training will be carried on related courses.

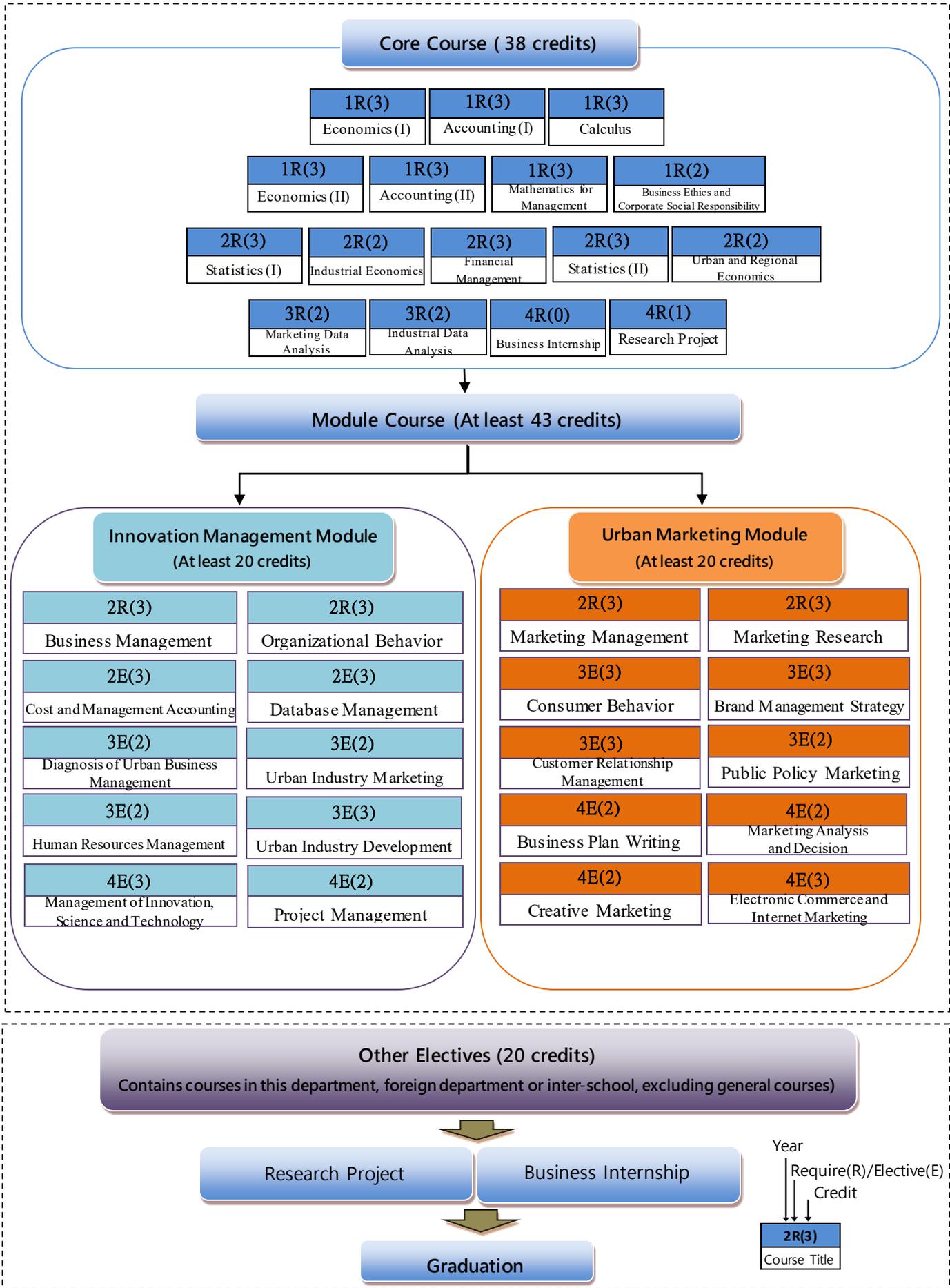
During the fourth year, students are required to do the individual research project under supervision, and pass the oral examination before the graduation.

5. Business Internship

Students are required to complete a 160-hour (at least) business internship in governments or private sectors.

Course Structure





Course Introduction

Course Title	Course Objectives
Economics (I)	<p>Introduce the basic concept of economics and its application. Our course can be divided into 4 parts: (1) Introduce the economics (2) Microeconomics (3) Macroeconomics (4) Trading and World economics.</p> <p>Economics is a science of “choice”, to help students understand how to use the resource in an effective way. Microeconomics emphasize on consumer choice and the production behavior of the firm. Macroeconomics analyze the economics of a country. Emphasize on GDP, monetary policy, financial policy. Besides, different trading model of economics is also important.</p>
Accounting (I)	<p>Financial accounting is the basic language of modern business. This course is designed for non-accounting major students who will be future users of accounting information. The major content discussed in the course includes introducing accounting principles, understanding accounting process, accounting cycle, and preparing and realizing three basic financial statements: the income statement, statement of financial position, and statement of cash flows. Following modern trend in financial reporting, this course emphasizes not only US GAAP (Generally Accepted Accounting Principles) but also IFRS (International Financial Reporting Standards).</p>
Calculus	<p>Introduce the differential and integral. The course will take some business example to help students understand the essence of calculus.</p>
Economics (II)	<p>Introduce the basic concept of economics and its application. Our course can be divided into 4 parts:(1) Introduce the economics (2) Microeconomics (3) Macroeconomics (4) Trading and World economics.</p> <p>Economics is a science of “choice”, to help students understand how to use the resource in an effective way. Microeconomics emphasize on consumer choice and the production behavior of the firm. Macroeconomics analyses the economics of a country. Emphasize on GDP, monetary policy, financial policy. Besides, different trading model of economics is also important.</p>
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Mathematics for Management	<p>Introduce the Linear equations, Matrix, Linear programming, Probability, Statistics, and Basic financial mathematics. The course will take some business example to help students understand the essence of Mathematics for Management.</p>
Business Ethics and Corporate Social Responsibility	<p>This class will introduce the basic concept of business ethics. Discussing the business case to help students think of the relative of business and society. And using a positive way to observe the business ethics, social responsibility, and manager professional ethics. By discussing the problem of the business ethics issue nowadays, students can establish their belief and value of the business ethics and improve their knowledge in ethics decision.</p>
Statistics (I)	<p>The course introduce the basic concept, principle and methods of statistics. We emphasize on understanding statistics skills, not difficult math.</p>
Industrial Economics	<p>Students can understand the production theory and types. And use game theory to analyses the behavior of firm and industrial.</p>
Financial Management	<ol style="list-style-type: none"> 1. Students can learn the ability of solving accounting and financial problems. 2. Students can have critical thinking.
Statistics (II)	<p>The course introduces the basic concept, principle and methods of statistics. We emphasize on understanding statistics skills, not difficult math.</p>
Urban and Regional Economics	<p>Discussing the form and economic activities of urban and regional from space, transportation cost, and the impact of choosing the place. We also discuss the labor migration, vendor location selection and other urban and regional economics. Take Taipei and New Taipei city for example to introduce the relative theory and application. The theory will focus on the textbook while the application will use some supplementary teaching materials and invent practitioner to share their experience.</p>
Marketing Data Analysis	<p>This course introduces data analysis methods and its related applications. Hope that through this course, students can learn how to use software to process and analyze data, visualize data. The result can assist policy making.</p>
Industrial Data Analysis	<p>The aim of this course is to provide an understanding of the statistical methods needed in order to analyze industrial problems empirically. The first half of semester teaches analytical tools and concepts used in several different professions, ranging from public administration to marketing. The second half of semester cultivates software skills, including quantitative analyses and its presence. Your performance from the midterm counts for 35% of the final grade, the final counts</p>

	for 35%, exercise counts for 20%, and attendance counts for the rest 10%.
Business Internship	<p>It is a very important thing for students to complete their studies successfully at school and then step into the workplace. In particular, the enterprise internship experience during the school period is very helpful for obtaining future employment opportunities and adjusting to the workplace environment. The goal of our department is to cultivate students to combine academic theory and practical work.</p> <p>View their academy achievement when they are working in the enterprise and cultivate students' correct understanding of the workplace and professional ethics, and serve as a reference for their future career exploration and related employment counseling. Hope that through the course, students can accumulate their working experience, and cultivate the team relationships and professionalism, then explore their interests and orientations of personal professional fields, strengthen the depth of field learning, lay the foundation for further studies, and enhance their learning and thinking skills through different workplace experiences, and can also learn and think how to use the school's relevant knowledge and training to future workplace.</p>
Research Project	This is a capstone course, which is used to understand student's learning effectiveness under the course design. Students are required to do the individual research project under supervision, and pass the oral examination before the graduation.
Business Management	<ol style="list-style-type: none"> 1. Help students to establish their communicating skills. 2. Cultivate innovation skills. 3. Establish the students' international outlook.
Organizational Behavior	Students can understand organizational theories and the concept of management. The class will discuss the management principle and organizational behavior theories, especially using theories to prove the successful business behavior.
Cost and Management Accounting	<ol style="list-style-type: none"> 1. How managers' decisions affect organizational performance. 2. How managers use information from accounting systems to make decisions. 3. The company owner can use cost accounting information to assist in evaluating organizational performance and management performance.
Database Management	Introduce data analysis, design the database and application. Also use the database system to do practical exercises. Hoped that through this course, students will be able to understand the basic concepts of database management and how to effectively manage data through the database management system, thereby cultivating students' professional ability to use the database management system.
Diagnosis of Urban Business Management	<ol style="list-style-type: none"> 1. Explain the relationship between business analysis and financial report analysis 2. Recognize the analysis of different types of enterprises 3. Explain the relationship between corporate activities and financial statement analysis 4. Analyses and explain financial statements 5. Apply financial statement analysis
Urban Industry Marketing	<ol style="list-style-type: none"> 1. Build students' understanding of the metropolis industry, besides basic analysis, external experts and scholars will be invited to give special lectures on specific topics. 2. Students will conduct a case analysis of the successful or unsuccessful industry and conduct two oral reports at the mid-term and the end of the period.
Human Resources Management	<ol style="list-style-type: none"> 1. Make students understand the significance of human resource management 2. Understand the framework of human resource management 3. Make students understand the basic practice of human resource 4. Make students understand their performance in various courses is a testament to the pros and cons of negative human resources.
Urban Industry Development	Through global industry trends, national policy formulation methods, current affairs and other related issues, students can transfer the theories learned in the past to real economic operations to enrich students' industrial knowledge and better understand the face of Taiwan, the international economy, and industrial operations.
Management of Innovation, Science and Technology	Improving a firm's innovation success rate requires a well-crafted strategy. A firm's innovation projects should align with its resources and objectives, leveraging its core competencies and helping it achieve its strategic intent. To achieve these things, the student needs (1) an in-depth understanding of the dynamics of innovation, (2) a well-crafted innovation strategy, and (3) well-designed processes for implementing the innovation strategy.
Project Management	This course is designed to train students with skills in project management, including communications, leadership, risk management, time management, analytics and more. In the end of the course, students are expected to learn the required project management tools, processes, and techniques to successfully take a project from initiation to closing.
Marketing Management	<ol style="list-style-type: none"> 1. Introduce the concept of marketing management. 2. Introduce segmentation, positioning, and 4P strategy. 3. Discuss the individual case to understand the application in marketing management.
Marketing Research	Introduce all aspects and research methods, and strengthen course participation through discussion.

Consumer Behavior	The class will analyses different aspect of consumer behavior. Hope that through this course, students can understand the basic concept of consumer behavior and relative theories and discuss the individual case to observe consumers and their behavior. The course also want students to apply the theories in consumption phenomenon.
Brand Management Strategy	<ol style="list-style-type: none"> 1. planning, execution and evaluation the important topic of brand management. 2. Provide appropriate concepts, theories, models, and other methods to make brand decisions and make decisions.
Customer Relationship Management	Make students understand and apply the theory and process of CRM, and the framework of the method of CRM.
Public Policy Marketing	Students can grasp the key points of public policy marketing through theoretical introduction and practical professional lectures.
Business Plan Writing	<ol style="list-style-type: none"> 1. Cultivate creative thinking ability: Promote multiple thinking creativity through training in design thinking and creative thinking. 2. Cultivate marketing planning capabilities: Enhance marketing plan writing ability through marketing plan writing principles and methods. 3. Development of social adaptability: Emphasizes self-expression and social marketing issues, and matches the adaptation skills from school to society. 4. Training of proposal briefing ability: Cultivation of presentation skills, speaking and response skills.
Marketing Analysis and Decision	This course will introduce theories and practical applications of marketing analysis and decision-making. Hope that through this course, students can learn how to establish an organized & logical way of thinking through a systematic framework, and use decision analysis tools to improve the quality of marketing decisions.
Creative Marketing	Let students understand and analyze brand management knowledge and skills from the perspective of enterprises and consumers within the framework of a region or metropolitan area.
Electronic Commerce and Internet Marketing	Introduce the composition, basic structure, business model of e-commerce, and introduce the basic theories of marketing and marketing management, which are applied in the network environment to plan and implement marketing strategies.