

# Department of Business Administration

## Contact Information

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## Introduction

The Undergraduate Program of Business Administration was established at NTNU in August 2009. The program's educational goal is to nurture professional leadership and administrative talent with international perspectives. In order to promote cross-domain integration and provide students with more flexible selections, our program integrates resources from the entire College of Management, providing students with a diversified learning environment in the professional field of management. After completing foundational management courses in their first two years, students are expected to choose a major from the three fields available: General Management, Marketing, Finance. Our program includes a compulsory industry internship and the capstone course: Business Management & Diagnosis. Through close cooperation with the business world, our program focuses on increasing the competitiveness of students in the professional field of management.

## Instructional Objectives

Our educational goal is to create management knowledge and cultivate humanistic business leaders by encouraging the exploration of creative ideas and insights, by addressing the importance of ethics and social responsibility and by motivating the integration of learning across multiple disciplines and backgrounds.



## Degree Requirements

### Course Planning

Most GIM courses are financial management and marketing management courses; the remaining management courses are courses related to other fields. Except for common compulsory courses, students may take elective financial management and/or marketing management courses at GIM and/or its sister schools.

GIM students must earn 45 credits (15 and 30 credits from compulsory and elective courses, respectively) to graduate:

### Career Prospects

Our alumni have been recruited as managers in the field of Taiwan's financial services and marketing industries.

## Feature of the Curriculum

### Industry Internship

We are the first business administration department in Taiwan to provide an industry internship course. 166 students have participated in this compulsory course since it was first established. As a department, we have internship agreements with nearly 40 companies, including such big names as SYSTEX, Chunghwa Telecom, ASUS, and SinoPac Bank. The department and faculty continually work to help identify potential host organizations, with many diverse fields currently available, including: manufacturing management, marketing management, human resource management, financial management, information management, and data analysis. Students are responsible for identifying a suitable work placement and are expected to integrate academic learning, employable skills and an improved knowledge of organizations, workplace culture and career pathways.

## Degree Requirements

### Department of Business Administration Course Map

