

Graduate Institute of Global Business and Strategy

Contact Information

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Introduction

NTNU's Graduate Institute of Global Business and Strategy (GBS) is the first institute to provide strategic management and global business training that gives priority to business professionals in a graduate level setting. GBS, formerly known as the Graduate Institute of International Affairs and Global Strategy, was established on August 1, 2008 following the creation of the NTNU College of Management. In response to industry changes and certain policies, our department was later renamed the Graduate Institute of Global Business and Strategy. In 2014, NTNU's College of Management took a step forward by restructuring itself into a professional school. The framework of the College of Management allows GBS to access to a large pool of faculty members, while providing an international style of teaching, curriculum diversification, and innovative industry and university cooperation. We look to develop students the skill of strategic planning and business analytics that they will be better equipped to compete internationally.

In an ever changing industry, GBS uses many different course modules to adjust its curriculum needs. By using a student-centered teaching philosophy through business management case studies, we plan our modules to offer deep and interactive learning.



Instructional Objectives

Critical Thinking 1.1 Able to identify and assess core business issues 1.2 Able to propose strategic solutions justified by reasoning and evidence

Communication 2.1 Able to make persuasive oral communication in the business context 2.2 Able to make comprehensive written communication in the business context

Global Perspectives 3.1 Able to comprehend environmental factors with a global perspective 3.2 Able to incorporate major concerns of cultural difference into business decisions

Ethics 4.1 Able to identify ethical issues in the business setting 4.2 Able to apply appropriate theories and models to assess ethical dilemmas

Innovation 5.1 Able to bring about genuine and inventive ideas in the business analysis 5.2 Able to propose business solutions with creative insights above and beyond the given business scenario

Entrepreneurship Knowledge 6.1 Able to understand how to use and integrate resources to develop a business model 6.2 Able to compose a business plan

Humanistic leadership 7.1 Able to prepare and present a humanistic leadership business case with actionable plans 7.2 Able to compare and contrast humanistic leadership with other leadership practices in different aspects

Feature of the Curriculum

● Internationalization

GBS actively promotes study abroad programs. Our students have opportunities to study abroad in well-known universities around the world. We have also accepted students from the United States, Japan, EU, South Korea, France, and other countries. The diversified student body allows students to broaden their horizons and exposes them to different cultures and customs.

● A wide range of courses

The GBS curriculum truly is multi-faceted; it includes analytic basis (e.g., economics and statistics), environmental context (e.g., industry analysis, emerging markets), and real business applications (e.g., strategic management and

international business). Equipped with analytic skills and a familiarity with the industry, students will learn how to make management policies, formulate strategic planning, and solve various issues facing corporate management in a global economy.

Degree Requirements

Core Courses: Minimum requirement is 15 credits

Course Titles	
Seminar in Management	
International Business Management	
Strategic Management	
Management of Innovation and Entrepreneurship	
Research Methods	*Prerequisites: Statistics
Multivariate Analysis	*Prerequisites: Statistics

Elective Courses: Minimum requirement is 30 credits

Course Titles	
Management of Technology	Development and Strategies of Cross-Strait Economy
Special Topics on Decision Analysis	Organization Theory and Management
Global Industry Analysis	Special Topics on Emerging Markets
★ Electronic Commerce	★ International Marketing Management
Knowledge Management	★ International Financial Management *Prerequisites: Economics & Accounting
Global Logistics Management	International Tourism Management & Marketing
Managerial Decision Making	Management of International Logistics and Air Transportation
Special Topics of Global Business and Strategy	Intellectual Property and Business Strategy
Theory and Practice of Negotiations	Special Topics on Aesthetic Economy and Creative Industries
Information Management	★ Cross Cultural Management: Managing Service, People and Technology
Service Strategy and Management	★ Introduction to International Economics
Special Topics on Strategic Management	(★ English Course)

Career Prospects

Many of our alumni have been recruited as managers in Taiwan's financial services and high-tech industries and have gone on to be leaders in the field.