

# 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" that gives first priority to training business professionals in graduate school. GBS which was formerly known as "Graduate Institute of International Affairs and Global Strategy," was established on August 1, 2008, a time when National Taiwan Normal University (NTNU) transformed into a comprehensive university and established the College of Management. In response to the changes and certain policies, our department was officially renamed to "Graduate Institute of Global Business and Strategy." In 2014, NTNU's College of Management took another 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 would like to develop students' strategic planning skills that they will be better equipped to compete internationally.

In the ever changing industrial environment, GBS uses many different course modules to adjust to the curriculum needs. By using student-centered teaching philosophy through business management case studies, we plan our modules which allow us to have deep interactive learning and desired outcomes.



## 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 studying abroad in well-known universities around the world. We also accept 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. In addition, international students usually promote peer interactions and creative thinking through education designed courses to foster talents.

### •Wide range of courses

The GBS 's curriculum truly is multi-faceted; it includes analytic basis (e.g., Text mining Data mining), environmental context (e.g., industry analysis, emerging markets), and real business applications (e.g., strategic management and international business). Equipped with the analytic skills and the familiarity of industry environment, students will learn how to make managers policies, formulate strategic planning, and solve various issues corporate management face in the global economy.

## Degree Requirements

Core Courses: Minimum requirement is 15 credits

Courses Title	
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

Courses Title	
★ Special Topics on Emerging Markets	Special Topics of Global Business and Strategy
Managerial Decision Making	Text Mining
★ Global Logistics Management	Information Management
Development and Strategies of Cross-Strait Economy	Seminar in Management
Organization Theory and Management	International Tourism Management & Marketing
Special Topics on Aesthetic Economy and Creative Industries	Data Mining
Intellectual Property and Business Strategy	Internship
Service Strategy and Management	International Human Resource Management
Global Industry Analysis	Enterprise Risk Management
Management of International Logistics and Air Transportation	New Product Development Management
★ International Financial Management	Managerial Economics
★ International Marketing Management	★ Business English Writing & Communication

(★ 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.