

Graduate Institute of Management

Contact Information

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Introduction

Founded in Feb. 2008, the Graduate Institute of Management (GIM) differentiates itself from other management graduate institutes with its sole focus on business and enterprise administration. With an abundance of resources in the fields of marketing, Finance and data science, students learn an incomparable variety of management skills. We expect students to make the most out of our MBA program and become more diverse and creative in their management thinking.

Starting from September 2013, we formally establish two concentrations in our program: 1) Financial Management and 2) Marketing Management. The concentrations intend to provide depth and breadth to students' experiences, as well as marketability for students as they position themselves for employment.

Besides Mandarin Chinese taught program, GIM NTNU also provides full English taught program for International students. In May 2023, College of Management, NTNU received the AACSB accreditation and is one of the world's top management schools. There are only 6% of the management schools worldwide has this honor.

Instructional Objectives

1. **Decision Making:** Develop the professional ability of problem recognition, problem solving, and decision-making.
2. **Innovation:** Enhance skills in operations management and innovation; become equipped with the ability of interdisciplinary collaboration and teamwork.
3. **Cultural Diversity:** Develop personal integrity, respect culture diversity, and take social responsibility.
4. **Leadership:** Develop leaders with global perspectives.



Degree Requirements

Course Planning

- Most GIM courses are financial management and marketing management courses; the remaining management courses are the 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 to graduate. (For non-Mandarin Chinese speaking students, admission and graduation requirement should follow the regulation of the Graduate Program in English (GPE) at GIM at NTNU.)

Fundamental Advanced Placement Courses	Economics, accounting, and statistics (university advanced placement courses; transfer credit may be used)
Common Compulsory Courses	Management seminars, marketing management, financial management, management accounting, and multivariate analyses and econometrics (choose one of two)
Specialist Elective Courses	Most courses are marketing and finance courses. Students may take courses from other fields or specialize in one particular field. The courses include the following: Security market and program trading (offered by the GIM and SinoPac Futures) and independent study on investment management (provided by GIM and the Securities & Futures Institute). Students may take certain elective courses at GIM's sister schools at home or abroad.



Feature of the Curriculum

• Corporate Internship Courses:

GIM offers corporate internship courses, providing students with the opportunity to engage in practical learning. GIM currently works with several companies, including Yuanta Securities, SYSTEX, and SinoPac Futures to provide the aforementioned courses. Since 2015, course content has included industry analyses, investment research, financial management, and marketing planning.

• Courses Taught in English:

Every semester, GIM offers a number of courses taught entirely in English. Some courses are taught by using the Harvard case teaching method to improve students' English thinking and speaking abilities, allowing them to express their thoughts and opinions fluently in English. In addition, by interacting with foreign exchange students, students can elevate their English proficiency.

• Course Modules:

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Career Prospects

• Further Studies

Students may engage in research at home or abroad.

• Employment

Students may pursue careers in the fields of finance, project management, marketing, education (e.g., as researchers), and government (e.g., financial management).