Development Goals
The Department aims to cultivate business management executives with a multi-dimensional vision in both business and industry. Our curriculum provides a series of marketing and logistic management disciplines in which the goal is to create high level employment opportunities for our students after graduation.

The Department offers many distinguishing features including: (1) an optimal combination of theory and practice, (2) student support in obtaining licenses or certificates in areas of accounting, finance, foreign languages and/or information technology, (3) a balance between hands-on learning oriented courses and theoretical courses that are designed to meet the needs of the changing marketplace.

Curriculum Features
Our primary expertise lies in Business Management. Information literacy enforces our competitiveness and our ability to meet market trends including the needs of commercial enterprises. The Department offers courses such as strategic management, total quality management, strategic marketing, and other courses related to the marketing and logistic management.

1. Courses focus not only on fundamental management theories, but also on accounting, finance, foreign languages and information technology skills. We encourage students to obtain professional certificates and licenses.

2. The Department offers courses co-instructed by managers in the industry with professors from our school for students to (1) obtain a higher level of knowledge from industry experience, (2) attend lectures and corporate visits related to the logistics field, (3) arrange internships for senior students so as to prepare them for their future career duties.

3. Senior students must take the required course "Corporate Affairs Study". This course is designed to cultivate students’ analytical ability, communication techniques and teamwork skills.
Graduate Institute of Business Administration

Development Goals
1. To impart basic management knowledge and cultivate various professional skills.
2. To build integrated management knowledge and skills; preparing management professionals for e-commerce and information application industries.
3. To cultivate students’ ability to conduct case studies, to plan and evaluate projects and their performance in the industry.
4. To cultivate the ability to pinpoint and solve problems.

Curriculum Features
1. To cope with the trends of liberalization and globalization in the business environments, interdisciplinary integration has become more and more critical. Our Institute helps students develop knowledge in innovation and teaches them integration skills essential to the management of different disciplines. It also aims to integrate and apply the development of e-commerce technology to the cultivation of multidimensional e-commerce management talent.
2. Our courses are thorough and complete: They emphasize both theory and practice. Course reading includes case studies and articles from international journals to maintain up-to-date knowledge and foster better understanding of current topics.
3. Our Institute invites business people and high-ranking executive officers to our school to give lectures, seminars or share their experience in their business careers. We also encourage postgraduate students to participate in collaborative industry-academia projects to balance their theoretical and practical knowledge. We also aim to promote the understanding of current industrial trends.