

CURRICULUM

Overview:

- Compulsory: 09 credits
- Elective: 06 credits
- Essay: 04 credits
- Essay by special topic: 06 credits, including 03 topics
 - *Topic 1:* 02 credits
 - *Topic2:* 02 credits
 - *Topic3:* 02 credits
- Scientific Research: at least 1 ISI / SCOPUS published article
- PhD Dissertation: 70 credits

List of modules:

No.	Module Name	Credit
A. Compulsory		9
1	Business Research Methods	3
2	Advanced Quantitative Methods	3
3	Business Strategy Theory	3
B. Elective		6
(PhD students must have at least 6 credits for elective modules)		
4	Leadership Theory	2
5	Organizational Theory and Management Strategy	2
6	International Business Strategy	2
7	Strategic Management of Global Supply Chains	2
8	Contemporary Marketing	2
9	Marketing Modeling	2
10	E-commerce and CRM	2
11	Technology Innovation Management	2
C. Essay		4
12	Essay	4
D. Essay by Special Topics		6
13	Special Topic 1	2
14	Special Topic 2	2
15	Special Topic 3	2
E. PhD Dissertation		70
16	Dissertation	70
Total		95