

Master of Business Administration Program in Business and Hospitality Management

Plan A: Model A 2

(1) Program Structure

The program requires at least 42 credits comprising the following:

- A. Area-specific Courses 5 courses (30 credits)
- B. Thesis (12 credits)
- C. Intensive Training for Graduate Professional Experience (non-credited)

(2) Program Details

A. Area-specific Courses 5 courses (30 credits)

Required 4 courses

- 32735 Human Resource Management and Operations Management
- 32736 Business Research and Quantitative Analysis
- 32737 Financial Management and Strategic Management
- 32738 Marketing Management and Managerial Accounting

And choose 1 course from the selection depending on the expertise and interests of knowledge and expertise from the following subjects and under the guidance of the advisor:

Major: Marketing

- 32714 Consumer Behavior and Marketing Communication
- 32739 Brand Building and Supply Chain Management

Major: Finance and Accounting

- 32740 Strategic Cost Management and Tax Planning
- 32744 Advanced Managerial Finance and Security Analysis

Major: Service

- 32745 Entrepreneurship in Hospitality Business
- 32746 Service Innovation

B. Thesis (12 credits)

- 32716 Thesis

C. Intensive Training for Graduate Professional Experience (non-credited)

- 32747 Graduate Professional Experience in Marketing, Financial and Accounting, and Hospitality*

This intensive seminar provides training to enhance students' experience.

The training will be evaluated, but no credit will be assigned.

Plan B

(1) Program Structure

The program requires at least 42 credits comprising the following:

- | | | |
|--|---|----------------------|
| A. Area-specific Courses | 6 | courses (36 credits) |
| B. Independent Study | 1 | course (6 credits) |
| C. Intensive Training for Graduate Professional Experience | | (non-credited) |

(2) Program Details

A. Area-specific Courses 6 courses (36 credits)

Required 4 courses

- 32735 Human Resource Management and Operations Management
- 32736 Business Research and Quantitative Analysis
- 32737 Financial Management and Strategic Management
- 32738 Marketing Management and Managerial Accounting

And choose 2 courses from the selection depending on the expertise and interests of knowledge and expertise from the following subjects and under the guidance of the advisor:

Major: Marketing

- 32714 Consumer Behavior and Marketing Communication
- 32739 Brand Building and Supply Chain Management

Major: Finance and Accounting

- 32740 Strategic Cost Management and Tax Planning
- 32744 Advanced Managerial Finance and Security Analysis

Major: Service

- 32745 Entrepreneurship in Hospitality Business
- 32746 Service Innovation

B. Independent Study 1 course (6 credits)

- 32717 Independent Study

C. Intensive Training for Graduate Professional Experience (non-credited)

- 32747 Graduate Professional Experience in Marketing, Financial and Accounting, and Hospitality*

This intensive seminar provides training to enhance students' experience.

The training will be evaluated, but no credit will be assigned.

Note: * Students must enroll in this seminar in the last semester before graduation only.

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