



**Chinese Culture University**  
**College of Business**

**Master Program of Global Business**

**Student Handbook**

**109 Academic Year**

**Sep 2020/ Feb 2021**

Student ID : \_\_\_\_\_

Student Name : \_\_\_\_\_ (Chinese)

\_\_\_\_\_ (English)

# Master Program of Global Business CCU

Office Hours: Weekdays 08:30 – 12:00 / 13:00 – 16:00

- ★ Office hours during summer break is from 8:30 to 16:00, Monday to Thursday.
- ★ Last visiting hour is suggested to be 30 minutes before office closing time.
- ★ Any change in office hours will be updated on the LINE

## **Program Director:**

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## **Program Secretary:**

### **<Bachelor Program>**

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Website: <http://crbgmba.pccu.edu.tw/bin/home.php>

# Master Program of Global Business

## Check List

**On Orientation Day:** please submit the following to the student office

Items	Degree Certificate	Official Transcripts	Proof of English proficiency
Office Check			

### **Part 1**

#### **Requirements Check Form for Master's Degree,**

#### **Chinese Culture University**

1. Academic Institute: Master Program of Global Business, College of Business
2. Degree: Master of Business Administration
3. Appropriate year: For 108 academic year entrance (can be traced to 106 academic year entrance)
4. Minimum credit hours for graduation: **36** credit hours
5. Transferable graduate credits from other departments/colleges: no more than 9 credit hours.
6. Required Courses

Course Code	Course	Credits	Hours	Remarks
I012	Statistics & Quantitative Methods	3	3	
F135	International Business Management	3	3	(Core Course)
F136	International Business Strategy	3	3	
F137	International Marketing Management	3	3	
0648	International Finance Management	3	3	
F878	Business Ethics	3	3	(Core Course)
I013	Organization Leadership &	3	3	
4892	Operational Management	3	3	
	Total Credit Hours	24	24	

#### 7. Provisions relating to the Thesis Examination

(1) Based on the Regulations of Thesis Examination for Master and Ph.D Degree of PCCU.

(2) Other Regulations:

Fulfill the English requirement for master degree: Achieve a TOEIC score of 700 or above, or an equivalent score on a similar test.

**Part 2****Conference**

<b>Items</b>	Online Upload	Hard Copy
<b>Office Check</b>		

**Part 3****English Proficiency Test**

(TOEIC score of 700 or above)

<b>Items</b>	TOEIC / TOEFL / IELTS
<b>Office Check</b>	

**Part 4****Thesis Oral Examination**

Advisor's information	Chinese Name	English Name
Advisor		
Co-Advisor (if any)		

**Procedure of Thesis Exam (Please check)**

- |                     |   |  |
|---------------------|---|--|
| 1. Proposal Outline | <input type="checkbox"/> Online Submission      | <input type="checkbox"/> Hard Copy Submission      |
| 2. Ethics Course    | <input type="checkbox"/> Online Course and Test | <input type="checkbox"/> Hard Copy Submission      |
| 3. Preliminary Exam | <input type="checkbox"/> Paper Application      | <input type="checkbox"/> Criteria Sheet Submission |
| 4. Oral Exam        | <input type="checkbox"/> Online Application     | <input type="checkbox"/> Hard Copy Application     |

### Final Thesis Revision

<b>Thesis Final Revision Approval</b>	Advisor Signature (or Email/ Call)
<b>Thesis Format Check-Up</b>	Office check
*Reference check: Mark reference no. (Citation page /reference page), e.g. (12/30) in the content and reference list.	
Library Upload	<input type="checkbox"/> Upload thesis
	<input type="checkbox"/> Print out Approval Sheet
Non-Taiwanese Students	<input type="checkbox"/> Feihwa Building (IAD)
Questionnaire: Log into student account →Graduation Steps”	<input type="checkbox"/> Questionnaire

### **【Important Note】**

Please login into your system and check “Graduation Steps”

- The Graduation Online Procedure should be all green (OK)
- If there are any red “NO” shown in the system, it means there are steps that you are missing and you are not entitled to get your graduation certificate.

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# **Chapter 1**

## **Program Introduction**

### **Introduction**

The Master Program of Global Business is a comprehensive, industry-relevant degree program designed to take your career progression to the advanced/ management level. Students in our program enjoy an international learning environment (in terms of nationality, culture, language, etc.), which cultivates our students' cross-cultural experiences. Our courses are designed to enhance students' business skills in a variety of fields through discussion-driven seminars, self-assessment, team-based projects, consulting engagements, and innovative marketing projects that prepare our students for future challenges in various industries.

## **Courses:**

Course	
Required Courses: 8 courses *Each course is for 3 credits.	Specialization Elective Courses: 5 majors *Each major requires 3 courses (9 credits)  1. International Trade and Marketing 2. Tourism 3. Banking & Finance 4. Accounting 5. Information Management
Remarks: <ul style="list-style-type: none"><li>● Students are allowed to take courses for the above 5 majors based on students' interests in different research fields.</li><li>● A specialization certificate will be given to students who complete all courses listed for the majors.</li><li>● Each student is allowed to apply for ONE specialization certificate only.</li></ul>	

## **Get Your Graduation Certificate**

### **Graduation Certificate**

**36 credits**

24 credits (required courses)

12 credits (elective courses)



**“Global Business Graduation Certificate”**



## Faculty

<b>Faculty</b>	<b>Research Area</b>	<b>Highest Education</b>
Dr. Kuo, Kuo-Cheng 郭國誠 博士	Energy Economics Defense Economics European Union Economics	Ph.D. in Business Studies, University of Edinburgh, UK
Dr. Lin, Hsiou-Wei 林修葳 博士	Financial Accounting Theory Financial Innovation Financial Management	Ph.D. in Business, Stanford University, U.S.A.
Dr. Chang, Chi-Ya 張琦雅 博士	Services Marketing, Organization Behavior and Theory- Organization cultures /Corporate cultures, Business- Case Study	Ph.D. in Business Administration, National Taipei University, R.O.C
Dr. Ming Liu 劉敏 博士	Hospitality Consumer Behavior, Tourism Economics	Ph.D. in Hospitality Administration, Texas Tech University, U.S.A
Dr. Su, Wen-Yu 蘇文瑜 博士	Sustainability, Culture Tourism, Region and Community Tourism	Ph.D. of Agriculture, Research Institute of Humano-Sphere, Kyoto, Japan
Dr. Pu, Hsin-Hui 浦心蕙 博士	Comsumer Behavior in Travel and Tourism, Leisure and Recreation Behavior, Travel and Tourism Management, Quantitative Analysis	PhD, School of Hospitality and Tourism Management, University of Surrey, UK
Dr. Chang, Hai-Yen 張海燕 博士	International Finance Management	Global Executive Doctor of Education, Rossier School of Education, University of Southern California, Los Angeles, CA, USA

Dr. Hsu, Ming-Fu 徐銘甫 博士	Financial Accounting, Performance Mearsure, Data Mining, Multiple Criteria Decision Making	Ph.D. in Business Administration, National Chi Nan University, R.O.C.
蘇盈月 博士 Dr. Ying Yueh, Su	Marketing, International Marketing, Management	Ph.D. in Marketing, Bournemouth University, U.K
黃雪梨 Dr. Shirley, Huang	Finance, Organizational Behavior, Entrepreneurship,	PhD.in Organizational Leadership, University of La Verne
Dr. Shen, Kao-Yi 沈高毅 博士	Operation Management	Ph.D. in Business Management, National Chengchi University, R.O.C.

## Chapter 2

### Graduation Requirements

#### Part 1: Courses

##### A. Prerequisite Courses:

Prerequisite Courses

(Non-business-major undergraduate students without adequate background in business management and statistics must take the prerequisite courses listed below)

Course Code	Course	Credits	Hours	Remarks
4097	Managerial Economics	3	3	May be waived by related subjects
7522	Managerial Accounting	3	3	May be waived by related subjects
7258	Management	3	3	May be waived by related subjects
	Total Credit Hours	9	9	

##### B. Required Courses:

(8 courses, 3 credits for each)

Course Code	Course	Credits	Hours	Remarks
I012	Statistics & Quantitative Methods	3	3	
F135	International Business	3	3	(Core Course)
F136	International Business Strategy	3	3	
F137	International Marketing	3	3	
0648	International Finance Management	3	3	
F878	Business Ethics	3	3	(Core Course)
I013	Organization Leadership & Motivation	3	3	
4892	Operational Management	3	3	
	Total Credit Hours	24	24	

**C. General Elective Courses: 109(01)-109(02)**

Course Code	Course	Credits	Hours	Remarks
4892	Operational & Management of Financial Institution	3	3	
K279	Seminar On Multinational Enterprises Analysis	3	3	
K655	Culture Differences & Services Marketing	3	3	
C351	Seminar for The Management In Hospitality Industry	3	3	
E946	Investment Analysis & Management	3	3	
I011	Managerial Economic	3	3	
K280	Seminar On Taiwanese Enterprises Analysis	3	3	

- ◆ The maximum credits acquired from other departments/ colleges that would be recognized are 9 credits.

## **Part 2: Conference/ Publication:**

1. It is your own responsibility to find an international conference to attend and give an oral presentation as one of the graduation requirements.
2. Occasionally, we would forward conference information on the program website. Based on the topic fields on which the conference focuses, you can decide whether to attend or not.
3. Please visit the following websites to search for conferences in which you are interested:

<http://www.conferencealerts.com/country-listing?country=Taiwan>

<http://web1.most.gov.tw/>

<http://10times.com/taipei-tw/conferences>

## **Part 3: English Proficiency Test**

Postgraduate students enrolled in 106 Academic Year are expected to reach a TOEIC score of 700 or equivalent score of TOFEL or IEITS. Please submit a copy of English proficiency test result to the program office to meet graduation requirements.

## **Part 4: Thesis Oral Examination**

### **General Information**

1. It is suggested that you follow this thesis schedule to complete your thesis oral exams and to receive degree certificates. Please be noted that if you do not follow the schedule, you would have to postpone your oral exam to the next semester.
2. Length of study in the Master Program of Global Business: 2 to 4 years.  
The 8<sup>th</sup> semester would be the last semester for all master students. Students who fail to complete all graduation requirements within 8 semesters will not receive any certificates.
3. If you are **currently in your 7<sup>th</sup> or 8<sup>th</sup> semester, please report to the office** as soon as possible.
4. All students are permitted with 2 oral exams, i.e., students who fail the first oral exam are allowed to retake the exam ONCE.

5. Please report to the office as soon as possible regarding any change in thesis, including thesis topics and advisors.
6. **Please do NOT rush to book any plane tickets BEFORE receiving graduation certificates.**

### Advisor

1. Please hold meetings with your advisor regularly and take notes to keep track of all discussions and suggestions from your advisor in a blue record book.
  2. For any purposes of presenting your thesis in a conference or publishing it in a journal, please ask for approval from your advisor in advance. for it is related to personal academic evaluation.
  3. For any reasons that you decide to take academic leave or to postpone your oral exam to the next semester, please discuss with your advisor and report to the office.
  4. If you wish to change advisors, please be noted that you might have to extend your thesis schedule, for more time will be required to work on a new topic with your new advisor.
- ◆ **Students who fail to complete ALL the above requirements (Part 1-3) are not qualified to attend thesis oral exams.**

## Chapter 3

### Thesis Oral Examination

#### Thesis Procedure

1. Find an advisor as soon as possible.
  2. Submit "Advisory Agreement Form".
- Deadline: before the end of your first semester**



3. Submit "thesis proposal outline".
4. Submit "Ethics course certificate".

- Upload thesis proposal outline in student account online and print it out.
- Complete Ethics courses and pass a test online (receiving a score of 80 or above).
- Submission deadline will be announced on GB MASTER LINE Chat Group.



5. Thesis Preliminary Examination (the first three chapters of your thesis)

- Submit "Application for Thesis Preliminary Exam".
- Submit "Oral Examination Committee Appointment Form".
- Application deadline will be announced on GB MASTER LINE Chat Group.



6. Thesis Oral Examination

- Apply for thesis oral exam online.
- Application deadline will be announced on GB MASTER LINE Chat Group.

#### Note:

1. Students must complete ALL program requirements to attend thesis oral examination.
2. Please download a user guide for Ethics courses on the program website.

## Thesis Timetable

\*A general timetable to earn a Master Degree in Global Business (a 2 year plan)

Semesters	Timeline	Job List to do
1 <sup>st</sup> Semester		<b>Research and develop thesis topic</b>
2 <sup>nd</sup> Semester		<b>Find an Advisor as soon as possible</b> *Submit Advisor Agreement Form
3 <sup>rd</sup> Semester		<b>Discuss and develop your thesis with your advisor</b>
		<b><u>Complete ALL graduation requirements:</u></b>  <ol style="list-style-type: none"> <li>1. Prerequisite course: having waived or taken basic courses, statistics and management.</li> <li>2. Graduation credits: having acquired a total of 36 credits.</li> <li>3. Having presented or published a paper in a conference or a journal.</li> <li>4. Having passed an English proficiency test (TOEIC score of 700 or equivalent).</li> </ol>
	<b>Week 17</b>	<b>1. Upload your Proposal outline</b> <b>2. Take Ethics course and pass an online test (receive a score of 80 or above)</b>
4 <sup>th</sup> Semester	<b>Week 1</b>	<b>Submit the following:</b> <b>1. Proposal outline</b> <b>2. Ethic course certificate</b>
	<b>Week 3</b>	<b>Online application for oral examination</b> *Please apply on time or you will not be able to attend oral exams.
	<b>Week 5</b>	<b>Submit materials of preliminary examination</b> *The first three chapters of thesis
	<b>Before Week 11</b>	<b>Preliminary examination</b> <b>(At least 3 weeks prior to oral exams)</b>
	<b>Week 15~16</b>	<b>Oral examination</b>
	<b>Week 17~18</b>	<b>Revise thesis and complete graduation procedure</b>



## **Chapter 4**

### **Online Application and Submission**

1. Login into your student account: <http://ap1.pccu.edu.tw/index.asp?user=student>
2. Download and follow instructions for online application and submission:  
<http://crbgmba.pccu.edu.tw/files/15-1185-31569,c7646-1.php?Lang=zh-tw>

## Chapter 5

### Course Selection

1. Go to CCU website: <http://www.pccu.edu.tw>
2. Log in your student account to select courses
3. Double check your selected courses and print it out.

	<u>CCU Student</u>	<u>CCU International Students</u>
<u>Account:</u>	<u>student number</u>	<u>student number</u>
<u>Password:</u>	<u>ID number</u>	<u>Date of Birth(YYYYMMDD)+ the first two letters of your English name</u> <i>Example:</i> <i>English name: WANG MARY</i> <i>Birthday: 1987/10/20</i> <i>Password: 19871020WA</i>

● **Regulation for course selection:**

1. All postgraduate students are required to take no less than 2 credits, nor more than 12 credits of courses each semester.
2. Students are not allowed to take more than one course in the same time slot. No credits or grades will be given to students who breach this rule.
3. Students who fail required courses will have to retake the courses.
4. Course Revision: 10<sup>th</sup> floor in Da En Building

## Chapter 6

### School Services

<b>Office of Academic Affairs</b>			
<b>No.</b>	<b>Units</b>	<b>Location</b>	<b>Services you may need</b>
1	Registrar Section	Da En Floor 10 Room 1004	<ol style="list-style-type: none"> <li>1. Academic records applications (transcripts, student ID cards, certificate )</li> <li>2. Change personal information</li> <li>3. Course selection</li> <li>4. Graduation</li> </ol>
2	Curriculum Section	Da En Floor 10 Room 1009	<ol style="list-style-type: none"> <li>1. Event calendar</li> <li>2. Midterm and final exam</li> <li>3. Summer courses selection</li> <li>4. Classroom management</li> <li>5. Classes, syllabus and credit hours management</li> </ol>
<b>Office of Student Affairs</b>			
<b>No.</b>	<b>Units</b>	<b>Location</b>	<b>Services you may need</b>
1	Student Counseling Section	Da En Floor 2 Room 203	<ol style="list-style-type: none"> <li>1. Dormitory application and allocation</li> <li>2. Student Disciplinary Business</li> <li>3. Student bus ticket application, lost and found</li> </ol>
2	Hygiene Section	Da En Floor 2 *near main entrance	<ol style="list-style-type: none"> <li>1. Health care service</li> <li>2. Clinic</li> <li>3. Emergency treatment of injury</li> <li>4. Student insurance</li> </ol>
<b>Office of General Affairs</b>			
<b>No.</b>	<b>Units</b>	<b>Location</b>	<b>Services you may need</b>
1	Clerical Section	Da En Floor 11	<ol style="list-style-type: none"> <li>1. Venue rental</li> <li>2. Campus security</li> <li>3. Traffic management</li> <li>4. Environmental protection</li> </ol>
2	General Affairs Dep. Cashier Section	Da En Floor 11	<ol style="list-style-type: none"> <li>1. Student receivables</li> <li>2. Tuition, part-time wage and refund</li> </ol>
<b>International Affair Division (IAD)</b>			
<b>No.</b>	<b>Units</b>	<b>Location</b>	<b>Services you may need</b>
1.	IAD	Fei Hwa	<ol style="list-style-type: none"> <li>1. ARC application</li> </ol>

	(International Student Office)	Room 203	2. Working permit application 3. Events for International students
2.	Printing Services	Da Yi 4 Floor *in front of lifts Da Zhong *under Family Mart	1. Login to the computer 2. You will get 200NTD free first semester *if your account balance not enough, you can top-up in Da Yi (computer room 4 <sup>th</sup> floor)
<b>Library</b>			
<b>No.</b>	<b>Units</b>	<b>Location</b>	<b>Services you may need</b>
1.	Library Books	Library	1. Borrow and return books 2. Upload your thesis 3. Printing 4. 24 hours study room
2.	Library Printing	Library Da Yi 105 or Da Dian 100	1. Printing and/or copy some documents *How to activate your library printing function a. Go to Da Yi 105 or Da Dian 100 b. activate and deposit your student ID