

SAS MBA Courses

No	course ID	Course Title	Applicable Programs	Completion Type	Credit/ Theory/ Lab
1	032107	Financial Accounting	Master	Required Courses	3.0 / 3 / 0
2	001242	Financial Management	Master	Required Courses	3.0 / 3 / 0
3	001245	Marketing Management	Master	Required Courses	3.0 / 3 / 0
4	400097	Organizational Theory and Behavior	Master	Required Courses	3.0 / 3 / 0
5	200465	Strategic Management	Master	Required Courses	3.0 / 3 / 0
6	400175	Operation Management	Master	Required Courses	3.0 / 3 / 0
7		Business Analytics	Master	Elective Courses	3.0 / 3 / 0
8		Data Mining & Management	Master	Elective Courses	3.0 / 3 / 0
9		Special Topics in Business Analytics	Master	Elective Courses	3.0 / 3 / 0
10		Speical Topics in the Digital Era	Master	Elective Courses	3.0 / 3 / 0
11		Data Visualization	Master	Elective Courses	3.0 / 3 / 0
12	400090	Business Statistics	Master	Elective Courses	3.0 / 3 / 0
13		Research Design & Methodology	Master	Elective Courses	3.0 / 3 / 0
14		Analytical Decision Modeling	Master	Elective Courses	3.0 / 3 / 0
15		Advanced Analytical Decision Modeling	Master	Elective Courses	3.0 / 3 / 0
16		Applied Project	Master	Elective Courses	3.0 / 3 / 0

SAS MBA Description/Overview

NO	Subject	Subject Description/Overview
1	Financial Accounting	This class aims to provide basic understanding of the financial reporting. More precisely, this course will cover the underlying principles of the accounting system, the circulation of financial statements, and the underlying mechanism of preparing the financial reporting. By taking this course, the students will be able to understand the role of accounting in the business communication, and more importantly, to understand how to prepare and explain the financial reports to someone else.
2	Financial Management	To provide an overview on the financial activities of business firms, and Introduce the basic concepts of financial tools (capital budgeting, CAPM, MM) and their applications.
3	Marketing Management	The goals of Marketing Management are: 1. to develop understanding of marketing activities and the marketing concept; 2. provide an understanding of how marketing ties in with other corporate functions; and 3. develop your intuition in analyzing a business environment and making subsequent decisions. This course develops a framework to understand the marketing environment (what will be called the 3Cs) and focuses on a subset of the marketing decisions/actions (what will be called the 4Ps or marketing mix) that are made given this information. This subset includes market segmentation and targeting, product design, pricing and market research.
4	Organizational Theory and Behavior	1. Students learn fundamental theories in Organizational Theory and Behavior. 2. Students apply those theories to real business cases. 3. Students communicate fluently, effectively, and cooperatively with their team members throughout the semester.
5	Strategic Management	How firms adapt and survive dynamic business environment of 21st century? What can be the solution for the firms which have problems? We can find these answers from strategic management study. Let's take a moment that you are the CEO of the corporation. You will learn how CEOs of many corporations make decisions and build strategies. Some may work, some may not work well. You can also learn from the mistakes of many firms too. You will learn these contents from theories and case studies of real corporations.
6	Operation Management	Operations is about the "real work" of the enterprise or the organization. There are other functions—marketing, accounting, human resources, etc.—but goods are produced, and services are delivered by the operations function. That's what makes it the "hub" of most organizations. The objective of this course is for each student to be able to do the followings: 1. To explore the relationship of operations to other functional areas 2. To expand the student's awareness of globalization and competitiveness 3. To appreciate the importance of operations and supply chain management to a firm's strategy
7	Business Analytics	In this course, students will study how information is produced and managed in enterprises. Main topics discussed include: the principles of information management; information management technologies; techniques to analyze information needs and use; and the social and ethical context of information management.
8	Data Mining & Management	※ To be updated

NO	Subject	Subject Description/Overview
9	Special Topics in Business Analytics	※ To be updated
10	Speical Topics in the Digital Era	※ To be updated
11	Data Visualization	<p>Data visualization is an art and science. The objective of this course is for the students to acquire knowledge and an understanding of data visualization through key concepts, tools, and theories. This class will provide more specific goals as follows.</p> <ol style="list-style-type: none"> 1. To finally undertand the structure and feature of data. 2. To draw dashboards using Tableau 3. To practice large amount of data as if you participate in data competition. <p>Main task will be decision-making on a basis of big data.</p>
12	Business Statistics	<p>This course is designed to provide beginning MBA students with general introductory knowledge on probability and statistics. The major topics covered will include:</p> <ul style="list-style-type: none"> - Random variables and their distributions; - Distributions of sampling statistics; - Point & interval estimations of population parameters; - Testing statistical hypotheses; and - Linear and logistic regressions.
13	Research Design & Methodology	<p>This course is designed to introduce students the logic of social science and the design and methods used in research. This course will be built around a series of methodological issues to be resolved in formulating a study design as well as in writing coherent and logical research paper, using adequate research methods.</p>
14	Analytical Decision Modeling	※ To be updated
15	Advanced Analytical Decision Modeling	※ To be updated
16	Applied Project	※ To be updated