

Introduction

The Department and Graduate Institute of International Business, National Dong Hwa University (NDHU), formally Graduated Institute of International business was established in July 1996. The Institute was granted the right to award bachelor's degree in 2003, and since then it has been fast-growing and accumulated great teaching and research resources. Up to the year of 2011, there are 15 teachers, 313 undergraduate students, 88 graduate students in MBA program and 5 Phd. Graduate students in the department. The department seeks excellence in both teaching and research areas. Our faculty members are dedicated to quality teaching and research. Many of our faculty members have won teaching and research awards. Three of seven excellent teaching and two of six excellent research awards of the college of management go to our faculty members in 2010.

The department now prides itself on its dedication to the undergraduate, MBA, and PhD programs, as well as its commitment to engage in a broad range of international business topics. Five areas that the department focuses on which include: (1) International Strategy Management, (2) International Finance Management, (3) International Marketing Management, (4) International Production Management, and (5) Organization and Human Resource Management. The multidisciplinary makeup of the department gives it the opportunity to provide both students who wish to gain comprehensive management training and faculty who wish to perform interdisciplinary research that has global implications. The EMBA program provides a multi-facted perspective on critical management principles, practices, and techniques that equip non-business graduates for the corporate world.

The department aims to give students a comprehensive training, which includes concept, knowledge and skill that are needed in an international business, to become future global leaders. Our core module courses equip students with basic knowledge in the field of international management. Furthermore, to tackle with challenges in the new era, our curriculum structure of the department evolves around three specialized academic modules: (1) international commerce; (2) innovation management; and (3) service industry management. The design of the curriculum structure provides our students with the opportunity to differentiate themselves from general management students and become relatively competitive in terms of specific expertise.

2011/07/31

