

經營管理研究所暨企業管理系



Department of Business Administration

Objectives

The objective of this department is to train and educate talented students in basic and advanced management skills in order to fulfill the needs of business and industry.

Core Values : LEARN

L : Lifelong Learning

E : Execution

A : Adaptability

R : Responsibility

N : Nobility

Characteristics

- To promote research in the field of business administration.
- Training in case studies and practical projects.
- To emphasize the integration of the fields of business administration and project management.
- Cooperative teaching with local enterprises.
- Development of electronic business and web marketing simulations.
- To assist and prepare students in obtaining professional licenses.