

**Introduction to**  
**The Department of Industrial Management &**  
**Institute of Industrial Engineering and Management**  
**at**  
**National Formosa University (Taiwan)**

**2013.11.1**

**HP: <http://iem.nfu.edu.tw>**

**Email: [ie@nfu.edu.tw](mailto:ie@nfu.edu.tw)**

**Tel: 886-5-631-5706**

**Fax: 886-5-631-1548**

# National Formosa University Overview

**Established:** 1980

**President:** Dr. Wen-Yu Jywe

**Faculty:** 327 (Professor 78, Associate Professor 138, Assistant Professor 87, Instructor 24)

**Students:** 10,717

**Location:** Huwei Township, Yunlin County, Taiwan (Population 70,584)

**Web site:** [www.nfu.edu.tw](http://www.nfu.edu.tw)

**Academic Programs:**

<b>College of Management</b>	<b>Program</b>	<b>Faculty</b>
<b>Department of Industrial Management &amp; Institute of Industrial Engineering and Management</b>	<b>B.BA., MS</b>	<b>13</b>
Department of Information Management	B.BA., MBA	13
Department of Finance	B.BA., MBA	11
Department of Business Administration & Institute of Business and Management	B.BA., MBA	11
<b>College of Engineering</b>		
Department of Power Mechanical Engineering & Institute of Mechanical and Electro-Mechanical Engineering	B.S., M.S., Ph.D.	21
Department of Mechanical and Computer-Aided Engineering	B.S., M.S.	17
Department of Materials Science and Engineering & Institute of Materials Science and Green Energy Engineering	B.S., M.S.	18
Department of Mechanical Design Engineering	B.S., M.S.	17
Department of Automation Engineering	B.S., M.S.	15
Department of Vehicle Engineering	B.S., M.S.	12
Department of Aeronautical Engineering & Institute of Aviation and Electronic Technology	B.S., M.S.	26
<b>College of Electrical and Computer Engineering</b>		
Department of Electro-Optics Engineering & Institute of Electro-Optical and Materials Science	B.S., M.S., Ph.D.	19
Department of Electrical Engineering	B.S., M.S.	22
Department of Computer Science and Information Engineering	B.S., M.S.	17
Department of Electronics Engineering	B.S., M.S.	17
<b>College of Applied Arts and Sciences</b>		
Department of Biotechnology	B.S., M.S.	14
Department of Leisure and Recreation	B.S., M.S.	11
Department of Multimedia Design & Institute of Digital Content and Creative Industries	B.A., M.S.	10
Department of Applied Foreign Languages	B.A.	19

## **Department of Industrial Management & Institute of Industrial Engineering and Management**

Industrial Engineering and Management is where engineering meets business. Industrial engineers are always employed to design, analyze, and improve systems and processes found in manufacturing, consulting, and service industries. Professional responsibilities are usually in design, management, analysis, optimization, and modeling of industrial systems.

From our establishment in 1991, The Industrial Management Department at National Formosa University (NFU) has continued its tradition of student-centered, hands-on education and research. Over the last 20 years, more than 2,500 industrial engineers have graduated from the Industrial Management Department at NFU. From manufacturing facilities to high-tech and service industries, many of our alumni attribute their success to the high-quality education they received while at NFU.

From 2004, the department offers master program, which in the name of the Institute of Industrial Engineering and Management. The Institute helps students to go farther with an advanced degree and gain experience in research. This program prepares students for more challenging career assignments, more complex industrial problems, and Ph.D. studies. This program offers four areas of specialization: production & supply chain management, quality management, quantitative analysis and decision making, and business management. The Institute provides an opportunity to gain more in-depth knowledge of industrial engineering and management, and introduces students to the research process.

The department employs 13 full-time faculty members, including 5 professors, 7 associate professors, and 1 instructor. In addition to teaching, our faculty members are actively engaged in research and industry. The department, located in the new NT \$ 400 million dollar Management Building, houses some of the most current computing labs and facilities. We offer 3 computer labs with totally over 100 networked computers that include high-speed Internet and advanced software.

The department is providing international students with opportunities to discover a completely new studying environment and experiences at one of the most prestigious universities in Taiwan.

## Brief History


- 1980 National Yunlin Institute of Technology (later called National Yunlin Polytech Institute) was established by the Taiwan government in July of 1980.
- 1991 **Industrial Engineering and Management** Department was founded.
- 1992 The department was renamed as **Industrial Engineering**.
- 1997 The institute was reorganized and renamed as National Huwei Institute of Technology (NHIT) by the order of the Ministry of Education. The five-year junior college system was replaced by a two-year system and a four-year college system.
- 2000 The department was renamed as **Industrial Management** within the College of Management.
- 2004 The school was renamed as National Formosa University (NFU), and the Institute of **Industrial Engineering and Management** was founded.

※There are 249 graduates who received their master degrees.


### Enrolled students in Fall 2013

	Male	Female	Total
Bachelor Program	280	131	411
Master Program	59	21	80
Total	339	152	491

## Faculty-1

	Title	Professor and Chairman
	Education	Ph.D., Manufacturing Engineering, Nottingham University, UK
	Research Areas	Quality Management, Artificial Intelligence
Ruey-Shiang Guh	E-mail	rsguh@nfu.edu.tw
886-5-6325710	Personal Website	

	Title	Professor
	Education	Ph.D., Industrial Engineering, University of Iowa, USA
	Research Areas	Operations Research, Mathematical Programming, AI Algorithms
Yi-Chih Hsieh	E-mail	yhsieh@nfu.edu.tw
886-5-6325718	Personal Website	<a href="http://sparc.nfu.edu.tw/~yhsieh/english.htm">http://sparc.nfu.edu.tw/~yhsieh/english.htm</a>


	Title	Professor & International Student Advisor
	Education	Ph.D., Industrial Engineering, Penn State University, USA
	Research Areas	Precision Metrology
Jyun-Ping Huang	E-mail	jphuang@nfu.edu.tw
886-5-6325714	Personal Website	

	Title	Professor
	Education	Ph.D., Industrial Engineering, Auburn University, USA
	Research Areas	Quality Management, Quality Engineering, Engineering Economy
Chun-Lang Chang	E-mail	jcchang@nfu.edu.tw
886-5-6325721	Personal Website	<a href="http://sparc.nfu.edu.tw/~jcchang/Welcome.htm">http://sparc.nfu.edu.tw/~jcchang/Welcome.htm</a>


	Title	Professor and Dean of Office of Academic Affairs
	Education	Ph.D., Manufacturing Engineering, Warwick University, UK
	Research Areas	Manufacturing Strategies
An-Yuan Chang	E-mail	ayc@nfu.edu.tw
886-5-6315717	Personal Website	


## Faculty-2

	Title	Associate Professor
	Education	M.S., Industrial Education, National Taiwan Normal University, Taiwan
	Research Areas	Human Resource Management
Fu-Lai Lai	E-mail	fllai@nfu.edu.tw
886-5-6315709	Personal Website	

	Title	Associate Professor
	Education	Ph.D., Mechanical Engineering, University of Illinois-Chicago, USA
	Research Areas	Industrial Automation
Wen-Lung Yu	E-mail	wlyu@nfu.edu.tw
886-5-6315715	Personal Website	

	Title	Associate Professor
	Education	Ph.D., Industrial Engineering, Penn State University, USA
	Research Areas	Production Management
Po-Chieng Hu	E-mail	pchu@nfu.edu.tw
886-5-6315713	Personal Website	


	Title	Associate Professor
	Education	Ph.D., Industrial Engineering, University of Iowa, USA
	Research Areas	Facility Layout, Project Management
Hsin-Hao Huang	E-mail	iehuang@nfu.edu.tw
886-5-6315712	Personal Website	

	Title	Associate Professor
	Education	Ph.D., Industrial Engineering, Iowa State University, USA
	Research Areas	Database System
Tai-Hung Yang	E-mail	tyang@nfu.edu.tw
886-5-6315711	Personal Website	

## Faculty-3

	Title	Associate Professor & Dean of Office of International Affairs
	Education	Ph.D., Industrial Engineering, Penn State University, USA
	Research Areas	Simulation, E-commerce
Chih-Hsiung Hu	E-mail	chh@nfu.edu.tw
886-5-6325720	Personal Website	<a href="http://sparc.nfu.edu.tw/~chh/">http://sparc.nfu.edu.tw/~chh/</a>

	Title	Associate Professor
	Education	Ph.D., Industrial Engineering, National Tsing-Hua University, Taiwan
	Research Areas	Supply Chain Management
Yin-Yann Chen	E-mail	yyc@nfu.edu.tw
886-5-6315716	Personal Website	<a href="http://sparc.nfu.edu.tw/~yyc/">http://sparc.nfu.edu.tw/~yyc/</a>

	Title	Instructor
	Education	M.S., Industrial Engineering, Tung-Hai University, Taiwan
	Research Areas	Ergonomics
Chung-Yu Tsai	E-mail	cytsai@nfu.edu.tw
886-5-6315719	Personal Website	<a href="http://sparc.nfu.edu.tw/~cytsai/">http://sparc.nfu.edu.tw/~cytsai/</a>

## Research Areas

- Production & Supply Chain Management
- Quality Management
- Quantitative Analysis & Decision Making
- Business Management

## Facilities in The Management Building

FL	Facility	FL	Facility
<b>3F</b>	Work Study/Human Factor Lab	B1	General Classroom
	Seminar Room III	2F	Computer Lab
	Professional Software Lab		Seminar Room I
	Equipment Management Office		Seminar Room II
	Lecture Hall		Department Library
	Logistics and Supply Chain Management Room		Department Student Union Office and Department Alumni Association Office
	Self-Learning Room	<b>6F</b>	<b>Department Office</b>
	Business Intelligence Lab		Department Conference Room
	Production Management Lab	8F	Seminar Room
	Facility Layout Lab		Graduate Student Office I
	Quality Management Lab		Graduate Student Office II
	Equipment Room		Faculty Offices (13 rooms)

## Softwares\*

<b>Simulation</b>	AutoMod, Arena, eM-Plant, Flexsim, 3D Create, Spiral
<b>Statistics</b>	SPSS, Minitab, SCP5300, S-Plus
<b>Data Mining</b>	NeuroSolutions, SPSS Clementine, XpertRule
<b>Math Programming</b>	Matlab, TOMLAB/SOL, Decision Explorer
<b>Quality Management</b>	Qualitek, Relex, Sigmaworks
<b>ERP</b>	WorkFlow ERP

\* partial list



## Selected Thesis Titles

1. Using FAHP, DEMATEL and GTMA to an Evaluation of New Product Development Complexity
2. An Application of Integrated Model for the Evaluation of Supply Chain System Complexity
3. Analyze the Defect Factor to Improve Process Yield of Semiconductor with ANP and Delphi Method
4. A Study of Medical Resource Utilization on Surgery of Hepatocellular Carcinoma
5. A Study of Applying Artificial Intelligence for the Assessment of Maternal Depression
6. Failure Mode and Effects Analysis Apply on the Construction Risk of Cured-In-Place Pipe Method
7. Medium-Term Capacity Planning Problems Considering the Procurement of Bottleneck Machines and Auxiliary Tools
8. Combination of Conjoint Analysis and Response Surface Methodology to Standardization of Green Hotel Amenities
9. Combination of Neural Network and Genetic Algorithm for On-line Control Chart Pattern Recognition
10. Using Data Mining Technology for In Vitro Fertilization Success Rate of Prediction and Diagnosis
11. Artificial Intelligence Approaches for the Optimal Vaccine Injection Problem : A Case Study of Taipei
12. Artificial Intelligence Approaches for the Optimal Disinfection Operations of Vehicle Routing Problem with Time Windows
13. Artificial Intelligence Optimization for the Police Car Patrol Problem
14. Using Genetic Algorithm and Immune Algorithm for Storage-Retrieval Sequencing of an Automated Storage/Retrieval System
15. A Comparison of Traceability System Between Taiwan and Japan-A Study Based on the Fishery Products
16. Evaluation of Alternative Distribution Models for Cultured Sea Bass
17. A Study of the Application of FMEA and QFD for the Analysis of the Cause of Defection in the Manufacturing Process of High Pressure Air Cylinder
18. The Investigation of the Performance of the Application of Genetic Algorithm for the Worker Assignment Scheduling Problem in the Flow Shop Model of the Yellow Light Department of A Color Filter Plant
19. An EOQ Model with Immediate Return for Defective Items under an Announced Price Increase and Imperfect Inspection
20. Applying Computer Simulation to Solve DRAM Testing Manpower Allocation Problem
21. Applying Clustering Analysis to Arrange Material Mixing Operation
22. Apply Failure Mode and Effects Analysis to the SMT Machine in the DRAM Manufacturing Process
23. A new model for the construction of Voronoi Diagram
24. A Study of Box-diagram Construction for the Rectilinear Steiner Tree Problem
25. Floyd-Warshall algorithm to calculate the shortest distance and modify the solution in forbidden paths
26. A Study on Job Characteristics and Work Satisfaction with Kano's Model — A Case Study of The Staff in Coil Steel Processing Industry
27. The Study about Job Characteristics, Job Stress and Job Satisfaction for Female Employees of Four-Shift-Two-Round System - The Case Study of High-tech Industry
28. Integrating Kano Model and Importance-Performance Analysis into the Satisfaction of E-Learning—A Case Study of Taiwan High Speed Rail Maintenance Staff
29. A Study of Land Digitized Revision and Map Merging — A Case of Beigang Land Office, Yunlin County
30. Assessing the operational efficiency of semiconductor industry in Taiwan—Applying a three-stage data envelopment analysis
31. Application of CONWIP in Supply Chains of Inventory Policies

## Selected Published Papers

1. **Y.C. Hsieh** and P.S. You (2012), "A new space-filling curve based method for the traveling salesman problems", *Applied Mathematics & Information Sciences*, 6(2S), 371-377. (SCI)
2. **Y.C. Hsieh** and P.S. You (2011), "An effective immune based two-phase approach for the optimal reliability-redundancy allocation problem", *Applied Mathematics and Computation*, 218(4), 1297-1307. (SCI)
3. **Jyunping Huang** (2009), "A new model for general polygon matching problems", *Precision Engineering-journal of The International Societies for Precision Engineering and Nanotechnology*, Vol. 33, No. 4, p 534-541. (SCI)
4. **Jyunping Huang** (2003), "An efficient approach for solving the straightness and the flatness problems at large number of data points", *Computer-aided Design*, vol. 35, no. 1, p 15-25. (SCI)
5. **Chun-Lang Chang** and M.Y. Hsu (2009), "The study that applies artificial intelligence and logistic regression for assistance in differential diagnostic of pancreatic cancer", *Expert Systems with Applications*, Vol. 36 Issue 7, p10663-10672. (SCI)
6. **Chun-Lang Chang** and M.Y. Hsu (2009), "Applying decision tree and neural network to increase quality of dermatologic diagnosis", *Expert Systems with Applications*, Vol. 36 Issue 2 PART 2, p 4035-4041. (SCI)
7. **Ruey-Shiang Guh**, T.C. Wu, and S.P. Weng (2011), "Integrating genetic algorithm and decision tree learning for assistance in predicting in vitro fertilization outcomes", *Expert Systems with Applications*, Vol. 38 Issue 4, p4437-4449. (SCI)
8. **Ruey-Shiang Guh**, Y.R. Shiue, and T.Y. Tseng (2011), "The study of real time scheduling by an intelligent multi-controller approach", *International Journal of Production Research*, Vol. 49, No. 10, p 2977-2997. (SCI)
9. **An-Yuan Chang** and C.J. Chen (2011), "Analysing critical factors of introducing rfid into an enterprise - An application of ahp and dematel method", *International Journal of Industrial Engineering : Theory Applications and Practice*, Vol. 18, No. 7, p 323-334. (SCI)
10. **An-Yuan Chang** (2009), "An attribute approach to the measurement of machine-group flexibility", *European Journal of Operational Research*, Vol. 194, No. 3, p 774-786. (SCI)
11. **Po-Chiang Hu** (2006), "Further study of minimizing total tardiness for the worker assignment scheduling problem in the identical parallel-machine models", *International Journal of Advanced Manufacturing Technology*, Vol. 29, No. 1/2, p165-169. (SCI)
12. **Po-Chiang Hu** (2006), "Further study of minimizing total flowtime for the worker assignment scheduling problem in the identical parallel-machine models", *International Journal of Advanced Manufacturing Technology*, Vol. 29, No. 7/8, p753-757. (SCI)
13. **Yin-Yann Chen**, James T. Lin, and Tzu-Li Chen (2011), "A Two-phase Dynamic Dispatching Approach to Semiconductor Wafer Testing", *Robotics and Computer-Integrated Manufacturing* 27, pp.889-901. (SCI)
14. **Yin-Yann Chen** and James T. Lin (2009), "A modified particle swarm optimization for production planning problems in the TFT Array process", *Expert Systems with Applications* 36(10), pp.12264-12271. (SCI)
15. **Chih-Hsiung Hu** and P.J. Egbelu (2001), "Selection of circulatory loops for patrol vehicles operating in a network", *International Journal of Production Research*, Vol.39, p.579-601. (SCI)
16. **Hsin-Hao Huang**, H.P. Wang, and M. R. Johnson (2001), "Disassembly Sequence Generation Using a Neural Network Approach", *Journal of Manufacturing Systems*, Vol. 20, No. 6, p 73-82. (SCI)
17. **Tai-Hung Yang** and J. Jackman (2000), "Form Error Estimation Using Spatial Statistics", *Journal of Manufacturing Science and Engineering-transactions of The Asme*, Vol. 122, No. 1, p 262-272. (SCI)
18. S. Cetinkunt and **Wen-Lung Yu**, (1991), "Closed-loop behavior of a feedback-controlled flexible arm. A comparative study" , *International Journal of Robotics Research*, Vol. 10, No. 3, p 263-275. (SCI)

**Master Program for International Students  
Institute of Industrial Engineering and Management  
National Formosa University**

## **Facts**

1. This master program offers M.S. (Master of Science) degree.
2. All courses are taught in English.
3. The program for international students aims to help all students, including local Taiwan students, to build up international connection, to strengthen global mobility, and to provide international team work experience.
4. The program welcomes students from different backgrounds. Besides management background, we also welcome, but not limited to, students from ME, EE, Math, Statistics, and Transportation.
5. Most (local) graduates are working in the production management or quality management/assurance fields.
6. Most (local) graduates are working in IC industry and manufacturing industry. Some are working in service industry.
7. The program for international students is an interdisciplinary program. Some courses may be offered by other departments.

## **Benefits**

1. No application fee.
2. Free Chinese lessons.

**National Formosa University**  
**Institute of Industrial Engineering and Management**  
Curriculum for Master's Degree - Foreign Students

※All courses are taught in English.

(June, 2012)

First Academic Year						
	First Semester			Second Semester		
	Course	Credits	Hours	Course	Credits	Hours
<b>Required Courses</b>	Quantitative Research Methodology	3	3			
	Seminar 1	0	2			
<b>Elective Courses</b>	Production Management and Practice	3	3	Multi-Attribute Decision Making	3	3
	Advanced Quality Control	3	3	Applied Statistics	3	3
	Simulation	3	3	Technology Management	3	3
	Business Intelligence	3	3	Database Management	3	3
	Enterprise Resource Planning	3	3	Advanced Artificial Intelligence	3	3
	Marketing Management	3	3	Intelligent Algorithm of Optimization	3	3
Second Academic Year						
	First Semester			Second Semester		
	Course	Credits	Hours	Course	Credits	Hours
<b>Required Course</b>				Master Thesis	6	0
<b>Elective Courses</b>	Service Quality Management	3	3	Manufacturing Strategies	3	3
	RFID System and Applications	3	3	Information Management	3	3
	Motivation and Leadership	3	3	Organizational Behavior	3	3
	Writing for Technical Paper	3	3	Creation and Invention	3	3
	Corporate Financial Management	3	3	Behavioral Finance	3	3
Note :						
1. Graduate students shall take 9-12 credits a semester for the first academic year, and 3-15 credits a semester for the second academic year.						
2. Minimum credits required for this program are 36 credits with required courses— 9 credits (including Master Thesis) and minimum elective courses— 27 credits.						
3. Production Management and Practice, Applied Statistics, and Advanced Quality Control are required courses for Non-IE/IM background students.						
4. These listed elective courses are for reference only and are subject to change.						
5. Other requirements for the degree: A conference paper.						

## Courses

### **Quantitative Research Methodology (required)**

Students are going to learn the mathematical tools to solve the management problems. Topics include Probability Concepts and Applications, Decision Analysis, Regression Models, Transportation and Assignment Models, Network Models, Project Management, and Waiting Lines and Queuing Theory.

### **Seminar 1 (required)**

Students are going to do research literature review and discuss in English.

### **Production Management and Practice**

1. Understand the theoretic basis and basic concept of operations management.
2. Understand the mathematical applications to the simplified cases in the practical world.

### **Advanced Quality Control**

To teach students how to implement DMAIC approach to resolve the problems.

### **Applied Statistics**

The course is going to teach students to develop statistical thinking by analyzing real data. Topics include:

1. Data and statistical methods,
2. Populations, variables, parameters and samples,
3. The normal population,
4. Inference for a population mean,
5. Statistical test,
6. Linear regression,
7. Comparing population proportions,
8. Comparing Population means.

### **Multi-Attribute Decision Making**

The purpose of this course is focused on providing insights and evaluates the best choice for decision makers. Many quantitative decision making methods will be introduced to improve decision quality in this course.

### **Simulation**

This course is intended to give an up-to-date treatment of all the important aspects of simulation modeling study and applications, including discrete event simulation methodology, introduction of simulation languages, and statistical aspects of simulation. About 40% of class time will be devoted to simulation software learning.

## **Manufacturing Strategies**

In many companies, strategic developments are mainly based on marketing decisions. Manufacturing is only playing reactive role in the formulation of strategies. On the contrary, manufacturing function typically can be either a formidable competitive weapon or a corporate milestone.

The purpose of this course is focused on providing insights and evaluates manufacturing's corporate contribution through strategic perspectives rather than just through operational performance.

## **Technology Management**

1. Understand the theoretic basis and basic concept of technology management.
2. Understand the theoretic basis and basic concept of innovation strategy and techniques.

## **Service Quality Management**

1. Understand the theoretic basis and basic concept of service quality.
2. Understand the theoretic basis and basic concept of service management.

## **Enterprise Resource Planning**

Explain how the fundamental business processes interact with mySAP ERP in the areas of Sales Order Management, Material and Production Planning and Procurement.

## **Database Management**

This course aims at giving students an understanding of basic database concepts, terminologies and technologies. The student will learn the theoretical and practical knowledge from both the technical and organization perspectives.

## **Business Intelligence**

This course aims at giving students an understanding of basic BI concepts, terminologies and technologies. The student will learn the theoretical and practical knowledge from both the technical and organization perspectives.

## **Advanced Artificial Intelligence**

Artificial Intelligence (AI) has emerged as one of the most important areas of research and development in information technology. It is a big field that encompasses logic, probability, perception, reasoning, learning, and action; and everything from microelectronic devices to robotic planetary explorers. Its wide applications include speech recognition, machine translation, autonomous vehicles, and household robotics. In this module, we will define AI as the study of agents that receive percepts from the environment and perform actions, and will discuss its theory, knowledge and applications

## **Information Management**

- a. To enable perception of why, where and how information technology/systems should be linked with formulation of business strategy.
- b. To examine from the strategic perspective the organization, control, monitoring and evaluation of information technology/systems activities.
- c. To understand the main issues concerned with the economics aspects of information technology/systems.

## **Writing for Technical Paper**

The gist of this course aims to provide overarching knowledge to help students prepare and write their research related documents.

## **Intelligent Algorithm of Optimization**

This course introduces the optimization theorems and intelligent algorithm for research application. Besides, this course will implement the intelligent algorithm with Matlab.

## **Creation and Invention**

Analysis of existing invention

Analysis of useful invention in life

TRIZ theory: 40 invention principles and examples

TRIZ and practical applications

Case studies: inventions of NFI

Invention and patent applications

## **RFID system and Applications**

Basic principle and example of EPCglobal RFID system will be introduced. Several RFID applications and papers are presented in this course. Students will learn and prepare for International EPCglobal Certification. Students will also implement a simple RFID application project in this course.

## **Organizational Behavior**

Organizational behavior (OB) studies the influence that individuals, groups, and structure have on behavior within organizations. The chief goal of OB is to apply that knowledge toward improving an organization's effectiveness.

In this course, students will learn motivation theory and application, how decisions are made in organizations, foundations of team behavior, communication skills and techniques, leadership theories, group dynamics, conflict management, work design, organizational change and development.



### **Motivation and Leadership**

This course is intended to provide students a comprehensive understanding of foundation of motivation and leadership development by offering theoretical background, practical information and an opportunity of self-assessment.

### **Marketing Management**

1. Understanding Marketing Management
2. Capturing Marketing Insights
3. Connecting with Customers
4. Building Strong Brands
5. Shaping the Marketing Offerings
6. Delivering Value
7. Communicating Value

### **Corporate Financial Management**

This course studies fundamentals of corporate finance and capital markets, emphasizing the financial aspects of managerial decisions. The course introduce most areas of corporate finance, including the financial statements, valuation of financial assets, capital budgeting, risk management, long term financial policy, short term financial planning, cash management and dividend policy. The course draws heavily on empirical research to help guide managerial decisions, so students have to read some journal papers on the same times.

### **Behavioral Finance**

This course targets the link between the peculiarities of human behavior and aspects of financial and investment management, as well as corporate and risk management. Students should understand and develop skills for taking into account behavioral factors in various aspects of financial markets and operation of corporations.

# Campus Map



**IM Dept Location**  
**Department Office: 6F**  
 Faculty Offices: 8F  
 Graduate Student Offices: 8F  
 Labs & Classrooms: B1, 2F, 3F



**Third Campus**



**Management Building (outside)**



**Management Building (inside)**



**Seminar Room I**



**Seminar Room II**



**BI Lab**



**Graduate Student Office**





**Deaprtment Lecture Hall**



**Computer Lab**



**General Classroom**



**Logistics and Supply Chain Management Room**



**Equipment of Human Factor/Work Study Lab**



**Quality Management Lab**