Introduction

The College of Management was established in 2001. It consists of four Graduate institutes, six departments and one center:

- Executive Master of Business Administration (EMBA)
- Graduate Institute of Business Administration
- Graduate Institute of Marketing and Logistics Management
- Graduate Institute of International Business
- Graduate Institute of Tourism and Leisure Management
- Department of Business Administration
- Department of Marketing and Logistics Management
- Department of Tourism and Leisure Management
- Department of International Business
- Department of Applied Foreign Languages
- Center for the Specialized Practice & License Training

This College offers a range of business degree programs at undergraduate (including night and day programs), post graduate (including MBA) and executive education level. These programs provide an opportunity for those who intend to pursue a further study in their academic career.

Goals

- We aim to enhance students’ theoretical knowledge and practical skills as well as cooperation and problem solving skills; which enables them to become leaders in management.
- We also pay particular attention to students in developing independent studying skills. Students learn to be enthusiastic and show high moral standard in their profession.

Curricula

Course offering cluster around critical topics, including the management of:

- Operations
- Finance
- Human Resource
- Marketing

The curricula also address such essential topics as:

- Research and Development
- Corporate Planning
- Leadership and Organizational Governance
The curricula leads to a professional degree and also strengthens students’ fluency in foreign languages, while providing a foundation in humanistic studies.

**New Campus, Graduate Programs, and Short-Term Goals**

The College’s physical plant and facilities have been enhanced with the move to the new Ling Tung University campus in 2010. With its undergraduate and graduate offerings and its research programs, the College aspires to become a significant institute of higher education in management for central Taiwan.