

CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 109

Passed during executive committee meeting April 6, 2020

School Required Courses(28credits)

Physical Education (I)	0	Physical Education (II)	0	Physical Education	0	Physical Education	0	General Education	2	General Education	2		
English (I)	2	English (II)	2	English (III)	1	English(IV)	1	General Education	2				
General Education	2	General Education	2	General Education	2	General Education	2						
General Education	2	General Education	2	General Education	2	General Education	2						
6		6		5		5		4		2			

Complementary Courses(3 credits)

Intercollege Micro Programs	3												
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College Required (Total 14 Credits)

Freshman		Sophomore		Junior		Senior	
first semester	second semester	first semester	second semester	first semester	second semester	first semester	second semester
Introduction to Business Software	Certification of Microsoft Office Specialist in Excel	Big Data Analytics and Business Intelligence (PBI/VBA)	Finance Lecture	Enterprise Resource Planning Systems and Practice			
3	3	3	2	3			

Department Required (Total 23 Credits)

Economics(I)	3	Management	3	Statistic(I)	3	Statistic(II)	3	Special Topics(I)	3	Special Topics(II)	1		
Accounting (I)	3	Creative Thinking and Innovation Management	3					Business Ethics	1				
6		6		3		3		4		1			

Professional Required Courses of Program(Total 33 Credits)

Introduction to business	3	Marketing Management	3	Organization Behavior	3	Original Marketing	3	Manufacturing Management	3	Management Science	3		
		Economics(II)	3	Financial Management(I)	3	Human Resource Management	3	International Business Management	3	Strategic Management	3		
3		6		6		6		6		6			

Professional Compulsive-Elective Courses of Program (Total 6 credits)

				Business English Oral Training(I)	3	Business English Oral Training(II)	3		
				3		3			

Elective Courses : 30 Credits

Marketing Research	3	Retail and Services Management	3	Smart Retail Practice	3	Positive Psychology	3	Python commercial data analysis	3	Business reading comprehension	3	Internships (II)	3	Transportation Engineering (I)	3
Service Marketing	3	Entrepreneurship and Innovation Management	3	Special Topics on Smart Retail	3	Leadship and Development	3	Python network data collection	3	International Etiquettes	3	Internships (III)	3	Transportation Engineering (II)	3
International Marketing	3	International management	3	Special Topics on Digital Era	3	Career development	3	Financial Management (II)	3	Coordinate and communicate of Bu	3	Enterprise Practice (I)	3	Traffic Engineering	3
Experiential Marketing	3	Brand Management	3	Advertising Creativity and Strategy	3	Electronic Commerce	3	Accounting (II)	3	Applied Management Planning To	3	Enterprise Practice (II)	3	International Logistics and Internc	3
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	Investment and Fincial Manageme	3	Business Planning	3	Enterprise Practice (III)	3	Inventory Control and Warehouse Management	3
Relationship Marketing	3	Supply Chain Management	3	Human Resource Development	3	Commercial Data Analysis	3	The Analysis of Financial Staterm	3	Management case practice	3	Transportation	3	Practice of Traffic Engineering	3
Networking marketing	3	Project Management	3	Special topic inHuman Resource M	3	Business data analysis	3	Financial Risk Management	3	Theory of Constraints in Industry	3	Introduction to Logistics Manageme	3		
Distribution and Retail Managemer	3	Introduction of Database Managem	3	Problem Solving Technigues	3	Computer Software for Statistics	3	Financial Markets and Institutions	3	Internships (I)	3	Introduction to Transportation Technology and Communications	3		

Minimum 128 Credits Graduated

©The information capability is subject to the University's regulations, but students of the College of Management must pass the relevant Excel certifications to be recognized.

©Creative Thinking and Innovation Management, Original Marketing,Special Topics(I), Special Topics(II) are Innovation and Creative Courses.

©Internships, Enterprise Practice's courses are at most counted 9 credits .

©The above courses, subject to the courses actually opened during the semester.