

**CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 110**

**School Required Courses(28credits)**

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

**Complementary Courses(3 credits)**

Intercollege Micro Programs	3											
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**College Required (Total 12 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	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Enterprise Resource Planning Systems and Practice	3				
3	3	3	3	3	3	3					

**Department Required (Total 20 Credits)**

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

**Professional Required Courses of Program(Total 21 Credits)**

Introduction to business	3	Marketing Management	3	Financial Management( I )	3	Original Marketing	3	Manufacturing Management	3	Manufacturing Management	3
						Human Resource Management	3				
3			3		6		3		3		

**Professional Compulsive-Elective Courses of Program (Total 2 credits)**

				Finance Lecture	2						
				2							

**Professional Compulsive-Elective Courses of Program (Total 18 credits)**

	Economics( II )	3	Organization Behavior	3		Business English Oral Training( I )	3	Business English Oral Training( II )	3
						International Business Management	3	Business Ethics	3
	3		3			6	6		

**Elective Courses : 47 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	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 Busines	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 Tools	3	Enterprise Practice ( II )	3	International Logistics and Intermodal Transportation	3
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	Investment and Fincial Managemer	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 Statement	3	Management case practice	3	Transportation	3	Practice of Traffic Engineering	3
Networking marketing	3	Project Management	3	Special topic inHuman Resource Managemer	3	Business data analysis	3	Financial Risk Management	3	Theory of Constraints in Industry	3	Introduction to Logistics Managemer	3		
Distribution and Retail Managemer	3	Introduction of Database Managemer	3	Problem Solving Techniqgues	3	Computer Software for Statisti	3	Financial Markets and Institutions	3	Internships ( I )	3	Introduction to Transportation	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 Thinking, 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.