

CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 112

Revised at the 1st Business Administration Curriculum Meeting of academic year 111 2nd semester, on March 14, 2023

Approved at the 1st College of Management Curriculum Meeting of academic year 111 2nd semester, on March 22, 2023

Approved by the 4th University Curriculum Committee on June 14, 2023

Freshman		Sophomore				Junior		Senior	
Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester
Compulsory Subject (Total 28 Credits)									
Physical Education(I)	0	Physical Education(II)	0						
English(I)	2	English(II)	2	English(III)	1	English(IV)	1		
General Education Courses(22credits)		Core general education courses(12credits):Core General Education Courses: Core general education courses are divided into three categories: "Social Concerns" (including the aspect of "Humanistic Cultivation" and "Social Observation"), "Innovation and Creativity" (including the aspect of "Artistic Perception" and "Scientific Exploration"), and "Health Promotion" (including the aspect of "Self-Exploration" and "Biomedical Health and Safety").In each category, students are required to take a minimum of two core general education courses, totaling 12 credits.							
		elective courses(10credits):For elective courses, students need to complete 5 courses, totaling 10 credits.◎The core general education course credits taken in excess can be counted as elective credits, up to a maximum of 4 credits.							
College Required (Total 27 Credits)									
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI)	3	Creative Thinking and Innovation Management	3	Enterprise Resource Planning Systems and Practice	3
Accounting(I)	3	Economics (I)	3	Statistics (I)	3				
		Management	3						
6		9		6		3		0	3
College Required elective(Total 3 Credits)									
Career Planning	3								
3									
Department Required (Total 5 Credits)									
				Statistic(II)	3			Special Topics(I)	1
								Special Topics(II)	1
0		0		0		3		1	1
Program Required (Total 21 Credits)									
The Fundamentation of Enterprise in Business Act	3	Marketing Management	3	Financial Management(I)	3	Creative Marketing	3	Manufacturing Management	3
						Human Resource Management	3		
3		3		3		6		3	3
Department Required Selective (Total 5 Credits)									
				Finance Lecture	2			Business Ethics	3
					2			3	
Program Required Selective (Total 6 Credits)									
		Organization Behavior	3			International Business Management	3		
			3				3		
Selected (47Credits or Above) [Including required and elective courses from the college, department, program, and electives from other departments.]									
Marketing Research	3	Retail and Services Management	3	Smart Retail Practice	3	Positive Psychology	3	Computer Software for Statistics	3
								Financial Institutions and Markets	3
								Theory of Constraints in Industry	3
Service Marketing	3	Entrepreneurship and Innovation Manage	3	Special Topics on Smart Retail	3	Leadship and Development	3	Python commercial data analysis	3
								Business reading comprehension	3
								Management Science	3
International Marketing	3	International Business Management	3	Special Topics on Digital Era	3	Career development	3	Python network data collection	3
								International Etiquettes	3
								Internships (I)	3
Experiential Marketing	3	Brand Management	3	Advertising Creativity and Strategy	3	Electronic Commerce	3	Financial Management(II)	3
								Coordinate and communicate of Business	3
								Internships (II)	3
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	Accounting (II)	3
								Enterprise Resource planning	3
								Internships (III)	3
Relationship Marketing	3	Supply Chain Management	3	Human Resource Development	3	Commercial Data Analysis	3	Investment and Finacial Management	3
								Applied Management Planning Tools	3
								Business practice (I)	3
Networking marketing	3	Project Management	3	Special topic inHuman Resource Management	3	Business data analysis	3	The Analysis of Financial Statements	3
								Business Planning	3
								Business practice (II)	3
Distribution and Retail Management	3	Introduction of Database Management	3	Problem Solving Techniques	3	Excel BI data analysis	3	Financial Risk Management	3
								Management case practice	3
								Business practice (III)	3
								Practice of Traffic Engineering	3
Qualifications for graduation from our department									
Required credits: 81 credits (including 53 credits of our departmental required, 6 credits of English, and 22 credits of General Education)									
Electives credits: 47 credits (Including required and elective courses from the college, department, program, and electives from other departments.)									
◎Credits from other departments that can be recognized by this department amount to 9 credits.									
●Required elective course: defined as a course that must be taken within the period of study (withdrawal for the second time during the semester is considered not taken), and a grade in the subject on the transcript is recognized as an elective in the department's major field, and is eligible for graduation.									
Minimum graduation credits: 128 credits									
School and College Common required Notes									
1.Students in our Department must complete the required credits of English and General Education courses in accordance with the "Regulations for English Courses at Chung Hua University" and "Regulations for General Education Courses at Chung Hua University" within the graduation period to be eligible for graduation.									
2.Students must complete the required credits of physical education courses in accordance with the "Regulations for Physical Education Courses at Chung Hua University" within the period of study to be eligible for graduation.									
3.Description of "Exploring the Science Park" course: In order to cultivate students' independent learning ability, understand SDGs issues, and start freshman independent exploration and learning, students of our school must complete the "Exploring the Science Park" course in freshman year, and the credits obtained can be recognized within 9 credits of external departments.									
4.To cultivate and enhance students' AI and metaverse application capabilities with the latest technologies, and to ensure that first-year students possess current technological knowledge, students at this university are required to complete "AI Experience 2.0" during first year, and the credits obtained can be recognized within 9 credits of external departments.									
5.Students must comply with the "Implementation Guidelines for Basic Competency Indicators for Students of Chung Hua University" and the "Implementation Guidelines for Basic Competency Indicators for Students of the College of Management, Chung Hua University" to fulfill graduation requirements.									
6.In order to achieve the "Information Application Ability" requirement of the Chung Hua University Basic Competency Indicators, students of this department must, within their study period, comply with the "Implementation Guidelines for the Information Application Proficiency Assessment of Chung Hua University." They are required to complete the college-mandated courses, including "Introduction to Business Software," "Big Data Analytics and Business Intelligence (PBI/VBA)," and "Python Programming." Students must earn the required credits and pass the information application proficiency assessment to meet graduation requirements.									
◎Students of the College of Management must pass at least one of the following certification: TQC Excel practical level, MOS Excel core level, the Excel information application competency test in Chung-Hua University.									
7.In order to achieve the "Social Care Ability" in the basic competency index of CHU students, students of this department must complete the required 18 hours of service according to the "Implementation Guidelines for CHU Volunteer Campus Culture Promotion" within the term of study in order to be eligible for graduation.									
8.In order to achieve the "Communication and Expression Ability" in the Basic Competency Index of CHU students, students of this department must complete and pass the English language test and the Chinese language test in accordance with the "Regulations for the Implementation of the English Language Test for CHU Students" within the period of study to be eligible for graduation.									
9.In order to achieve the "Health and Fitness Ability" in the Basic Competency Index of CHU students, students must complete the required credits and pass the swimming ability tests in accordance with the "Regulations for Physical Education Courses at CHU" within the period of study to be eligible for graduation.									
10.In order to achieve the "Innovation and Creativity Ability" requirement of the Chung Hua University Basic Competency Indicators, students of this department must, within their study period, comply with the "Implementation Guidelines for Innovation and Creativity Courses of Chung Hua University." Students are required to take innovation and creativity courses and submit at least one project to participate in the university's innovation and creativity competition to meet the graduation threshold for this competency.									
●First-year and second-year students are required to take the "Creative Thinking and Innovation Management" and "Creative Marketing", while third-year and fourth-year students must complete "Special Topics (I)" and "Special Topics (II)."									
11.In order to achieve the AI Competency" requirement of the Chung Hua University Basic Competency Indicators, students of this department must, within their study period, comply with the "Implementation Guidelines for the AI Competency Assessment of Chung Hua University" and pass the AI competency assessment to meet graduation requirements.									
12.The above course information is subject to the courses offered during the respective semester, and elective courses are adjusted based on actual course availability.									