CHU	CHUNG HUA UNIVERSITY Department of Business Administration (Financial Management Program) Curriculum for Class 114 Revised at the 2st Business Administration Curriculum Meeting of academic year 113 2nd semester, on May 13, 2025 Approved at the 2nd College Curriculum Meeting of academic year 113 2nd semester, on May 26, 2025)25
										Approved at the 2nd Colle	ge C	urriculum Meeting of academic ye	ear 1	13 2nd semester, on May 26, 20)25
Freshman				Sophomore					Approved at the 2nd tempor ior	University Curriculum Meeting of academic year 113, on June 11, 2025 Senior					
Fall Semester Spring Semester				Fall Semester Spring Semester				Fall Semester Spring Semester				Fall Semester		Spring Semester	コ
Compulsory Subject (Tot		,										-			
Physical Education(I) English(I)		Physical Education(II) English(II)	0	English(Ⅲ)	1	English(IV)	-								4
iberal Studies		Liberal Studies		Liberal Studies		Liberal Studies	2	Liberal Studies	2	Liberal Studies	2		Н		
iberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2						
Calibration(3Credits) Exploring the science park	12	I		I		 						I			
AI Experience 2.0	1	1													
3	20120						1111						111111		
College Required (Total 2	24	Credits)		D: D . A 1 .: 1		G : #1:1:		1				ı			Щ
ntroduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence	3	Creative Thinking and Innovation	3								
	Ļ		Ļ	(PBI/VBA)	Ļ	Management	L								_
Accounting(I) Economics (I)	3	Management	3	Statistics (I)	3		Н		Н		_		Н		\dashv
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Department Required (To	ota	d 5 Credits)		T		1				o : i m : ar:	Щ	ı			
	H		H			Statistic(II)	3	Special Topics(I)	1	Special Topics(II)	1				
0		0		0		3		1		1					
Program Required (Total	12														
	<u> </u>	Accounting (II)	3	Financial Management(I) Intermediate Accounting(I)	3	Financial Management(II)	3								
		3		6		3									Ш
Selected (59Credits or Abo	ve) [15Primary (Cre	edits Selected, 9 Cred	its	Selected form C)tl	iers)							
Marketing Research	3	Retail and Services Manager	3	Smart Retail Practice	3	Positive Psychology	3	Computer Software for Statistics	3	Financial Institutions and Markets	3	Theory of Constraints in Industry	3	Transportation	3
ervice Marketing	3	Entrepreneurship and Inno	3	Special Topics on Smart Retail	3	Leadship and Development	3	Python commercial data analysis	3	Business reading comprehension	3	Management Science	3	Introduction to Logistics Management	3
nternational Marketing	3	International Business Mana	3	Special Topics on Digital Era	3	Career development	3	Python network data collection	3	International Etiquettes	3	Internships (I)	3	Technology and Communications	3
experiential Marketing	3	Brand Management	3	Advertising Creativity and Strate	3	Eiectronic Commerce	3	Financial Management(II)	3	Coordinate and communicate of Business	3	Internships (II)	3	Transportation Engineering	3
trategic Marketing	3	Quality Managernent	3	Consumer Behavior	3	Multimedia APP Design	3	Accounting (II)	3	Enterprise Resource planning	3	Internships (III)	3		3
telationship Marketing	3	Supply Chain Managemen	3	Human Resource Development	3	Commercial Data Analysis	3	Investment and Finacial Management	3	Applied Management Planning Tools	3	Business practice (I)	3	International Logistics and Intermodal Transportation	3
Jetworking 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	Inventory Control and Warehouse Management	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
				-				tion from our departi	ne	nt					
	equired credits: 69 credits (including 41 credits of our departmental required, 6 credits of English, and 22 credits of General Education)														
ctives credits: 59 credits (Including required and elective courses from the college, department, program, and electives from other departments.) norder to educate and enhance students' ability to apply the latest technology in AI and Metaverse, and equip freshmen with the latest technical knowledge, students of our school are required to complete the "AI Experience Fun 2.0 Course" in freshman r. The credits obtained are listed in outside the department required. equired 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 artment's major field, and is eligible for graduation.															ın
Ainimum graduation credits: 128 cred	its			9.1		1 10 11 4	~	. 137 /							_
f general education courses must incl	School and College Common required Notes Students in our department are required to complete general education credits in accordance with the "General Education Course Regulations of Chung Hua University" within their period of study in order to meet graduation requirements. Each category general education courses must include at least 4 credits, with a total of 11 courses and 22 credits to be completed. Students in our department must complete the required English course credits within the period of study in accordance with the "Chung Hua University Guidelines for English Courses, On- and Off-Campus Proficiency Tests, and Workplace English														у
.Students in this department must cor		•	duc	ation course credits within th	e pe	eriod of study, in accor	daı	nce with the "Chung Hua Univer	rsity	Regulations for Physical Edu	cati	ion Courses," in order to me	et g	raduation requirements.	
Description of "Exploring the Scienc cience Park" course in freshman year	e Pa	ark" course: In order to c	ultiv	vate students' independent le	arni	ing ability, understand									
To cultivate and enhance students' a experience 2.0" during their freshman Students must comply with the "Imple	bilit yea	ies in cutting-edge techno ar. The credits earned from	logi m th	ies such as AI and the Metave nis course may be counted tov	erse vard	, and to ensure that fir I the 9-credit elective i	req	uirement from other departmen	ts.						la

Hua University" to fulfill graduation requirements.
7.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 with the "Regulations for the Implementation of the English

Language Test for CHU Students' within the period of study to be eligible for graduation.

8.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.

9. In order to achieve the "Health and Physical Fitness Competency" outlined in Chung Hua University's core student competency indicators, students in this department must complete and pass four credits from the university's General Education health promotion courses within their period of study in order to meet graduation requirements.

10.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.

11.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 are required to pass one of the following information application proficiency tests: TQC Excel (Practical Level), MOS Excel (Standard Level), TQC+ Basic Programming Language Certification, TQC+ ing Language Certification, ITS Python International Certification, or Excel/Python Programming Language Certifications administered by the university

12.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.

OStudents in this department are required to take "Creative Thinking and Innovation Management" in their sophomore year, and complete "Special Topics (I)" and "Special Topics (II)" in their junior year.

13. The above course information is subject to the courses offered during the respective semester, and elective courses are adjusted based on actual course availability.