

CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 113

Revised at the 1st Business Administration Curriculum Meeting of academic year 112 2nd semester, on March 19, 2024

Approved at the 1st College Curriculum Meeting of academic year 112 1st semester, on April 01, 2024

Approved by the 2th University Curriculum Committee on April 10, 2024

Freshman		Sophomore		Junior		Senior		
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(IV)	1			
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	
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Calibration(3Credits)								
Exploring the science park	2							
AI Experience 2.0	1							
College Required (Total 27 Credits)								
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Creative Thinking and Innovation Management	3	
Accounting(I)	3	Economics (I)	3	Statistics (I)	3	Enterprise Resource Planning Systems and Practice	3	
		Management	3					
6	9	3	6	3	0	3	0	
College Required elective(Total 3 Credits)								
Career Planning	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 Fundation of Enterprise in Business Activities	3	Marketing Management	3	Financial Management(I)	3	Human Resource Management	3	
						Manufacturing Management	3	
						Strategic Management	3	
3	3		3		3	Creative Marketing	3	
							3	
Department Required Selective (Total 2 Credits)								
				Finance Lecture	2			
Program Required Selective (Total 15 Credits)								
			Organization Behavior	3	Business English Oral Training(I)	3	Business English Oral Training(II)	3
					International Business Management	3	Business Ethics	3
			3			6	6	
Selected (47Credits or Above) [15Primary Credits Selected, 9 Credits Selected form Others]								
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 Management	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	
						Introduction to Transportation Technology and Communications	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	
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	
						Accounting (II)	3	
						Enterprise Resource planning	3	
Relationship Marketing	3	Supply Chain Management	3	Human Resource Development	3	Commercial Data Analysis	3	
						Investment and Financial 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.)								
<ul style="list-style-type: none"> ●12.In order 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 year. The credits obtained are listed in outside the department required. ●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.								