

CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 111

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(III)	1	English(IV)	1								
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2						
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2								
College Required (Total 12 Credits)															
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/	3	Enterprise Resource Planning S	3								
	3		3		0		3		0						
Department Required (Total 20 Credits)															
Economics (I)	3	Introduction to Management	3	Statistic(I)	3			Special Topics(I)	1	Special Topics(II)	1				
Accounting (I)	3	Creative Thinking and Innovation Managem	3												
	6		6		3		3		1	1					
Program Required (Total 21 Credits)															
The Fundemation of Enterprise in Business Act	3	Marketing Management	3	Financial Management(I)	3	Creative Marketing	3	Manufacturing Management	3	Strategic Management	3				
						Human Resource Management	3								
	3		3				6		3	3					
Department Required Selective (Total 2 Credits)															
		Finance Lecture	2												
			2												
Program Required Selective (Total 2 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					
Selected (47Credits or Above) 【38 Primary 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	Transportation	3
Service Marketing	3	Entrepreneurship and Innovation Manag	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
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	Eielectronic Commerce	3	Financial Management(II)	3	Coordinate and communicate of Business	3	Internships (II)	3	Transportation Engineering	3
Strategic Marketing	3	Quality Managment	3	Consumer Behavior	3	Multimedia APP Design	3	Accounting (II)	3	Enterprise Resource planning	3	Internships (III)	3	Traffic Engineering	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	International Logistics and Intermodal Transportation	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	Inventory Control and Warehouse Management	3
Distribution and Retail Management	3	Introduction of Database Management	3	Problem Solving Technigues	3	Excel BI data analysis	3	Financial Risk Management	3	Management case practice	3	Business practice (III)	3	Practice of Traffic Engineering	3

※Remarks :

©Minimum 128 Credits Ggraduated , Core Courses 81 Credits , Least 47 Credits by Selected Courses

©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