

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	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	Liberal Studies	2
Calibration(3Credits)									
Exploring the science park	2								
AI Experience 2.0	1								
	3								
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				
	6	Management	9		3		0		3
			6		3				0
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		3				1
									1
Program Required (Total 21 Credits)									
The Fundementation of Enterprise in Business Act	3	Marketing Management	3	Financial Management(I)	3	Human Resource Management	3	Manufacturing Management	3
								Strategic Management	3
								Creative Marketing	3
	3		3		3		6		3
Department Required Selective (Total 2 Credits)									
				Finance Lecture	2				
					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 Manag	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	Eiectronic 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 Technigues	3	Excel BI data analysis	3	Financial Risk Management	3
								Management case practice	3
								Business practice (III)	3
								Inventory Control and Warehouse Management	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

◎The elective credits for graduation from this department must be 9 credits from other departments, including "Exploring the Science Park" and "AI Experience 2.0", (Transfer students and foreign students are exempt from taking the course) but excluding general education, physical education, and military training

◎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